
Small-scale radio multiplex licence

Application form – Part A (public)

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

Shefcast Digital Limited

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

Sheffield and Rotherham

Public contact details:

Email: info@shefcast.org

Tel: 0114 2201426

Publication date: 1 September 2020

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1. Overview

You should complete this form if you are applying for a small-scale radio multiplex licence. You can find further information about small-scale radio multiplex services in the [Guidance notes for applicants and licensees](#).

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

If you encounter any issues using these forms, please contact broadcast.licensing@ofcom.org.uk.

The purpose of this form

- 1.1 You should complete this form if you are applying for a licence to provide a small-scale radio multiplex service (a ‘small-scale radio multiplex licence’). A small-scale radio multiplex service is the means by which DAB digital radio stations (‘digital sound programme services’) are broadcast, and can transmit around ten stereo digital sound programme services (or a significantly higher number if the DAB+ standard is utilised). The 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.
- 1.2 Small-scale radio multiplex licences are awarded by Ofcom in a competitive process. Applications are judged against specified criteria, and Ofcom awards the licence to the applicant which it considers best meets the criteria.
- 1.3 You can find more information about small-scale radio multiplex licences in Ofcom’s published [guidance notes](#) for licence applicants and licensees. This document also includes detailed instructions on how to complete the application form, and information on the next steps in the application process. Please read this guidance and the ‘frequently asked questions’ carefully before completing both parts of the application form.

Provision of information

- 1.4 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are ‘fit and proper’ to hold a licence and are not disqualified from participation in a licence.
- 1.5 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 applications

- 1.6 Part A of the application form (i.e. this document) will be published by Ofcom on our website as soon as practicable following the closing-date for applications. Part B of the application form will remain confidential. Non-confidential responses to any clarification or amplifications will also be published on the Ofcom website, alongside the Part A application form. Ofcom may take into account any comments received from the public, which can be made to it with respect to Part A of the application submitted.
- 1.7 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee (as required on the cover of this 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 we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email (broadcast.licensing@ofcom.org.uk).
- 1.8 Ofcom considers issued small-scale radio multiplex licences to be public documents and copies of licences will be made available to third parties on request, noting that personal data apart from the name of the licensee may be redacted.

Data protection

- 1.9 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

- 1.10 We strongly recommend that you sign up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast Bulletin is published.
- 1.11 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month.
- 1.12 To sign up to receive these communications, please visit <https://www.ofcom.org.uk/about-ofcom/latest/email-updates> and select 'Broadcasting'.

2. Extent of proposed coverage area

About this section

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

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

- 2.1 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):

Sheffield has a total adult (15+) population of 485,259 whilst Rotherham has a total adult (15+) population of 216,790, giving a combined total population of 702,049 over a combined geographical territory of 253 square miles. The two localities are closely associated having a shared industrial history of steel-making and each being within the travel-to-work area of the other and having good transport links. The M1 motorway forms a rough boundary between the two. The area includes a significant number of outlying rural settlements with over one third of Sheffield being within the boundaries of the Peak District National Park. The area is also topographically challenging with Sheffield famously built on seven hills and Rotherham's urban core lying in the steep-sided Rother Valley. Furthermore the regulatory constraints on Small-Scale DAB limit permissible coverage to 566,795 adults 15+ within the coverage area of the South Yorkshire local DAB multiplex.

The target coverage objective of the Shefcast Digital multiplex service therefore consists of (a) the core urban areas of Sheffield and Rotherham; (b) as much as practicable of the local authority administrative areas of the city of Sheffield and the metropolitan borough of Rotherham within the constraints of the 40 per cent limit on population overlap with the existing local multiplex for South Yorkshire; and (c) major transport routes through and connecting Sheffield and Rotherham.

In designing the technical plan we have also taken account of the fact that the Ofcom technical plan for DAB provides for the possibilities that difficult to reach areas to the north west of Sheffield may be better served (from a technical point of

view) from the planned Barnsley Small-Scale DAB multiplex and, similarly, that settlements to the north east of Rotherham may be served from the Barnsley or Doncaster Small-Scale DAB multiplexes. Our technical plan does however include coverage in South Rotherham outside of the advertised licence area but within the 30 per cent limit. This includes settlements around Kiveton Park and Wales which is the location of a long established analogue community radio service, whose location falls outside the footprint of any other advertised SSDAB licence area.

Our technical plan and coverage prediction, which is supplied separately in Part B, is based on a two site solution to achieve the above objectives and enabling robust signal strength in the core urban areas of both Sheffield and Rotherham.

- 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 μ 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.
- 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.	Spectrum-E Technical Assessment Module
Detail the terrain model used by the software and its resolution.	SRTM Dataset (25 metre resolution)
Detail the ground cover (clutter) data used by the software and its resolution.	25m Corine landsat data
What propagation algorithm has been used?	ITU-R P1812
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Spectrum-E has no SFN capability. SFN gain will be predominant in the areas of equal field strength between transmitter sites and will rapidly diminish. Since these areas are in the centre of the coverage area the impact will mainly consist of an increase signal strength in areas already covered (with obvious benefits). The gain at the 63 dB μ V/m coverage boundaries is assessed to be marginal but would add typically 3 or 4dB in some small areas extending coverage by essentially filling in the pinch points. We assess this to be within the permissible margins and that any excess

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	coverage can easily be dealt with in detailed antenna design stage or by ERP reduction.
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	OFCOM Dataset used. Additional assessment of the overspill has been undertaken using ONS mid-year data for 2019.
Have your predictions been generated by a commercial organisation? If so, by whom?	John Bibby, Bitstream Broadcast Limited

3. Ability to establish the proposed service

About this section

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

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

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

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

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

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

The remaining questions in Section 3 relate to the applicant's financial and business plan, the expertise and experience of those involved, and the planned timetable for launching the proposed multiplex service.

Applicant's details

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

Shefcast Digital Limited

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

12923673

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:

15 Paternoster Row, Sheffield S1 2BX

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

Yes

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

- 3.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary or a director.

Full name	Stephen Buckley
Job title	Director
Address	15 Paternoster Row, Sheffield S1 2BX
Telephone	0114 2201426
Mobile phone	07801945037
Email	info@shefcast.org

Ownership and control of company which will hold the licence

Details of officers, participants and shareholders of the applicant

- 3.6 Please provide the following details for each director or designated member of the applicant:

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Sangita Basudev	15 Paternoster Row, Sheffield S1 2BX	England	Director, Sheffield Community Media Limited Director, Sheffield Local Television Limited	Chief Executive, Sheffield Local Television Limited (t/a Sheffield Live!)

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

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Stephen Buckley	15 Paternoster Row, Sheffield S1 2BX	England	<p>Director, Sheffield Community Media Limited (community media facilities and media investment)</p> <p>Director, Sheffield Local Television Limited (local digital TV and business support services)</p> <p>Director, Commedia Sheffield (community radio service)</p> <p>Director, Community Media Solutions Limited (media and social enterprise support agency)</p> <p>Director, Comux UK Limited (local TV multiplex operator)</p> <p>Director, Sheffield Live Limited (dormant)</p> <p>Director, Local Television Network Limited (local TV sector association)</p>	Managing Director, Community Media Solutions Limited
Robert John Cotterell	15 Paternoster Row, Sheffield S1 2BX	England	<p>Director, Commedia Sheffield (community radio service)</p> <p>Director, SADDACA Limited (community centre and charity)</p>	Project Worker, Catch 22
Jacqueline Devereux	15 Paternoster Row, Sheffield S1 2BX	England	Director, Sheffield Community Media Limited (community media facilities and media investment)	Contracts Manager, Community Media Solutions

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Trevor Grossett	15 Paternoster Row, Sheffield S1 2BX	England	Director, Redroad FM Limited (community radio service)	Managing Director, Redroad FM Detached Youth Worker, Rotherham MBC
Matthew Jarvis	15 Paternoster Row, Sheffield S1 2BX	England		Self-employed
Hafeas Rehman	15 Paternoster Row, Sheffield S1 2BX	England	Director/Trustee, The Pakistan Muslim Centre (Sheffield) Limited (community centre and charity)	Self-employed

3.7 Please identify any entities with which the applicant is affiliated:

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

Full name of the entity	Address
Commedia Sheffield	15 Paternoster Row, Sheffield S1 2BX
Pakistan Muslim Centre (Sheffield) Limited	Woodbourn Rd, Sheffield, S9 3LQ
Redroad FM Limited	76 Station Road, Kiveton Park, Sheffield S26 6QQ

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

Full name of entity	Address	Affiliates
N/A		

3.9 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:

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Full name of individual or body	Address	Affiliates
Sheffield Community Media Limited	15 Paternoster Row, Sheffield S1 2BX	

3.10 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 3.9, and any affiliates of those bodies:

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

3.11 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 3.9, and their affiliates:

Full name of body corporate listed in 3.9	Body corporate controlled	Affiliates of body corporate controlled
Sheffield Community Media Limited	Sheffield Local Television Limited	

3.12 In relation to each body corporate identified in response to question 3.9, 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 body corporate concerned (“participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.9. 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 response to question 3.9	Sheffield Community Media Limited			
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Sangita Basudev	25,000	£25,000	19.2%	0.9%
Stephen Buckley	25,000	£25,000	19.2%	0.9%
Community Media Solutions	20,000	£20,000	15.3%	0.9%
Westfield Health	20,000	£20,000	15.3%	0.9%
The Sheffield College	10,000	£10,000	7.7%	0.9%
Comments				
Sheffield Community Media Limited is a community benefit society in which each member shareholder has only one vote regardless of their shareholding. As at the time of the application Sheffield Community Media Limited had 112 community shareholders.				

Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	

A body whose objects are wholly or mainly of a religious nature; ²	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

Details of applications, licences and sanctions

3.14 Is the applicant a current licensee of Ofcom?

No (delete as appropriate).

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

Licence number	Name of multiplex

3.15 Has the applicant held an Ofcom broadcasting licence before?

No (delete as appropriate).

Licence number	Name of service or multiplex

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

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3.16 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
29/10/2007 to present	CR000083BA/2	Sheffield Live! 93.2 FM Licence held by Commedia Sheffield
21/02/2016 to present	CR100157BA/1	Link FM Licence held by Pakistan Muslim Centre (Sheffield) Limited
27/03/2010 to present	CR000151BA/4	Redroad FM Licence held by Redroad FM Limited
23/09/2014 to present	L-DTPS000011BA/1	Sheffield Live! TV Licence held by Sheffield Local Television Limited (subsidiary of Sheffield Community Media Limited)
02/09/2014 to present	TLCS100622BA/1	Sheffield Live! TV Licence held by Sheffield Local Television Limited (subsidiary of Sheffield Community Media Limited)

3.17 Does the applicant control an existing Ofcom licensee?

No

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

Licence number	Name of service or multiplex

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

Yes (delete as appropriate).

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

Licence number	Name of service or multiplex
L-DTPS000011BA/1	Sheffield Live! TV Licence held by Sheffield Local Television Limited (subsidiary of Sheffield Community Media Limited)
TLCS100622BA/1	Sheffield Live! TV Licence held by Sheffield Local Television Limited (subsidiary of Sheffield Community Media Limited)

3.19 Has 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

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

Licence number	Name of service or multiplex

3.20 Is 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

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

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3.21 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

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

3.22 In relation to any of the directors, shareholders or other individuals named in this application, please provide any information which you think may be a relevant consideration for Ofcom in determining whether or not the applicant is fit and proper to hold a Broadcasting Act licence.

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

N/A

3.23 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

Financial and business plan

- 3.24 Explain how the applicant considers it will be able to establish its proposed service. This should include an explanation of the costs required to establish the multiplex service, and how these costs will be met:

Overall business strategy

Shefcast Digital is a project of Sheffield Community Media Limited in partnership with three established community radio providers: Commedia Sheffield ('Sheffield Live!'), Pakistan Muslim Centre (Sheffield) Limited ('Link FM') and Redroad FM Limited.

We have formed Shefcast Digital as a locally-led not-for-profit initiative which seeks to operate for community benefit the DAB service for Sheffield and Rotherham. Shefcast Digital will seek to nurture a range of DSP and C-DSP services which respond to the diversity of interests, cultures and concerns of our communities. Our core object is to promote sustainable local and community media and to support civic journalism by providing an efficient DAB multiplex and transmission infrastructure covering as much as practicable of the city of Sheffield and the metropolitan borough of Rotherham.

Capital costs

The capital costs of the project consist of the costs of site acquisition, design and build including power installation, antenna rigging and cabling, together with the purchase, installation and commissioning of the transmission equipment and the multiplexer.

Total capital costs are estimated at £80,000

Operating costs

The operating costs are largely fixed and consist of transmission site rentals, transmitter maintenance, network connectivity, software licences for the mux management system, marketing costs, Ofcom licences, financing costs, salaries and overheads.

Annual operating costs are estimated at £35,000 excluding depreciation.

Funding requirement

The start-up funding requirement estimated for the project is £100,000 of which £80,000 is for capital costs and £20,000 will be provided towards two years' salary and overheads.

Investment model

Sheffield Community Media Limited (SCM) will provide the investment vehicle for the project and will mobilise funds from an already successfully tested model of community shares, community bonds and social investment loans. SCM has funds and commitments in place sufficient to meet the funding requirements and to provide more if necessary.

The SCM Group through its operating subsidiary Sheffield Local Television Limited will provide staff time and will cover overhead costs of the network operations centre for the first two years to facilitate a quick and low risk start to the business operations.

Revenue model

Revenue will be derived from sale of capacity to C-DSP and DSP services. We have consulted extensively with potential customers to design a rate card which we believe is fair, affordable and will generate sufficient revenue to assure a sustainable SSDAB business. The rate card has been published and will be reviewed from time to time. We have recruited sufficient interest to be confident of more than covering early year costs.

Additional services

We have made no assumptions for revenue from additional services but intend to offer wrap around support to C-DSP and DSP clients including business advice, marketing support, streaming and podcasting services, studio hire and co-working space.

Application of surplus

The business is set up on a not-for-profit basis but aims to generate a modest surplus which, after retaining what is needed by the business, will be applied to projects of community benefit and in particular to support civic journalism and community media.

A business plan and detailed financial projections are provided in confidence together with supporting information with regard to investors and the investment strategy.

3.25 Detail the sources of finance that will be used to fund the multiplex service, under the following headings:

a) Share capital

b) Loan stock

Sheffield Community Media Group`	£80,000
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c) Leasing/HP facilities (capital value)

d) Bank overdraft

e) Grants and donations

Sheffield Community Media Group	£20,000
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f) Other (please specify)

Services in kind

Community Media Solutions Limited	£20,000
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3.26 Provide evidence that sufficient funds are available to each investing shareholder to cover their proposed investment. For incorporated investing shareholders, provide a copy of the most recent statutory accounts.

Details of funds available are provided in confidence in Annex 2

- 3.27 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.

N/A

Relevant expertise and experience

- 3.28 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.)

Project management to launch

Steve Buckley will provide project management support to launch on a pro bono basis. Steve has lived and worked in Sheffield for 30 years. He is Managing Director of Community Media Solutions Limited a media development and social enterprise support agency established in 2004 with a track record of supporting hundreds of social enterprises and community media projects nationally and internationally. Community Media Solutions is the lead partner in a consortium of community-focussed organisations that deliver the Social Enterprise Exchange scheme, a £4m investment programme of support for social enterprise start-up and growth in the Sheffield City Region. Steve is a founder and former chief executive of the Community Media Association and played an instrumental role in legislative change that brought about community radio licensing. He has also served for 18 years as a board member of the World Association of Community Radio Broadcasters including eight years as President, leading an international board and an organisation with over 5000 members in 110 countries and offices on five continents.

Steve is a founder and board member of licensed broadcasting services Sheffield Live! 93.2 FM and Sheffield Live! TV. He is also a board member of Comux UK Limited on which he has served for three years having been elected on three occasions as a licensee director by the local digital TV channel shareholders. Comux UK is a £5m+ turnover business which operates the local digital television multiplex carrying 34 local TV services and 4 national video streams via a network operations centre in Birmingham.

Operational management

Operational management on a day-to-day business will be carried out by the existing staff team in place at Sheffield Community Media Group including licensing and regulatory matters, network and multiplex management, and partner support.

The team are led by Sangita Basudev, who is also a director of Shefcast Digital. Sangita is co-founder and chief executive of Sheffield Live! 93.2 FM and Sheffield Live! TV. She is an experienced manager, social enterprise advisor, TV and radio producer, trainer and lecturer with over 30 years’ experience in social enterprise and community projects. Sangita is currently managing a programme of support for start-up social enterprises including business diagnostics, information and brokerage support, and the delivery of start-up workshops and marketing assistance to over 100 social enterprises in Sheffield City Region. Sangita has been responsible for the development and management of Sheffield Live as a media, training and digital enterprise centre, creating a multi-lingual community media platform that celebrates the diversity of the local community.

Details of other staff and their experience is provided in confidence in Part B.

3.29 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	Bitstream Broadcast	Bitstream Broadcast engineers have been involved in DAB planning, engineering and support since the start of transmissions by the BBC in 1995. The company provides, owns and operates DAB and FM networks in the north of England and Wales on behalf of customers.
Ongoing maintenance of the transmission equipment	Bitstream Broadcast	
Installation of the Multiplexing equipment	Bitstream Broadcast	

		Bitstream Broadcast has pioneered the use of DAB repeaters for retail stores and low-cost RF equipment for smaller DAB installations. More recently the company provided transmission equipment to OFCOM for the SSDAB trials and continues to support that trial.
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	As in Question 3.28. This detail is provided in Part B	

Timetable for coverage roll-out

- 3.30 In no more than 250 words, please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing. Please provide 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:

We would expect Shefcast Digital to commence broadcasting at around six months after the award of the multiplex licence. Assuming the licence decision is confirmed by Ofcom by May 2021 we would hope to launch the service by November 2021. Factors that will affect the date of launch include frequency clearance, planning permissions, seasonal weather conditions with regard to the antenna installation and the desirability of launching in a suitable window in the marketing cycle. The Covid-19 pandemic may also continue to impact on work planning and site access arrangements. We would prefer Ofcom to reach a decision by April 2021 if possible in order to target an October 2021 launch. A project plan and Gantt chart showing high level activities and tasks to launch is provided.

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

About this section

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

Section 51(2)(f) of the 1996 Act requires Ofcom to take into account evidence that the applicant has support from providers interested in having their existing or planned programme services carried on the proposed multiplex.

Note that we do not require applicants to provide us with a full-line up of services they intend to provide, or details about the content of those services.

Involvement of C-DSP providers

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

NO

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

N/A

4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. If the service is already licensed by Ofcom, the licence number should be provided:

Commedia Sheffield is a participant in the applicant as a member and guarantor having the right to appoint a director to the board of the applicant. Commedia Sheffield is the holder of a community radio licence (Sheffield Live 93.2 FM, Sheffield, CR000083BA/2, on air from 29/10/2007) and intends to apply for a C-DSP licence to operate a simulcast of its community radio service and to apply for an additional C-DSP licence for a second service.

Redroad FM Limited is a participant in the applicant as a member and guarantor having the right to appoint a director to the board of the applicant. Redroad FM Limited is the holder of a community radio licence (Redroad FM, Rotherham, CR000151BA/4, on air from 27/03/2010) and intends to apply for a C-DSP licence to operate a simulcast of its community radio service.

The Pakistan Muslim Centre (Sheffield) Limited is a participant in the applicant as a member and guarantor having the right to appoint a director to the board of the applicant. The Pakistan Muslim Centre (Sheffield) Limited is the holder of a community radio licence (Link FM, Sheffield, CR100157BA/1, on air from 21/02/2016) and intends to apply for a C-DSP licence to operate a simulcast of its community radio service and an additional C-DSP licence for a second service.

Demand or support from programme providers

- 4.4 Please provide any evidence which has been gathered of support for the provision of the proposed multiplex service among providers or prospective providers of community or local digital sound programme services in the area to be served by the multiplex service:

We have publicised widely our intent to apply for the SSDAB licence for Sheffield and Rotherham and have consulted extensively with prospective providers of C-DSP and DSP services including with regard to rate card plans and pricing. We have prepared and published an initial rate card and have signed Heads of Agreement to reserve 80 per cent of capacity with the following customers:

- 4x holders of existing analogue community radio licences (offering 6x C-DSP services in total)
- 5x local internet radio services that plan to apply for C-DSP licences
- 1x new service that plans to apply for a C-DSP licence
- 5x holders of existing DSP licences
- 3x internet radio services that plan to apply for DSP licences
- 2x new services that plan to apply for DSP licences

We have also received a number of more informal expressions of interest from prospective C-DSP and DSP services as well as from existing DSP services which, taken together, have given us additional confidence in the level of demand and support for provision in the area to be served.

We intend, if successful in the licence application, to retain the remaining 20 per cent capacity (and any of the allocated capacity that is not taken up) for a second open call for expressions of interest

following the award of the licence in order to further widen the opportunity for prospective C-DSP and DSP services to participate including those who may have committed to other applicants.

Based on our consultations and Heads of Agreement in place we anticipate from launch to have allocated capacity to C-DSP services to a significantly greater extent than the reserved capacity set for C-DSP services in Sheffield and Rotherham. We also anticipate that more than 50 per cent of capacity will be allocated to locally based services including DSP services located in the area.

We project that from launch the mux will be operating at between 90 and 100 per cent capacity and that demand for carriage of services will be significantly greater than capacity available.

Further detail of the expressions of demand and support are provided in confidence.

5. Fair and effective competition

About this section

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

In assessing applications, we need to have confidence that the prospective small-scale radio multiplex licensee has approached a wide range of potential service providers. Negotiations that have taken place between the applicant and potential service providers need to have been demonstrably fair, and the terms of any contract for service provision must be fair and non-discriminatory.

Applicants should note there are two further questions relating to fair and effective competition in Part B of the application form.

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

Measures taken up to submission of the licence application

Prior to the launch by Ofcom of the first call for applications for SSDAB licences all of the existing analogue community radio licensees with studios in the Sheffield and Rotherham area were approached and invited to participate in a joint venture to develop a community-led proposal for the operation of the SSDAB multiplex. All agreed to do so and a task group was established to design the approach to be taken, including governance arrangements and measures to ensure fair and effective competition and openness to a wide range of potential C-DSP and DSP providers.

Following Ofcom's opening of the call for SSDAB licence applications a website was launched for Shefcast Digital on 8 October 2020 to provide information about the project and the opportunity for potential service providers. This was accompanied by a news release which was distributed widely to local and regional press contacts, to the media trade press and through social media. The website provided contact details (email and telephone) and a form for expressions of interest.

Alongside this public invitation a research exercise was conducted to identify, as far as possible, all active internet radio projects located in Sheffield and Rotherham, following which contacts were made to raise awareness of the opportunity, to consult on rate card plans and pricing and to assess support needs. This included offering, to all who requested it, advice and guidance on relevant matters including, inter alia, C-DSP/DSP application process, business models and incorporation.

Consultations were also carried out with others who expressed interest in the Shefcast Digital offer, whether this was received through the website or via other communications or referrals. We have

also pro-actively sought to engage the interest of service providers who, in our judgement, would add to the range and diversity of services available to Sheffield and Rotherham audiences.

Based on these consultations an initial rate card was prepared that is designed to ensure a fair and affordable pricing structure that could also support a sustainable SSDAB multiplex operation.

All who have expressed firm interest in carriage have been offered similar Heads of Agreement including a fixed rate card with a choice of pricing plans offered on a non-discriminatory basis.

This includes differential rates according to the capacity required, whether the provider is a C-DSP or a DSP and whether payment is to be monthly or annually. In this first phase of recruitment we have also offered a "Pioneer Partner" discount to attract interest from a diversity of providers.

Further measures to be taken before and during the licence period

We have allocated approximately 80 per cent of available capacity to potential service providers on the basis of Heads of Agreement in place. We have retained 20 per cent (together with any allocated capacity that is not taken up) to be allocated in a future open call that will be carried out after the licence award, in the event that our application is successful. We anticipate level of demand at that stage to be significantly higher and that we would be likely to receive more expressions of interest than there is remaining capacity available, including from providers that have supported other bids. Assuming that to be the case we will undertake an open selection process with a fixed window and transparent assessment criteria that is likely to include the ability of the proposer to sustain the service if carriage is offered and the contribution the service is likely to make in responding to local interests and to increasing the diversity of services available.

For this second call, in addition to designing a fair and effective competition process, we would reserve the right to revise the rate card in the light of experience and market conditions.

Our key business objective for the second open call is to achieve a fully populated multiplex with a waiting list. Depending on the outcome we may then hold further calls for expressions of interest.

6. Declaration

About this section

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

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

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

STEPHEN BUCKLEY

Date of application:

23 November 2020

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

Company director.

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