
Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

Switch Radio

Proposed service name:

Switch 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)

North Birmingham

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

Dean Kavanagh, Switch Radio, Lower Ground Floor, Topcliffe House, Hawkinge Drive, Castle Vale, Birmingham, B35 6BT

Publication date: 1 June 2021

Contents

Section

1. Overview	3
2. Applicant's details	6
3. The proposed service	16
4. Compliance of the service	23
5. Declaration	28

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.

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).
- 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 properness 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):

SWITCH RADIO

2.2 Company registration number stated on Companies House:

08438993

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:

LOWER GROUND FLOOR, TOPCLIFFE HOUSE, HAWKINGE DRIVE, CASTLE VALE,
BIRMINGHAM, B35 6BT

- 2.4 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 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	Dr Dean Philip John Kavanagh
Job title	Station Manager
Address	Lower Ground Floor, Topcliffe House, Hawkinge Drive, Castle Vale, Birmingham, B35 6BT
Telephone	0121 288 1075
Mobile phone	07739 323 449
Email	dean@switchradio.co.uk

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

<https://www.switchradio.co.uk>

- 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.

Switch Radio is an existing Community Radio station, broadcasting on FM (107.5FM, CR174).

Switch Radio's income is primarily through grants, advertising, and income generated from DAB carriage costs; Switch Radio is the current licensee for the Trial Birmingham Small-Scale DAB multiplex and is the incoming licensee for the North Birmingham Small-Scale DAB multiplex 'proper'. The revenue from these sources of income are sufficient to support the service. Switch Radio has operated for seven years in its current form and is comfortably a going concern.

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 ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Dean Philip John Kavanagh	Lower Ground Floor, Topcliffe House, Hawkinge Drive, Castle Vale, Birmingham, B35 6BT	United Kingdom	Qubene Ltd (Software development and consultancy services) Optimux Digital Ltd (Small scale DAB manamagement solutions)	University of Birmingham (Research Fellow)
James Fairgrieve	Lower Ground Floor, Topcliffe House, Hawkinge Drive, Castle Vale, Birmingham, B35 6BT	United Kingdom	None	None

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

C-DSP licence: Application form (Part A)

Stephen Malcolm Higgs	Lower Ground Floor, Topcliffe House, Hawkinge Drive, Castle Vale, Birmingham, B35 6BT	United Kingdom	None	University of Birmingham (MIS Manager)
-----------------------	---	----------------	------	--

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
Comments				
N/A				

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
Dean Philip John Kavanagh	Lower Ground Floor, Topcliffe House, Hawkinge Drive, Castle Vale, Birmingham, B35 6BT	None
James Fairgrieve	Lower Ground Floor, Topcliffe House, Hawkinge Drive, Castle Vale, Birmingham, B35 6BT	None
Stephen Malcolm Higgs	Lower Ground Floor, Topcliffe House, Hawkinge Drive, Castle Vale, Birmingham, B35 6BT	None

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

Dean Philip John Kavanagh	Qubene Ltd	None
Dean Phillip John Kavanagh	Optimux Digital Ltd	None

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; 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

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

Yes

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

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.

Licence number	Name of service or multiplex
SSDABWT007	Trial Birmingham
CR000174	Switch Radio
DP101073BA/1	Switch Radio

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

Yes (all licences active as above)

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

Licence number	Name of service or multiplex

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 (all licences active as above)

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

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

Yes

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

Licence number	Name of service or multiplex

SSDABWT007	Trial Birmingham
CR000174	Switch Radio
DP101073BA/1	Switch Radio

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

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

Licence number	Name of service or multiplex

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

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

Licence number	Name of service or multiplex

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

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

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 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

2.25 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

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”.

The applicant, and the directors of it, have operated the Community Radio station Switch Radio for seven years, and have an unblemished record. We do not consider there are any matters which would prevent Ofcom from finding Switch Radio fit to hold a C-DSP licence.

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?

Switch 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.

North Birmingham

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).³

³ 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.

Lower Ground Floor,
Topcliffe House,
Hawkinge Drive,
Castle Vale,
Birmingham,
B35 6BT

- 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 licence number.

CR000174 SWITCH RADIO

- 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 C-DSP service of Switch Radio will be targeted broadly at adults in Birmingham and North Solihull, areas which suffer from significant economic and social deprivation. While our FM Community Radio licences covers North Birmingham, we propose to use the enhanced DAB coverage provided by the North Birmingham SSDAB multiplex to reach other communities which also suffer from significant local challenges.

We aim to target adults between 18-44, although we do run specific training programmes and projects aimed at younger people. A number of these projects are in partnership with local schools and colleges.

With our C-DSP licence, we propose to additionally work with wards towards the centre of the city as well as extra wards in North Solihull. These wards include Alum Rock, Nechells, Saltey, Small Heath, Chelmsley Wood, and Kingshurst. Geographically, we aim to reach from Sutton Coldfield in the North to Yardley in the South, and from Smith's Wood/Chelmsley Wood in the East, to Birmingham City Centre in the West.

The vast majority of our proposed coverage area are amongst some of the most deprived areas in the UK with over half of our service area live in regions that feature amongst the top 20% most deprived regions in the UK. We will use the vehicle of community radio to help affect change in these communities. Our service is aimed at improving aspirations, opportunities, and outcomes of our listeners and volunteers.

- 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.**

Switch Radio is registered as a company limited by guarantee and is set up in a manner which ensures its non-profit operation. Switch Radio's articles contain an asset-lock which prevent the distribution of the company's assets for anything other than the purposes of the company and associated social gain. Switch Radio has a range of financial controls in place, including account access for all directors, regular spending oversight, and strict financial planning. Other than recompense for reasonable expenses, no Director receives any income from Switch Radio. In addition, Directors are specifically excluded from employment with the station.

Any revenue made by Switch Radio that exceeds the running costs of the station will be used to support the service in future years by facilitating equipment repairs/upgrades, development of new project work, and investment in the promotion of our service. This will consequently help to improve our offering to the local community.

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.**

Switch Radio aims to provide social gain through delivery of projects and broadcasts that fall broadly under three categories, which we internally refer to as the three E's:

Educate: Alongside our standalone radio training courses we work proactively with Schools and Colleges to help support young people meet their aspirations and training needs in media. Alongside this, our well-practiced volunteer training scheme helps our participants develop digital media and soft skills. In particular, we aim to support those not in employment, education or training with a focus on marginalised communities. We work extensively with local education providers and training partners to deliver packages and programmes to local young people and those not in training. Our training package, The Media Springboard, is designed to help provide basic training in the broadcast media and to provide skills opportunities to our participants. It is our hope in future to have these programmes accredited with an educational provider in order to provide tangible qualifications that can be used to improve opportunity.

Empower: We offer a platform for local people and organisations to be heard and provide opportunities to share stories. We support community solutions and share in their successes. We provide volunteers with the opportunities, training and support they need to elevate their confidence, skills and aspirations. Our presenters have won national awards in both the community and student radio sectors. We aim to use our service to provide a voice for the local community. We have delivered a number of projects that do just this; for example, #EmpowerYourCommunity – in conjunction with the National Lottery and local stakeholders, was a project which put young people at the table with local organisations such as housing associations and councillors. Our cultural shows provide an outlet for local arts and culture groups to enhance uptake and participation.

Engage: We are committed to producing great quality radio content, connecting our audience to the latest local news, community activities, and opportunities. Our programmes offer a chance for young people to engage with their communities. Recently, our Future Voices project has given young people a chance to explore and discuss the factors that underpin youth crime and violence. Our Sports Team cover local non-league sport and we provide multiple commentaries every weekend of local football games, elevating sport at this level and improving the sense of community. Our specialist shows explore the local music scene and provide an opportunity for local people to explore the cultural opportunities the area has to offer. We live and breathe our region.

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

Switch Radio will aim to be a fundamental component of the communications infrastructure; a place where communities can discuss and debate, express ideas and ideals and be heard by those that influence their lives. The station will achieve this by promoting itself widely to residents and community groups, service providers and elected representatives. By engaging the community at all levels, the station will develop its credibility and potential to deliver on this objective, using a variety of programming mechanisms such as debate, drama, news, documentaries and community forums to support this.

The station already has specific shows in place which are designed to facilitate discussion and dissemination of local opinion. Ensuring the longevity of these shows, such as *The Week*, will ensure that discussion remains a staple of our schedule. In addition, presenters are encouraged to include local voices in their shows.

- 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.**

Switch Radio has a number of means by which is accessible to the community.

First, we have an open policy for volunteering. People can volunteer for the station by filling in an online application. For those whom an online application is not suitable, we also welcome volunteer enquiries by phone. We don't require any prior experience and everyone from the local community who wants to get involved is welcomed. Once we receive a formal application to volunteer, we then invite applicants to an introductory meeting to discuss opportunities and to identify their training needs and wants. This allows us to tailor a role that both delivers on those needs and helps to strengthen the station. If volunteers sign up to be a part of the station, they receive full training and mentorship from our team of volunteers and trainers.

Secondly, our facilities are available for the community to use where capacity allows. We are reasonably well-equipped, having three studios and an accompanying office space. This means that we are in a position to offer these facilities to the community. We have previously enabled the production of radio dramas, podcasts, and showreels from our studios.

One of our short-to-longer term aims is to open a second studio in a local community centre and we have begun scoping work to identify where this might be and how this might occur. This will further increase our physical footprint in the community and help promote easier access to our facilities.

- 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.**

The station will exploit its community role to develop a sense of collectiveness and belonging across the service area – an area typified by common socio-economic problems. By devising a broadcast ethos of community-centric programmes, station volunteers will identify and raise awareness of significant and universal local issues; programme subject-matter will transcend the conventional political, ethnic, social, geographical (ward and local authority boundary lines) currently entrenched in North Birmingham and North Solihull.

Therefore, the station will champion a greater sense of ‘neighbourhood’ amongst communities that are currently and detrimentally, viewed as disparate. Awareness of community action groups, educational and employment projects and take up of local services will be boosted. Through the development of cross-ward projects, networks and strategic alliances, the station will bridge gaps across different communities, creating opportunities to pool resources for groups and communities that have not worked together before.

- 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.**

The directors of Switch Radio have vast experience in the running of a community-focused FM radio service. The directors of the station have a combined 18 years of experience in running the station. We have experience that spans from technology to broadcast programming, and therefore, we are in an ideal position to deliver Switch Radio’s aims.

The station’s management and members have extensive experience in the delivery of training and educational projects, with a number of current members acting as project managers for these schemes. The current board has a measurable track record in securing funding for projects from external funders.

In relation to training and education, one of the directors has teaching experience at Higher Education level.

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.**

Community involvement in the direct operation of the service will be achieved through volunteering, educational projects and participation in training. These avenues of involvement will enable individuals from the target communities to play a pro-active role in programme content, programme making, and various other vital supporting functions in: production, research, journalism, music scheduling, programme administration and event co-ordination.

As mentioned above, we have an open policy for volunteering. People can volunteer for the station by filling in an online application. For those whom an online application is not suitable, we also welcome volunteer enquiries by phone. We don't require any prior experience and everyone from the local community who wants to get involved is able. We are keen to encourage participants to involve themselves with the station beyond programme and production contribution. The station is ultimately managed by a board of directors, but primary responsibility for management of the service falls to our management committee. This management committee is made up of the directors and volunteers from the station. Having this structure means that members of the community are able to become volunteers and then move up to organisational roles with Switch Radio.

In addition, we propose to hold internal quarterly meetings of the entire station in order to discuss our position and policies, and to seek input from all volunteers. We will also hold annual meetings for the general public to attend, allowing them to both visit the station and provide input into how the station operates.

Accountability

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

As alluded to above, will also hold annual meetings for the general public to attend, allowing them to both visit the station and provide input into how the station operates. This annual meeting will be advertised on air and on the Switch Radio website.

We will proactively seek comments from the community, both via ongoing focus groups and by soliciting contact via our website. This feedback will be used to shape the service and ensure that we are delivering on the priorities of the local community. We will publish an annual report which will be made available on our website. This report will layout our achievements for the previous year, as well as our aims for the coming twelve months. This report will allow the public to scrutinise our plans and aims, and provide feedback on how they believe the station has performed in the context of our annual report.

We also aim to increase our visibility in the local community, i.e. through roadshows and events, in order to encourage direct contact between the station and the public.

- 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.**

All suggestions, whether they be critical or supportive, will be discussed at a meeting of the management committee and tabled by a station director. They will be considered in this forum and actions decided. In some instances, we may perform direct and specific actions, in other cases we may decide upon more gradual or mild amendments to our procedures and practices. In either case, we will ensure that (unless they request otherwise) those who make suggestions get responses.

In order to ensure that all our volunteers/members understand/appreciate the feelings of the local community, we would also bring suggestions to the wider station meetings in order to disseminate this information amongst our team.

We will publish a complaints policy on our website which will detail how we handle complaints from members of the public.

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

LICENSED SERVICE NO tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
<p>Switch Radio</p>	<p>Switch Radio is a radio service intended to serve the adult population in North Birmingham and North Solihull.</p> <p>It aims to develop a positive sense of community and increase active involvement in community life. The station’s programmes concentrate on the needs of the local communities and provide topical and relevant programming.</p> <p>The service broadcasts:</p> <ul style="list-style-type: none"> - Music. The main types of music broadcast over the course of each week are: pop music, dance, RnB, urban, rock and indie. - speech. The main types of speech output broadcast over the course of each week are: national, local and community news, local service information, what’s on information, discussions, sport, and arts and event reviews. - The service provides original output for a minimum of six hours per day. - The service provides locally-produced output for a minimum of 13 hours per day. <p>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).</p>	<p>Monday – Sunday, 24 hours/day</p>	<p>North Birmingham</p>

C-DSP licence: Application form (Part A)

	<p>The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air.</p> <p>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:</p> <ul style="list-style-type: none"> • the facilitation of discussion and the expression of opinion, • 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 • the better understanding of the particular community and the strengthening of links within it. <p>Members of the target community shall contribute to the operation and management of the service.</p> <p>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</p>		
--	---	--	--

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).

The station manager, who is ultimately responsible for compliance, received initial training on the Broadcasting Code and BCAP upon his initiation of the role in 2013, from the previous station management team. The station manager has maintained this knowledge on a yearly basis during refresher training that facilitate rewriting of our Ofcom compliance tests (see below).

While the station manager does not have formal (dated) training in the PSA Code of Practice, we are aware of the requirements of it. We would note, that Switch Radio does not currently deliver any activity that would be characterised as PRS.

- 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.

The compliance responsibility for Switch Radio lies with the station manager, who is the designated chair of the board of the directors.

The station manager at Switch Radio, Dean Kavanagh, has been in position for seven years and has presided over an unblemished period of compliance. In addition, the station manager has been responsible for the design and creation of Ofcom compliance tests which all of our volunteers/members have to complete before they are able to broadcast on air or contribute to programmes. This has allowed the station to ensure that it stays practically up-to-date with changes in the code.

In addition to the station manager, all directors and the management team have received more extended training in the codes.

- 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 Manager: Station Manager

The station manager is ultimately the compliance manager for the station. They will deal with all complaints about compliance issues or any items raised to them by the compliance monitors. They are the first point-of-contact for Ofcom or the public in relation to content compliance or complaints.

Compliance Monitors

The station ultimately has a number of compliance monitors who listen to the station at specific points in time and report back any potential compliance issues. In addition, the compliance monitors will also review our 'listen again' content, allowing us to identify potential compliance issues quickly.

- 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.

All volunteers, members, and staff at Switch Radio complete mandatory training prior to the initiation of their volunteering at the station. This training consists of both Health & Safety training and Ofcom compliance training.

Our Ofcom compliance training consists of 25 multiple choice questions, based on information contained within the broadcasting code. All volunteers are asked to read the codes and then use that information to answer the questions; volunteers cannot proceed to complete the induction pack without correctly completing the "Ofcom test". These questions are not simply regurgitations of content from the codes, but rather scenario-based questions that encourage the volunteers to think and understand the code content and apply that to the circumstances presented.

In addition to this initial training, we discuss compliance with presenters/volunteers during our first training meetings, and ensure that we listen with extra care to their first contributions to the station output.

- 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.

The training described above is mandatory for all volunteers before they are able to contribute to our broadcasts.

- 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.

During training, Switch Radio makes it clear to all presenters that they are ultimately responsible for ensuring that the content provided by themselves and their guests is compliant with the code. We make clear to volunteers the importance to the station of compliance and ensure that presenters understand that. What we mean by compliance, how to maintain it, and what to do if things go wrong, are all covered in our training.

While presenters understand the importance of ensuring compliance is maintained, they also are aware of the steps to take should compliance failures occur on air. Our studios have a range of printed and documented procedures for presenters to refer to should they need to. In all instances, presenters/volunteers are asked to report incidences of non-compliance to the Compliance Manager who will decide on further action.

In cases where there is a heightened risk of non-compliance (e.g. a debate, or a discussion with a potential to become heated), we ask our presenters to consider pre-recording the piece. We are also working to install a software based “dump” feature allowing our output to be subject to a time-delay which can be dumped if required.

Presenters also have access to the equivalent of an emergency “shut off” switch, which takes the station to back-up until the station is returned to air by a senior member of staff/management.

- 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.

We propose to continue to adopt a risk-based approach for pre-recorded content. Essentially, for new shows/presenters, we will screen shows in full prior to broadcast. This will allow us to identify compliance issues that may result from poor understanding of the codes or simple oversight by presenters.

Should certain presenters continue to provide compliant material on an ongoing basis, we will reduce the frequency with which we fully screen the provided material prior to broadcast (essentially mimicking the situation with a live presenter, being trusted to go on air). We will still screen these shows on occasion, as well as them being subject to random compliance monitoring by our compliance monitors.

Generally, most of Switch Radio’s pre-recorded content is broadcast when children are least likely to be listening, which lessens (but doesn’t remove) the potential harmful impact of any non-compliance.

- 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.

The station manager is responsible for ensuring that the station meets its key commitments; it is important to note that as an existing FM CR licensee, the station already has key commitments it must meet in relation to its FM service. The key commitments

Our key commitments are reasonably easily measurable, with us having recently changed our measurement window to weekly from daily. This makes our ability to measure compliance with the numerically-driven key commitments much easier. We will formally measure and record our output figures and use this to report in our annual report.

- 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.

The station manager is responsible for ensuring that the station meets its key commitments. Again, it is crucial to note that the station is already an existing CR FM licensee, therefore already has off-air key commitments it must meet in relation to its existing service.

Our off-air social gain activities relate largely to training, education, and community empowerment. We will monitor all volunteers/members of the station to ensure we are delivering on the training commitments, as well as ensuring we provide training opportunities to those who are not currently volunteers at the station (i.e. the community at large).

We will monitor our compliance with off-air social gain activities monthly (most projects operate on longer timeframes) and on overview of our off-air activities will be published in our annual report.

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

English.

No material will broadcast in a language other than English without prior external translation to ensure compliance.

- 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 of the compliance team (1 manager, 4 monitors) are fluent in English.

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 influence 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:

DEAN PHILIP JOHN KAVANAGH

Date of application:

19TH AUGUST 2021

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

Company director

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