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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):

Xtra DAB Limited

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

Harlow

**APPLICATION FORM:**

Publication date: 30 March 2023

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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):

Xtra DAB's technical plan uses a two-site to cover the main populated areas of Harlow. We have included a coverage prediction to illustrate our proposals. The extent of our proposed coverage reaches 77.3% of the Ofcom licence area polygon population with a further 5.3% reaching neighbouring towns and villages for whom Harlow is their main destination for work, leisure, study and shopping.

Our aim is to deliver 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. Terminus House, Harlow
2. Bishop's Stortford Rugby Club

#### **Coverage**

The Harlow polygon straddles the Essex/ Hertfordshire border...

We intend to cover the majority of the proposed area which includes two large towns Harlow and Bishops Stortford and surrounding smaller towns and villages on the East Herts / West Essex border.

A two-site network is proposed to allow for best coverage in the two towns and the areas between to serve the population of the area and the large number of commuters into and out of the towns for work and leisure. Both Harlow and Bishop's Stortford are growing towns with diverse populations which will be represented by the number of different community and specialist radio stations supporting our application.

In January 2023, the government announced that Harlow Council's £20m bid to regenerate Playhouse Square and College Square into a vibrant arts and culture quarter was successful, we believe that this goes hand in hand with the new SSDAB for Harlow.

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 agl	Antenna bearing	Antenna	ERP
Terminus House, Harlow	TL447100	57m	Omni	New	100w
Bishop's Stortford Rugby	TL476220	10m	Omni	New	50w

## 2.2

Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dB $\mu$ V/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 Xtra DAB transmitter network is included in the Appendix G. It shows the 63 dB $\mu$ V/m field strength (as well as the 54 dB $\mu$ V/m and 38dB $\mu$ V/m contours).

The ward-level population tables (2011 Census) indicate that at 63 dB $\mu$ V/m field strength;

- the number of people falling outside the Harlow 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 dB $\mu$ V/m to other proposed small-scale DAB licence areas.



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

Provide the name and version of the prediction tool used.	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):

Xtra DAB Limited

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

14816012

- 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:

18 Woodcote Close, Cheshunt, Hertfordshire EN8 8QJ

- 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 held (and nature of the business concerned)	Other employment
Wayne Sharp	18 Woodcote Close, Hertfordshire, EN8 8QJ	UK	Xtra Media Group Ltd (Broadcasting) Xtra DAB Ltd	Station Officer (London Fire Brigade)
Simon Knight (Xtra Media Group)	18 Woodcote Close, Hertfordshire EN8 8QJ	UK	Xtra Media Group (Broadcasting)	Solutions Architect
Stephen Paul Potter	121 Blinco Grove, Cambridge CB1 7TX	UK	Cambridge 105Radio LTD Huntingdon Digital LTD	Engineer

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

			Mid Anglia Media LTD Cambridge Digital Radio Ltd North Norfolk Digital Hereward Digital Radio Ltd	
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## 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
Xtra Media Group	60	£24,000	60	60
Wayne Sharp	25	£10,000	25	25
Stephen Paul Potter	15	£6,000	15	15
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)
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Xtra Media Group	18 Woodcote Close, Hertfordshire, EN8 8QJ	Wayne Sharp
Xtra DAB Limited	18 Woodcote Close, Hertfordshire, EN8 8QJ	Xtra Media Group

### 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)
Xtra Media Group	18 Woodcote Close, Hertfordshire, EN8 8QJ	Xtra DAB Limited
Wayne Sharp	18 Woodcote Close, Hertfordshire, EN8 8QJ	Xtra Media Group

- 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	Xtra Media Group			
Full name of participant	No. of shares	Total investment (£s)	Total investment (%)	% of voting rights
Wayne Sharp	1	1	1	100
Comments				
On award of licence new shares will be issued in Xtra Media Group which will fund the investment detailed in 3.19. Subscribers have already confirmed their commitment to taking up these shares. Evidence in the confidential appendices.				

## 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

<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.

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 agency	No	N/A

## 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	Area
(a)			
(b)			
(c)			
(c)	DP104480BA/1	Radio Xtra	Cambridge
(c)	Radio Authority	Town FM 2X RSL/ Cable Li- cense	Enfield
(c)	SSDABWT001	SSDAB Trial (ex- pired)	Cambridge
(c)	SSDABWT011	SSDAB Trial (expired)	Cambridge
(c)	CR000095	community radio licence	Cambridge
(c)	CR000199	community radio licence (to 06/2020)	Huntingdon
(c)	DS103909	SSDAB Fulltime	Kings Lynn
(c)	DS103925	SSDAB fulltime	Cambridge
(c)	<b>(TBA)</b>	SSDAB fulltime	Peterborough
(d)			
(e)			
(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.

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 (dd/mm/yy)	Penalty
N/A	N/A	N/A

## 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.

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 11% built in to the figures.

### **Capital Investment – £40,000**

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), Xtra DAB was 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 – £12,500 (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

Xtra DAB 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.

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

a) Share capital

**There is no requirement for additional share capital to meet the costs outlined above.**

b) Loan stock

**As indicated in the financial appendices, a working capital investment loan will be provided by the shareholders of Xtra DAB. 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

**There is no requirement for a Bank overdraft.**

e) Grants and donations

**There is no requirement for grants or donations.**

f) Other (please specify)

**None**

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 (£)
Wayne Sharp	25	£10,000
Xtra Media Group	60	£24,000
Steve Potter	15	£6,000

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.

**All funding is confirmed and evidenced in the Appendix**



## 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.)

### 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

#### Key Personnel

Xtra Media group Ltd are made up of 15 Radio presenters / professionals. All 15 members of the team present on our radio station Radio Xtra

All 15 presenters are committed and have invested into the company. 7 of the presenters have worked together since 1997 where they worked on Town FM (Edmonton). Town FM was set up and run by Wayne Sharp.


Our presenters on Radio Xtra have a wealth of knowledge and experience which is not only in radio. The team have a range of different business knowledge. 5 of our presenters own and run successful businesses outside the industry. we believe this is a great combination for success.

**Simon Knight** will be the main contact within the group for Xtra Media. Day-to-day management of the full-time service will be undertaken by Wayne Sharp under the guidance of Steve Potter. Steve managed the Cambridge trial SSDAB multiplex for more than three years and now manages the Cambridge and King's Lynn full-time SSDAB multiplexes. He has been successful in attracting many new service providers, building strong relationships with them and key stakeholders.

**Wayne Sharp** has a wealth of broadcast history. Wayne has been responsible for setting up and running radio stations since 1995. He has held several broadcast radio licences including a radio training school where a couple of former trainees have gone on to national radio stations.

**Xtra DAB is confident that this close knit team has all the relevant expertise and local knowledge to deliver all aspects of launching and running a successful small-scale operation.**

- 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	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 (launched in 74 days)</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> <li>• Liverpool</li> <li>• Wolverhampton (launched in 53 days)</li> <li>• Stirling &amp; Falkirk</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	

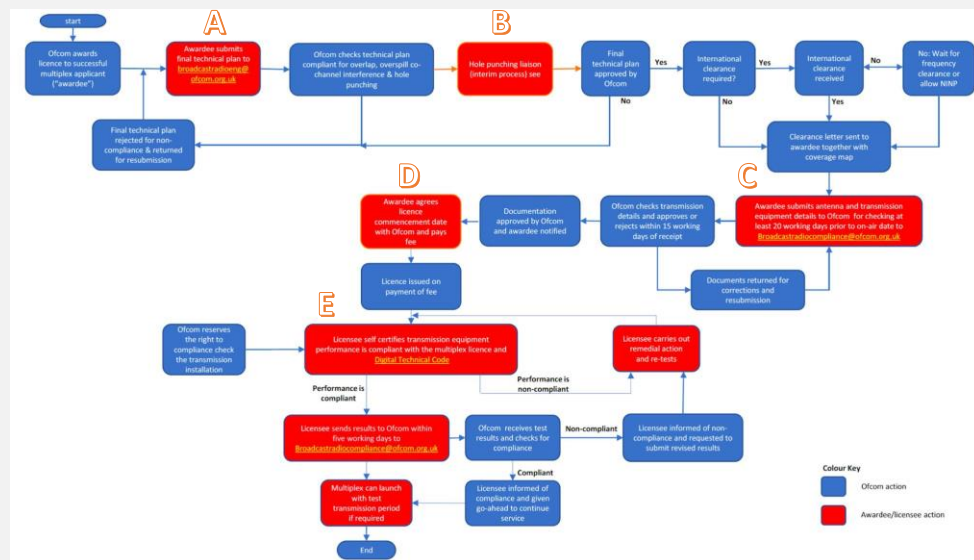
## Timetable for coverage roll-out

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

Xtra DAB's aim is to launch the multiplex within 9 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:

- 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.
- On receipt of the hole punching document we will liaise with the national & local multiplex operators immediately. Responses received will be sent to Ofcom.
- 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.
- 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.

- 3.24 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.

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

## 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?

Yes.

- 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:

Upon award, Xtra media will apply for a C-DSP licence Radio Xtra Harlow. This will be a community radio station for Harlow's students. Each school or college will have the opportunity to broadcast on the station under the guidance of the Xtra media team. There are already several schools and colleges that have expressed interest in participating in the proposed service.

- 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 multiplex being applied for.

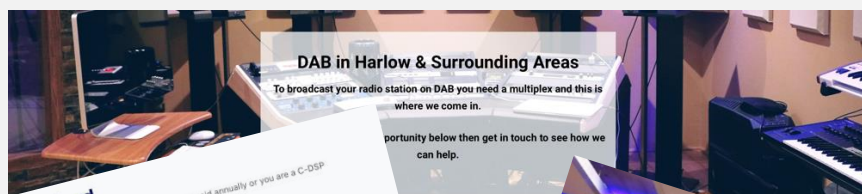
	Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
1	Radio Xtra Harlow	C-DSP	Heads of Terms (see 4.2)
2	Forest Radio	C-DSP	Heads Of Terms
3	Phoenix 98FM	DSP	Heads of Terms
4	Glitter Beam Radio	DSP	Email Expression of interest
5	Pop Hits	DSP	Heads of Terms
6	Funky SX	DSP	Heads of Terms
7	Radio Xtra Dance	DSP	Heads of Terms
8	Total Hits	DSP	Heads of Terms
9	Shine 879	DSP	Heads of Terms
10	Radio Xtra	DSP	Heads of Terms
11	Life Radio UK	DSP	Email Expression of interest
12	Soul Music Radio	DSP	Heads of Terms
13	Colourful	DSP	Heads of Terms
14	Essex Hits	DSP	Heads of Terms
15	Future Hits	DSP	Heads 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**, Xtra DAB has taken the following measures to identify and engage with services providers:

- Online Promotion – We launched a website <https://xtradab.com> to provide information about the project and the opportunities for prospective service providers. The website collected expressions of interest via an online form.



### Rate Card

Bitrate	Capacity	Monthly	Annually
240ks	DAB + Stereo	£140.00	£1,350
320ks	DAB + Stereo	£180.00	£2,250
408ks	DAB + Stereo	£210.00	£2,700
480ks	DAB + Stereo	£250.00	£3,600
648ks	DAB + or DAB	£325.00	£4,350
804ks	DAB + or DAB	£390.00	£4,350

Discount available if fees are paid annually or you are a C-DSP licence holder

There are also pre launch discounts available

#### What Licence do we need

**C-DSP Licences\* (Local Non-Profits):** These will be the community and charitable organisations, based in our area that hold C-DSP licences. (Community Digital Sound Programme) These organisations will receive preferential access.

**DSP Licences\* (All other stations):** Other channels will hold a DSP Licence (Digital Sound Programme). These might include stations run by Charities, CIC's and other not-for-profits based outside the area. They also include commercial stations that want to extend their reach using SSDAB. (Some stations will already have a DSP licence on our transmitter.) Whilst not benefiting from the same preferential access as C-DSP stations, our ethos will ensure that we keep prices as low as possible.

\*C-DSP and DSP licences are administered directly by Ofcom through a relatively straight-forward application process. The links below provide more details of this procedure and also guidance about which licence is the most appropriate for your station.

Licence Application Information (From the Ofcom Website):  
C-DSP Licences DSP Licences

### How and surround

test in using our multipl

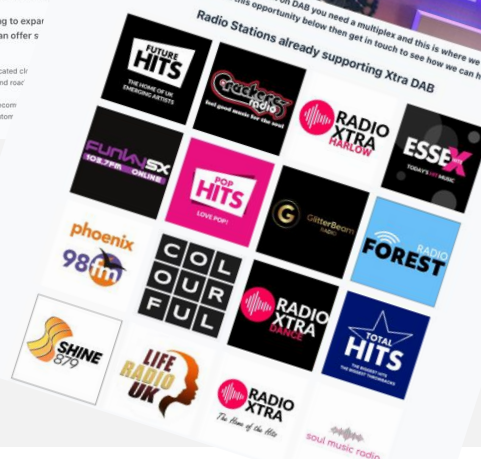
on looking to expar  
at we can offer s

art. Located cl  
1 rail and roac  
1 telecom  
1 autor

### Support So Far

To broadcast your radio station on DAB you need a multiplex and this is where we come in. Read more about this opportunity below then get in touch to see how we can help.

#### Radio Stations already supporting Xtra DAB





- **Media Coverage** - Engagement with the website was promoted in a press release which was distributed to local/regional press and published on the Radio Today website. It has also been widely shared on social media.

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## Harlow small-scale DAB applicant announces application plans


Written By Roy Martin — updated on June 13, 2023 – 10:30 am



Xtra DAB Ltd has announced its plans to apply for the recently advertised small-scale multiplex for Harlow.

Lending their support to the application are a number of local services including East Herts Radio and Radio Forest, plus local DAB station Radio Xtra.

Xtra DAB Ltd says "Radio will soon be getting a whole lot bigger in Harlow and surrounding areas with more stations – more choice and more opportunities to broadcast, with a great community asset for Harlow and surrounding areas with space for community radio stations and other radio stations to offer a truly broad and diverse listener choice."



As well as introducing new digital radio stations to the area, the team has plans to support local businesses, organisations, groups and communities.

Already in progress is a Harlow Local online guide for businesses and events to get their messages out.


For more information or if you would like to register your interest or support visit [xtradab.com](http://xtradab.com) or email [office@xtradab.com](mailto:office@xtradab.com).

**Today's radio news**

- Radio Tyneside gets charity donation of £50,000 to go digital  
2 seconds ago
- Global to turn off Smooth Radio's medium wave transmitters  
1 hour ago
- Aradhna Tayal Leach appointed Radio Academy Managing Director  
2 hours ago
- Parliament local radio debate: The BBC will ignore this motion at their peril  
June 23, 2023 – 1:38 pm

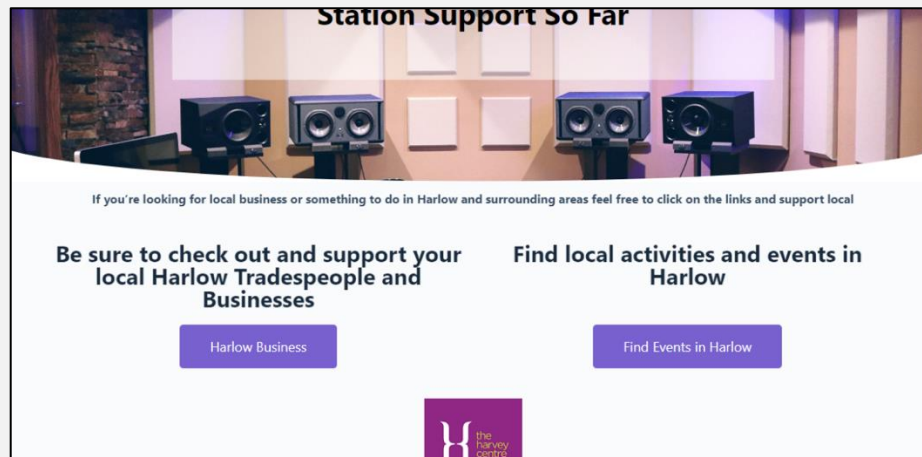
< PREV NEXT > 1 of 23

**OPTIMUX**  
Small-Scale DAB



Xtra Media Group already has an online business and local events directory in Harlow. To date we have over 100 businesses and around 80 local events.

<https://xtradab.com/harlow-local/>



The Xtra DAB team is committed to promote the network. On the award of the licence, the Harvey Centre has agreed to provide space to fully promote the big switch over (see letter)

We are also looking at putting on no less than 10 DAB roadshows per year to promote not only the network, but all the stations that are on it as well. We have studied other companies that have been awarded licences and found that hardly any of them promote the network once the licence has been awarded. This is something that we feel really passionate about, and we want to give a fighting chance to the radio stations that are supporting the DAB platform

We have a local print and design company that have guaranteed to give us in excess of £3,000 worth of advertising products to promote the network. (See letter)

We also have full support of the regeneration program for Harlow. This puts us in a prime position to promote the network alongside the regeneration of Harlow town centre. The council have been awarded £20 million to include a live music and performance venue (including music school and recording studio) we feel that, with the addition of DAB, this will be a fantastic platform for new music.

We already have an unsigned show on Radio xtra which is for this purpose. We have signed up a new radio station (Future Hits) which plays nothing but new artist.

- **Outreach** - Xtra DAB has also conducted research to identify active community and internet radio services. We made direct contact via email or 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 universities and the local college 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 Xtra DAB 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**, Xtra DAB 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:

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, Xtra DAB has 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**, Xtra DAB 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 on behalf of the applicant:**

Wayne Sharp

**Date of application:**

28 JUNE 2023

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

Company director.