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# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

Jorvik Radio Limited

Proposed service name:

Jorvik Radio

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

York

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

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# 1. Overview

You should complete this form if you are applying for a community digital sound programme licence (“C-DSP”). You can find further information about C-DSP services in the [guidance notes for licensees and applicants](#).

This application form is divided into two parts – **Part A** (which we will publish on our website) and **Part B** (which will be kept confidential). This document constitutes Part A; [Part B of the application form](#) is available on our website.

If you encounter any issues using these forms, please contact [broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk).

## The purpose of this form

- 1.1 You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.
- 1.2 A digital sound programme service intended for broadcast by means of a local or small-scale radio multiplex service requires either a C-DSP licence or a local DSP licence. Ofcom’s published guidance notes set out some of the key issues that potential applicants need to consider in deciding which type of licence is suitable for them. In summary, C-DSP services are not run for financial gain and are required to provide social gain. C-DSP licences therefore include strict conditions to ensure that happens, and provide less flexibility than a local DSP licence. However, they do provide access to capacity that small-scale radio multiplex service providers are required to reserve solely for C-DSP services.
- 1.3 A C-DSP licence will be required even if the same programme service is also provided on any other platforms (e.g. FM, satellite), as separate licences are required for those.
- 1.4 As noted above, small-scale radio multiplex services will have reserved capacity for C-DSP services. Issue of a C-DSP licence does not, however, guarantee carriage on a small-scale (or local) radio multiplex service. That is a matter for agreement between the C-DSP licensee and the multiplex service provider, and there may be more C-DSP licences issued in a locality than there are reserved slots on the small-scale radio multiplex service. Note that a C-DSP service does not necessarily have to broadcast using reserved capacity. It can use unreserved capacity on a small-scale radio multiplex service or capacity on a local radio multiplex service, again subject to agreement with the multiplex service provider.
- 1.5 An application for a C-DSP licence will be accepted only once Ofcom has advertised the licence for the small-scale radio multiplex service upon which the proposed C-DSP service is intended to be provided. There is no closing-date by which an application for a C-DSP licence must be submitted (i.e. it can be submitted at any time after the licence for the relevant small-scale radio multiplex licence has been advertised).
- 1.6 You can find further information about how to determine if a service requires a C-DSP licence in Section 2 of the [guidance notes for applicants and licensees](#).

## Provision of information

- 1.7 Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are ‘fit and proper’ to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.
- 1.8 It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

## Publication of information about applications and licensed services

- 1.9 Information provided in **Part A** of the application form will typically be published by Ofcom in our Monthly Radio Update publication the month following the submission of your application. This may take longer if the application is received late in the month. Information provided in **Part B** will not be published.
- 1.10 In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in Section 2 of Part B of the application form), which may include personal data, on the Ofcom website and/or in other relevant publications. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email ([broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk)).
- 1.11 Ofcom considers issued C-DSP licences to be public documents and copies of licences will be made available to third parties on request albeit, other than the Key Commitments which are tailored to the service, C-DSP licences are standard form documents. A brief description of the licensed service will be published on the Ofcom website, along with the Key Commitments which form part of the licence.
- 1.12 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, new applications, licences revoked, licence transfers, and changes to licensed services during the past month.

## Data protection

- 1.13 We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003. Please see Ofcom’s [General Privacy Statement](#) for further information about how Ofcom handles your personal information and your corresponding rights.

## Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.
- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

## 2. Applicant's details

### About this section

In this section we are asking you for details about the applicant company. This must be a body corporate which is not profit distributing.

In the first part of this section, we are asking for basic details about the applicant. These include company registration number and contact information.

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

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

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

Before completing this section of the form, you should read [Ofcom's guidance on the definition of 'control' of media companies](#). Throughout this section, "control" has the meaning it is given in Part I of Schedule 2 of the Broadcasting Act 1990.

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

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

### Applicant information and contact details

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

Jorvik Radio Limited

2.2 Company registration number stated on Companies House:

10876201

2.3 For UK registered companies, the address of the applicant's registered office stated on Companies House.

For non-UK registered companies, the principal office address:

The Centre@Burnholme, Mossdale Avenue, York YO31 0HA

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

**Yes** (delete as appropriate)

**If no, please submit the up to date document and indicate you have done so in the checklist in Section 4 of Part B.**

- 2.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary, a director or (if an LLP) designated member.

(If you are an agent completing the form on behalf of the applicant please do not enter your details here – see paragraph 2.25 of the [guidance notes](#)).

Full name	Mathew Seddon
Job title	Director Jorvik Radio
Address	The Centre@Burnholme, Mossdale Avenue, York YO31 0HA
Telephone	01904 373010
Mobile phone	07568 351893
Email	matt@jorvikradio.com

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

jorvikradio.com

- 2.7 How will the service be financed? If the applicant is receiving, or is likely to receive, any form of funding and/or financial assistance to establish and maintain the service, please provide details of who is providing that funding/financial assistance and the extent of it.

If you are receiving funding from, or on behalf of, a source that could be considered a political organisation or a religious body, you must set out the nature of that organisation here.

Jorvik Radio is financially solid and sustainable. Our finances are funded by:

Grants – Community and broadcasting grants from national and regional schemes.

Advertising – this is on the broadcast audio and also via social media

Sponsorship – for events during the year (such as festivals & hosting events)

Donations or Funding – All funding has been provided by the members of the Jorvik Radio team. This has been via monthly subscriptions and also Director’s donations.

No funding has been via another organisation.

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

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

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

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
COGGIN Adam Federick	The Centre@Burnholme Mosssdale Avenue York YO31 0HA	UK	Director JRL Media Group Media Consultancy	Business Analyst
LOVE Nicholas	The Centre@Burnholme Mosssdale Avenue York YO31 0HA	UK	Secretary and Director JRL Media Group Media Consultancy	Sales Director
PARKIN Paul Christopher	The Centre@Burnholme Mosssdale Avenue York YO31 0HA	UK	Director Dales Radio Limited Community Radio  Director Datatrans Communications Ltd	Electronics Engineer

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



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			Broadcast Transmission Services Director JRL Media Group Media Consultancy	
SEDDON Mathew James	The Centre@Burnholme Mossdale Avenue York YO31 0HA	UK	Director Noise Creative Marketing Ltd Director MPN Properties	Director
Watkinson Christopher James	The Centre@Burnholme Mossdale Avenue York YO31 0HA	UK	Director JRL Media Group Media Consultancy	IT Sales Consultant

2.9 Complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the applicant (“participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Matthew Seddon	None	£0	N/A	20%
Nick Love	None	£0	N/A	20%
Chris Watkinson	None	£0	N/A	20%
Adam Coggin	None	£0	N/A	20%
Chris Parkin	None	£0	N/A	20%
Comments				
All members of the Jorvik Radio Board team.				

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

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

### Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		

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

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

Full name of individual	Name of body in which officership held	Affiliates of that body
Chris Parkin	Dales Radio - CR100180BA/2	Director

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

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

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

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

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

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

Comments

## Involvement of the applicant in specified activities

2.16 Please state below whether the applicant, or any of the directors, shareholders or other individuals named above, including their associates (i.e. directors of their associates and other group companies), is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

<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

2.17 Is the applicant (i.e. the body corporate that will hold the licence) a current licensee of Ofcom?

**Yes** (delete as appropriate).

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

Licence number	Name of multiplex
CR102149BA/1	Jorvik Radio (Current licence)

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

**Yes** (delete as appropriate).

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

Licence number	Name of service or multiplex
CR102149BA/1	Jorvik Radio (Current Licence)

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

**Yes** (delete as appropriate).

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
Current	CR102149BA/1	Jorvik Radio
Current	CR100180BA/2	Dales Radio (P C Parkin See 2.8 above)

2.20 Does the applicant (i.e. the body corporate that will hold the licence) control an existing Ofcom licensee?

**Yes** (delete as appropriate).

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

Licence number	Name of service or multiplex
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CR102149BA/1	Jorvik Radio (Community Radio York)
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2.21 Is the applicant (i.e. the body corporate that will hold the licence) controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a “participant”)?

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex
No	

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex
None	

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

**No** (delete as appropriate).

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

Licence number (or equivalent)	Name of service or multiplex	Details of the investigation
No		

- 2.24 Has the applicant – or any person(s) controlling the applicant – ever been subject to a statutory sanction for contravening a condition of a broadcasting licence in the UK or any other **No** (delete as appropriate).

If yes, please provide the following details relating to each sanction expanding the table if necessary:

Licence number (or equivalent)	Name of service or multiplex	Nature of the breach	Sanction imposed	Date sanction imposed
No				

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

**No** (delete as appropriate).

If yes, please provide the following details:

Full name	Date of conviction/action (dd/mm/yy)	Penalty
No		

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

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

N/A
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## 3. The proposed service

### About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. Holders of an existing analogue community radio licence to be a simulcast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

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

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

### Your proposed service and target community

3.1 What is the proposed service name?

Jorvik Radio

3.2 On which radio multiplex service do you intend to broadcast? If the relevant radio multiplex licence has not yet been awarded, please state the name of the area that the multiplex service is intended to cover, as defined in the multiplex licence advertisement.

York

3.3 Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 5.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).<sup>3</sup>

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<sup>3</sup> If you propose to provide your service on a local, rather than a small-scale, radio multiplex service, there is no requirement for your studio to be located within the licensed area of that local radio multiplex service.



The Centre@Burnholme, Mossdale Avenulicensed YO31 0HA  
Same studio as licensed current Community Radio Service Jorvik Radio CR1021BA/1

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

Simulcast CR102148BA/1

- 3.5 What is the target community of the service? Please include the geographical area that you wish to serve in addition to the interests or characteristics that define your target community. The area you wish to serve must be geographically located within the coverage area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

The community as defined and detailed in our licence CR102149BA/1

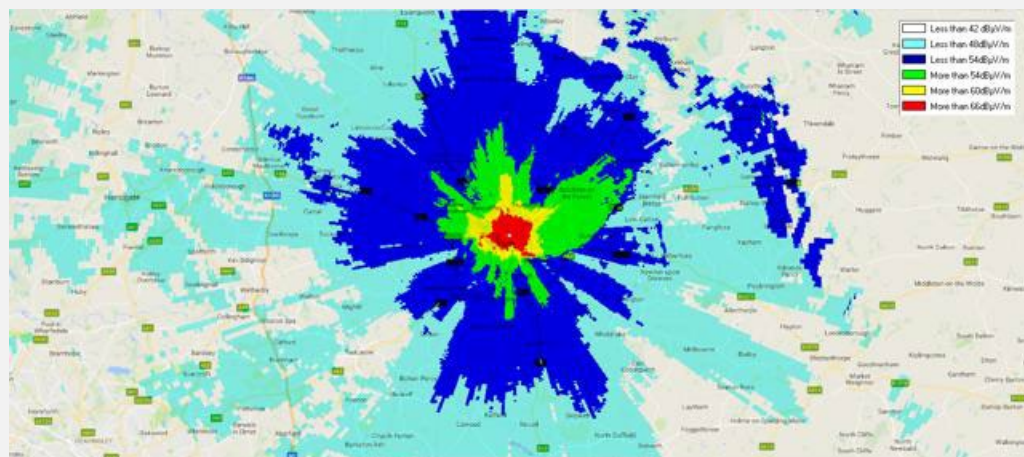
Unitary Authority of the City of York and immediate surrounding area

To provide digital service for current analogue FM coverage on licence CR102149BA/1

Jorvik Radio Ltd. is aiming to broadcast, from its city centre location to a radius of up to 6.5km (4 miles) to cover the City of York Unitary Authority area and some adjacent areas.

It will include 20 wards (outlined below) consisting of 47 'places' which make up the Unitary Authority area.

The hope is to cover some of the additional area which are served by North Yorkshire County Council but can be said to be under the 'daily influence' of the city. This would include areas where workers, shoppers or students might commute from into the city or areas that can be described as the 'satellite' of the city. Jorvik Radio Ltd. has included a coverage map below highlighting the potential listenership area covered by its proposed broadcasting.



- 3.6 How will you ensure that your proposed C-DSP service is run on a not-for-profit basis? Please give details of specific measures or arrangements in place to ensure this, and how any profit will be wholly and exclusively used for securing or improving the future provision of the service, or for the delivery of social gain. **Answer in fewer than 400 words.**

Implementation of same conditions as currently in use for Community Radio analogue licence CR102149/BA1

Jorvik Radio is running as a non-for-profit basis already, we will continue to do so.

Any profits following C-DSP approval will be invested back into Jorvik Radio as we have areas needing improving, such as:

- New Transmitter on FM
- New Studio equipment
- 2 new PC's
- Investment into our Social Media equipment including Cameras and lighting
- Staff Welfare – to arrange any activities to bring the team together.

## Social gain

- 3.7 What community benefits will your service bring to your target community(ies) and, if applicable, the general public. Please include summaries of evidence to support your answer, including details about other organisations you intend to work with. **Answer in fewer than 500 words. Please do not provide names of individuals in your answer.**

Jorvik Radio Ltd. reach out to people who feel isolated in the community, across all age groups and help foster a sense of local pride and community cohesion. This is already achieved on Analogue, and would continue to do this on DAB. By giving the community a voice to raise issues and speak directly to (and share the work of) Community Groups, local authority representatives, Health Care Professionals and Charities, amongst others.

Jorvik Radio gives Community Groups and Charities a regular 'slot' to share their great work and celebrate the success of the organisations and their volunteers. Interviews would be made available for the organisation(s) to use in their evaluation reports for submission to their funding providers, use on their website to help share information, help with volunteer recruitment and provide news of events, as well as being available for use on social media platforms. Jorvik Radio intends to have a catch-up section on its own website with links to the organisation featured.

In addition to the above, the aim is to have regular guest slots where listeners could phone in, pose a question and get it answered on the radio. These slots would include health and wellbeing, gardening, legal, financial information and the York City Council, to name but a few. The local community would be able to promote local events also (see previous details of community adverts).

Jorvik Radio's volunteer profile provides the opportunity to train people who are not already involved in the station in media related activities, for example, working with young carers to record, edit and produce a programme about the work they do or record a commercial with the aim of promoting and/or recruiting volunteers. Media training could also be provided to organisations such as charities, community groups and schools to help build their confidence when talking with the media. Pupils could record, produce and present their own show, for example, for the weekly open access slot; this works successfully on neighbouring community stations.

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

Jorvik Radio gives Community Groups and Charities a regular 'slot' to share their great work and celebrate the success of the organisations and their volunteers. Interviews would be made available for the organisation(s) to use in their evaluation reports for submission to their funding providers, use on their website to help share information, help with volunteer recruitment and provide news of events, as well as being available for use on social media platforms. Jorvik Radio intends to have a catch-up section on its own website with links to the organisation featured.

In addition to the above, we provide regular guest slots where listeners contact the station, pose a question and get it answered on the radio. These slots include health and wellbeing, gardening, legal, financial information and the York City Council, to name but a few. The local community would be able to promote local events also.

- 3.9 How will you ensure that members of your target community(ies) can gain access to the facilities used to provide your service, and receive training in using these? In particular, please set out how this will be done practically, formally and/or informally. **Answer in fewer than 400 words.**

#### Open Studio

Once a year to fall in line with York Open Studios (this event has over 200 makers opening their work places to the city), the intention is to open the studios to the public, enabling them to meet the presenters, see shows going out live and even come on air to be interviewed.

#### Radio School

Jorvik Radio Ltd. intends to offer foundation level radio training to members of the community via the Radio School. It is likely this will be delivered by one of the BBC trained or Media & Production Degree qualified volunteers.

#### Staffing

Members of the 'Jorvik Radio' team will become nominated training and compliance officers and will be assigned the responsibility to create and deliver a formal training plan. This will cover operational & presenter training as described in the presenter guidelines and will be delivered to each member of staff before going on air. The compliance officer will be responsible for compliance/refresher training, intended to be ran annually (this is a model seen successfully implemented on a nearby community station).

Jorvik Radio encourage projects – both with the recording of speech items and the compilation of music programmes. Live programmes during the morning and early evening will allow access to the airwaves for those who are unable to (or choose not to) record content, but still wants to contribute to the station. Longer term, the station will offer radio production training and mentoring for anyone who wishes to learn these skills via the envisaged Radio School project.

Jorvik Radio Ltd. aims to conduct research in the city and will monitor feedback received by the station; from this information 'Jorvik FM' will constantly fine-tune the programme service.

Jorvik Radio Ltd.'s aim is to have an advisory panel that will meet twice annually and be a 'critical friend'. By debating and discussing local issues, there is a hope to increase participation in the democratic process also. With the help of the local media outlets and the local authorities, 'Jorvik Radio' can help to increase the take up and delivery of local services, and assist in making them more reflective of the service users.

- 3.10 How will your service provide better understanding of your target community and the strengthening of links within it? **Answer in fewer than 200 words.**

As a station who is already direct manifestation of the community it is broadcasting to, 'Jorvik Radio' values its listeners and their input. It shapes our content, support the station's aims of giving residents a voice and enable the city to be able to enjoy its happenings and find the right support.

Jorvik Radio Ltd.'s accountability mechanisms are four fold:

- Management Team; made up local residents, business leaders. Their monthly management team meeting have 'listener contact' item included when appropriate.
- Direct Contact; all the usual social media platforms for listeners to contact the station; as well as standard electronic channels; email, text, telephone & post.

These channels will allow listeners to request songs or contact individual shows to publicise a gig or put themselves forward to join the team.

- External Steerage; an advisory panel will meet twice yearly to review content, finance, community interaction and suggest strategic enhancements to the station. A presenter will provide a secretariat function to this group. It is envisaged that the group will be made-up of the following representatives:

- Local / National Authority
- Faith
- LGBT
- Listener Rep
- Sports & Arts
- Business

- 3.11 Please summarise the relevant experience of the group or its members in activities related to the provision of social gain or other relevant non-broadcast areas (such as third sector, training or education). **Answer in fewer than 200 words.**

Jorvik Radio Ltd.'s volunteer profile provides the opportunity to train people who are not already involved in the station in media related activities, for example, working with young carers to record, edit and produce a programme about the work they do or record a commercial with the aim of promoting and/or recruiting volunteers.

This has lead to a number of volunteers being given full-time work in their career choice from the experience and time at Jorvik Radio.

## Participation

- 3.12 How do you propose to ensure that members of your target community(ies) are given opportunities to participate in the operation and management of the service? **Answer in fewer than 400 words.**

Jorvik Radio offers an open door policy to all members of the community and this is also reinforced through the website and social media, media partners authority outlets, on-air adverts and local volunteer services; highlighting the opportunity at the station. The estimated number of volunteers required (including presenters) each year is approx. 60, this is in a state of flow as volunteers leave. In return for volunteering services, Jorvik Radio Ltd. aims to recognise volunteers' input and is reviewing potential reward and recognition programmes, linking with local media providers and educational authorities to determine whether accredited awards can be achieved.

## Accountability

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

Direct Contact; all the usual social media platforms for listeners to contact the station; Facebook, Twitter, Instagram, LinkedIn etc. as well as standard electronic channels; email, text and telephone plus post. The webpages host a contact form and a member of the management team will include 'listener contact' as part of their remit and be responsible for action and reporting to fellow board members and volunteers.

- 3.14 How will suggestions and/or criticisms from members of your target community(ies) be considered and acted upon? **Answer in fewer than 300 words.**



External Steerage: an advisory panel meet to review content, finance, community interaction and suggest strategic enhancements to the station. A presenter will provide a secretariat function to this group. It is envisaged that the group will be made-up of the following representatives:

Local / National Authority\*

Faith

LGBT\*

Listener Rep

Sports & Arts\*

Business\*

Representatives marked (\*) have volunteers in place to fulfil these roles should an FM licence be issued.

Market Intelligence; an annual open forum, as part of a station open day and focus groups as part of on-going development of the station are planned alongside further use of online survey tools.

## Draft Key Commitments

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

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

**ANNEX TO LICENCE** CR102149/BA1

**LICENSED SERVICE NO** unsure – this is to go via York Digital Radio cic

Licensed Service	Service Description	Transmission Schedule	Multiplex
Jorvik Radio	<p><i>Jorvik Radio is a radio service intended to serve</i></p> <p>NOTE: The next 3 headings below are the components of the ‘character of service’.</p> <p>Jorvik Radio serves the residents of City of York by providing a stimulating and informative service. The station supports the community by showcasing local activities and development opportunities and offers programming that reflects its target audience.</p>		<p><b>York Small Scale Multiplex – provided by York Digital Radio CIC</b></p> <p>We will be transmitting on SSDAB</p>

	<p><b>The Locality of Jorvik Radio is within the City of York and surrounding villages via the Small-Scale Radio Multiplex Service.</b></p> <p><b>A BRIEF STATEMENT OF MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES</b></p> <p>The service broadcasts:</p> <ul style="list-style-type: none"> <li>• Music. The main types of music broadcast over the course of each week is upbeat, positive popular music with active promotion of local artists, alongside a range of specialist content.</li> <li>• Speech. The main types of speech output broadcast over the course of each week are community based programming covering sports, the arts, commerce, current affairs, diversity and faith.</li> <li>• Programming will be in English.</li> <li>• The service provides original output for a minimum of 84 hours per week.</li> <li>• The service provides locally-produced output for a minimum of 14 hours per day.</li> </ul> <p><i>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</i></p>		
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C-DSP licence: Application form (Part A)

	<p><i>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</i></p> <ul style="list-style-type: none"><li><i>• the facilitation of discussion and the expression of opinion,</i></li><li><i>• the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and</i></li><li><i>• the better understanding of the particular community and the strengthening of links within it.</i></li></ul> <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></p>		
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## 4. Compliance of the service

### About this section

This section asks you to describe the compliance arrangements for the proposed licensed service, i.e. the arrangements which the applicant will put in place to ensure that the content it proposes to broadcast will comply with the relevant regulatory codes and rules for programming and advertising. These include:

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Phone-paid Services Authority Code of Practice

Condition 17 of a C-DSP licence requires that you have compliance procedures in place, and this section asks that you demonstrate your ability to meet this licence condition.

Before completing this section of the form you should read Section 4 of the [C-DSP guidance notes](#), where you will also find links to the codes and rules listed above.

- 4.1 Please give details of all compliance training (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e. the individual who holds overall responsibility for compliance of the service) has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

Compliance Training is provided to every member of the team as they join Jorvik Radio, this is checked and documented. Every member of the team is mandatorily required to undertake a refresher of the commitments annually.

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

Adam Coggin is experienced in Ofcom compliance training, Adam has been undertaking this role actively for Jorvik Radio since 2019. Adam provides the Ofcom compliance guidelines, any changes or additions to the Ofcom Guidelines are monitored and presented to new and existing staff if relevant.

- 4.3 For each role within your compliance team please provide job title and a brief description of the functions of the role specific to ensuring compliance of the proposed service. Please

do not give names of individual members of staff – this question relates to job roles rather than currently employed individuals.

Compliance team consists of two members:

Compliance Officer – responsible for training all staff, keeping up to date with any changes and making sure Ofcom compliance is adhered to.

Compliance Coordinator – monitoring broadcast output, raising concerns to the Compliance Officer, also using for broader service from Jorvik (social media, YouTube and anything else outside of the broadcasting legislation).

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

As part of the induction process at Jorvik Radio all staff, no matter what role they take are subject to compliance Training. This includes:

Language

Opinion

Political

Religion

Royal Family and every topic required by Ofcom.

The new members of staff are walked-through the compliance regulations, and also the reasons why, so they understand. They are questioned, and only when they successfully pass this can they become a member of staff.

Every year the compliance is refreshed with every member, and if any changes take place ad-hoc they would be addressed before the changes come into place.

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

Yes

- 4.6 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g.

Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public).

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

All staff to Familiarize themselves with the Broadcasting Code: Provided Ofcom's Broadcasting Code from their official website. We ensure that all staff members, including presenters, producers, and management, are familiar with its contents. The Broadcasting Code sets out rules and standards for programming, including content, advertising, and sponsorship.

Compliance Officer: We have a dedicated compliance officer within the radio station. This individual is responsible for ensuring that all programming complies with the Broadcasting Code. They will also serve as the primary point of contact for any compliance-related inquiries or issues.

Compliance Guidelines: Internal guidelines and procedures based on the Broadcasting Code. These guidelines outline specific requirements and best practices for programming content, advertising, sponsorship, and other relevant areas. Jorvik Radio ensures that these guidelines are readily accessible to all staff members.

Training and Awareness Programs: Jorvik Radio conducts regular training sessions and awareness programs for all staff members, focusing on key aspects of compliance with the Broadcasting Code. Provide guidance on how to identify and avoid potential breaches of the code, as well as procedures for handling complaints and feedback from listeners.

Content Review Process: Jorvik Radio's thorough content review process includes all programming before it is broadcast. This process is including pre-screening scripts, music, interviews, and other content to ensure compliance with the Broadcasting Code. Compliance officer reviews content for potential issues.

Advertising and Sponsorship Compliance: Procedures to ensure that all advertising and sponsorship content complies with the Broadcasting Code's rules and guidelines. Review all advertisements and sponsorship agreements to ensure they meet regulatory standards regarding decency, accuracy, and fairness.

Complaints Handling Procedure: A clear and transparent procedure for handling complaints from listeners regarding programming content. We ensure that all complaints are addressed promptly and appropriately, following Ofcom's guidelines for complaints handling. We keep records of all complaints and their resolutions for future reference.



**Regular Audits and Reviews:** Conduct regular audits and reviews of programming content, advertising, and sponsorship materials to identify any potential compliance issues. Make any necessary adjustments or improvements to ensure ongoing adherence to the Broadcasting Code.

**Stay Informed and Updated:** Stay informed about any updates or changes to Ofcom's Broadcasting Code and other relevant regulations. Monitor industry developments and attend training sessions or seminars to stay up-to-date on compliance requirements and best practices.

**Documentation and Reporting:** Maintain thorough documentation of all compliance efforts, including training sessions, content reviews, complaints handling, and audit results. Prepare regular compliance reports for senior management and Ofcom as required, demonstrating the radio station's commitment to compliance with regulatory standards.

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

**Content Review Checklist:** Develop a comprehensive checklist that covers all relevant aspects of Ofcom's Broadcasting Code, including rules on offensive language, accuracy, impartiality, and fairness. This checklist should serve as a guide for reviewing pre-recorded material to ensure compliance.

**Script Approval Process:** Require all pre-recorded material to undergo a script approval process before production. Scripts should be reviewed by qualified personnel, such as editors or compliance officers, to identify any potential breaches of the Broadcasting Code. Make sure scripts accurately represent the content that will be broadcast.

**Content Screening:** Screen pre-recorded material for potential compliance issues before finalizing production. This screening process should include reviewing audio content, music, sound effects, and any accompanying visuals to ensure they meet regulatory standards.

**Legal and Compliance Review:** Have all pre-recorded material reviewed by legal counsel and compliance officers to ensure it complies with Ofcom's codes and rules. Address any concerns or potential breaches identified during the review process before broadcasting the material.

**Quality Control Procedures:** Implement quality control procedures to monitor the production process and ensure that pre-recorded material maintains compliance with Ofcom's standards. This may involve regular checks at various stages of production, including recording, editing, and post-production.

**Training and Guidance for Producers:** Provide training and guidance for producers and content creators on Ofcom's Broadcasting Code and how it applies to pre-recorded material. Ensure they understand their responsibilities for ensuring compliance and provide resources, such as templates and reference materials, to assist them in meeting regulatory requirements.

**Use of Disclaimers:** Consider using disclaimers or warnings where appropriate to alert listeners to potentially sensitive or controversial content. This can help mitigate any compliance concerns while still allowing the broadcast of relevant material.

**Documentation and Record-Keeping:** Maintain thorough documentation of the review process for all pre-recorded material, including scripts, production notes, and compliance checklists. Keep detailed records of any changes made to address compliance issues and the rationale behind those changes.

**Regular Audits and Reviews:** Conduct regular audits and reviews of pre-recorded material to ensure ongoing compliance with Ofcom's codes and rules. This can help identify any recurring issues or areas for improvement in the production process.

**Feedback and Continuous Improvement:** Encourage feedback from staff members and listeners regarding pre-recorded material to identify any potential compliance concerns or areas for improvement. Use this feedback to make necessary adjustments and continuously improve compliance practices.

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

To ensure ongoing compliance with the key commitments outlined for Jorvik Radio, particularly regarding the content it broadcasts, monitoring procedures, responsibility assignment, and transparency in publishing information are crucial. This is how we manage this:

**Responsibility Assignment:**

Assigned a Compliance Officer responsible for monitoring and ensuring compliance with the key commitments. They should have a clear understanding of the station's obligations and be empowered to enforce compliance.

**Monitoring Procedures:**

Regularly monitor programming content to ensure it aligns with the key commitments. This can be done through a combination of spot checks, program logs, and audience feedback.

Establish a schedule for monitoring different aspects of the station's content, including music selection, speech programming, language usage, and locally-produced output.

Conduct thorough reviews of programming schedules and content playlists to ensure they meet the required standards for music diversity, speech output variety, and language compliance.

**Frequency of Monitoring:**

Perform daily checks on the station's output to verify compliance with the key commitments, including the types of music and speech programming being broadcast.

Conduct bi-weekly audits of programming logs and content playlists to assess adherence to the minimum requirements for original and locally-produced output.

**Transparency and Publication:**

Publish information about the station's programming commitments, including the types of music and speech content it broadcasts, on its website and other relevant platforms.

Provide regular updates to listeners about the station's compliance with these commitments through on-air announcements, social media posts, and newsletters.

Make programming schedules and content playlists easily accessible to the public, allowing listeners to verify the station's adherence to its stated commitments.

Internal Reporting and Documentation:

Jorvik Radio requires all staff members involved in programming decisions to maintain detailed records of their activities, including music selection, guest interviews, and community-focused content.

Implement a system for internal reporting of any instances of non-compliance or deviations from the key commitments, ensuring that issues are addressed promptly and appropriately.

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

To ensure ongoing compliance with the social gain commitments outlined for Jorvik Radio, particularly regarding community engagement and social impact activities, careful monitoring, responsibility assignment, and transparency in publishing information are essential. Here's how we effectively manage this:

#### Responsibility Assignment:

Designate a Community Engagement Officer or Team responsible for overseeing the implementation of social gain activities and ensuring compliance with the commitments outlined by Ofcom. This team should have a clear understanding of the station's obligations and be empowered to enforce compliance.

#### Monitoring Procedures:

Regularly monitor programming content to ensure it aligns with the social gain commitments. This is achieved through reviewing program logs, conducting audience surveys, and collecting feedback from community partners.

Establish a schedule for monitoring different aspects of the station's social gain activities, including the frequency of community group interviews, guest slots, and volunteer training sessions.

#### Frequency of Monitoring:

Perform bi-weekly checks on the station's output to verify compliance with the social gain commitments, including the inclusion of community group interviews, guest slots, and volunteer profiles.

Conduct periodic assessments of the station's impact on fostering community cohesion and addressing social isolation, such as through surveys or focus groups with listeners and community partners.

#### Transparency and Publication:

Publish information about the station's social gain activities, including community interviews, guest slots, and volunteer profiles, on its website and other relevant platforms.

Provide regular updates to listeners about the station's involvement in community engagement initiatives through on-air announcements, social media posts, and newsletters.

Make recordings of community interviews and guest slots available for organizations to use in their evaluation reports, websites, and social media platforms, ensuring that the station's contributions to the community are widely recognized and appreciated.

Internal Reporting and Documentation:

Require all staff members involved in community engagement activities to maintain detailed records of their activities, including interviews conducted, guest slots scheduled, and volunteer training sessions held.

Implement a system for internal reporting of any instances of non-compliance or deviations from the social gain commitments, ensuring that issues are addressed promptly and appropriately.

By implementing these measures, Jorvik Radio effectively ensures ongoing compliance with its social gain commitments, while also maintaining transparency and accountability to its audience and regulatory authorities.

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

English

4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.  
**Please do not give names of individual members of staff.**

All

## 5. Declaration

### About this section

This form must be submitted by the applicant named in response to question 2.2. An agent may not sign **the form**.

The person authorised to make the declaration on behalf of the applicant must print their name and must be one of the following :

- A director of the company or the company secretary where the applicant is a company.
- A designated member where the applicant is a Limited Liability Partnership.

The declaration must also be dated.

- 5.1 I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- 5.2 I further declare and warrant:
- a) that I am not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under Section 145 of the Broadcasting Act 1996;
  - b) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests; and
  - c) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
  - d) that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- 5.3 I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influ-



ence Ofcom's judgement as to whether the directors and any other individuals and/or bodies corporate with substantial involvement in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

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

MATTHEW SEDDON

**Date of application:**

8<sup>TH</sup> April 2024

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

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