
Community Digital Sound Programme

(C-DSP) licence

Application form – Part A (public)

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

BOUNCE FM LTD

Proposed service name:

BOUNCE DIGITAL

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

NEWRY

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

BOUNCE FM LTD,
37 THORNHILL
BANBRIDGE, CO. DOWN
BT32 4LT

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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.

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 typically be published by Ofcom in our Monthly Radio Update publication the month following the submission of your application. This may take longer if the application is received late in the month. Information provided in **Part B** will not be published.
- 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).
- 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, new applications, 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 propriety 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):

BOUNCE FM LTD

2.2 Company registration number stated on Companies House:

NI646966

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:

37 THORNHILL, BANBRIDGE, CO. DOWN
BT32 4LT, NORTHERN IRELAND

- 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	Robert Murray
Job title	Director
Address	37 Thornhill, Banbridge, Co. Down Northern Ireland BT42 4LT
Telephone	N/A
Mobile phone	IN PART B
Email	robinmurray46@hotmail.com

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

<https://www.bouncefm.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 directors have already funded the necessary equipment to enable broadcasting from the already installed studio located within the polygon of the SSDAB Mux. The former Studios of Bounce 102.4 FM based in Banbridge town are still intact and fully operational.

There is sufficient interest in obtaining support through grants and local advertising for the service to run independently. Local grants will be applied for when the service begins along with funding from further afield.

Services and activities will be offered to local organisations and individuals. We intend to ask the local business community to avail of our services for program sponsorship that will comply with the fixed revenue allowance.

To keep expenditure at a minimum the radio station will be a volunteer led service and will receive in-kind services from the volunteers who in turn will gain radio training.

We intend to raise funds from the following – Paid for commercials, Voluntary donations, Fundraising events, studio rental, grant applications, The big lottery funding, Invest NI Funding will be from various grants available to us a new digital venture.

Bounce Digital will access grants from local council community funding.

Approaches will be made to the police assets recovery agency funding for community groups, the funding will be initially for 5 years.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

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

C-DSP licence: Application form (Part A)

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
ROBERT MURRAY	37 THORNHILL BANBRIDGE, Co DOWN, N. IRELAND. BT32 4LT	N. IRELAND	DIRECTOR ULSTER-MUX LTD (Applicant for SSDAB license for Newry)	TEACHER
PAMELA LOWRY	37 THORNHILL BANBRIDGE, Co DOWN, N. IRELAND. BT32 4LT	N. IRELAND		PRINCIPAL/TEACHER

2.9 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 applicant (“participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
NONE				
Comments				

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

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

Full name of the entity	Address
N/A	

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

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

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

Full name of entity	Address	Affiliates
N/A		

Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		

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

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

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

N/A		

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

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

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

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

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

Name of body corporate identified in response to question 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

Involvement of the applicant in specified activities

2.16 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; ²	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

2.17 Is the applicant (i.e. the body corporate that will hold the licence) 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

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

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

Yes (delete as appropriate).

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

Licence number	Name of service or multiplex
CR102136	BOUNCE FM 102.4 (Surrendered June 2022)

2.19 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
2018-2022	CR102136	BOUNCE FM 102.4
2007-2012		SHINE FM BANBRIDGE
1999-2005		YEARLY 30DAY BANBRIDGE RSL

2.20 Does the applicant (i.e. the body corporate that will hold the licence) 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

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex

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

Yes (delete as appropriate).

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

Licence number	Name of service or multiplex
CR102136	BOUNCE FM (Surrendered June 2022)

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

No (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

2.24 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

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

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

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

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. Holders of an existing analogue community radio licence to be a simulcast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

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

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

Your proposed service and target community

3.1 What is the proposed service name?

BOUNCE DIGITAL

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.

NEWRY

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).³

³ 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.

37 THORNHILL
BANBRIDGE, CO. DOWN
BT32 4LT

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

- 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.**

Our service will provide a range of programmes to reflect the diverse community of our broadcast area with a mix of music, chat, local news and events and interviews of local groups to highlight local issues, events and good news stories that are relevant to our broadcast region of the new SSDAB Newry polygon.

Music will include Irish and American Country, popular hits from past decades and recent pop music, hip hop, rock, and easy listening.

Music to speech ratio: 70:30 dependent on type of programme eg. chat show.

Live broadcast output anticipated between 07:00 and 21:00.

All broadcasts will be in English but we anticipate that there may be opportunities to broadcast some material in Irish, Ulster Scots, Polish, Ukrainian and Lithuanian

All output will be original and locally produced. Some material may be repeated through the night e.g. 23:00 to 07:00. The main area for coverage is Co. Down N. Ireland which is our base and surrounding areas of the new SSDAB Newry polygon.

- 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.**

The organisation is formed from a previous Fm community radio station Bounce FM the individuals involved will see that all funding received goes back into the organisation and any surplus is invested to develop projects within the community with new and existing projects for the continued output of the radio station.

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.**

The primary beneficiary of social gain from BOUNCE DIGITAL the revamped C-DSP for the area are our listeners of Newry, Banbridge, South Down & South Armagh and the events that we hope to run in conjunction with local community groups and charities. Our output will be relevant and engaging within our polygon broadcast area.

Primarily, the target audience 35 + is not served by any community, commercial or BBC stations, directly for that area or indeed from stations transmitting from south of the border. In the unique way that we put out our programming the community will benefit by having a dedicated, locally based and relevant community service that caters for the needs of our target audience. We would hope if granted a licence by Ofcom to have in the future, cross border co-operation with the local community radio station immediately to the south and adjoining the Newry Polygon, Dundalk FM in Co. Louth.

BOUNCE DIGITAL will deliver socio-economic gains across the geographical area we serve, particularly for those aged over 35 years. We will aim to provide programming of a mixed nature, including music and entertainment.

We also offer opportunities for listeners to engage with our topics and issues of concern through community-focussed discussion, expression of opinion, entertainment, information about local events and services, public health and education awareness raising, through the passing of information from our local ABC Council and Newry Mourne & Down Councils.

BOUNCE DIGITAL will encourage more equality in the local community, helping our listeners to enjoy long, healthy, and active lives.

BOUNCE DIGITAL will be at the forefront of making our local broadcast area a more equal local society and community, by sharing information over the air that is beneficial to the local community. We will help unemployed people and low earners progress their careers, through improvement of self-esteem, education, signposting to careers, by directing them to what is happening in the local council areas, re-education courses, training programmes and other community enhancement projects.

The station will be engaging with a wide range of other local bodies, to make the local area aware of what is happening in its local area, (The ABC Council Area and the Newry, Mourne & Down Council area).

BOUNCE DIGITAL from and for the people of Banbridge, Newry and beyond.

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

Bounce Digital, through its presenters, will engage its audience with topics that will facilitate discussion of interest to the community that we serve. We will encourage discussions on subjects not normally covered by existing stations broadcasting in the area that are relevant to our new unique polygon.

Not only will the station encourage discussions on these matters but also look to provide outcomes from these important issues by engaging with councils and local government bodies. We want to be involved with as many community activities and groups as possible including local events. We predict that the radio station will take centre stage, becoming the official media partner for local and council events within the polygon area.

- 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.**

Robert Murray (Director) has been involved in the radio sector in Ireland for various years throughout his life, from 1999 through to 2005 on various RSL's based in and around the Banbridge area of county Down Northern Ireland, obtaining a fulltime licence in 2007 from Ofcom for Shine FM as Director and from 2018 onwards running Bounce 102.4 FM. Bounce Digital will welcome volunteers from across the community who will be encouraged to talk debate and discuss with people from within our C-DSP coverage area. We will require volunteers to understand and encourage them to seek out communities they may not be familiar with from across the political, religious and socio-economic divides.

Our programming will be focused across the audience of the whole area, recognising the unique cultural differences that exist, bringing information and education to all those who wish to learn about our communities. Regular events and engagement will be undertaken to highlight the work of the station and encourage new volunteers who wish to engage with our audience.

- 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.**

Volunteers will be welcomed from across the community and will be encouraged to talk debate and discuss relevant issues In the ABC & Newry Mourne & Down Council areas.

We will require volunteers to understand and encourage them to seek out communities they may not be familiar with within our community (for example the Polish community). Our programming will be focused across the wide audience of the whole area, bringing information and education to all those who wish to learn about our communities.

Regular events and engagement will be undertaken to highlight the work of the station and encourage new volunteers who wish to engage with our audience. Providing discussion shows on local news and needs, promoting jobs and training opportunities.

- 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.**

Over the years of Bounce FM, the group was made up of people from various occupations. From civil servants, teachers, electricians, construction workers, programmers, care workers and job seekers. Robert Murray, himself was head of the technology and design department at a local High School.

We have worked with other charities in their promotion for fund raising on stalls at various events, tractor runs, school sports days, etc. In our attendance at these events, we have been able to promote the station and make others aware of the facilities we offer to the wider community.

We have in the past trained presenters in the use of broadcast equipment, recording shows at home using various pieces of software that are involved on air and of air production of radio sound.

Bounce FM has also involved schools, Primary, Secondary and a local special school, "Donard." There have been classes to produce electronic music and mixing, using audio software along with jingle and advert production software tools.

We have had Q & A sessions in the past with the Police Service of Northern Ireland on all sorts of topics affecting locals in the region in their daily lives. The station has been involved in written articles for our local newspaper, The Banbridge Chronicle on various topics over the years with our unique take on local topics and discussions.

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.**

The directors and manager of Bounce Digital are members of the local community which are directly associated with the station. Community engagement will be key to the successful running of the station so that the station and its volunteers understand the community and its issues and how they can be directly addressed.

A committee will be formed, made up of volunteers, both associated to and not directly involved with the day to day running of the station. This will ensure that the target audience is served. Community groups, local agencies, businesses, and local individuals will have the ability to have their message delivered on-air on a regular basis, through on-air reads, interviews, adverts and potentially specialist shows.

Accountability

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

Input into Bounce Digital and its output will be key to engaging the community. This interaction will allow the station to be directed through its outside and on-air activities. This will also allow members of the community to join Bounce Digital and have a say in how the station is run.

Contact details for all aspects of the station will be displayed upon the stations website which will offer all forms of communication to all members of the volunteer team. We will always encourage the listener and community partners to get in touch for any programme content suggestions, and messages can be sent to us 24 hours a day 7 days a week via the following methods

1. Our contact us page on our website.
2. Text message
3. WhatsApp
4. Social media channels, Facebook, Instagram.

- 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.**

Feedback to all programmes of Bounce Digital, will be welcomed both internally through volunteers and externally through a feedback form, which will be used as an opportunity to review our overall general output through our website and to make sure we are keeping to our Key Commitments.

All feedback will be fed back to the management of the station.

Draft Key Commitments

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

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

ANNEX TO LICENCE

LICENSED SERVICE NO tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
<p>BOUNCE DIGITAL the on-air name of the programme service as in question 3.1 of this application)></p>	<p>BOUNCE DIGITAL <i>is a radio service intended to serve</i> Anyone who lives, visits, works, or studies in Newry, Banbridge and the surrounding area of the broadcast Newry polygon <i>by</i></p>		<p>NEWRY SSDAB MULTIPLEX (as per the licence advert): as in question 3.2 of this application, specify if small-scale or local multiplex the radio station</p>

	<p>Providing mix of programming and content to tailor to the varied and diverse and cultural communities of the area, to help support communities, community groups, local businesses and individuals discuss issues and matters of note to those in the area. <describe in no more than 50 words></p> <p><i>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).</i></p> <p><i>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:</i></p> <ul style="list-style-type: none"> • <i>the facilitation of discussion and the expression of opinion,</i> • <i>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</i> • <i>the better understanding of the particular community and the strengthening of links within it.</i> <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></p>		<p>plans to broadcast on></p>
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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 Please give details of all compliance training (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e. the individual who holds overall responsibility for compliance of the service) has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

Station manager Robert Murray will oversee the initial induction of any volunteers and put in place the correct measures and training to ensure compliance with the broadcasting code. Our volunteers will be provided with a personal induction folder containing modules to be completed.

Modules dedicated to the broadcasting code which will include all the key points of the code, including but not limited to rules around swearing, hate speech and competition rules.

Robert will manage all compliance matters and design a training course that incorporates all sections of the code. It's our intention for some volunteers to make the move into a management position and then take over some of the training responsibilities. We will have copies of the relevant regulatory code and rules surrounding advertising and programming easily accessible for volunteers to access.

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

Station Manager, Robert Murray of Bounce 102.4 FM (Community Radio) Banbridge (February 2018 – June 2022). Robert was a previous director of Shine 107 (2007 – 2012) Banbridge and was involved in various RSL licences for Banbridge and surrounding areas issued by Ofcom from 1999 through to 2006. Robert will be in charge of the on-air volunteers and development of the station, with overall responsibility for the compliance of the station and its output and enforcement Of Ofcom’s key commitments.

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

Managing Director / Station Manager Robert Murray will have overall responsibility for station compliance, oversee operations groups and other named / senior roles within the station who have any involvement in training and compliance. Programme Controller (may be split across content streams or day parts depending on volunteers) will oversee content production, making sure presenters and producers are aware of relevant compliance codes, rules, and procedures. Head of training Robert Murray will supervise the training and make sure that it is relevant, current, and appropriate.

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

All those involved in broadcasting or content creation on Bounce Digital, will be required to undergo our formal training course which includes a wide range of compliance topics. These will include workshops (face to face and virtual), discussions and talks, as well as material provided via our online learning platform. Included in this are practical activities and discussions around examples of compliance issues, and how compliance matters are dealt with, working through our policies and procedures, these training courses will also include exams/tests and practical assessments.

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

Training will be mandatory for all those involved in broadcasting or content creation, and where possible offered up to anyone involved in Bounce Digital.

- 4.6 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).

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

Bounce have a computerised playout system, which is restricted so that only content loaded on the system can be played out on air from the studio. All music on the system has been pre-checked to a high standard in keeping with the Ofcom code. Music for general broadcast, playlisted and automation will only be controlled by responsible persons who have extensive compliance training and experience.

All additional speech, interview and extra content played out via the system can only be uploaded or broadcast by volunteers who have received compliance training.

All those involved in broadcasting and content creation will be required to undergo our training course. This training includes policies and procedures with how to deal with compliance issues that may occur during broadcast, including incident logging and reporting process.

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

Bounce have a computerised playout system, which is restricted so that only content loaded on the system can be played out on air from the studio. All music on the system has been pre-checked to a high standard in keeping with the Ofcom code. Music for general broadcast, playlisted and automation will only be controlled by responsible persons who have extensive compliance training and experience.

All additional speech, interview and extra content played out via the system can only be uploaded or broadcast by volunteers who have received compliance training.

All those involved in broadcasting and content creation will be required to undergo our training course. This training includes policies and procedures with how to deal with compliance issues that may occur during broadcast, including incident logging and reporting process.

All those using pre-recorded content within their programming will be required to compliance check or make sure the content is compliance checked prior to it being loaded onto our system and prior to broadcast. Any third-party providing content will have satisfied the station that they have their own Ofcom compliant compliance processes and procedures. This could also include providing training to the 3rd party and them agreeing to our compliance policies and procedures, and also screening content prior to broadcast.

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

The managing director/station manager will have overall responsibility for ensuring the ongoing compliance of our key commitments. This will be done in collaboration with the operations group who will help manage the station on a day-to-day basis.

An awareness and understanding of our key commitments will be made to all members of the operations group, and regular monitoring of our activity with regard to our key commitments will be made at operations group meetings.

We aim to have an ongoing measurement of our activities as a station, including regarding to our key commitments. We aim to produce an annual report for the station that showcases, highlights, and records the activity of the station, as part of that we would hope to measure and highlight our achievements with our key commitments.

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

The managing director/station manager will overall be responsible for ensuring the ongoing compliance of our key commitments. This will be done in collaboration with the operations group who help manage the station on a day-to-day basis.

An awareness and understanding of our key commitments will be made to all members of the operations group, and regular monitoring of our activities with regard to our key commitments will be made at operations group meeting.

We aim to have ongoing measurement of our activities as a station, including matters related to our key commitments. We aim to produce an annual report for the station that showcases, highlights and records the activity of the station, as part of that we would hope to measure and highlight our achievements with our key commitments.

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

Mainly in English, but we may have programming in languages that reflect the diverse communities and cultural differences within the area of the Newry SSDAB polygon, namely Irish (Gaeilge), Ulster Scots (Ullans), Polish, Lithuanian and Ukrainian.

4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.

Please do not give names of individual members of staff.

All of our operations group and management are fluent in English. Where we may have programming in non-English language, we will make sure there are compliance processes in place to support that programming, including inviting members of the community that are fluent in that language to receive additional compliance training to support the compliance of that programming.

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:

ROBERT MURRAY

Date of application:

10/10/2022

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

COMPANY DIRECTOR

BOUNCE FM LTD



You also need to complete the [confidential section \(Part B\) of the application form](#)