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# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

ROTHERHAM BROADCASTING CIC

**Proposed service name:**

ROTHER RADIO

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

SHEFCAST DIGITAL LIMITED

SHEFFIELD & ROTHERHAM DAB LIMITED

**Public contact details:**

Email: [info@rotherradio.co.uk](mailto:info@rotherradio.co.uk)

# Contents

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## Section

1. Overview	1
2. Applicant's details	4
3. The proposed service	13
4. Compliance of the service	20
5. Declaration	24

# 1. Overview

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

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

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

## The purpose of this form

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

## Provision of information

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

## Publication of information about applications and licensed services

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

## Data protection

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

## Keeping up to date with broadcasting matters

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

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

## 2. Applicant's details

### About this section

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

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

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

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

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

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

ROTHERHAM BROADCASTING CIC

2.2 Company registration number stated on Companies House:

13003287

2.3 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:

Rotherham Broadcasting CIC, 81 Serlby Lane, Harthill, Sheffield, South Yorkshire, S26 7ZD

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

**Yes** (delete as appropriate)

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

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

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

Full name	Wayne Cubitt
Job title	Managing Director
Address	81 Serlby Lane Harthill Sheffield S26 7ZD South Yorkshire
Telephone	01709 464974
Mobile phone	07462 293879
Email	wayne.cubitt@rotherradio.co.uk

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

<https://www.rotherradio.co.uk>

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

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

The service requires minimal start-up costs as the studio equipment and on-air processor as well as other materials have already been gifted to our organisation from Hit Music Radio Limited. Being a newly established company, we have recently registered with the social enterprise exchange to enable us to receive support through the Sheffield City Region and its partners.

Initial funding has been part received as a gift from its directors and its members involved, and in part from the support of local businesses across the local area as well as other fundraising activities.

As the sustainability of the service and our business will be part funded by advertising and sponsorship opportunities both on and off air (such as our website) with the other half being from funding sources such as the Community Radio Fund, the Lottery Community Fund and in the form of other grants.

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

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

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

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Wayne Cubitt	81 Serlby Lane, Harthill, Sheffield, South Yorkshire, S26 7ZD	UK	Managing Director	N/A
Andrew Dennis Rimmer	81 Serlby Lane, Harthill, Sheffield, South Yorkshire, S26 7ZD	UK	Executive Director	N/A
Stuart Watters	81 Serlby Lane, Harthill, Sheffield, South Yorkshire, S26 7ZD	UK	Programme Director	Bus Driver

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



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

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

Full name of the entity	Address
N/A	N/A

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

Full name of entity	Address	Affiliates
N/A	N/A	

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

Full name of individual or body	Address	Affiliates
Wayne Cubitt	Rotherham Broadcasting CIC, 81 Serlby Lane, Harthill, Sheffield, South Yorkshire, S26 7ZD	N/A
Andrew Rimmer	Rotherham Broadcasting CIC, 81 Serlby Lane, Harthill, Sheffield, South Yorkshire, S26 7ZD	N/A
Stuart Watters	Rotherham Broadcasting CIC, 81 Serlby Lane, Harthill, Sheffield, South Yorkshire, S26 7ZD	N/A

2.12 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 2.11, and any affiliates of those bodies:

Full name of individual	Name of body in which officership held	Affiliates of that body
Wayne Cubitt	Hit Music Radio Limited (Director)	None
Wayne Cubitt	Rother Broadcasting Limited (Director)	None
Andrew Rimmer	Oceanic Security Limited (Director)	None

2.13 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 2.11, and their affiliates:

Full name of body corporate listed in 2.11	Body corporate controlled	Affiliates of body corporate controlled
N/A	None	None

2.14 In relation to each body corporate identified in response to question 2.11, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned (“participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 2.11. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Name of body corporate identified in response to question 2.11	ROTHERHAM BROADCASTING CIC			
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Wayne Cubitt	0	0	0	25% > no more than 50%
Andrew Rimmer	0	0	0	25% > no more than 50%
Stuart Watters	0	0	0	25% > no more than 50%
Comments				
Rotherham Broadcasting has CIC status and is limited by guarantee without share capital.				

### Involvement of the applicant in specified activities

2.15 Please state below whether the applicant, or any of the directors, shareholders or other individuals named above, including their associates (i.e. directors of their associates and

other group companies), is, or is involved in, any of the below, and the extent of that interest.

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

## Details of applications, licences and sanctions

2.16 Is the applicant a current licensee of Ofcom?

**No** (delete as appropriate).

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

Licence number	Name of multiplex
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<sup>2</sup> Please refer to Sections 3 to 5 of [Ofcom's religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

N/A	
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2.17 Has the applicant held an Ofcom broadcasting licence before?

**No** (delete as appropriate).

Licence number	Name of service or multiplex
N/A	

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

**Yes** (delete as appropriate).

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
06/06/2011 – 20/09/2011 (Directorship)	CR000151BA/4	REDROAD FM

2.19 Does the applicant control an existing Ofcom licensee?

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex
N/A	

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex
N/A	

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex
N/A	

- 2.22 Is the applicant subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

**No** (delete as appropriate).

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

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

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

**No** (delete as appropriate).

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

Licence number (or equivalent)	Name of service or multiplex	Nature of the breach	Sanction imposed	Date sanction imposed
N/A				

- 2.24 In relation to any of the directors, shareholders or other individuals named in this application, please provide any information which you think may be a relevant consideration for Ofcom in determining whether or not the applicant is fit and proper to hold a Broadcasting Act licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we do consider to be relevant to the applicant's eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

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

N/A

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

**No** (delete as appropriate).

If yes, please provide the following details:

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

## 3. The proposed service

### About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

In this section, you will also need to set out how your service will provide social gain, community participation and how you will be accountable to the target community. This is in line with statutory requirements for the granting of C-DSP licences.

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

### Your proposed service and target community

3.1 What is the proposed service name?

Rother Radio

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

Sheffield & Rotherham

3.3 Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 5.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).<sup>3</sup>

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<sup>3</sup> If you propose to provide your service on a local, rather than a small-scale, radio multiplex service, there is no requirement for your studio to be located within the licensed area of that local radio multiplex service.

Current studio location:

Rother Radio, Serlby Lane, Sheffield, S26 7ZD \*

\* Even though the current studio location falls within the catchment of the proposed coverage area, we have been looking into the feasibility of moving the studio into Rotherham Town Centre, however due to COVID-19 restrictions this year (2020), this has not yet happened, our proposal is for the studio to be located at: Centurian Business Park, Bessemer Way, Rotherham, S60 1FB, which is also within the proposed coverage area.

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

N/A

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



**History:**

Rotherham is a minster market town in South Yorkshire, which along with its nearby settlements form the Metropolitan Borough of Rotherham, with a population of 257,280 in the 2011 census.

Rotherham was well known as a coal mining town as well as a major contributor to the steel industry.

**Employment & Economics:**

Rotherham has suffered greatly over the years since the demise of the coal mining industry and many people had to find alternative work within the borough and adapt to new techniques of working. Coal mining villages within the Borough such as Kiveton (where its old Colliery still stands today) and Maltby still suffer from this demise and un-employment figures remain at an all-time high with a 4.2% unemployment rate across the borough.

Many villages that make up the Metropolitan Borough of Rotherham encompass their own small micro entity as a town or high street and forged their own identities such as Wath-Upon-Dearne and Wickersley.

**Target Area:**

The target area which we wish to serve is Rotherham and its many surrounding communities that make up the metropolitan borough. 'Hit Music Radio' had been operating within the borough since 2003 as an internet radio station and changed name to Rother Radio in September 2020 to strengthen our links with the community and to provide a tighter, super-local service.

Whilst operating within the community we have established many partnerships with local charities, organisations and independent businesses and Rother Radio enables the use of a platform to get their message across to the local community.

**Programming:**

Whilst our core audience is Rotherham, Rother Radio also includes listeners in Sheffield as Rotherham is closely interlinked with Sheffield, it offers those commuting between the two a local independent, relevant source of local news and information.

Rother Radio's programming and music attracts a wide demographic of listener, but we primarily aim at the family audience of 18 – 60 year olds across the Rotherham Borough playing adult contemporary & contemporary music from the 70s, 80s, 90s and today between the hours of 7am – 7pm with more specialist programming during the evening and weekends such as specialist Dance and Old Skool music shows at the weekend.

We are proud to play a part in the community & we are totally dedicated to Rotherham!

- 3.6 How will you ensure that your proposed C-DSP service is run on a not-for-profit basis? Please give details of specific measures or arrangements in place to ensure this, and how

any profit will be wholly and exclusively used for securing or improving the future provision of the service, or for the delivery of social gain. **Answer in fewer than 400 words.**

**Not-for-profit:**

Rotherham Broadcasting CIC is a company limited by guarantee of its members having an asset lock that prevents the distribution of profits other than for community benefit. There are no shareholders. The company Articles specify that it has a not for profit status. All members control the company and have an equal ownership with one member one vote.

**Usage:**

We will have strict policies and procedures surrounding how our finance is distributed. Any money that is invested or raised via the form of advertising, sponsorship, fund raising events or via funding bodies will be re-invested into our day to day operational costs for the up-keep and maintenance of the service which we provide and to ensure future sustainability of our service for our target community.

Any funds raised above and beyond this will be re-invested into the service in the way of the upgrading of equipment and for training purposes or applied for community benefit.

**Policies and Procedures:**

A business bank account is already in place and no sole individual can withdraw funds from the business bank as this requires the approval of two peoples authorised by the board of directors with all monies accounted for and logged, and for what purpose to ensure that all finance is used for the specific purpose for which it was intended.

The board of directors are responsible and accountable for enforcing these procedures and yearly accounts are made public to ensure we remain open, honest and completely transparent.

## Social gain

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

Since September 2020, Rother Radio has worked with local charities within the Rotherham Borough such as Be Cancer Safe in helping to raise awareness to those across the borough as statistically, people in Rotherham are shown to be less likely to take up cancer screening than in other parts of the country, further to this we are setting up monthly up-dates following the health calendar to raise awareness in local communities of particular illnesses.

During the Covid-19 pandemic, we interviewed lots of small independent businesses including, many independent traders within the Rotherham Market about how the pandemic had been for them in this tough economic time, how they are being Covid secure and to give those small independent businesses a platform to advertise their business for free.

We have also worked to raise awareness of Rush House which is a charitable organisation based in Rotherham, that provides a range of accommodation and support services including advice, independent living skills and training to young people aged 16-25. They also offer a person-centred Education, Employment and Training programme for people aged 18-30.

Rother Radio has also been working to raise awareness of Timebuilders to talk about the amazing work they had achieved over the pandemic, creating a food parcel delivery service to those in need across Rotherham. The station helped in making the local community aware of a new Social Supermarket being setup in the Rotherham Minster to help those in need and helped as part of their campaign to find furniture like free-standing shelving to enable this to happen.

We have created ties with a female individual (name not advertised for the purpose of this form) who lives in Rotherham and hit the national news over her Smart Motorway's campaign (after a tragic accident involving her husband), and we have provided impartial interviews and airtime on this.

We helped raise awareness of The Warncliffe Restuarant that recently re-opened for the new academic year after closing when the country went into lockdown and gave the community an insight as to how the restaurant is run by the students of Rotherham College that are studying hospitality.

We have also interviewed Diabetes Safe in Rotherham to raise awareness of Diabetes, signs and symptoms and how to get checked.

We have also started working towards a partnership with Rotherham College and it's students for those who are currently on media, broadcasting, journalistic and photography courses, to offer those students work placements and give them the opportunity to work in a real working radio environment by having an open door policy for those students and of course the wider community.

As you can see above our track record speaks for itself and SS-DAB will allow us to be more accessible within the community, and we will continue to be a constant within the borough.

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

One of Rother Radio's key social gain objectives is to develop links and partnerships with local groups and organisations with the aim of promoting activities or airing key information to the local community. We have already and will continue to support local enterprises that wish to talk about their products and services.

We have also featured 'community focus weeks' where everyday we featured local charities, gave them interviews and airtime to get their message across.

Rother Radio will supplement its on air service with the use of website and social media, and we will encourage feedback from our listeners through various means such as by phone, email, website, Twitter or Facebook. We also encourage listeners to provide feedback on the station whether it be good or welcomed constructive criticism which the stations management will respond to.

Steering group meetings will be held where volunteers of the station and its members can get involved and the station manager will attend these meetings.

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

Rother Radio has already gained trust and is working towards a partnership with Rotherham College to allow students on media, broadcasting and journalistic courses to get involved, this includes the creation of news bulletins, weather bulletins, interviews and actual radio programmes, giving experience to those involved of what it's like to work in a radio environment.

We have also been invited to Rotherham College to speak to students who are currently undertaking broadcasting courses to talk to them about what it's like to be involved with radio and to give them an insight as to what we can offer.

The station has an 'open door' policy for members of the community who want to get involved where training will be provided for those wishing to become an on air personality, there will be opportunities to get involved off-air with roles such as music production, making use of audio production programs to create adverts and promotions. We can also offer training in software used for producing live and pre-recorded radio programmes.

We will encourage feedback from these courses via feedback questionnaires during debriefing sessions and online feedback forms to give individuals a voice about the service we offer. We will also conduct regular audits on the feedback given to ensure that the service level we provide is to a high standard. Individuals within the community can demonstrate the skills they have learned by participating within the role they have trained on such as creating an on-air programme.

We have volunteers wishing to partake in a 'Street Team' and this will involve going out into the community and meeting people, broadcasting from outdoor events such as local event's, public debates, and live music events.

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

All of Rother Radio's output is targeted towards the community of Rotherham where information and events that maybe overlooked by the larger stations will be made available to our audience. We can explore local issues in greater depth, devoting a greater amount of airtime to their causes, expanding, and extending the range or programmes that are already available to listeners in our area.

Rother Radio will encourage people to use our website, phone, email and social media to get involved and use the service as a platform to voice their views and opinions to the wider community. It will enable the station to highlight issues that are important within the target community area.

Even though Rother Radio will fall into the TSA of Hallam FM, Capital FM and Heart Yorkshire, these are music-led stations, and they are unable to devote any large amount of airtime to the community of Rotherham specifically due to the vast area in which they serve.

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

**Wayne Cubitt** is the person behind the idea of Rother Radio (formerly Hit Music Radio) and has been broadcasting online since 2003. Wayne has worked on Trust AM in Worksop, Gaydio in Manchester and worked on air for Redroad FM in Rotherham where he became a director and was part of the steering group in the former years. Wayne also organises annual charity events and has helped raise money for charities such as Sheffield Children's Hospital and locally, the RSPCA.

**Andrew Rimmer** has a B-Tec National Diploma in popular music which includes music technology and has studied theatre and radio broadcast modules. Andrew ran several businesses including retail businesses such as a music shop, where he was responsible for the accounts of the business and the training of staff. Andrew was also involved with Hit Music Radio from 2018 and was one of the brain child's in changing its name to Rother Radio in ensuring the community of Rotherham can once again have a local station dedicated to its community.

**Stuart Watters** has been involved with presenting roles on community radio 'Bishop FM', and has been involved with Rother Radio (formerly Hit Music Radio) as its programme director since 2017.

## Participation

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

We will aim to ensure that members of our target community will be able to participate in several ways. We have a website which has contact forms to communicate with the station management or to contact the people involved such as presenters directly. We encourage all feedback from our target community whether good or in a constructive manner. We have implemented a thorough complaints and grievance policy which also includes an equal opportunities form which all people involved must agree and adhere to. We also have in place, studio etiquette policies, privacy, and social media policies to ensure not only is the service consistent but also for the protection of the service and for those involved.

We will use our website and social media channels to advertise any opportunities available at Rother Radio including any training opportunities that are available.

To allow more in-depth participation, a steering group will be established, the steering group will be formed of representatives from the station's volunteer staff, local community groups, organisations, schools, or businesses. The steering group will enable individuals to provide input into any decision making, and to hold the station management to account by providing volunteers the opportunity to raise issues, and pose questions, whilst in terms of accountability and decision making, ultimately resting with the station management and the board of directors.

We will hold regular (at least quarterly) station management meetings to discuss any feedback from its members and to discuss suggestions and complaints. We will invite nominations of volunteer staff to be elected to the steering group.

Rother Radio will welcome all participation in whatever capacity, whether small or large.

## Accountability

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

We will encourage members of the target community to contact our service using various methods such as by phone, email, website or by means such as social media. We encourage everyone of the community to provide feedback whether that be something we are doing well or something that could be done better. The station manager will create audits and reports on various work carried out by the station to ensure we remain open and transparent in any involvement or participation that we have taken part in within the target community. A complaints procedure will be published on our website for listeners and can be obtained on request from the station. We will interact with listeners on social media, telephone, and email in addition to our regular on-air programmes.

The steering group will enable individuals to provide input into any decision making and to hold the station management to account by providing volunteers the opportunity to raise issues and pose questions whilst in terms of accountability and decision making, ultimately resting with the station management and the board of directors.

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

A complaints procedure will be published on our website for listeners and can be obtained on request from the station.

We encourage everyone of the community to provide feedback whether that be something we are doing well or something that could be done better.

Suggestions will be taken to the station's management team which will be documented in the form of meeting minutes and will include an open discussion, which depending on the suggestion going forward could lead to implementation. A dialogue will be opened with the individual or organisation making the suggestion, to ensure we remain open and transparent and offer feedback about any decisions made.



## Draft Key Commitments

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

Rother Radio

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

SS-DAB Sheffield & Rotherham

**Description of target audience:**

Demographics: 18 – 60 year old Male & Female individuals across all ethnicities.

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

Sheffield & Rotherham

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

Rother Radio will be a super-local community radio service designed to provide information and entertainment to the community we serve with a varied mix of music, providing local news, sports, weather and public service announcements, together with details of local events and, activities, and offering opportunities for training and participation in the service.

*The text below is included in the Key Commitments in all C-DSP licences, and does not need to be amended or augmented. Every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.*

**The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).**

**The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:**

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and

- **the better understanding of the particular community and the strengthening of links within it.**

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

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

## 4. Compliance of the service

### About this section

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

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

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

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

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

**Yes** (delete as appropriate)

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

The person named in response to question 2.3 in Part B has knowledge of Ofcom Broadcasting codes and compliance and has OCN Qualifications in Radio Industry Techniques, has experience in broadcasting on FM radio such as Gaydio, Trust AM and Redroad FM. The person named also has experience of being part of a steering group for an Ofcom licensed station and was also part of the directorship for an Ofcom licensed station.

In order to ensure our service remains compliant, we have copies of the relevant regulatory codes and the rules surround 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.

We have policies and procedures in place such as station and on-air policy, that all on air talent individuals must sign to say that they agree, part of our initial induction will include ensuring that all key points are included from the Ofcom Broadcasting Code and to ensure they are aware of the code, including (but certainly not exhaustive) rules around, swearing, hate speech and competition rules.

The station management will be accountable in ensuring that the UK Code of Broadcast Advertising is adhered to when writing, creating, or publishing any on air commercial.

All on air staff must make themselves aware of these items and where to find copies of them (if they need to refresh their knowledge) and they must be able to demonstrate that they have indeed read the relevant codes.

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

**The Station Manager** will be responsible for ensuring overall compliance from all members and voluntary presenters and will ensure that other members of the station management are up to date in the form of compliance checks.

**The Assistant Station Manager** will be second in line of responsibility for ensuring overall compliance and will assist the Station Manager in ensuring the Programme Director is also compliant.

**The Programme Director** will ensure that the all on air presenters are kept up to date with any changes to the rules and compliancy and making sure that any personal files that are held, such as signed on air policy forms are kept up to date.

Even though the Programme Director will assist in the role of ensuring compliance, the Station Manager and Assistant Station Manager have overall responsibility.

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

The station management team will have overall responsibility for ensuring compliance, this includes making sure up to date files are kept on site of each of the relevant regulatory codes and rules for programming and advertising. Station management will have frequent refresher courses to ensure compliance remains current including any Ofcom Compliance Training workshops that may be available.

Volunteer staff, presenters, and producers as part of their induction will receive initial training to ensure they remain compliant and evidence of this will be kept on file to document when this training took place. Files will be kept accessible for each area of the code for any volunteer that needs to reference something, and frequent refresher courses will be held including extra training given should the rules and code change or be amended.

- 4.5 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public). Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules at all times while the service is broadcasting, in particular when the service is broadcasting live content but also when pre-recorded material<sup>4</sup> is being broadcast.

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

Not only is training given during the initial induction in remaining compliant as well as frequent refresher courses, but files will be kept accessible on site at all times where an individual can reference something should the need arise.

Further to the above the station has a network logger which logs the main station output (from the on-air chain) for up to 165 days, this will enable compliance with the minimum of 42 days recording required should Ofcom seek recordings for audit purposes.

Training will be given relating to our equal opportunity's obligations.

The Station Manager, Assistant Station Manager and Programme Director will be available during normal office hours for any questions an individual may have, however emergency contact numbers will be accessible on site for any volunteer needing to contact someone with an out of hours concern.

The station output will be monitored by members of the station management during main hours of operation and usually goes further and is monitored during automated hours and evenings.

There will be arrangements in place for any radio advertisement that is contained within the special categories of radio advertising to be centrally cleared.

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

The station management will hold regular meetings at least once per month to ensure we are compliant with our Key Commitments for our target community. Reports on performance will be made available at these meetings and to discuss any concerns that may have been raised.

The steering group which can be formed up of representatives from the local businesses, schools, local community groups, organisations or even the station's volunteer staff will have access to any Key Commitment reports and can raise any issues they have.

Openness and transparency are among our key goals in ensuring that everyone involved knows what our Key Commitments are and how best to achieve them and any feedback on this is welcome.

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

English

- 4.8 For each language listed in response to question 4.7, please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.  
**Please do not give names of individual members of staff.**

All compliance team members are fluent in English.

## 5. Declaration

### About this section

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

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

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

The declaration must also be dated.

- 5.1 I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- 5.2 I further declare and warrant:
- a) that I am not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under Section 145 of the Broadcasting Act 1996;
  - b) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests; and
  - c) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
  - d) that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- 5.3 I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influ-



ence Ofcom's judgement as to whether the directors and any other individuals and/or bodies corporate with substantial involvement in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

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

WAYNE CUBITT

**Date of application:**

22/11/2020

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

company director

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