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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):

West Wales DAB Limited

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

North Pembrokeshire

**APPLICATION FORM:**

**Publication date:** 14 July 2022

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## 2. Extent of proposed coverage area

- 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 aim is to provide good quality indoor and outdoor coverage across the polygon in a way that maximises coverage yet stays within the parameters laid down by Ofcom in terms of overspill, overlap and the protection of other named polygons. We can achieve this through the use of the following transmission sites:

1. Tan-y-Groes
2. Preseli Mountain-Henry's Moat

The North Pembrokeshire polygon is a large rural area sparsely populated, Predominantly agriculturally focused with a varied heritage. The larger settlements and populated areas are focused around the coast over looking St Brides & Cardigan Bay with the exception of the county town, Haverfordwest which is included in the southern part of the polygon. Due to the landscape and mountainous terrain extra care and detail was given when selecting the appropriate TX sites.

Tan-y-Groes provided the best coverage for the North East with the most populated area's; Aberporth, Newcastle Emlyn, Cardigan, St Dogmaels and Crymych as well as the smaller communities in the surrounding areas. The outdoor coverage allows all major A roads sufficient coverage.

Preseli Mountain-Henry's Moat provides coverage in the Southern area of the polygon mindful of the guidance notes provided in regards to interference with other areas. This site is not to be confused with the Arquiva Preseli TX site. Haverfordwest the county town is best served and it's surrounding area's . All major A roads are also covered with the outdoor predictions made.

Following award and the successful launch of the multiplex with multiple services to ensure its a viable option, the potential to have a third TX site at Treleddydd Fawr (St Davids) which is an existing TX site has been explored for better coverage in the North / North East area of the Polygon. More details are available upon request.

A factor in the decision process for selecting these TX sites was utilising existing infrastructure to minimise any environmental impact in this area of natural outstanding beauty and the UKs only coastal national park.

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 ht (m agl)	Antenna type & bearing	New/existing antenna	ERP (W)
Tan-y-Groes	SN292493	15m	OMNI	New	200w
Preseli Mountain-Henry's Moat	SN070278	12m	OMNI	New	200w

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

A full coverage prediction map for the whole of the transmitter network is included in the Appendix G. It shows the 63 dBµV/m field strength (as well as the 54 dBµV/m and 38dBµV/m contours).

The ward-level population tables (2011 Census) indicate that at 63 dBµV/m field strength;

- the number of people falling outside the North Pembrokeshire polygon does not exceed 30% of the total population within the advertised licence area; and
- the proposed coverage does not overlap more than 40% of the population within the relevant local radio multiplex service's licensed area.

The transmitter network has been designed to minimise any significant interference above 38 dBµV/m to other proposed small-scale DAB licence areas.

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 v22 6.9 x64
Detail the terrain model used by the software and its resolution.	DTM: Ordnance Survey terrain data – 50 metre resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Infoterra clutter data to 50m resolution
What propagation algorithm has been used?	Model pre-set – Fresnel <ul style="list-style-type: none"> <li>• Diffraction geometry – Deygout 94-2</li> <li>• Subpath attenuation – coarse integration</li> <li>• FZ fraction 0.8</li> <li>• Earth radius (sea and land) - 8,500km</li> </ul>
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom-provided population data has been used along with that from the 2011 Census which is included within ATDI's modelling software
Have your predictions been generated by a commercial organisation? If so, by whom?	Coverage predictions have been generated by Viamux using HTZ Communications software from ADTI.

## 3. Ability to establish the proposed service

### Applicant's details

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

West Wales DAB Limited

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

14411691

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:

45 High Street, Haverfordwest, Pembrokeshire, SA61 2BP

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

Yes.

### 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 (nature of business)	Other employment
Andrew John Baker (Know as 'Drew Baker')	Wiltax Rose, Dale Road, Haverfordwest, Pembrokeshire, SA62 3AD	UK	Vision Arts LTD Boulevard Entertainment LTD	Vision Arts LTD
Iwan Thomas	13 Clos Treventy, Ceffneithhin, Llanelli, Carmarthenshire,	UK	Visit Pembrokeshire	Visit Pembrokeshire

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

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	SA14 7DH			
Malcolm John Cawley	27 Albany Street, Pembroke Dock, Pembrokeshire, SA72 6QJ	UK	Queens Hall Tenby Blues CIC	Tenby Blues CIC
Thoms Spencer Morgan Dyer (Know as 'Tom Dyer')	130 Haven Road, Haverfordwest, Pembrokeshire, SA61 1DP	UK	Tanio Cymru	Self Employed
Hulda Elizabeth Wright	5 Old School Court, Pennar, Pembroke Dock, Pembrokeshire, SA72 6TA	UK		Self Employed

## 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
Drew Baker	N/A	N/A	N/A	20%
Iwan Thomas	N/A	N/A	N/A	20%
Malcolm Cawley	N/A	N/A	N/A	20%
Tom Dyer	N/A	N/A	N/A	20%
Hulda Wright	N/A	N/A	N/A	20%
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, 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)
West Wales DAB Limited	45 High Street, Haverfordwest, Pembrokeshire, SA61 BP	Drew Baker (Director)



## 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)
See Appendix H	N/A	N/A

- 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:

Full name of individual	Name of body in which individual is a director or designated member
N/A	N/A

- 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:

Full name of body corporate listed in 3.8	Body corporate controlled
N/A	N/A

- 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.

Name of body corporate identified in Q3.8	N/A			
Full name of participant	No. of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

## 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	No	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	No	N/A
An individual who is an officer of a body falling within (b) or (c);	No	N/A
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	N/A
An advertising agency or an associate of an advertising	No	N/A

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

agency		
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## 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")?

No.

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
(c)	SRSL104642BA/1	Pure West Radio: Drew Baker, Iwan Thomas, Malcolm Cawley, Tom Dyer & Hulda Wright
(c)	AL000272BA/5	Radio Pembrokeshire: Malcolm Cawley

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.

N/A

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

No

If yes, please provide the following details:

Full name	Date of conviction/action	Penalty
N/A	N/A	N/A

## Financial and business plan

A detailed financial forecast that sets out establishment costs, annual income & outgoings with 36-month cash flow and profit & loss forecasts is included in Appendix A. This has a contingency for inflation reaching 15% built in to the figures.

Capital Investment – £36,000

The main capital investment is the multiplexing & transmission system. In selecting Viamux to provide the small-scale DAB solution as well as professional services (project management, site surveys, network design and build, software configuration, installation, training and ongoing support) we were mindful of their wealth of experience implementing DAB systems, the competitive pricing of their solution and the many customer references they have in the UK.

Operating Costs – £15,000 (per annum)

### Transmission

The ongoing costs associated with transmission (site rental, electrical power consumption, internet provision) are the single most important recurring operating expenditure for a multiplex company. Our choice of transmission sites is a cost-effective choice that balances delivering the largest audience whilst ensuring carriage fees remain attractive to service providers.

### Technical Support & Maintenance

Ongoing technical support for maintaining the multiplex and transmission equipment will be provided by Viamux (by way of an annual support & maintenance contract).

### Small-Scale DAB Management Software

We will subscribe to Optimux - the low-cost cloud-based control panel that simplifies management and monitoring of a small-scale DAB network. For a low-cost monthly fee, Optimux allows us to implement cloud encoding - making it quick, easy and cheap to add new services to a multiplex. It also provides us with full invoicing and direct debit collection to streamline the payment of carriage fees. Optimux also monitors the multiplex and will alert us to any issues and notify service providers regarding their audio.

### Administration

The usual administration costs associated with operating a business of this size are included (insurance, legal and accountancy services) as is the annual Ofcom licence fee.

### Funding

The project is funded through a combination of equity and a shareholder working capital loan. The multiplex operation will be established and sustained by providing existing community and commercial broadcasters, as well as new entrants, with a reliable digital broadcast platform on both affordable and flexible terms.

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

a) Share capital

The applicant body is a company limited by guarantee. As such it does not have share capital.

b) Loan stock

As indicated in the financial appendix in Part B, a working capital investment loan will be provided by TE1 Entertainment. We anticipate this loan being repaid within the term of the licence. Further funding is available, if required.

c) Leasing/HP facilities (capital value)

There is no requirement for Leasing/HP facilities.

d) Bank overdraft

A bank overdraft is available if required.

e) Grants and donations

Whilst secured funding for the project is provided by TE1 Entertainment, we do plan to submit supplemental grant applications.

f) Other (please specify)

None

3.18 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 (£)
TE1 Entertainment	N/A	£36,000

3.19 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.

All funding is confirmed.

## Relevant expertise and experience

### General Management

Post award, we will take responsibility for the day-to-day general management of the multiplex operation - managing commercial, financial and operational matters. This is simplified through the use of Optimux and with the ongoing support of Viamux..

Tasks include, but are not limited to;

- Recruiting new services;
- Issuing carriage agreements;
- Invoice management;
- Payment collection; and
- Working with programme services to ensure DSPS and regulatory licence compliance.
- Monitoring and Ofcom reporting

We will also be responsible for ongoing; accounts, IT, admin, legal, customer service and technical support.

### Team

The participants share a track record of successfully establishing and operating broadcasting operations.

Drew Baker has had a long and varied professional career, stretching back more than 25 years, as a theatrical director and performer, both on Broadway and The West End. He is currently the proprietor and Creative Director of Vision Arts, Pembrokeshire's newest performing arts hub, where he offers both training and performance opportunities to young people and adults. He has directed and/or produced fifteen plays and musicals under the Vision Arts banner to date; many of which have been sell-outs, as well as producing and directing performances at a whole host of county events; drawing performers from all age groups and from right across the county. His passion is to make the arts accessible to everyone and alongside Vision Arts he also runs Boulevard Showbar and Boulevard Theatre, offering audiences a variety of live entertainment. Vision Arts has rapidly become a major player in the cultural landscape of the county and has forged partnerships with some of the area's best-known businesses and organisations. Vision Arts also works closely with local schools to support the teaching of the expressive arts. In keeping with his mission to bring the best of musical theatre to a wider audience Drew also presents a weekly programme Behind the Stage Door, showcasing songs from the shows on local radio.

Iwan Thomas is the Chief Executive Officer of PLANED, and joined the organisation in October 2018 having worked in the public sector for over 20 years.

Prior to joining PLANED, Iwan was the Regional Programme Manager for the North Wales Economic Ambition Board for five years, and also worked for the Local Government Data Unit Wales as its first appointed, Senior Consultant.

In addition to a Master's Degree in Business Administration, Iwan brings considerable experience from working across the private, public and third sectors in partnership across Wales, with current posts including being the Chair of the Board of Governors at Pembrokeshire College; an Independent Board Member of Hywel Dda University Health Board; and a Director on the Board of Visit Pembrokeshire.

Iwan is a passionate advocate of skills development and community engagement, having been invited to speak at many national conferences and seminars; and brings to PLANED, direct experience of developing the Regional Skills Partnerships model across Wales, and delivering sustainable outcomes for communities in partnership with employers and politicians on key projects of local, regional, and national significance.

Malcolm Cawley aka BB Skone has been writing and broadcasting about music in west Wales for over 30 years.

Publications he has written for include Roots, Rock 'n' Reel, NME, The Western Telegraph, Pembrokeshire Life, What's On Pembrokeshire, Meteor and Swnd. He has also written numerous sleeve notes for Welsh artists. Malcolm currently writes for the Tenby Observer where his Gig Guide appears weekly. BB Skone's Pembrokeshire Music Show Facebook page also hosts the Gig Guide and tells you all you need to know about the local music scene. His other page, Pembrokeshire Music Past, deals with the history of music in west Wales

Since leaving Radio Pembrokeshire (2017) BB has hosted the Pembrokeshire Music Show every Sunday at 7pm on Pure West Radio (2018 - Present) which features live sessions plus recorded music from the region both present and past. His latest book, Lowering The Tone With BB Skone, a selection of his quirky music reviews and previews, to critical acclaim and success. Malcolm is the Artistic Director of Tenby Blues Festival, which hosts an incredible number of performers and stages each year and attracts people from around the globe.

Tom Dyer was brought up in West Wales with his family in the seaside village of Little Haven. His childhood was not necessarily ordinary living in the family business of caring for elderly people and later fostering looked after children.


During this time Tom taught himself to play drums and guitar and would regularly play in bands in Haverfordwest. Tom went on to study Law at Swansea University before returning to Pembrokeshire to volunteer and eventually work with Citizens Advice in Haverfordwest. Tom moved to Cardiff to pursue a law career but soon moved to Tenovus Cancer Care where he built on his creative desires and joined their Sing with Us Choirs and also enrolled on a six week acting workshop at the Royal Welsh College of Music and Drama. Tom was encouraged to audition for the Everyman Open Air Theatre Festival's production of Guys and Dolls and the rest as they say, is history. Tom continues to act regularly and in 2019 performed in 9 theatrical performances throughout South Wales.



Tom has maintained a full time job during this time continuing with legal work throughout Wales, later moving into UK wide community development and since 2017 running the mental health service for Tenovus Cancer Care, letting him utilise his care and empathy to others in a more structured manner using Acceptance and Commitment Therapy (ACT) and Solution Focus Approach. In 2020 as the pandemic hit, Tom turned his hand to podcasting and broadcasting using his skill set to promote the experience he had. Learning extensively the Broadcast Radio software and soon became a regular presenter on many local radio shows. Since then his skills have enabled him to be a producer, programmer and content manager.

Hulda Wright has a many great assets to assisting West Wales DAB Limited in it's daily operation. With many years experience working with the local authority in the County's schools, she has great people skills, local knowledge, positive attitude, well presented and has essential communication skills. This combined with a very knowledgeable background in administration roles and finance, she is a key member of the team. Hulda also regularly promotes events across Pembrokeshire and covers various 3<sup>rd</sup> sector, charity and public events, which she often broadcasts at to large audiences across various platforms, including radio, web, YouTube and social media.

3.20 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	Viamux Ltd	 <p>Viamux is a leading supplier of small-scale DAB solutions in the UK &amp; Republic of Ireland. Established in 2017, Viamux specialises in Ofcom licence applications and coverage predictions as well as designing, building, installing, operating and maintaining small-scale radio multiplexes with clients in:</p> <ul style="list-style-type: none"> <li>• Manchester,</li> <li>• Edinburgh,</li> <li>• Blackpool,</li> <li>• Cardiff,</li> <li>• Newcastle &amp; Gateshead,</li> <li>• Derry/London Derry,</li> <li>• Exeter,</li> <li>• Preston,</li> <li>• Warrington, Widnes &amp; Runcorn,</li> <li>• Cheshire East</li> <li>• Cheshire Mid</li> <li>• Nottingham.</li> </ul> <p>More info: <a href="http://www.viamux.com">www.viamux.com</a></p>
Ongoing maintenance of the transmission equipment	Viamux Ltd	
Installation of the Multiplexing equipment	Viamux Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux Ltd	

## Timetable for coverage roll-out

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

Our aim is to launch the multiplex within 6 months of the licence award subject to Ofcom approval of our final technical plan.

Funding is already in place and Heads-of-Terms are sufficient to exceed the operating costs of the multiplex. We are continuing to actively pursue all expressions of interest and are confident to launch with a strong line-up of services.

Following the 'Guide to Launching' flowchart and the procedures set out in Ofcom's Technical Policy Guidance we aim to accelerate the implementation timetable by focusing on stages A to E.

Stages:

- A. In response to any technical mitigations in the award letter, we aim to finalise our site agreements and technical plan and submit to Ofcom within 4 weeks.
- B. On receipt of the hole punching document we will liaise with the national & local multiplex operators immediately. Responses received will be sent to Ofcom.
- C. Once the technical plan is signed off by Ofcom the equipment will be ordered and specifications shared with Ofcom. Installation date is scheduled and Ofcom is notified with twenty days' notice.
- D. Equipment is installed and commissioned.

As a leading small-scale DAB provider, Viamux will manage the implementation of the project. Availability of all equipment, software and professional services to meet our timescales are already confirmed.

We will be responsible for finalising site agreements and arranging broadband connectivity. A project GANTT chart (Appendix E) details the tasks, activities and timescales under which the implementation will be governed to achieve our target launch date.

3.22 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. The project GANTT chart (Appendix E) sets out the precise, key stages in the implementation of the multiplex together with the timeline.

Please see Appendix J for full page diagram



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

### 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):

N/A

## 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

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Haverfordwest High Radio	C-DSP	Head of terms
Pembrokeshire Community Hub Radio	C-DSP	Head of terms
Coleg Sir Benfro Radio	C-DSP	Head of terms
Sianel Cymraeg Sir Benfro	C-DSP	Head of terms
Withybush Radio	C-DSP	Heads of terms
Pure West Radio	DSP	Heads of terms
Pure West Sport	DSP	Head of terms
Pure West Dance	DSP	Head of terms
Pure West Rock	DSP	Head of terms
Pure Talk	DSP	Head of terms
County Show Radio (PAS)	DSP	Head of terms
Pembs Pride	DSP	Head of terms
Gaydio	DSP	Expression of interest
Vision Arts Radio	DSP	Head of terms
Coast Aquatics Radio	DSP	Head of terms
Core Future Music	DSP	Head of terms
Jazz Box Radio	DSP	Head of terms
Folly Farm Radio	DSP	Head of terms
Bluestone Radio	DSP	Head of terms
Care FM	DSP	Head of terms
Sentimental Radio	DSP	Head of terms
Cubs Cwtch Radio	DSP	Head of terms
Synergy Fitness Radio	DSP	Head of terms
Panjab Radio	DSP	Head of terms

## 5. Fair and effective competition

- 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.

Prior to submission of this licence application, we have taken the following measures to identify and engage with services providers:

- Outreach - We have conducted extensive research to identify active community radio and internet radio services. We made direct contact via email and phone to ensure that radio operators were aware of the opportunity and if they were interested in participating in the project at this time. We contacted the college and the local schools to make them aware of the opportunity that the service could offer their student radio stations. We also contacted the local hospital radio service with the same offer.
- Consultation - Following the receipt of expressions of interest we engaged in early conversations with potential C- DSP and DSP providers, to give them an indication of pricing and capacity. From the consultation we were able to identify those that would enter into heads of terms and those that were keen but were only able to commit to an expression of interest at this stage.

Following the award of licence, we will take steps to secure carriage agreements with those services that have signed heads of terms and engage openly with those services providers who completed expressions of interest and to offer our services to the wider radio community:

- Online Promotion – We will launch a website at <https://www.westwalesdab.com> to provide information about the project and the opportunities for prospective service providers.
- Media Coverage - We will send a press release to local/regional press and Radio Today. Have an extensive outreach to partners and regional social media campaign.
- Local Marketing - The services will have an individual strategic marketing campaign across press, social media and online of the launch of the service in the area.

Allocation or reservation of capacity is subject to the Service Provider either holding a DSP or CDSP Licence or being able to demonstrate that they have submitted their application to Ofcom for a DSP or CDSP Licence, respectively.

- If all the reserved capacity spaces on the multiplex have been allocated, additional service providers with CDSP's can be offered an unreserved space
- If the capacity on the multiplex is reached, a waiting list will be created with service providers kept up to date on any future availability.

Throughout this process, we have openly discussed our transmission plans, carriage terms and indicative fees. We have engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. As stated above, each service provider will enter into a carriage agreement - the key terms of which are identical for all service providers. All fees charged will be pro-rata to capacity contracted by each service provider. In contracting or offering to contract with programme services providers, we will continue to act in a manner that ensures fair and effective competition.

Following the launch of the multiplex, we will continue to operate a transparent rate card policy, published on our website. The structure of our rate-card will reflect our core aim of supporting and encouraging community broadcasting by C-DSP licensed services with pricing to help them establish a long-lasting partnership with us for mutual sustainability.



## 6. Declaration

- 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:

DREW BAKER

Date of application:

October 12, 2022

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

Company director.