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# Small-scale radio multiplex licence

## Application form – Part A (public)

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

Future Digital Norfolk Limited.

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

Norwich

Public contact details:

337A Dereham Road  
Norwich  
NORFOLK  
NR2 3UT

<http://www.futuredigital.info/>

# Contents

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## Section

1. Overview	1
2. Extent of proposed coverage area	3
3. Ability to establish the proposed service	5
4. Involvement of C-DSP providers; demand or support from programme providers	16
5. Fair and effective competition	18
6. Declaration	19

# 1. Overview

You should complete this form if you are applying for a small-scale radio multiplex licence. You can find further information about small-scale radio multiplex services in the [Guidance notes for applicants and licensees](#).

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 licence to provide a small-scale radio multiplex service (a ‘small-scale radio multiplex licence’). A small-scale radio multiplex service is the means by which DAB digital radio stations (‘digital sound programme services’) are broadcast, and can transmit around ten stereo digital sound programme services (or a significantly higher number if the DAB+ standard is utilised). The application form is divided into two parts – **Part A** (which we will publish on our website) and **Part B** (which will be kept confidential). This document constitutes Part A; [Part B of the application form](#) is available on our website.
- 1.2 Small-scale radio multiplex licences are awarded by Ofcom in a competitive process. Applications are judged against specified criteria, and Ofcom awards the licence to the applicant which it considers best meets the criteria.
- 1.3 You can find more information about small-scale radio multiplex licences in Ofcom’s published [guidance notes](#) for licence applicants and licensees. This document also includes detailed instructions on how to complete the application form, and information on the next steps in the application process. Please read this guidance and the ‘frequently asked questions’ carefully before completing both parts of the application form.

## Provision of information

- 1.4 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are ‘fit and proper’ to hold a licence and are not disqualified from participation in a licence.
- 1.5 It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

## Publication of applications

- 1.6 Part A of the application form (i.e. this document) will be published by Ofcom on our website as soon as practicable following the closing-date for applications. Part B of the application form will remain confidential. Non-confidential responses to any clarification or amplifications will also be published on the Ofcom website, alongside the Part A application form. Ofcom may take into account any comments received from the public, which can be made to it with respect to Part A of the application submitted.
- 1.7 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee (as required on the cover of this 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 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)).
- 1.8 Ofcom considers issued small-scale radio multiplex licences to be public documents and copies of licences will be made available to third parties on request, noting that personal data apart from the name of the licensee may be redacted.

## Data protection

- 1.9 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

- 1.10 We strongly recommend that you sign up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast Bulletin is published.
- 1.11 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.
- 1.12 To sign up to receive these communications, please visit <https://www.ofcom.org.uk/about-ofcom/latest/email-updates> and select 'Broadcasting'.

## 2. Extent of proposed coverage area

### About this section

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

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

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

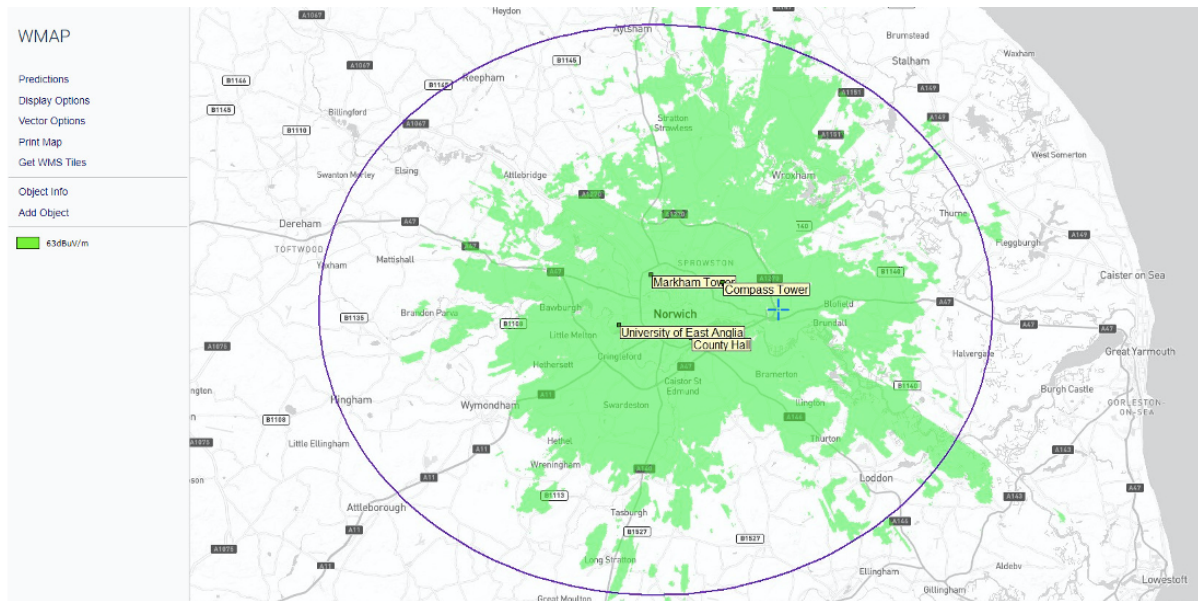
We are seeking to obtain a licence to broadcast to the Greater Norwich area and surrounding rural districts. The majority of the population in this area is resident within the City of Norwich and its suburbs, almost all of which will receive coverage at signal levels in excess of 63 dBµV/m.

We do not expect to provide material 63 dBµV/m coverage to geographical areas that are outside the advertised licence area for this small-scale multiplex service. We are not aiming to serve any population outside the advertised licenced area. Where coverage plots suggest minor overspill coverage within the 63 dBµV/m contour, this is in areas of minimal population, primarily open countryside.

Whilst not for direct consideration as part of this licence application, in light of experience, Future Digital Norfolk Limited may seek to add further low-power, directional filler transmitters once the full network is up and running. Such additional transmission facilities would be installed to maintain the approach of minimising material overspill of > 63 dBµV/m signals to locations outside the advertised licence area.

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

Map of Proposed > 63 dBµV/m DAB Coverage - Norwich



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

Provide the name and version of the prediction tool used.	Spectrum-E Technical Assessment Module
Detail the terrain model used by the software and its resolution.	SRTM Dataset (25 metre resolution)
Detail the ground cover (clutter) data used by the software and its resolution.	25m Corine landsat data
What propagation algorithm has been used?	ITU-R P1812
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Spectrum-E has no specific power-summing SFN capability. SFN gain will occur predominantly in the areas of equal field strength between transmitter sites and will rapidly diminish elsewhere. The network gain in the centre of the coverage area would not matter too much, as it would merely increase signal in an area already covered, with obvious benefits in terms of enhanced signal robustness. The gain at the 63 dBµV/m coverage boundaries would add typically 3 or 4dB in some small areas,

	extending coverage by essentially filling in the pinch points. Given that the overall predicted coverage is well within the advertised area polygon, any overspill issue would be minor and easily dealt with by detailed antenna design or e.r.p. reduction.
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom Dataset used.
Have your predictions been generated by a commercial organisation? If so, by whom?	John Bibby, Bitstream Broadcast Limited

### 3. Ability to establish the proposed service

#### About this section

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

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

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

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

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

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

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

#### Applicant's details

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

Future Digital Norfolk Limited

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

09527764 (Company Limited by Guarantee).

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



337A Dereham Road  
Norwich  
NORFOLK  
NR2 3UT

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

**Yes/No** (delete as appropriate) (Copy also sent with this application).

**If no, please submit the up to date document and indicate you have done so in the checklist in Section 7 of Part B.**

- 3.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary or a director.

Full name	Dr. Lawrie Hallett
Job title	Operations Director
Address	337A Dereham Road Norwich NORFOLK NR2 3UT.
Telephone	01603-503030
Mobile phone	07778-844678
Email	lawrie@terella.com

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

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

- 3.6 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
Tom Buckham	337A Dereham Road Norwich NORFOLK NR2 3UT.	UK	NONE	Solutions Architect, Cambridge

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

Small-scale radio multiplex licence: application form (Part A)

				University Press
Lawrie Hallett	337A Dereham Road Norwich NORFOLK NR2 3UT.	UK	Member of the Board of Trustees: The NR5 Project (charity t/as Future Projects)  Director: Audessence Limited (Broadcast Engineering Company)  Director: North Norfolk Digital (Kings Lynn DAB Multiplex applicant)  Director: Norfolk Heritage Steam Railway Limited	Senior Lecturer Radio & Journalism University of Bedfordshire.  Consultant Broadcasting Authority of Ireland (BAI) (Sound & Vision Scheme)
Michael Stonard	337A Dereham Road Norwich NORFOLK NR2 3UT.	UK	Chair of the Board of Trustees: The NR5 Project (charity t/as Future Projects)  Director: North Norfolk Digital (Kings Lynn DAB Multiplex applicant)  Director: Norwich Preservation Trust Limited.  Director: Norwich Regeneration Limited	NONE

3.7 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

- 3.8 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	N/A

- 3.9 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
Tom Buckham	337A Dereham Road Norwich NORFOLK NR2 3UT.	None
Lawrie Hallett	337A Dereham Road Norwich NORFOLK NR2 3UT.	None
Mike Stonard	337A Dereham Road Norwich NORFOLK NR2 3UT.	None

- 3.10 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 3.9, and any affiliates of those bodies:

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

- 3.11 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 3.9, and their affiliates:

Full name of body corporate listed in 3.9	Body corporate controlled	Affiliates of body corporate controlled
N/A	N/A	N/A

- 3.12 In relation to each body corporate identified in response to question 3.9, 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 3.9. 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 3.9	N/A			
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A	N/A	N/A	N/A	N/A
Comments				
N/A				

### Involvement of the applicant in specified activities

- 3.13 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	Michael Stonard: Councillor, Norwich City Council
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	YES	Michael Stonard: Member Norwich Labour Party Lawrie Hallett: Member Norwich Labour Party

A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	NO	None
An individual who is an officer of a body falling within (b) or (c);	YES	Michael Stonard: Chair Norwich Labour Party
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	None
An advertising agency or an associate of an advertising agency	NO	None

## Details of applications, licences and sanctions

3.14 Is the applicant a current licensee of Ofcom?

**Yes / ~~No~~** (delete as appropriate).

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

Licence number	Name of multiplex
SSDABWT009	Trial Norwich multiplex licence
DP 101075 BA/1	Trial Norwich (used for Weather 24/7 Radio)

3.15 Has the applicant held an Ofcom broadcasting licence before?

**~~Yes~~ / No** (delete as appropriate).

Licence number	Name of service or multiplex
N/A	N/A

<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.

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

**Yes / ~~No~~** (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
2011 to present		Michael Stonard Trustee Future Projects (Holder of Future Radio FM Community Radio Licence, Norwich).
2011 to present		Lawrie Hallett Trustee Future Projects (Holder of Future Radio FM Community Radio Licence, Norwich).
1995-1998		Lawrie Hallett Director SURF 107, Brighton.

- 3.17 Does the applicant control an existing Ofcom licensee?

~~Yes~~ / **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	N/A

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

~~Yes~~ / **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	N/A

- 3.19 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)?

~~Yes~~ / **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	N/A

- 3.20 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?

~~Yes~~ / **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	N/A	N/A

- 3.21 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~~ / **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	N/A	N/A	N/A	N/A

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

N/A

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

~~Yes~~ / **No** (delete as appropriate).

If yes, please provide the following details:

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

## Financial and business plan

- 3.24 Explain how the applicant considers it will be able to establish its proposed service. This should include an explanation of the costs required to establish the multiplex service, and how these costs will be met:

### Purpose:

Future Digital Norfolk Limited is a non-profit-distributing Company Limited by Guarantee. Should we be awarded the long-term Small Scale Multiplex Licence for Norwich, we would operate the multiplex on a professional, but low cost basis. Any surpluses generated from the operations of the multiplex would be reinvested in the activities of the Company or dispersed to Future Radio, the Norwich Geographical Community Radio Service.

### General Approach:

Our business plan assumes worst-case (maximum) estimates for both capital and recurrent operational expenditure. Conversely, it also assumes worst-case (minimum) estimates of income from the provision of DAB transmission services alone and it ignores any other possible additional revenue sources altogether.

The Directors of the Company have between them, a wide range of business and broadcasting experience over a number of years. Drawing on such experience and, particularly, in light of their experience of operating the current Trial\_Norwich experimental DAB multiplex, they are confident of the ability to establish and operate this proposed multiplex on a sustainable basis.

Over the five years since its launch, Future Digital Norfolk Limited's operation of the current Trial\_Norwich experimental multiplex has both repaid all original Director's Loans used to establish the service and delivered surpluses that have been used to support of the activities of Future Radio. Although we understand that Future Digital Norfolk Limited



would be eligible to access such facilities, at no point has the Company needed to borrow money commercially. Although we would always keep this option available, our current plans do not include any reliance on such sources of finance.

#### Current Financial Assets

The applicant currently has cash reserves of over £20,000, built up over the period of trial DAB broadcasting to Norwich since Summer 2015. In addition, should the need arise, individual directors have agreed to provide additional financial inputs by way of interest free / inflation linked personal loans totalling up to £20,000.00.

#### Estimated Capital Costs:

We estimate that the capital cost of each of the four proposed DAB transmitter sites will be between £4,000 and £5,500 a maximum total of £22,000. The additional 'super-spare' replacement equipment would add a maximum of a further £3,500 to the capital costs of the transmission system. Total capital expenditure is therefore expected to be between £19,500 and £25,500, over up to 18 months.

#### Estimated Recurrent Costs (per year):

Annual recurrent operational costs include the following

- ADSL Connectivity = <£1,200 p.a.
- Microwave Connectivity = <£1,500 p.a.
- Server Rental = <£250.00 p.a.
- Power = <£ 350.00 p.a.
- Maintenance = <£2,500.00 p.a.
- Licence Fees = £600.00 p.a.
- Administrative Overheads = <£2,500.00 p.a.

The above figures are calculated as "worst case" resulting in annual overheads of below £9,000.00.

Note: We have already secured two sites at which we will not be paying any rental fees beyond the costs associated with the supply of power and data connectivity. Although negotiations to secure the two further sites cannot yet be concluded (mainly due to Covid-19 impacts), we remain confident that we should be able to secure similar, or minimal cost, contractual arrangements for the other two proposed sites or suitable alternatives.

#### Estimated Income:

We are in the fortunate position of being able to propose plans for a multiplex that, from the start of operations, would be 100% full. The rate-card annual maximum income from the multiplex operating at full capacity would currently be £47,520.00. However, because we provide C-DSP carriage free of charge the actual maximum would be £39,600.00. In addition, established agreements with individual stations further reduce annual income. In light of such arrangements and to allow for changes in the circumstances of individual broadcasting partners, we have assumed an annual income for the first year of operations

at a level of £17,000.00. We have not assumed any income from other sources, such as programme sponsorship for Weather 24/7 Radio Norwich, or ancillary service provision (streaming / service ingest etc.).

3.25 Detail the sources of finance that will be used to fund the multiplex service, under the following headings:

- a) Share capital: NONE - Company is Limited by Guarantee
- b) Loan stock: NONE - Company is Limited by Guarantee
- c) Leasing/HP facilities (capital value): NONE
- d) Bank overdraft: NONE to date
- e) Grants and donations: NONE to date
- f) Other (please specify): Cash reserves / Operational Income / Director Loans (if required)

3.26 Provide evidence that sufficient funds are available to each investing shareholder to cover their proposed investment. For incorporated investing shareholders, provide a copy of the most recent statutory accounts.

As a Company Limited by Guarantee, there are no investing shareholders in Future Digital Norfolk Limited. Confidential Personal Loan Agreement documents are provided elsewhere in this licence application.

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

N/A

## Relevant expertise and experience

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

Dr. Lawrie Hallett, will be the primary contact for the day-to-day general management of this multiplex - a role he has maintained successfully since the launch of the 'Trial Norwich' multiplex in 2015.

The directors of Future Digital Norfolk Limited each have over five years of experience in the running for Small-Scale DAB transmissions for the Norwich area. All three Directors have current and / or previous involvement in the City's Community Radio Service, Future Radio, which although structurally and operationally entirely separate from Future Digital Norfolk Limited does have two directors in common (Michael Stonard & Lawrie Hallett.).

Tom Buckham (Programme Director), brings 20 years' experience of working across broadcast and online media to Future Digital Norfolk Limited. Having formerly worked as Station Manager for both UEA's Livewire, and Future Radio (7 years), Tom brings significant programming experience and has continued to work extensively with local / community media in the area in recent years – more recently as Programme Director for the company throughout the Small-Scale DAB provision.

Mike Stonard has been on the Board of Future Projects the operators of Future Radio for some ten years, most recently as the Chair of Trustees. He is also a regular broadcaster on Future Radio and has a wide range of community links across Norwich. He was instrumental in the establishment of Future Digital Norfolk Limited and continues to act as the primary liaison between the company and Future Projects / Future Radio.

Lawrie Hallett has a background in radio broadcasting (presenting & producing) and broadcast engineering, as well as broadcast regulation. As well as having been responsible for the day-to-day operations of Future Digital Norfolk Limited's Trial\_Norwich DAB multiplex since 2015, he has liaised with client broadcasters since the launch of the trial multiplex and has taken the lead in developing this application to Ofcom.

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

Function	Responsible party	Previous experience
Installation of transmission equipment	Future Digital Norfolk Limited / Martin Spencer at Audessence Limited	Installation of trial Small-Scale DAB Multiplexes Norwich & London
Ongoing maintenance of the transmission equipment	Martin Spencer at Audessence Limited	Maintenance of trial Small-Scale DAB Multiplexes Norwich & London 2015 - 2020
Installation of the Multiplexing equipment	Future Digital Norfolk Limited / Martin Spencer at Audessence Limited	Installation of trial Small-Scale DAB Multiplexes Norwich & London
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Dr. Lawrie Hallett, Future Digital Norfolk Limited, supported by Martin Spencer at Audessence Limited as required	Operation of trial Small-Scale DAB multiplexes 2015 - 2020

## Timetable for coverage roll-out

- 3.30 In no more than 250 words, please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing. Please provide an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service:

Future Digital Norfolk Limited has identified four transmitter site that form its initial Single Frequency Network (SFN). Our initial site, at Markham Tower, is already in operation and could be “rolled-over” to a new licence without material delay. However, to ensure a smooth transition from the current Trial Norwich frequency (DAB Block 9A) to the replacement frequency (DAB Block 12A), we would propose the launch of at least one of the new additional sites before switching frequencies at Markham Tower.

Although Covid-19 restrictions have prevented the finalisation of all site surveys, the other three primary sites are expected to be comfortably available for installation and testing within 12 months of any licence award.

For the purposes of planning, however, we have adopted a “worst-case” scenario that assumes network construction will take up to 17 months to complete - including the construction of a “Super-Spare”, a drop-in replacement transmitter for use at any of the four transmitter sites in case of failure. As far as possible, we propose to make all four sites as identical to each other as possible.

Small-scale radio multiplex licence: application form (Part A)

Item / Month	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18
Site Surveys	X	X	X	X														
Signing of Site Agreements		X	X	X														
Equipment & Service Ordering				X	X	X												
Booking of 3rd-Party Engineers Riggers etc.				X	X	X												
Build of Norfolk County Hall TX Site							X	X	X									
Liaison with other multiplex operators							X	X	X	X	X	X	X	X	X	X	X	X
Test of Norfolk County Hall TX									X	X								
Adjustment of County Hall TX Site											X							
Re-build of Markham Tower TX Site									X	X								
SFN Synchronisation with County Hall Site										X								
Test of Markham Tower TX										X	X							
Adjustment of Markham Tower TX											X	X						
Build of Compass Tower TX Site													X	X				
SFN Synchronisation with other TX Sites														X				
Test of Compass Tower TX Site														X	X			
Adjustment of Compass Tower TX															X			
Build of UEA TX Site														X	X			
SFN Synchronisation															X			
Test of UEA TX Site															X	X		
Adjustment of UEA TX																X		
Build / Test of Spare TX																X	X	

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

### About this section

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

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

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

### Involvement of C-DSP providers

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

~~Yes~~ / No (please delete accordingly)

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

Please note that Future Digital Norfolk Limited holds a DSPS licence for a not-for-profit local information radio service, 'Weather 24/7 Norwich'. However, due to the automated nature of this service in its present form, our current understanding of the C-DSPS licence terms is that it would not be possible to convert the licence of this service to the C-DSPS variant at this time.

Should funds permit, Future Digital Norfolk Limited would like to work with Future Radio and possibly also with other C-DSPS licence holders to develop a further Norwich based C-DSPS service for the city that would be supplemental to the existing activities of Future Radio. This service might begin as a "pop-up" to cover special events, such as the Norfolk and Norwich Festival and could offer "Plus-One" / "Best Of" output re-broadcasting relevant community content and developing new talent. We do not propose to commit to such activity as part of this licence application, but this has been a long-term aspiration of the Company which we very much hope to be able to pursue in the medium term.

4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. If the service is already licensed by Ofcom, the licence number should be provided:

Future Radio Norwich (Geographical Community Radio Station for the City of Norwich), Licence Number: CR000192.

Two of the three Directors of Future Digital Norfolk Limited are also Trustees of the local charity The NR5 Project, trading as Future Projects.

Future Digital Norfolk Limited actively supports the work of the local Community Radio service for Norwich, Future Radio, which is operated by the Future Projects charity, The NR5 Project. This relationship has existed since the company was first founded in 2015. When the individuals who subsequently became directors of Future Digital Norfolk Limited decided to apply to run the 'Trial Norwich' DAB multiplex, the possibility of operating the DAB Multiplex from within Future Projects was carefully considered. However, there were concerns on all sides, including within the management of Future Projects, that this proposal might pose a strategic risk to the activities of the Charity. It was therefore decided that setting up a separate Company Limited by Guarantee to operate DAB services was the preferred way forward, hence the creation of Future Digital Norfolk Limited.

Over the five years since the 'Trial\_Norwich' DAB multiplex became operational in 2015, Future Digital Norfolk Limited has provided technical support to the activities of Future Radio, for example by using operational surpluses generated to pay for the regular maintenance of its FM transmission system and associated Studio to Transmitter link. More recently, Future Digital Norfolk Limited, has also provided additional Studio Facilities for use by Future Radio, since the station had to move at short notice from its previous City-centre studios as a result of the landlord there being forced into bankruptcy (as an early victim of the Covid-19 public health emergency).

The Board of Future Digital Norfolk Limited fully intends to continue to support the work of Future Projects / Future Radio under any new DAB multiplex licence that it may be awarded.

In addition, Future Digital Norfolk Limited Directors have recently begun to support the management of the local Student Radio service, Livewire Radio (based University of East Anglia Student's Union). The Student Union at UEA is, with the help of Future Digital Norfolk Limited, intending to apply for a C-DSPS licence for LiveWire Radio, in order that the station can broadcast its programmes on DAB to Norwich in the near future. Future Digital Norfolk Limited intends to continue to assist with this process during late 2020 to help deliver its completion.

## **Demand or support from programme providers**

- 4.4 Please provide any evidence which has been gathered of support for the provision of the proposed multiplex service among providers or prospective providers of community or local digital sound programme services in the area to be served by the multiplex service:

Future Digital Norfolk Limited has been operating the trial Small-Scale DAB multiplex for the Greater Norwich area since the Summer of 2015. We currently carry some twenty services including the local Community Radio service, Future Radio.

The following broadcasters have indicated that they would wish to continue broadcasting to Norwich with us:

Angel Vintage	Cosoro Radio	Skylab
Cambridge 105 FM	Future Radio	Solar Radio
Radio Caroline	News Radio UK	Totally Radio
Caroline Flashback	NME1	Weather 24/7 Radio*
Chris Country	NME2	Zack FM
Classical 1	Resonance Extra	

\*Weather 24/7 Radio is operated by Future Digital Norfolk Limited.

In addition to the above some additional services have indicated that they would like to be carried on our multiplex over the coming months. Details of these services are summarised below with more information contained within the confidential section of this application:

ARfm	LiveWire Radio	Rubix Radio
Norwich Based Service (Confidential at this time)		

Should Future Digital Norfolk Limited be granted a long-term Small Scale DAB Multiplex Licence for the Norwich advertised area, further services have also indicated their intention to join the multiplex. Details of these services are contained within the confidential section of this application.



## 5. Fair and effective competition

### About this section

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

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

Applicants should note there are two further questions relating to fair and effective competition in Part B of the application form.

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

Future Digital Norfolk Limited operates a transparent rate card policy which sets the maximum amount chargeable to any client station for a given data rate (measured in Capacity Units).

As set out on its Rate Card, the company has clear objectives that relate to encouraging the transmission of services that are considered to be of relevance to members of the local community and which provide a diversity of programme content across the multiplex as a whole. We seek to encourage local and not-for-profit organisations and to establish long-term partnerships with client stations that are sustainable both for the broadcaster and for Future Digital Norfolk Limited as the multiplex operator.

Should there be a shortage of available capacity and we receive competing applications to make use of remaining capacity, our policy would be to consider each application on its merits and to offer pricing based upon our rate card. The company undertakes never to charge a higher fee for carriage than the maximum as set out in the Rate Card in operation at any given time.

We do not propose to charge carriage fees for locally-based holders of C-DSPS licences using C-DSPS allocated capacity. We have not charged for the transmissions of Future Radio since 2015 and the same approach would apply to the transmissions of other locally-based C-DSPS licence holders, such as LiveWire Radio, in future.

## 6. Declaration

### About this section

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

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

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

Dr. Lawrie Hallett

Date of application:

21st November 2020

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

~~Company secretary~~ / company director.

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