
Small-scale radio multiplex licence

Application form – Part A (public)

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

West Wiltshire Digital Radio CIC

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

Warminster, Devizes & Trowbridge

APPLICATION FORM:

Publication date: 28 January 2022

Contents

Section

1. Overview	3
2. Extent of proposed coverage area	8
3. Ability to establish the proposed service	10
4. Involvement of C-DSP providers; demand or support from programme providers	24
5. Fair and effective competition	26
6. Declaration	28

1. Overview

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 separately.
- 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.

How to complete the form

- 1.3 There are detailed instructions on how to complete this form, and information on the next steps in the application process, in our [guidance notes](#) for licence applicants and licensees. Please read this guidance and the frequently asked questions carefully before completing this form.
- 1.4 If you still have a query having read the guidance and FAQ, you can contact Ofcom’s Broadcast Licensing team by email (smallscaledab@ofcom.org.uk). The team cannot provide advice or pre-approve applications but can answer general questions.
- 1.5 Please download this form and fill it in on a computer. If completing by hand, please use block capitals and black ink.
- 1.6 Please answer all the questions as fully as possible, use extra sheets if required and provide the supporting documentation listed at Section 7 of Part B of the application form. Sufficient information must be supplied about the applicant and the proposed service to enable Ofcom to consider the application in accordance with the statutory criteria for the granting of small-scale radio multiplex licences. Ofcom may need to request further details from you before a licence can be granted.
- 1.7 Ofcom reserves the right to reject applications made using an old version of the form.
- 1.8 Ofcom will accept handwritten application forms, but they must be filled in using block capitals and black ink.
- 1.9 Ofcom reserves the right to reject application forms that are illegible.
- 1.10 You must answer all questions in the application form and respond “N/A” to any questions that do not apply to the applicant.
- 1.11 Ofcom reserves the right to reject applications which do not meet the following criteria:

- a) The declarations in Section 6 of this form and in Section 8 of Part B of the application form must both be signed and dated.
 - b) The person who signs and makes the declaration on behalf of the applicant must be:
 - i) A director of the company or the company secretary where the applicant is a company.
 - i) A designated member where the applicant is a Limited Liability Partnership.
 - c) All supporting documents as requested in the checklist at Section 7 of Part B of the application form must be supplied in legible form and translated into English where applicable.
- 1.12 If you are completing the form as an agent, i.e. you are acting on the applicant's behalf, please note that you cannot sign it on your client's behalf, and that the person signing the form needs to have personally checked the truth and completeness of the responses given. If your client wishes you to be Ofcom's main contact in relation to the application, please make this clear in an accompanying letter, and provide evidence of your authority to act on behalf of the applicant. The form should be filled in so as to include information about the applicant, not the agent. If Ofcom has further questions once the application has been submitted, we will direct these to the applicant, not to the agent, but we will accept responses from the agent.

How to submit the form

- 1.13 We prefer application forms and required supporting documents to be submitted by email to smallscaledab@ofcom.org.uk. Handwritten applications and required supporting documents should be scanned and attached to the email.
- 1.14 You should receive a response from smallscaledab@ofcom.org.uk confirming that your application has been received by Ofcom. If you do not receive a response, it is likely your application has not been received and you should contact Ofcom's Contact Centre on 0300 123 3333 and ask for the Broadcast Licensing team who will be able to confirm if your application was received.
- 1.15 If the applicant cannot submit the application form and/or the supporting documentation by email, the applicant may submit the application and/or the supporting documentation by post to:
- Ofcom
Broadcast Licensing
Riverside House
2a Southwark Bridge Road
London
SE1 9HA
- 1.16 Those applicants who submit their application by post will be sent an acknowledgement.

Application fee

- 1.17 A non-refundable application fee of £500 is payable either by cheque made out to 'Ofcom' or by bank transfer.
- 1.18 Applications will not be assessed until the application fee has been received in Ofcom's bank account.
- 1.19 Ofcom requests that applicants pay the application fee by bank transfer and that immediately after the applicant has instructed their bank to make the payment, confirmation of payment is emailed to ofcom.remittances@ofcom.org.uk.
- 1.20 To ensure that Ofcom can identify the payment, it must include a payment reference which is the applicant's postcode followed by the applicant's name (or as much of the name as is possible to provide within the character limit set by the bank) as provided in response to question 3.1 of this application.
- 1.21 The bank details to be used to pay the application fee are:
- Account Name: Office of Communications
- Bank details: Lloyds Bank, 69-73 Borough High Street, London SE1 1NQ
- Account number: 00782415
- Sort code: 30-97-90
- BIC: LOYDGB21351
- IBAN: GB05 LOYD 3097 9000 7824 15
- SWIFT: LOYD GB 2L
- 1.22 If the applicant is unable to make the payment by bank transfer, a cheque should be made out to 'Ofcom' and sent in the post to Ofcom Broadcast Licensing team, Riverside House, 2a Southwark Bridge Road, London SE1 9HA. You must state the name of the applicant as provided in response to question 3.2 and proposed service name on the back of the cheque.
- 1.23 If an applicant is paying the application fee by cheque, the cheque must be received within five days of the application being received by Ofcom or the application may be rejected. If an applicant's cheque bounces, the application may be rejected.

Supporting documentation

- 1.24 You must provide a range of supporting documentation when submitting this application form. Please refer to the checklist at Section 7 of Part B of the application form for full details. Please note that failure to supply the necessary documents will delay your application.
- 1.25 Ofcom reserves the right to reject applications with which the necessary documents are not supplied in legible form.

- 1.26 Please note that Ofcom cannot receive emails larger than 35MB. If your application email exceeds this limit, please send your supporting documents in a separate email(s), clearly indicating the applicant's name in the subject line of the email.

Provision of information

- 1.27 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.
- 1.28 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

- 1.29 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. Because this is the 'public' part of the application form, and Ofcom is legally required to publish applications for public comments, *no questions* should be answered by means of the submission of a confidential annex. If, for logistical reasons, an annex is required to answer a question in Part A of the form, this will be published on our website alongside Part A of the application form. Part B of the application form will remain confidential.
- 1.30 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.
- 1.31 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee, which may include personal data, on the Ofcom website and/or in other relevant publications.
- 1.32 When a licence is granted, the name of the service and public contact details for the licensee will be published on the Ofcom website. These are the details supplied by the applicant in the application form. 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 (smallscaledab@ofcom.org.uk).
- 1.33 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

- 1.34 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 more information about how we handle your personal information and your corresponding rights.

Keeping up to date with broadcasting matters

- 1.35 We strongly recommend that you subscribe to receive Ofcom's regular email updates on broadcasting matters. These include a [monthly radio licensing update](#) that lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month. To subscribe to these updates, please visit 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](#).

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

- 2.1 Please provide a summary, fully consistent with the more detailed information about transmission sites supplied separately in Part B, of the coverage area proposed to be achieved by your technical plan. This should include a description of the target area you are seeking to serve within the advertised licence area, and also any areas you are aiming to serve outside the advertised licence area for this small-scale radio multiplex service. (You may refer to your coverage prediction in the response you provide):

As a consortium of the established community broadcasters in this area, we have taken a pragmatic and informed view of the reasonable coverage we can build and maintain.

Our technical plan for two transmitters provides coverage to 83% of the population of the polygon. This includes the towns where we already operate - Devizes, Melksham, Frome, Warminster, but also the other major towns in the area - Corsham, Bradford, and Trowbridge.

- 2.2 Please provide summary details of the sites required to achieve this coverage by completing the table below (add additional rows as required):

Site name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Naish Hill	ST9477068580	30m	Yagi @ 200°	New	600
Park Hill	ST8285343050	20m	Yagi @ 20°	New	400

- 2.3 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 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](#).

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

Provide the name and version of the prediction tool used.	HTZ Communications v23.5.4
Detail the terrain model used by the software and its resolution.	Ordnance Survey 50m
Detail the ground cover (clutter) data used by the software and its resolution.	Defra / Corine Land Cover 2018 / OSM - 50m
What propagation algorithm has been used?	Deygout-94
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power-sum gain
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	
Have your predictions been generated by a commercial organisation? If so, by whom?	Muxnet UK

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 is requested in Part B of the application form.

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.

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

Applicant's details

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

West Wiltshire Digital Radio CIC

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

14057797

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:

Stibb Hill House Stibb Hill, West Lavington, Devizes, Wiltshire, United Kingdom, SN10 4LL

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

Yes (delete as appropriate)

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

Ownership and control of company which will hold the licence

Details of officers

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Quentin HOWARD	Stibb Hill House, Stibb Hill, West Lavington, SN10 4LL	UK	Board Trustee, Llyfrgell Genedlaethol Cymru/National Library of Wales Board Trustee, British Wireless for the Blind Fund Director, QuoMedia Ltd. Media Consultancy	N/A
Andrew ROBINSON	WCR, Civic Centre Studios, Sambourne Road, Warminster, Wiltshire, BA12 8LB	UK		

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

Philip Graham DAWSON	3 Manor House Yard, Poulshot, Devizes, SN10 1RY	UK	Director, Fantasy Radio - Radio Broadcaster Director, Radio Melksham - Radio Broadcaster	
Rupert William Tyrwhitt KIRKHAM	Frome Town Hall, Christchurch Street West, Frome, Somerset, England, BA11 1EB	UK	Director, Frome Community Productions Community Interest Company - Radio Broadcaster Director, Frome Community Productions 2021 Community Interest Company - Radio Broadcaster	

Details of participants

3.6 Please complete the table overleaf, expanding it if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the “participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

(If parts of this question are not applicable to the applicant – for example, because the applicant does not have shareholders – please respond “N/A” in the relevant parts of the table.)

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Quomedia Limited	25	£25	25%	25%
Fantasy Radio Limited	25	£25	25%	25%
WCR Community Radio	25	£25	25%	25%
Frome Community Productions Community Interest Company	25	£25	25%	25%
Comments				

Fantasy Radio Limited, WCR Community Radio and Frome FM are not-for-profit asset-locked bodies.

Details of relationships of control

3.7 Complete the following table, expanding it if necessary, to list any bodies corporate which are controlled *by* the applicant, any director of the applicant, any person/body corporate with control over the applicant, or any body corporate controlled by a person/body corporate controlling the applicant. Please include bodies corporate under joint control – i.e. which are controlled acting together in concert with third parties (e.g. because of a shareholder’s agreement):

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
Quomedia Ltd	Stibb Hill; House, Stibb Hill, West Lavington, SN10 4LL	Quentin Howard
Fantasy Radio Limited	3 Manor House Yard, Poulshot, Devizes, SN10 1RY	Graham Philip Dawson
Frome Community Productions 2021 Community Interest Company	Frome Town Hall, Christchurch Street West, Frome, Somerset, England, BA11 1EB	Rupert William Tyrwhitt Kirkham

Details of persons who control the applicant

3.8 Complete the table overleaf, expanding it if necessary, *to list all persons/bodies corporate who control the applicant*, or control any person/body corporate with control over the applicant. Please include persons or bodies that control the applicant (or body corporate with control over the applicant) jointly i.e. acting together in concert with third parties (e.g. because of a shareholder’s agreement). Please note that some of this information may repeat information provided above on shareholders and other participants in the applicant:

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)

N/A		

3.9 Complete the following table, expanding it if necessary, to list other bodies in which any individual listed in response to question 3.8 is a director or designated member:

(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 individual is a director or designated member
N/A	

3.10 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled (including jointly controlled) by any body corporate listed in response to question 3.8:

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

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

3.11 In relation to each body corporate identified in response to question 3.8, complete the table overleaf, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, in the body corporate concerned (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.8. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

(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 3.8				
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

Involvement of the applicant in specified activities

3.12 Please state below whether the applicant, or any individual or body corporate identified in questions 3.5 to 3.11 is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
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	

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.

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

3.13 Please answer 'yes' or 'no' to the following questions about the applicant (i.e. the body corporate that will hold the licence):

- a) Is the applicant a current licensee of Ofcom?
No (delete as appropriate).
- b) Has the applicant ever held an Ofcom broadcasting licence before?
No (delete as appropriate).
- c) 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).
- d) Does the applicant control an existing Ofcom licensee?
No (delete as appropriate).
- e) Is the applicant controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a "participant")?
No (delete as appropriate).
- f) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?
No (delete as appropriate).
- g) Is the applicant – or any person(s) controlling the applicant – subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

No (delete as appropriate).

- h) 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 (delete as appropriate).

- 3.14 If the response to any of the questions (a) to (i) in 3.13 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details
(a)		
(b)		
(c)	CR000231BA/2 CR000230BA/2 CR000229BA/2 Licence awarded but not yet on-air	Fantasy FM, Devizes Frome FM, Frome WCR FM, Warminster Radio Melksham, Melksham
(d)		
(e)		
(f)		
(g)		
(h)		
(i)		

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

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

N/A

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

No (delete as appropriate).

If yes, please provide the following details:

Full name	Date of conviction/action (dd/mm/yy)	Penalty

Financial and business plan

3.15 Please provide a high-level estimate of the costs you believe will be required to establish the multiplex service.

As incumbent community broadcasters in this area, we have a strong and realistic understanding of the economic environment in which we make this application. We have also worked with our existing local contacts such as the Longleat Estate to minimise the costs involved with building and maintaining the infrastructure.

We intend to install transmitters at two sites, costing in total £24,000. 65% of this cost is transmission equipment, with a 35% allocation for infrastructure, installation and administrative work.

Based on Muxnet's experience of building DAB transmission networks, we believe this to be a realistic estimate of the costs for the West Wiltshire SSDAB infrastructure and commissioning.

Capital and installation costs will be met grant funding and other fundraising following award of the licence. See 3.20, below.

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

- a) Share capital
- b) Loan stock
- c) Leasing/HP facilities (capital value)
- d) Bank overdraft

e) Grants and donations

We intend to wholly or partially fund capital costs through grants and donations, working with our existing partners.

f) Other (please specify)

Muxnet UK, as our service provider, has offered to assist with funding capital expenditure through advances of commercial revenues from selling spare capacity on the multiplex.

3.17 Expanding the table if necessary, please list the providers of the funding which will be used to establish the service, and the amount of funding that each will provide. For incorporated investing shareholders, please provide a copy of the most recent statutory accounts if they are not currently available on Companies House.

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
N/A		

3.18 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.

We have taken a realistic and informed view of the likely demand for commercial services, recognising the area's characteristics and coverage from other multiplexes. We are familiar with interest in local and community radio in the area and encouraged by the response from stations seeking to add the area to their coverage. Our financial plan enables commercial revenues to cover our deliberately modest ongoing operating costs, and we intend to use grant funding for the majority of transmission capital equipment and installation costs.

As not-for-profit community radio stations we are experienced in funding similar activities in this manner, we have an extensive network of local contacts and have successfully sustained our community radio services for many years. We have a consistent track record of community radio in the area dating back at least 25 years running RSLs, and our connections and local presence goes back even further, including having worked in (and started) local commercial radio in Wiltshire.

Since we intend to fund the capital costs through grants, these funds cannot be secured ahead of licence award. Nevertheless, informal contact with local charitable and funding sources has given us sufficient confidence that we will be able to raise the capital costs through grants and donations. We intend to begin fundraising upon award of the licence.

We believe our plan is realistic within the time frame for launching the licence.

We are similarly realistic about the commercial demand for multiplex capacity in this area and the degree of risk attached to securing sufficient multiplex revenue to sustain the multiplex. It is for this reason we do not intend to finance the transmission system build costs through commercial loans or leasing facilities. Our partner community stations cannot be expected to justify further expenditure on DAB transmission costs beyond nominal costs agreed to maintain and operate the infrastructure once built.

Muxnet UK has offered advanced funding against confirmed commercial contracts for capacity after licence award. This enables us to ensure we can meet operational costs of the multiplex.

When commercial revenues exceed our modest operating costs, excess will be invested into supporting the partner CR stations, providing a new source of revenue to help support and extend their activities.

Relevant expertise and experience

- 3.19 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.)

Muxnet Ltd. will operate the multiplex on behalf of WWDRRC, and manage the relationships with service providers. Muxnet has extensive experience in all aspects of DAB Digital Radio. Nick Piggott has been actively involved with the Small Scale DAB trials in several locations, as well as many years of contributing to the Open Digital Radio project, and has decades of technical experience of DAB Digital Radio, sitting on the Technical Committee of WorldDAB and contributing to the creation of technical standards and guidance papers. Gregory Watson has a deep experience of regulatory and business affairs, whilst Matt Deegan has been involved with strategic and commercial development of digital radio for many years.

Muxnet UK will provide continuous technical support, support for service providers, manage legal and contractual compliance, and will sell spare capacity on the multiplex on our behalf. Muxnet UK will contract any required specialist skills or resources to build, install and maintain the transmission equipment, and will take on responsibility for technical compliance

Quentin Howard, in his capacity as Director of WWDRRC, has unrivalled knowledge of DAB having been instrumental in the creation of DAB in the UK, founder and CEO of Digital One, director of leading DAB chip-maker Frontier Silicon, and President of WorldDAB where he was responsible for the creation of the DAB+ standard. He is also a multi-award winning broadcaster and Fellow of the Radio Academy, has launched over thirty radio commercial stations and built two national transmission networks (Classic FM and Digital One). His radio roots started in Devizes with one of the UK's most renowned hospital radio stations. He launched Wiltshire Radio in 1982 (the genesis of the GWR Group of stations where he was Technical Director) and has been a presenter for BBC Radio Wiltshire. Similarly, directors of partner stations Fantasy Radio and WCR have many decades of experience in commercial radio in Wiltshire and elsewhere.

West Wiltshire Digital Radio intends to encourage and assist other community radio participants by providing digital radio platform access. For example, we have had exploratory discussions with schools radio, hospital radio, talking newspapers and other local organisations have shown interest in special event stations, pop-up channels, stations which support the area's tourist industry, music festivals and other area events. We see SSDAB being the catalyst for innovation, encouraging new ideas and talent across the wider West Wiltshire broadcast area, just as our partner community stations have performed this role in their immediate areas.

It also intended to explore the use of new ultra low-cost DAB technologies to improve deficiencies in coverage and will wish to discuss this with Ofcom at the earliest opportunity.

Apart from operating a SSDAB multiplex across West Wiltshire, WWDRRC will continue to explore and test every new opportunity to create and sustain this scale of local digital radio. Our track record of innovation in national and local commercial, digital and community radio is well known and we intend to apply our expertise to the West Wiltshire SSDAB licence for the benefit of the local community but also the wider radio industry.

3.20 Please provide details of who will be carrying out the installation and on-going maintenance of your multiplexing / transmitter equipment (or the name of your proposed transmission and multiplex provider if you intend to use a third-party organisation for these services). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section [Part B] of the application form.)

Function	Responsible party	Previous experience
Installation of transmission equipment	Muxnet UK	Operation of multiplexes in the Small Scale DAB trials, contributors to the open Digital Radio Project, extensive experience with DAB digital radio technology and multiplex operation.
Ongoing maintenance of the transmission equipment	Muxnet UK	(as above)
Installation of the Multiplexing equipment	Muxnet UK	(as above)
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)		

Timetable for coverage roll-out

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

We expect to launch both sites within the 18 months allowed for, but will do so as soon as all the financing for equipment and installation is secured.

- 3.22 In addition, please provide, as an annex to be submitted with this application, an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service.

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 (please delete accordingly)

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:

4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. In this context, a "participant" refers to a person who holds or is beneficially entitled to shares in the applicant or possesses voting power in the applicant. If the service is already licensed by Ofcom, the licence number should be provided. Please refer to the nature of the participation (e.g. shareholding or agreement in relation to voting power):

CR000231BA/2 - Fantasy FM, Devizes, will provide a simulcast of their existing service
 CR000230BA/2 - Frome FM, Frome, will provide a simulcast of their existing service
 CR000229BA/2 - WCR FM, Warminster, will provide a simulcast of their existing service

Demand or support from programme providers

- 4.4 Please provide in the table below (expanding the table if necessary) the names of providers (or prospective providers) of community or local digital sound programme services who have expressed their demand or support for the provision of the proposed multiplex service in the area to be served by the multiplex service. For reasons of transparency, the response to this question *must be answered below and should not be provided as a separate annex*. The evidence of the demand or support, such as signed heads of terms or emails, should be provided as a confidential annex, and relate only to the specific multiplex being applied for.

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Fantasy FM	C-DSP	Letter
Frome FM	C-DSP	Letter
WCR FM	C-DSP	Letter
West Wilts Radio	C-DSP	Letter
BFBS Gurkha Radio	DSP	Letter
Somer Valley FM	DSP	Letter
Fun Kids Junior	DSP	Letter
Boom Radio Light	DSP	Letter

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 is one further question 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:

Our application is made by a consortium who are committed to providing affordable digital radio services to West Wiltshire and East Somerset.

We have used our local knowledge and contacts to approach all existing community broadcasters in our area, both Ofcom licensees and internet only-stations.

The applicant includes all the principal licensed community radio stations in the area, some whose commitment to community radio began more than 25 years ago with regular RSLs prior to obtaining their full CR licences. Our CR partner stations are operated by people with extensive experience in commercial radio stretching back as far as 1974, and with many years experience operating radio successfully in the community as well as at local and national levels.

We're very pleased to be offering West Wilts Radio an opportunity to broadcast on DAB, and for the BFBS Gurkha to broadcast digitally alongside their existing AM coverage around Warminster. As coverage includes some of East Somerset, Somer Valley FM will also take the opportunity to reach their listeners as they travel around the area.

All prospective providers have been provided with the same rate card, and will be offered non-discriminatory terms for carriage.

We maintain a register of requests for capacity for services, and those requests are assessed equally on a 'first-come, first-served' basis. We will ask potential service providers to confirm their request every 6 months to protect their position in the queue.

We have published a tiered rate card and a standard carriage agreement, which will be made available on our website.

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 in 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:

QUENTIN HOWARD

Date of application:

21st April 2022

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.