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# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

The Cat Community Radio CIC

Proposed service name:

The Cat

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)

Crewe, Nantwich & Whitchurch

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

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# 1. Overview

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

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

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

## The purpose of this form

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

## Provision of information

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

## Publication of information about applications and licensed services

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

## Data protection

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

## Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.

1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

## 2. Applicant's details

### About this section

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

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

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

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

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

The Cat Community Radio CIC

2.2 Company registration number stated on Companies House:

8729312

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:

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

**Yes – All document and accounts are on companies house website**

**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	Paul Simpson
Job title	Director
Address	The Cat, C206, Cheshire College South and West, Dane Bank Avenue, Crewe, CW2 8AB
Telephone	01270447515
Mobile phone	07977112270
Email	paul.simpson@thecat.radio

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

www.thecat.radio

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.

Advertising and sponsorship  
 Business and Individual Patrons  
 Grants – Community and local authority  
 Donations  
 Income from events

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

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

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

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Neil Anthony Davis	Charles House, Beam Heath Way Nantwich CW5 6PQ	UK	None	BAE Systems
Aidan Goodwin	Charles House, Beam Heath Way Nantwich CW5 6PQ	UK	None	Cheshire College South and West
Paul Simpson	Charles House, Beam Heath Way Nantwich CW5 6PQ	UK	None	Assurant

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.

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



Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
None				
Comments				

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
South Cheshire DAB	Willow Barn Lightwood Farm Barns, Ashbourne Road, Cheadle, Staffordshire, United Kingdom, ST10 1SJ

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

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

Full name of entity	Address	Affiliates
N/A		

### Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		

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

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

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

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

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

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

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

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

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

### Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	No	
An individual who is an officer of a body falling within (b) or (c);	No	

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

A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
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:

Licence number	Name of multiplex
CR100139	Community FM Licence

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

**Yes**

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

Licence number	Name of service or multiplex
CR100139	The Cat 107.9FM

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**

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
Current	CR100139	The Cat

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
CR100139	The Cat 107.9FM

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”)?

**Yes**

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

Licence number	Name of service or multiplex
CR100139	The Cat 107.9FM

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”.

N/A
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## 3. The proposed service

### About this section

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

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

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

### Your proposed service and target community

3.1 What is the proposed service name?

The Cat

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.

South Cheshire DAB

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

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



C206 Cheshire College South and West,  
Dane Bank Avenue  
Crewe  
CW2 8AB

- 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.

CR100139

- 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 service is a simulcast of the existing FM community service.

Southern Cheshire in the Cheshire East authority is a mainly rural area with the exception of the major industrial town of Crewe and its major main line train station, and the market towns of Nantwich and Sandbach. The area provides excellent commuter access and with the addition, of major investments in the roadway infrastructure the area now boasts easy access from Sandbach, Nantwich, Crewe and the surrounding rural areas and the large surrounding rural villages of Faddiley, Burland, Wrenbury, Ravensmore, Wybunbury, Hather-ton, Walgerton, Hough, Blakenhall, Wistason, Willaston, Rope, Shavington, Stapeley, Butt Green, Haslington, Winterley, Weston, Bartomley, Acton, Wardle, Barbridge, Wettenhall, Chruch Minshall, Calveley and Bunbury.

Crewe, Nantwich and Sandbach have direct access to the arterial M6 motorway. This accessibility, with the areas rural appeal, has increased the residential popularity which in turn has resulted in a significant rise in housing developments and population growth. This is also expected to rise and would also increase with the HS2 development when completed.

Population statistics from the 2011 census provide a population of 127000 residing in 59000 dwellings with the villages of the area making up 40% of the population and the remaining 60% coming from Nantwich and Crewe. The age split is 19% 0-15, 64% 16-65 and 17% of 65 plus.

From a survey undertaken by The Cat

68% of listening to radio takes place during car journeys.

100% want local news and events with a 47% requirement to cover national news.

Male / Female listeners is a 71% 29% split.

91% favour free access to community and charity organisation.

Specialist music programming is supported to 88%

31% would be willing to join a listener panel.

Age range of respondents were 0-16 3%, 17-25 9%, 26-35 5%, 36-45 25%, 46-65 44% 66 and over 3%

On employment 85% are employed, 6% retired, 6% students and 3% unemployed. The unemployed is in line with statistics for Cheshire East as a whole.

- 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.**

The Company “The Cat Community Radio CIC” is by definition a community interest company and while it has directors no dividend or distribution of profit is allowed. All funds received from various sources go towards the day to day running and the maintenance, upgrade and betterment of the facilities.

## 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.**

- We aim to provide our broadcast area communities’ access to local news, weather, and general information
- Promote local bands, venues, events, and annual local activities such as the Nantwich Food Festival, Sandbach Transport Festival and council summer and Christmas events such as lights switch on.
- Working alongside local news, services and information providers including Police, Fire Ambulance, Parish Councils etc. bring matters of local interest and importance to the community’s attention
- Promote the community by advertising local events free of charge in our hourly Community Update segment
- Provide work experience to local schools, colleges and via opportunities to enhance people experiences an open potential opportunity into broadcasting and the media in general
- Leverage all aspects of social media to engage and involve the community

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

The Cat welcomes feedback from the community who can contact and interact with The Cat by telephone, text, email, post, Twitter, Facebook or in person along with any of the specific areas on our website pages.

During meetings of the directors and leadership Team where comments and feedback will be looked at and acted upon where appropriate. A log of any complaints will be maintained and reviewed and acted upon as required.

The Cat will create on-line surveys and questionnaires along with questionnaires at events that we attend with members of the community.

We have volunteer meetings where current plans are advised, feedback from the volunteers is discussed and acted upon where possible and is of benefit to the listeners and community.

The Cat will hold one studio open day each year that will be publicised in advance so that booking for places can be taken on-air, on the web site and in the local press.

Daytime programming offers opportunities for local groups to be interviewed and to provide updates on what is happening in our area.

Evening programming supports local diverse music interests with something for everyone

- 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.**

Being a volunteer of The Cat is open to anybody living, working or gaining access to services within the local area who accept the station's aims, objectives and key principles. The Cat offers broadcast training experiences, ranging from 'an introduction to broadcasting' lasting only a few hours to a full training programme spanning a number of weeks. This programme is open to all members of the community and has been taken up by several members of the community, many of whom have since become full volunteers and continued to present their own show on a weekly basis.

Volunteers who wish to join The Cat team will undergo a thorough induction period, including training of the Myriad system, interview skills, news gathering and writing skills, editing music, introduction to the wider team, Ofcom code compliance and adherence to The Cat's policies and procedures.

The Cat aims to reach its wider community through accessing individuals and groups through off-site interviews, telephone interviews and by attending and participating in local events via our outside broadcast facility. Here, members of the wider community who would not usually feature on the station are given access to getting their voice heard.

One of the aims of The Cat is to attract and retain and offer opportunities which reflect the diverse community, as we value contributions from all people within the community.

Via the equipment and technology, we have at our disposal The Cat can offer "access to all" to participate in programming either in a support role or as a presenter from locations other than the studios. This allows greater access to the physical challenged to actively participate with the local community and bring yet further diversity to The Cat's output. This was invaluable during the pandemic allowing to continue our service with little disruption.

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 Cat creates on-line surveys and questionnaires along with questionnaires at events that we attend with members of the community. The data will be collated and published on its website and presented at meetings.

The Cat holds at least one studio open day each year that will be publicised in advance so that booking for places can be taken on-air, on the web site and in the local press.

The programming features already mentioned help to do this by promoting the aims and offers made to local people by organisations we continuing attempts to reach out to the community and to offer help, support and in some cases to shine a spotlight on our community's efforts. Not only are we an organisation of volunteers we are happy to celebrate the function and role of the volunteers generally in our local area.

- 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 Cat's volunteers have gained significant experience in broadcasting with several coming from other stations and along with that bring valuable information. We are fortunate that we continue to get new volunteers while retaining existing volunteers.

The volunteers also bring with them experience in many sectors from executive and management positions to front line staff in the normal working lives.

We facilitate work experience for school and college students.

We provide broadcast experience with one off shows for groups such as adventure scouts.

## 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.**

Participation is open to all members of the community from open comment to full volunteers of The Cat

The community is encouraged to take an active part in providing guidance via all methods of communication.

Particular volunteer roles are available and the offer of training will be at the heart of these opportunities. Volunteers bring a range of skills and experiences and it is with this in mind that we don't just look for disc jockeys; we're looking for accountancy and back office experience, people who can be trained to be broadcast assistants leading on to being presenters. People with experience in the voluntary sector in terms of training and accessing grant – aided funding.

We'll welcome potential trainee journalists from the college we are in and encourage schools to place us on their list for potential work experience placements as we have the relevant safeguards in place to do so.

## Accountability

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

The Cat welcomes feedback from the community who can contact and interact with The Cat by telephone, text, email, post, Twitter, Facebook or in person along with any of the specific areas on our website pages.

The Cat will create on-line surveys and questionnaires along with questionnaires at events that we attend with members of the community. The data will be collated and published on its website and presented at monthly meetings.

The Cat publishes on our web site any public documents such as reports, complaints procedures and disciplinary procedure. On request this can also be in hard copy or audio format.

The Cat holds at least one studio open day each year that will be publicised in advance so that booking for places can be taken on-air, on the web site and in the local press.

The Cat will endeavour to have a volunteer of the team attend as many local events and meeting as possible as we are grateful for the support that we receive and are in a position to help others where we can. We see this as an opportunity to make contacts and form relationships which can be of benefit to both parties.

- 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.**

Meeting of the directors, leadership and volunteers are held, and all comments and feedback will be looked at and acted upon where appropriate. A log of any complaints will be maintained and reviewed and acted upon as required.

Suggestions and criticisms are important to local listeners and so the directors undertake to respond to such messages also within seven days. Suggestions and criticisms form the guidance of positive programming ideas. The most important aspect of this is that criticisms and suggestions are treated with respect and given proper consideration by the directors and volunteers who are the delivery of the service and the outcomes are clearly communicated to the listener.

## 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	Transmi ule
<p>&lt;ENTER THE SERVICE NAME (the on-air name of the programme service as in question 3.1 of this application)&gt;</p>	<p><b>The Cat Community Radio</b></p> <p><u>As this is intended to be a simulcast of The Cat 107.9 the current FM Key Commitments area copied below.</u></p> <p>The Cat provides a radio service for the people of Nantwich, Crewe and the surrounding rural villages. It broadcasts a range of programmes for and by community members, and brings matters of local interest and importance to the community’s attention.</p> <p>The service broadcasts:</p> <p><input checked="" type="checkbox"/> <b>Music.</b> The main type of music broadcast over the course of each week is: popular music from the 1950s to the present day. Music from local artists also features.</p> <p><input checked="" type="checkbox"/> <b>Speech.</b> The main types of speech output broadcast over the course of each week are: local news, weather, travel reports, event guides, interviews and community information.</p> <p><input checked="" type="checkbox"/> The service provides original output1 for a minimum of 13 hours per day.</p> <p><input checked="" type="checkbox"/> The service provides locally-produced output2 for a minimum of 13 hours per day.</p> <p>The studio is located within the licensed coverage area.</p> <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, and in doing so, achieves the following objectives:</p> <p><input checked="" type="checkbox"/> the facilitation of discussion and the expression of opinion,</p> <p><input checked="" type="checkbox"/> the provision (whether by means of programmes included in the service or otherwise) of</p>	



	<p>education or training to individuals not employed by the person providing the service, and</p> <p>☑ the better understanding of the particular community and the strengthening of links within it.</p> <p>Members of the target community contribute to the operation and management of the service.</p> <p>The service has mechanisms in place to ensure it is accountable to its target community.</p>	
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## 4. Compliance of the service

### About this section

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

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

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

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

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

The Directors are required to be aware and understand the obligations, regulatory code and rules related to the service. This requirement has been in place since gaining the FM licence over eight years ago. Directors subscribe to Ofcom Broadcast and On Demand Bulletin up-dates, amendments to The Cat policies and procedure are made when necessary.

All on air presenters are provided with Ofcom code of practice and basic legal training which is updated as required. We ensure guests receive fair treatment as individuals and the organisations they represent in line with Ofcom guidance.

Back office / Broadcast assistants will ensure language and imagery requirements when publishing and editing music for broadcast are complied with.

We do not run any phone paid service and have no intention to do so.

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.

All volunteers, including directors, receive training on company policy and procedures. Refreshes are conducting on critical aspects on a yearly basis. Changes are issued as updates as and when available. Reminders are also issued prior to events such as elections.

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.

Programme Controller - Samples the output to ensure all presenters comply with all rules and regulations. They also hold show review meetings with the leadership team and the board of directors to review all our commitments are being met.

Technical Director - Works alongside the Programme controller and samples the output. They also ensure that we are compliant and monitor the off-air logging of the station output currently with a provision in place to separately record off air logging of DAB.

We also have various other technologies in place to ensure compliance can be checked and logged.

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 new volunteers receive on-boarding training in relations to the code.

Where changes occur or specific updates come available or are noted in the Ofcom On Demand Bulletin this is disseminated to the existing volunteers and added into the on-boarding training.

Records of training are logged in the Cat HR system for policies and procedures.

- 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.

Applies to all volunteers.

- 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.

The Cat provides training to all Volunteers which includes a Volunteers being issued with a Handbook outlining Ofcom Codes of practice. Volunteers are initially asked to provide an outline of the type of show they would like to broadcast, type of music, spoken content etc. These outlines/changes are reviewed and approved by the Program Controller prior to any broadcast. Where guests are to be included in a live broadcast the guest agrees in advance an outline of the content to be discussed and agreeing to the code of practice the station operates. As an additional safeguard the studios are fitted with broadcast 'Dump' facilities which delays any output, up to 10 seconds, should any topic be deemed unsuitable during a live broadcast.

The Cat provides Email, Telephone and On-line contact information for listeners. Should a listener feel the content is not appropriate they can contact the station to raise a complaint. A Director will review any complaint, if necessary, review the station show-log for that show, and take appropriate action. The listeners would be provided the contact details for Ofcom should they wish to escalate the issue.

If a presenter was to breach the Ofcom code or internal policies and procedures they would be removed from programming pending investigation and depending on the severity would likely be removed as a volunteer as we have zero tolerance.

Guests who breach the code would immediately be removed from the studios and never be invited back.

In all cases an on air apology would be given as soon as possible.

- 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.

The Cat only broadcast station generated content, other than National News, which comes from a reputable source (Radio News Hub) While some shows are pre-recorded and retransmitted, these are created by the volunteers of the station. The Cat does not broadcast any third party or streamed content at this time.

- 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 leadership team meet on a regular basis (at least once a month) to review the stations Key Commitments and currently/future broadcast schedule. This is linked to frequent communication with listeners via surveys and face to face conversations ensuring we adjust where required to our broadcast output while staying aligned to our Key Commitments. The Program Controller is responsible for the station output, agreeing any program changes or additions to ensure these are aligned to our Key Commitments. The broadcast software functionality is geared to support our musical diversity while specialist shows add local interests and tastes. All broadcasts are logged and can be reviewed should we need to review any station output.

- 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 Cat is actively involved with Community groups and Charities in the broadcast area with members of the leadership team meeting with various groups on a regular basis. In each broadcast hour there is a 'Community Update' feature which allows Community Groups and Charities to communicate their information to the broadcast area at no cost. The Cat also regularly supports community groups with their outside events and promotions.

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

English

- 4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.

**Please do not give names of individual members of staff.**

All volunteers are fluent in English and will follow the codes of practice, as trained, and stated in the Volunteer Handbook, the handbook is issued to all volunteers and includes Ofcom codes of practice and regulations for broadcasting.

## 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:**

Paul Simpson

**Date of application:**

26/2/2023

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

Company secretary / company director / designated member (in the case of a Limited Liability Partnership)

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