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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):

**Ashford DAB Ltd**

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

**Ashford & Dungeness**

**APPLICATION FORM:**

Publication date: 30 March 2023

## 1. Overview

### Ashford DAB Ltd

Our board, shareholders and proposed service providers represent a breadth of experience and talent across Ashford and Dungeness communities and its diverse range of tastes and interests.

The team represent in-depth radio experience - from radio and audio production to technical solutions to multiplex management, across community and commercial radio, working together in a model that's collaborative and supportive.

Our proposed service providers represent community radio, local services based within Ashford and Dungeness and commercial services that have developed to service distinct communities.

Across the 10 services planned for launch, they serve a broad range of communities of identity, locality and interest.

Our plan offers:

- An experienced group of radio professionals with community at their core
- A fully funded business plan for the setup and operation of the multiplex in Ashford and Dungeness
- A robust transmission plan that delivers 68.4% coverage across the polygon
- A broad range of radio services catering for a wide range of tastes and interests

## 2. Extent of proposed coverage area

### About this section

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

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

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

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

Our technical proposal is founded on three principles:

1. Deliver a reliable, consistent and high-quality DAB service to as much of the indoor population of the Ashford & Dungeness polygon as possible
2. Create coverage that is sustainable and affordable to our radio broadcasters, both community and commercial
3. Achieve this within a sustainable, long-term business plan.

We have used our local connections to secure space for a primary site at Cold Blow Farm which covers 95,863.

Our proposed coverage reaches:

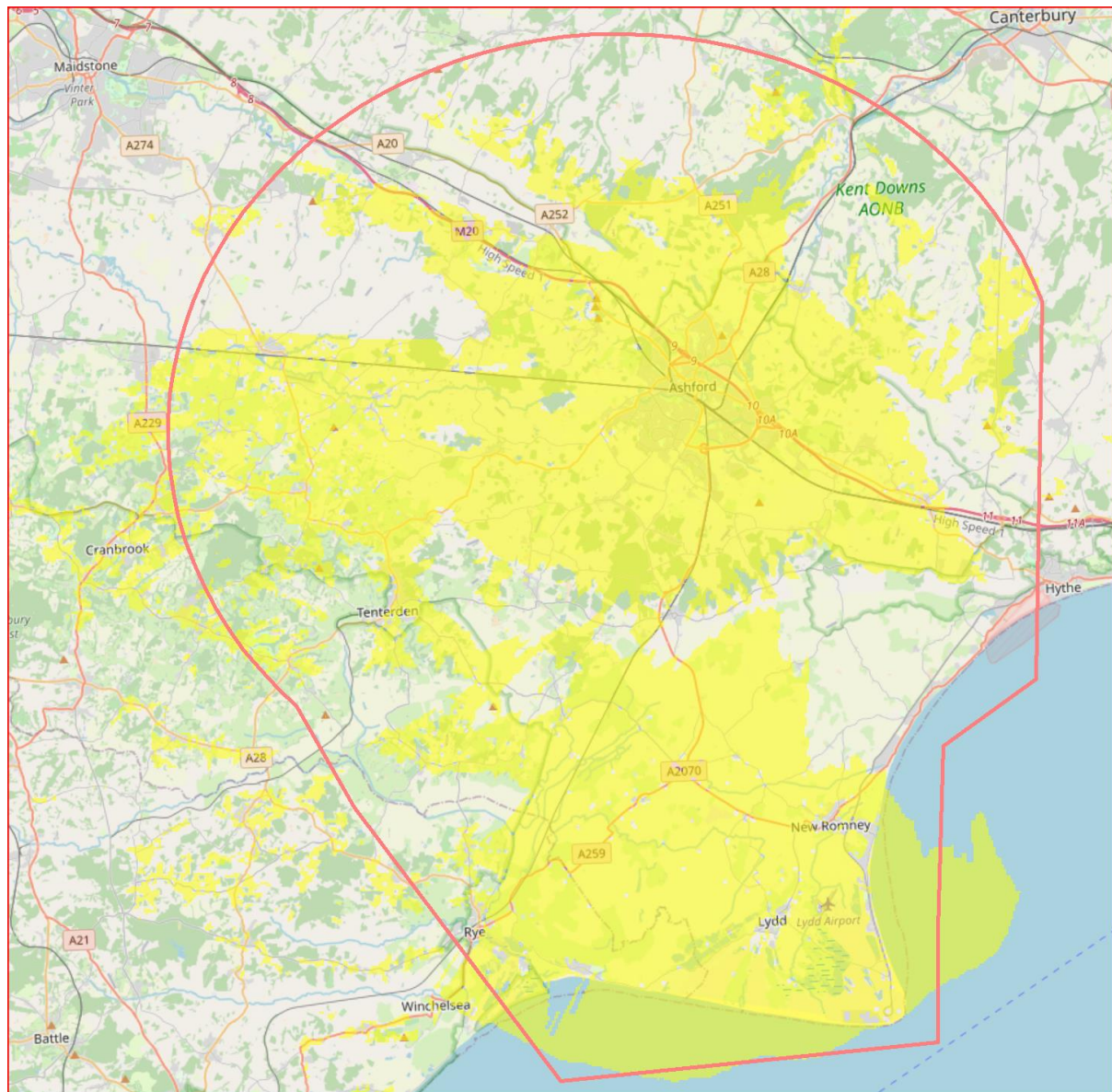
● <b>Polygon Population</b>	<b>140,151</b>
● Population covered @ 63dBuV - Total	108,616
● <b>Population covered @ 63dBuV - Within Polygon</b>	<b>95,863</b>
● Population covered @ 63dBuV - Coverage % within Polygon	68.4%
● Overspill population	12,684
● Overspill population - Percentage of Polygon	9.1%

We recognise that a portion of Romney Marsh is not covered by our proposal. We understand that Kent Coast DAB Ltd in its application for the Margate, Dover & Folkestone multiplex is proposing a site that would provide almost contiguous coverage across Romney Marsh to ours.

2.2 Please provide summary details of the sites required to achieve this coverage by completing the table below (add additional rows as required):

Site name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Cold Blow Farm	TR 08712 44763	12m	230	New	600

2.3 Please provide below 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. In the interests of transparency, you **must** embed an inline map image within this form (even if you also submit a map as a separate supporting file).



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

Provide the name and version of the prediction tool used.	ATDI HTZ Communications v2023.5
Detail the terrain model used by the software and its resolution.	Ordnance Survey Terrain 50m
Detail the ground cover (clutter) data used by the software and its resolution.	DEFRA and OSM at 50m
What propagation algorithm has been used?	Deygout 94
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	N/A
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom provided population data
Have your predictions been generated by a commercial organisation? If so, by whom?	MuxNet UK

## 3. Ability to establish the proposed service

### About this section

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

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

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

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

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

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

The remaining questions in Section 3 relate to the applicant's financial and business plan, the expertise and experience of those involved, and the planned timetable for launching the proposed multiplex service. Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

### Applicant's details

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

**ASHFORD DAB LTD**

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

**14537575**

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:

**Suite 7, Kpc House, Canterbury Road, Willesborough, Ashford, TN24 0BP**

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

**Yes**

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

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

### Details of officers

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

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
<b>Richard Collins</b>	Suite 7 Kpc House, Canterbury Road, Willesborough, Ashford, TN24 0BP	UK	Radio Ashford Ltd, Kent Capacity Co Ltd	Technical Production & Liaison Manager, BBC News
<b>Jason Bryant</b>	St Hilary Transmitter Nr St Hilary Cowbridge CF71 7DP	UK	Brave Broadcasting Ltd, Bridge FM Radio Ltd, Digital Broadcast Technologies Ltd, Dragon Radio Ltd, Haven FM (Pembrokeshire) Ltd, Ipswich 102 Ltd, Nation Ventures Ltd, Muxcast Ltd, Muxcast One Ltd, Muxco Cumbria Ltd, Muxco North East Wales and West Cheshire Ltd, Muxco North Wales Ltd, Muxco Suffolk Ltd, Muxco Wales Ltd, Nation Broadcasting Investments (East) Ltd, Nation Broadcasting Investments (South) Ltd, Nation Broadcasting Investments Ltd, Nation Broadcasting Ltd, Nation Digital Ltd, Nation Radio Investments Ltd, Nation Radio Ltd, Nation Radio Scotland Ltd, Nation Resources Ltd, Radio Carmarthenshire Ltd, Radio Ceredigion Ltd, Radioscape Ltd, Sun FM Ltd, Swansea Bay Radio Ltd,	Executive Chairman, Nation Broadcasting Ltd

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



			Thames Radio Ltd, Nation Media Ltd, Southampton Digital Radio Ltd	
<b>Peter Leutner</b>	Mistletoe Cottage, Maxted Street, Stelling Minnis, Canterbury, Kent, CT4 6DH	UK	Canterbury DAB Ltd, Kent Coast DAB Ltd, East Kent Radio Ltd, Kent Capacity Co Ltd	Senior Television Broadcast Sound Director

## Details of participants

3.6 Please complete the table overleaf, expanding it if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the “participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Radio Ashford Limited	35	£9,485	35%	35%
Nation Broadcasting Ltd	35	£9,485	35%	35%
Kent Capacity Co Ltd	30	£8,130	30%	30%
Comments				



## Details of relationships of control

- 3.7 Complete the following table, expanding it if necessary, to list any bodies corporate which are controlled *by* the applicant (or any director of the applicant, any person/body corporate with control over the applicant, or any body corporate controlled by a person/body corporate controlling the applicant). Please include bodies corporate under joint control – i.e. which are controlled acting together in concert with third parties (e.g. because of a shareholder’s agreement):

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
Detailed in Appendix G	St Hilary Transmitter Nr St Hilary, Cowbridge, CF71 7DP	Jason Bryant
East Kent Radio Ltd	Mistletoe Cottage, Maxted Street, Stelling Minnis, Canterbury, Kent, CT4 6DH	Peter Leutner

## Details of persons who control the applicant

- 3.8 Complete the table overleaf, expanding it if necessary, *to list all persons/bodies corporate who control the applicant*, or control any person/body corporate with control over the applicant. Please include persons or bodies that control the applicant (or body corporate with control over the applicant) jointly i.e. acting together in concert with third parties (e.g. because of a shareholder’s agreement). Please note that some of this information may repeat information provided above on shareholders and other participants in the applicant:

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
Radio Ashford Limited	Suite 7 Kpc House, Canterbury Road, Willesborough, Ashford, TN24 0BP	Applicant
Nation Broadcasting Ltd	St Hilary Transmitter Nr St Hilary, Cowbridge, CF71 7DP	Applicant
Kent Capacity Co Ltd	Mistletoe Cottage, Maxted Street, Stelling Minnis, Canterbury, Kent, CT4 6DH	Applicant

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

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

Full name of individual	Name of body in which individual is a director or designated member
Not Applicable	

3.10 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled (including jointly controlled) by any body corporate listed in response to question 3.8:

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

Full name of body corporate listed in 3.8	Body corporate controlled
Not Applicable	

3.11 In relation to each body corporate identified in response to question 3.8, complete the table overleaf, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, in the body corporate concerned (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.8. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Name of body corporate identified in response to question 3.8				
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Not Applicable				

## Involvement of the applicant in specified activities

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

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

<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.

## Details of applications, licences and sanctions

- 3.13 Please answer 'yes' or 'no' to the following questions about the applicant (i.e. the body corporate that will hold the licence):
- a) Is the applicant a current licensee of Ofcom?  
**No**
  - b) Has the applicant ever held an Ofcom broadcasting licence before?  
**No**
  - c) Has anyone involved in the proposed service held an Ofcom broadcasting licence or been involved in an Ofcom-licensed broadcast service before?  
**Yes**
  - d) Does the applicant control an existing Ofcom licensee?  
**No**
  - e) Is the applicant controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a "participant")?  
**Yes**
  - f) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?  
**No**
  - g) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?  
**No**
  - h) Is the applicant – or any person(s) controlling the applicant – subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?  
**No**
  - i) Has the applicant – or any person(s) controlling the applicant – ever been subject to a statutory sanction for contravening a condition of a broadcasting licence in the UK or any other jurisdiction?  
**No**

3.14 If the response to any of the questions (a) to (i) in 3.13 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details
(a)		
(b)		
(c)	CR000201 See Appendix G	Radio Ashford Ltd Nation Broadcasting Ltd
(d)		
(e)	CR000201 See Appendix G	Radio Ashford Ltd Nation Broadcasting Ltd
(f)		
(g)		
(h)		
(i)		

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

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

N/A

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

No

## Financial and business plan

3.17 Please provide a high-level estimate of the costs you believe will be required to establish the multiplex service.

Our aim is to establish a successful small scale multiplex operation, providing community and commercial broadcasters – established and new, with a reliable digital broadcast platform on both affordable and flexible terms.

The board and shareholders have, between them, extensive experience in community radio, local radio and digital radio and particular experience in making new, small and medium sized radio projects work.

### Low Cost Carriage

Our core ambition is to offer service providers a low cost, easy to access, high quality digital broadcast platform and to ensure its long-term sustainability. To achieve this, we will offer reserved capacity to C-DSP licence holders at a discount to the equivalent rate of unreserved capacity. Carriage fees will be invoiced monthly in advance and increase annually by RPI.

Each service provider will be offered similar carriage contracts, with identical terms and conditions. All will be offered contracts that run to the end of the multiplex licences. We recognise that some service providers may wish to contract for shorter periods, and will accommodate such requests. We believe that our chosen tariff structure provides certainty to service providers over their carriage costs throughout the contract and / or licence term.

### Promoting the Opportunity

As well as direct communication, we have promoted the multiplex opportunity via social media and news releases in industry and local press.

### Service Providers

The number of confirmed services gives us confidence in the financial stability of our plans to launch and sustain the multiplex. Several of the proposed service providers have worked with the shareholders before or have a positive experience on existing small-scale DAB trials and / or local multiplexes.

### Objectives

We have signed Heads of Terms for 10 services. Under our operating model, Kent Capacity Co has agreed to underwrite capacity fees to ensure the multiplex runs cash positive.

### Commitment

The shareholders have come together with a shared long term commitment to DAB broadcasting, and are committed to investing in the platform to keep abreast of technical developments during the licence term.

### Establishment and Running Costs

We anticipate the majority of costs to be related to the build of our transmission site - £18,000. Legal and other administrative costs in pre-launch period are assumed at £6,000 and we have included a 12.5% contingency.

### Funding

The company will be funded through a combination of equity and primarily shareholder working capital loans. The shareholders have confirmed their ability to cover this funding.

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

a) Share capital	£100
b) Loan stock from shareholders	£27,000
c) Leasing/HP facilities (capital value)	£0
d) Bank overdraft	£0
e) Grants and donations	£0
f) Other (please specify)	£0
<b>Total</b>	<b>£27,100</b>

3.19 Expanding the table if necessary, please list the providers of the funding which will be used to establish the service, and the amount of funding that each will provide. For incorporated investing shareholders, please provide a copy of the most recent statutory accounts if they are not currently available on Companies House.

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Radio Ashford Limited	35%	£9,485
Nation Broadcasting Ltd	35%	£9,485
Kent Capacity Co Ltd	30%	£8,130



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

The latest Statutory Accounts on Companies House are:

- Radio Ashford 30 November 2021
- Nation Broadcasting Ltd 31 December 2021
- Kent Capacity Co Ltd Dormant; incorporated June 2021

The shareholders are committed to providing the required funding through interest free loan stock to establish and operate the multiplex. Further information is provided in **Appendix G**.

## Relevant expertise and experience

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

Ashford DAB Ltd is a strong applicant group with collaboration at the heart of its ethos. It brings together Radio Ashford Ltd, Nation Broadcasting Ltd and Kent Capacity Co Ltd, each making a unique contribution by way of relevant skills and knowledge:

- **Radio Ashford** is the community radio station for Ashford and the surrounding area, broadcasting on 107.1FM since 2011. Since launch, Radio Ashford has grown from strength to strength with the local audience enjoying local Ashford people broadcasting daily from the town. No one knows Ashford like Radio Ashford, and Radio Ashford is proud of its trusted role, keeping communities updated with key information for the area, as well as supporting and promoting local good causes, voluntary organisations, civic and social services.
- **Nation Broadcasting** was established by Jason Bryant in 1999. It is the UK's largest independent radio group, with interests in a number of local DAB multiplexes across the UK and considerable experience in launch and operating digital radio stations. Jason has been an investor in Tenterden based Old Dairy Brewery for a number of years, recently acquiring the business. The Old Dairy Brewery is within the polygon area.
- **Kent Capacity Co** is a collaboration of Kent experienced broadcasters and digital radio multiplex managers. It will market opportunities to broadcast across Kent's small scale DAB multiplexes, sell spare capacity on the multiplex and identify new revenue streams on behalf of Ashford DAB. In addition to representing revenue for the multiplex, KCC will also operate its own service 'Kent!' providing a different mix of music and local what's on information for a great Kent day out.

The combined experiences of the shareholders as service providers and multiplex operators gives Ashford DAB an excellent understanding of what is required – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

### Multiplex Management and Engineering

Ashford DAB has entered into a multiplex management agreement with MuxNet UK, whose directors are Nick Piggott, Gregory Watson and Matt Deegan. All three have extensive experience of DAB Digital Radio – from build and operation to digital radio services. They have the required technical competence, operational expertise, financial knowledge and aptitude to manage third party relationships successfully.

MuxNet will oversee the build of the multiplex and transmitter network, liaison with Ofcom and service providers and oversee day to day multiplex management and service provider liaison ongoing.

MuxNet has considerable experience in launching, establishing and maintaining local and small-scale DAB multiplexes:

- Nick Piggott has extensive experience in digital radio technology. He has been deeply involved with the small scale DAB trials in several locations, as well as the Open Digital Radio project, and has decades of technical experience of Digital Radio, sitting on the Technical Committee of WorldDAB and contributing to the creation of technical standards and guidance papers.
- Gregory Watson and Matt Deegan have been involved in DAB broadcasting since 1999 and the launch of Digital One and the subsequent development of the Now Digital Network. Since 2008, Gregory and Matt along with colleague Nicky Tate have successfully built the MuxCo, working with local shareholders to ensure that all broadcasters have opportunities to participate in DAB. Gregory has deep experience of regulatory and business affairs, whilst Matt has been involved with strategic and commercial development of digital radio for many years and leads on commercial opportunities.

MuxNet will provide continuous technical support, support for service providers, and manage legal and contractual compliance on behalf of Ashford DAB. It will contract any required specialist skills or resources to build, install and maintain the transmission equipment, and will take on responsibility for technical compliance.

MuxNet will be responsible for the launch of the multiplex and its subsequent day to day operation; in particular:

- Overseeing bit rate variations, enhancements or projects required by service providers, such as EPG provision, temporary services and data developments.
- Working with service providers and the transmission subcontractor to maximise multiplex functionality and efficiency.
- Monitoring and fault reporting, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes.
- Supporting, maintaining and upgrading the multiplex system hardware & software.
- Invoice management and payment collection
- Liaising with programme services to ensure DSPS and regulatory licence compliance.

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

Function	Responsible party	Previous experience
Installation of transmission equipment	MuxNet UK	MuxNet UK is an existing multiplex operator with substantial experience in delivering and operating local and small-scale multiplexes.
Ongoing maintenance of the transmission equipment	MuxNet UK	
Installation of the Multiplexing equipment	MuxNet UK	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	MuxNet UK	

## Timetable for coverage roll-out

3.23 Please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing:

We intend to launch the Ashford & Dungeness small-scale DAB multiplex within 8 months of approval of our technical plan.

Upon award, we will immediately advance negotiations regarding the proposed transmission sites and liaise with other radio multiplex licensees on any impact our proposed transmitters might have. Once completed, we will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

We will send final site details to Ofcom for clearance and provide evidence of liaison and agreement with other radio multiplex licensees. Given the time taken to co-ordinate services we recognise the importance getting the final transmitter plans to Ofcom as quickly as possible.

Our timeline then focuses on the following key stages:

- Building and installing the DAB multiplex and transmission chain
- Finalising carriage agreements with the service providers
- Commissioning and testing the transmitter equipment for compliance with Ofcom's Digital Radio Technical Code
- Providing Ofcom with evidence of compliance with the licence and the Digital Radio Technical Code

We have confirmed the availability of all equipment and professional services to meet our timescales.

3.24 In addition, please provide, as an annex to be submitted with this application, an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service.

A GANTT chart is included in **Appendix E**

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

### About this section

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

Section 51(2)(f) of the 1996 Act requires Ofcom to take into account evidence that the applicant has support from providers interested in having their existing or planned programme services carried on the proposed multiplex. Note that we do not require applicants to provide us with a full line-up of services they intend to provide, or details about the content of those services.

### Involvement of C-DSP providers

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

No

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

N/A

4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. In this context, a "participant" refers to a person who holds or is beneficially entitled to shares in the applicant or possesses voting power in the applicant. If the service is already licensed by Ofcom, the licence number should be provided. Please refer to the nature of the participation (e.g. shareholding or agreement in relation to voting power):

Radio Ashford Limited – Radio Ashford - CR000201

## Demand or support from programme providers

- 4.4 Please provide in the table below (expanding the table if necessary) the names of providers (or prospective providers) of community or local digital sound programme services who have expressed their demand or support for the provision of the proposed multiplex service in the area to be served by the multiplex service. For reasons of transparency, the response to this question *must be answered below and should not be provided as a separate annex*. The evidence of the demand or support, such as signed heads of terms or emails, should be provided as a confidential annex, and relate only to the specific multiplex being applied for.

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Radio Ashford Ltd – Radio Ashford - CR000201	C-DSP	Signed heads of terms
Cinque Ports Radio CIC - Cinque Ports Radio – CR103150	C-DSP	Signed heads of terms
Thames Radio Ltd – Nation	DSP	Signed heads of terms
Kent Capacity Co Ltd – Kent!	DSP	Signed heads of terms
East Kent Radio Ltd - EKR	DSP	Signed heads of terms
Children’s Radio UK Ltd – Fun Kids Party	DSP	Signed heads of terms
Made in Kent Ltd - Made in Kent Radio	DSP	Signed heads of terms
BFBS - BFBS Gurkha	DSP	Signed heads of terms
Gaydio Radio Ltd – Gaydio	DSP	Signed heads of terms
Angel Radio Ltd – Angel Vintage	DSP	Signed heads of terms



## 5. Fair and effective competition

### About this section

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

In assessing applications, we need to have confidence that the prospective small-scale radio multiplex licensee has approached a wide range of potential service providers. Negotiations that have taken place between the applicant and potential service providers need to have been demonstrably fair, and the terms of any contract for service provision must be fair and non-discriminatory. Applicants should note there is one further question relating to fair and effective competition in Part B of the application form.

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

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

Our application is made by a consortium who are committed to providing affordable and efficient digital radio services to Ashford and Dungeness.

We have contacted all community radio services that broadcast within and / or are audible within the licence area. We have identified that there is strong interest and support for a small-scale multiplex, as well as strong interest in carriage on the multiplex on the terms and conditions that we have proposed.

We have also discussed the opportunity with community services that currently do not serve the area, as well as commercial services who are looking for carriage on multiple multiplexes, and have received equally strong support.

We are therefore confident that we will provide a strong line up of local, community and commercial services on the multiplex from launch, covering a wide range of tastes and interests; local, regional and national.

We will continue to promote opportunities on the multiplex to broaden the range of formats and suppliers on the multiplex.

If successful, we commit to work with all community radio providers based within the licence area and who wish to broadcast on the multiplex.

In approaching prospective programme service providers, we have acted in a manner to ensure fair and effective competition in the provision of community and local digital sound programme services.

- We contacted the known potential service providers; both local and national.
- We created and maintain a register of requests for capacity for services, and those requests are assessed on a 'first-come, first-served' basis. Details of our contacts and discussions with prospective programme service providers are attached in Appendix H.
- We have published and provided each prospective service providers a rate card which identifies tiering for Reserved and Un-reserved capacity.
- We will maintain our promotion of the multiplex and carriage opportunities on our website, including rate cards.

## 6. Declaration

### About this section

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

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

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

**RICHARD COLLINS**

**Date of application: 29<sup>th</sup> June 2023**

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

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