

# Community Digital Sound Programme

## (C-DSP) licence

### Application form – Part A (public)

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

Pakistan Muslim Centre (Sheffield) Limited

Proposed service name:

Link FM

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

Shefcast Digital

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

Contact: Link FM

Address: Pakistan Muslim Centre, Woodbourn Road, Sheffield S9 3LQ

Tel: 0114 2436091

Email: info@pmcuk.org

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# Overview

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

This application form is divided into two parts – **Part A** (which we will publish on our website) and **Part B** (which will be kept confidential). This document constitutes Part A; [Part B of the application form](#) is available on our website.

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

## The purpose of this form

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

## Provision of information

- Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are 'fit and proper' to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.
- It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

## Publication of information about applications and licensed services

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

## Data protection

- We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003. Please see Ofcom's [General Privacy Statement](#) for further information about how Ofcom handles your personal information and your corresponding rights.

## Keeping up to date with broadcasting matters

- We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.

- To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

## Applicant's details

### About this section

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

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

In the second part of this section we are asking for details of the applicant's officers (directors or, in the case of LLPs, designated members), its shareholders and participants. Where applicable, we are also asking for details of the officers of the applicant's parent and associated companies or LLPs etc.

If any of the individuals named in your responses are known by more than one name/version of their name, all names must be provided.

Certain persons are disqualified from holding a C-DSP licence. This section asks the questions which enable us to consider this for those types of disqualification which apply specifically to bodies corporate. It also asks questions which are relevant to our assessment of the applicant's fitness and properness to hold a C-DSP licence.

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

The response boxes and tables should be expanded or repeated where necessary, or provided in a separate annex.

'Officerships' in this section refers to: directorships of bodies corporate, designated memberships of LLPs, or membership of a governing body of an unincorporated association (including partnerships).

### Applicant information and contact details

- Name of applicant (i.e. the body corporate that will hold the licence):  
Pakistan Muslim Centre (Sheffield) Limited
- Company registration number stated on Companies House:  
02450947
- 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:

Woodbourn Road, Sheffield S9 3LQ

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

**Yes**

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

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

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

Full name	Irfan Khan
Job title	Chair
Address	Pakistan Muslim Centre, Woodbourn Road, Sheffield S9 3LQ
Telephone	0114 2436091
Mobile phone	07947309163
Email	khanifthi@icloud.com

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

<https://linkfm.org>

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

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

The service will be financed partly from on air advertising and sponsorship and partly from other revenues generated as part of the wider activities of the Pakistan Muslim Centre including room hires and office rentals in our community hub building. The service will also benefit from substantial in kind contributions of volunteer time.

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

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

- 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 concerned)	Other employment
ALTAF, Ahmed	Woodbourn Road, Sheffield S9 3LQ	United Kingdom		Taxi driver
BASHARAT, Nighat	Woodbourn Road, Sheffield S9 3LQ	United Kingdom		Mental health recovery worker
CHAUDRY, Aurangzeb	Woodbourn Road, Sheffield S9 3LQ	United Kingdom		Taxi driver
HUSSAIN, Ishfaq	Woodbourn Road, Sheffield S9 3LQ	United Kingdom		Teacher
HUSSAIN, Tariq	Woodbourn Road, Sheffield S9 3LQ	United Kingdom		Taxi driver
KHAN, Irfan	Woodbourn Road, Sheffield S9 3LQ	United Kingdom		Taxi driver
MAHMOOD, Sajid	Woodbourn Road, Sheffield S9 3LQ	United Kingdom		Accountant
REHMAN, Meamuna	Woodbourn Road, Sheffield S9 3LQ	United Kingdom		Advertising consultant

- Complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the applicant (“participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to

suspect the existence of any beneficial owners.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

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

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

### Details of persons who control the applicant

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

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



Full name of individual or body	Address	Affiliates
N/A		

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

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

Full name of individual	Name of body in which officership held	Affiliates of that body
N/A		

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

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

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

- In relation to each body corporate identified in response to question 2.12, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 2.12. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Name of body corporate identified in response to	

question 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

### Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	Yes	Nighat Basahart is an elected Labour Party councillor with Sheffield City Council
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
A body whose objects are wholly or mainly of a religious nature;	No	
An individual who is an officer of a body falling within (b) or (c);	Yes	Nighat Basahart is an elected Labour Party councillor with Sheffield City Council

A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

## Details of applications, licences and sanctions

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

**Yes**

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

Licence number	Name of service or multiplex
CR100157BA	Link FM

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

**Yes**

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

Licence number	Name of service or multiplex
CR100157BA	Link FM

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

**Yes**

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
2016 - to date	CR100157BA	Link FM

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

**No**

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

Licence number	Name of service or multiplex

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

**No**

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

Licence number	Name of service or multiplex

- 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**

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

Licence number	Name of service or multiplex

- 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**

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

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

- 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?

**Yes**

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

Licence number (or equivalent)	Name of service or multiplex	Nature of the breach	Sanction imposed	Date sanction imposed
CR100157BA	Link FM	Breach of Rules 2.3 and 3.1	£2,000	11/03/2022

- 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	Penalty

	(dd/mm/yy)	

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

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

Since the breach mentioned in 2.24 there has been a complete change in key personnel including election of an entirely new board of directors and appointment of a new station manager. The management team have reviewed compliance procedures in light of the breach in order to reduce, as far as reasonably practical, the likelihood of any recurrence.

## The proposed service

### About this section

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

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

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

## Your proposed service and target community

- What is the proposed service name?

Link FM

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

Shefcast Digital

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

Woodbourn Road, Sheffield S9 3LQ

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

Link FM CR100157BA

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

Link FM aims to serve the diverse communities of Sheffield, with a focus on but not limited to the Pakistan and Muslim communities, providing a platform that links all communities, utilising the radio airwaves as a medium. Link FM offers a local service to inform, educate and entertain listeners. It provides a voice to communities, regardless of religion, race, gender and age. We encourage inclusion and community engagement. Programmes are mainly in Urdu, Punjabi and English with a mixture of other community languages to reflect community interests, social gain and other commitments. Link FM promotes the inclusion of people including the disadvantaged, unemployed, young people and older people.

The service includes various types of music to suit each segment of the audience including Naat / Nasheed / Hamd, Qawalli, Ghazal, pop, hip-hop, film music, classical, folk and Bhangra. Speech elements focus on topical issues of interest and concern to the communities including presenter led discussions, studio and phone-in contributors/guests, and invitations to listeners to contact the station and share their views and perspectives.

The target geographical coverage is within the coverage area of the multiplex service.

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

Pakistan Muslim Centre (Sheffield) Limited is a not-for-profit company limited by guarantee and a registered charity (charity registration number 1010697). Its objects, "to be directed

*wholly or mainly to the benefit of the Muslim community in the City of Sheffield”, are:*

*“To provide and promote the provision of facilities in the interests of social welfare and for recreation and leisure time occupation*

*To advance knowledge, understanding and appreciation of the Pakistan Muslim culture*

*To promote such other charitable objects for the benefit of the said Pakistani Muslim community”*

According to its Memorandum of Association (Clause 5) the property and funds of the charity may only be used for promoting its charitable objects.

In the case of dissolution the Memorandum of Association (Clause 8) provides that any assets remaining be transferred to one or more other bodies established for exclusively charitable purposes within the same or similar objects; or applied directly for the objects or charitable purposes within or similar to the objects; or in such other manner consistent with charitable status as the Charities Commission approves in writing in advance.

Any profit arising from the activities of Link FM will therefore be applied either to the development, improvement and continuation of the service or to the delivery of other community benefits and social gain consistent with the company’s charitable objects.

Responsibility for compliance with charity law and with the company’s charitable objects rests with the board of directors who are also the charity trustees.

## Social gain

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

We have been operating a full-time community radio service since February 2016.

Community benefit is at the heart of our mission and embedded in our charitable objects.

We deliver this through multiple activities, both on air and off air. In summary:

- We deliver a 24/7 community radio service with at least 8 hours of live radio production every day, carrying diverse music genres and a range of speech and magazine programming including in Urdu, Punjabi, English and other languages
- We engage and support around 80 volunteers including providing induction, training, production support and access to facilities (studios and production workstations)
- We support community events and festivals including hosting of events at our community hub and having a presence at other community events.
- We collaborate with community organisations and independent production groups to develop and host programmes targeting particular communities and interests.
- We run a variety of training courses, not only in media production, but also to support



community integration, skills development and employability.

We have built strong links with our local universities and the Job Centre and encourage referrals of young people seeking volunteering opportunities and work experience.

We have collaborated with Sheffield Community Media and with local community radio stations, Sheffield Live! and Redroad FM, to support establishment of Shefcast Digital as a not-for-profit community-based provider of the Sheffield and Rotherham SSDAB service.

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

We carry a range of speech-based programmes that encourage discussion and expression of opinion on issues of local, national and international importance, including with studio guests, phone-ins and other opportunities for audience feedback on social media.

These include general community affairs programmes as well as thematic programmes focussing on issues such as health and well-being, education and culture.

The opportunity to bring this content to new digital radio listeners and to make it available on DAB to our existing audience will assist in widening access to our broadcast content, thus strengthening its contribution to facilitating discussion and expression of opinion.

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

We operate Link from our community hub building with radio studios and other facilities available to volunteers. The centre is easily accessible and located in the heart of the community. Our core team provide induction, training and ongoing support to enable effective use of the facilities by our community volunteers. During Covid lockdowns we supported volunteers to continue production from home. We have now managed a return to studio-based production with over 8 hours per day of live volunteer-led radio shows. Access to the studio area is available for production on a supervised basis when live broadcasting is not being undertaken. The station also provides access to computer workstations for editing cues, pictures and audio, programme preparation etc.

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

We promote better understanding of our community through the diversity of our programme output, including diverse genres of music, providing a platform for community talent and cultural expression, encouraging dialogue and listener engagement on community issues, and improving access to local information. We aim to contribute to community cohesion and strengthening of community links through a diverse range of music and speech programming that highlights different interests, cultures and experiences and promotes cross-cultural awareness, understanding and engagement.

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

Pakistan Muslim Centre (Sheffield), which operates Link FM, is a charity and community hub organisation which offers a wide range of other community services including:

- Community kitchen providing hot meals for the vulnerable and needy
- Training, skills development and employability support including courses in basic IT skills, basic English, employment skills, as well as media training
- Job club providing support for job-seekers and entry into employment
- Room hire, including our community hall, and support for community events
- Office facilities and other support for community organisations
- Volunteering opportunities in support of our community projects

## Participation

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

We have an open and accessible volunteering policy to enable members of the community to participate and contribute to programme making and management of the service. Around 80 volunteers are involved on a weekly basis all of whom live in or have connections to the local community. We encourage volunteering and welcome offers to volunteer whether in production or in other activities, including administration, security, caretaking, technical maintenance and social media management. Volunteers interested in programme making are encouraged to join existing production teams or to develop their own programme proposals that can contribute to our objectives. New programme-making volunteers are supported with induction and short courses in radio production skills (hardware and software) including issues of compliance with broadcasting regulations.

## Accountability

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

Members of the community can contact the service by email, telephone, post or social media. We welcome comments and feedback and endeavour to respond promptly to any complaints. Members of the community are able to get involved as volunteers, to participate in training courses and to join as members of the charitable company. We have an open membership structure, including volunteer members and supporters, who elect our board. We hold consultative meetings with the members and we encourage public feedback through phone-in programmes, social media, surveys and open workshops.

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

Handling of suggestions and criticisms, including listener complaints, rests with the board

of directors. We aim to respond to complaints rapidly including logging and acknowledging the complaint, undertaking investigation where necessary and implementing remedial action where appropriate. Suggestions and general criticisms are encouraged and gathered through various means – direct communication, social media comments, consultative meetings, etc – and feed into board level business review and forwarding planning.

## Draft Key Commitments

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

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

### ANNEX TO LICENCE

- **LICENSED SERVICE NO** tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
<b>Link FM</b>	<p><b>Link FM</b> is a radio service intended to serve the Pakistani and Muslim communities within the broadcast area in Sheffield. The service informs, educates and entertains listeners while encouraging inclusion and community engagement.</p> <p>The service broadcasts:</p> <ul style="list-style-type: none"> <li>• Music. The main types of music broadcast over the course of each week are: Naat/ Nasheed/</li> </ul>	24 hours/day, 7 days/week	Sheffield and Rotherham small-scale DAB multiplex

		<p>Hamd, Qawalli, Ghazal, pop, hip-hop, Asian film music, classical, folk and Bhangra.</p> <ul style="list-style-type: none"><li>• Speech. The main types of speech output broadcast over the course of each week are: presenter-led discussions on topical issues of interest and concern to the communities, information on education and training opportunities.</li><li>• Over the course of each week, programming in Urdu, Punjabi and English is broadcast.</li><li>• The service provides original output for a minimum of 11 hours per day.</li><li>• The service provides</li></ul>		
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	<p>locally-produced output for a minimum of 13 hours per day.</p> <p>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above</p> <p>The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:</p> <ul style="list-style-type: none"> <li>• the facilitation of discussion and the expression of opinion,</li> <li>• the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and</li> <li>• the better understanding of the particular community and the strengthening of links within it.</li> </ul>		
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	<p>Members of the target community contribute to the operation and management of the service.</p> <p>The service has mechanisms in place to ensure it is accountable to its target community.</p>		
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- ## Compliance of the service

### About this section

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

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

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

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

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

#### Detail required from PMC...

Irfan Khan deals with all compliance training.

Irfan Khan holds all responsibilities of the overall compliances.

Our last training session was on the 2nd October 2022.

All training s are conducted by professional body ( reach to public)

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

Detail required from PMC...

n/a

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

Chair of the board – overall responsibility for compliance including training and induction systems for producers and presenters, complaints handling, compliance systems.

Station manager – support to the chair of the board on compliance related matters, including training and guidance for producers and presenters, complaints logging.

Programme producers – editorial responsibility for compliance of their programme with the regulations in force, including keeping up to date with relevant codes.

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

The station manager is responsible for training programme producers in compliance procedures, including procedures for live programming as well as for pre-recorded programming. Training is normally on a one-to-one basis as part of the induction process prior to going on air or producing pre-recorded programmes for broadcast. Training is adapted to context to ensure producers are also aware of key issues relating to their editorial content, for example emphasis may be different for a music show compared to a magazine programme. Refresher workshops are offered from time to time to ensure producers are up to date with and maintain awareness of compliance issues.

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

Compliance training will be mandatory for all staff and volunteers that have production responsibilities.

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

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

All programme producers will be trained in compliance procedures, including procedures for live programming as well as for pre-recorded programming. This will include ensuring awareness of the Ofcom Broadcasting Code and where to access it when necessary.

For the majority of live programmes the producer is also the main presenter and is responsible for ensuring compliance while on air. This includes identifying potential risks, preparing guests in advance, ensuring compliance while on air and taking swift remedial action where necessary, for example making an on air apology, or correcting misinformation. Where a potential breach occurs they are required to report this to the station manager together with information on their response to the matter.

An incident log will be kept of any potential breaches and the response to them.

Where the producer is not the main presenter, they will be responsible for briefing the presenter and guests in advance and for monitoring the programme while on air.

During the main hours of operation the station will be monitored by staff and/or volunteers on duty and any compliance concerns arising will be reported to the station manager. Members, supporters and listeners are encouraged to feedback any concerns they have with broadcast output in order that any related issues are dealt with promptly.

The output of the service is logged for review and compliance purpose, including compliance with Ofcom output logging requirements. The logs provide for easy access by the chair of the board and the station manager shortly after broadcast transmission.

Prior to the commencement of any new programme series, the station manager will make a compliance risk assessment and will provide additional bespoke guidance to the producer on risk mitigation, for example certain music genres where radio edits are likely to be required, magazine shows addressing controversial topics, phone-in programmes.

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

All programme producers will be trained in compliance procedures, including procedures for live programming as well as for pre-recorded programming. This will include ensuring awareness of the Ofcom Broadcasting Code and where to access it when necessary.

For pre-recorded programmes the producer is responsible for ensuring compliance. This includes identifying potential risks, preparing guests in advance, ensuring compliance during recording and removing any non-compliant content at post-production stage before delivering for broadcast. If the producer is in any doubt about compliance of the pre-recorded content they are required to report the possible concerns to the station manager for review before broadcast and to act on any advice or any changes required.

The majority of content will be in house. Where programme content is acquired from a third party, the content will be reviewed before broadcast, either on a sample basis or full review, depending on the level of risk assessed. This will be the responsibility of the station manager however they may delegate it to an experienced producer.

During the main hours of operation the station will be monitored by staff and/or



volunteers on duty and any compliance concerns arising will be reported to the station manager. Members, supporters and listeners are encouraged to feedback any concerns they have with broadcast output in order that any related issues are dealt with promptly.

An incident log will be kept of any potential breaches and the response to them.

The output of the service is logged for review and compliance purpose, including compliance with Ofcom output logging requirements. The logs provide for easy access by the chair of the board and the station manager shortly after broadcast transmission.

Prior to the commencement of any new programme series, the station manager will make a compliance risk assessment and will provide additional bespoke guidance to the producer on risk mitigation, for example certain music genres where radio edits are likely to be required, magazine shows addressing controversial topics, phone-in programmes.

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

Responsibility for compliance with Key Commitments rests with the chair of the board. Monitoring what is broadcast on the station is ongoing and any scheduling changes, e.g. additions or removals of programmes, one off specials etc, will be logged as and when they occur. Quarterly performance reports will be provided to the board of directors. An annual report will be produced for the Annual General Meeting and published online.

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

Responsibility for compliance with Key Commitments rests with the chair of the board. Monitoring of off-air social gain activities will include logs of training and induction delivered, reports on projects of community benefit, monitoring the number of volunteers. Quarterly performance reports will be provided to the board of directors. An annual report will be produced for the Annual General Meeting and published online.

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

Urdu, Punjabi, English

- For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules. **Please do not give names of individual members of staff.**

Urdu (2 as above + all Urdu language producers)

Punjabi (2 as above + all Punjabi language producers)

English (2 as above + all English language producers)

## • Declaration

### About this section

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

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

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

The declaration must also be dated.

- I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- I further declare and warrant:
  - that I am not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under Section 145 of the Broadcasting Act 1996;
  - that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests; and
  - 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
  - that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influence Ofcom's judgement as to whether the directors and any other individuals and/or bodies corporate with substantial involvement in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

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

**behalf of the applicant:**

IRFAN KAHN

**Date of application:**

19/01/2023

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

Company director

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