
Small-scale radio multiplex licence

Application form – Part A (public)

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

DAB North London Ltd

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

North London

APPLICATION FORM:

Publication date: 30 March 2023

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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.
 - ii) 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 to leave a message for the Broadcast Licensing team, who will respond to your message as soon as possible.
- 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 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

Supporting documentation

- 1.22 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.
- 1.23 Ofcom reserves the right to reject applications with which the necessary documents are not supplied in legible form.
- 1.24 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

- 1.25 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.

- 1.26 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

- 1.27 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. Part B of the application form will remain confidential.
- 1.28 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.
- 1.29 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.
- 1.30 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 team by email (smallscaledab@ofcom.org.uk).
- 1.31 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

- 1.32 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

- 1.33 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/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 our bid is majority led by North London stations, we fully understand the needs of the North London community in terms of what a SSDAB multiplex should deliver for the area. In proposing our technical plan, we have taken into account a range of factors. Amongst other things, we have considered the location of various communities of interest, the desirability of not duplicating coverage where other SSDAB multiplexes are better positioned to serve that area, areas which lack existing FM CR services (in and around the North West of the advertised area).

Our proposal provides coverage across the vast majority of the North London advertised area, from Willesden/Wembley in the West, to Walthamstow in the East. Our proposed coverage reaches north to Waltham Cross and Chipping Barnet, whilst in the south our coverage reaches proximal to the River Thames. We are not proposing to provide coverage south of the river, as this would be administratively considered to be South London and as such is more sensibly covered by the South London advertised area. Equally, we do not propose to cover some areas to the east of the advertised area (e.g. areas around Ilford, Woodford, etc) as these are administratively considered to be areas in East London, and therefore are better served by the North East London and South West Essex advertised area.

Given the concentration of services in this macro area, we have carefully designed our transmission network to maximise coverage but minimize potential interference into other macro areas. Our coverage mapping suggests that no non-macro area will experience any significant interference from our proposed transmitter network.

In order to ensure that our application provides coverage for the North London area that is accessible to all services, we have worked hard to ensure that our transmitter network is reasonably cost-effective. As a result, we have utilised either existing transmitter sites from the applicant body, or sites to which the members of the applicant body can provide access.

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

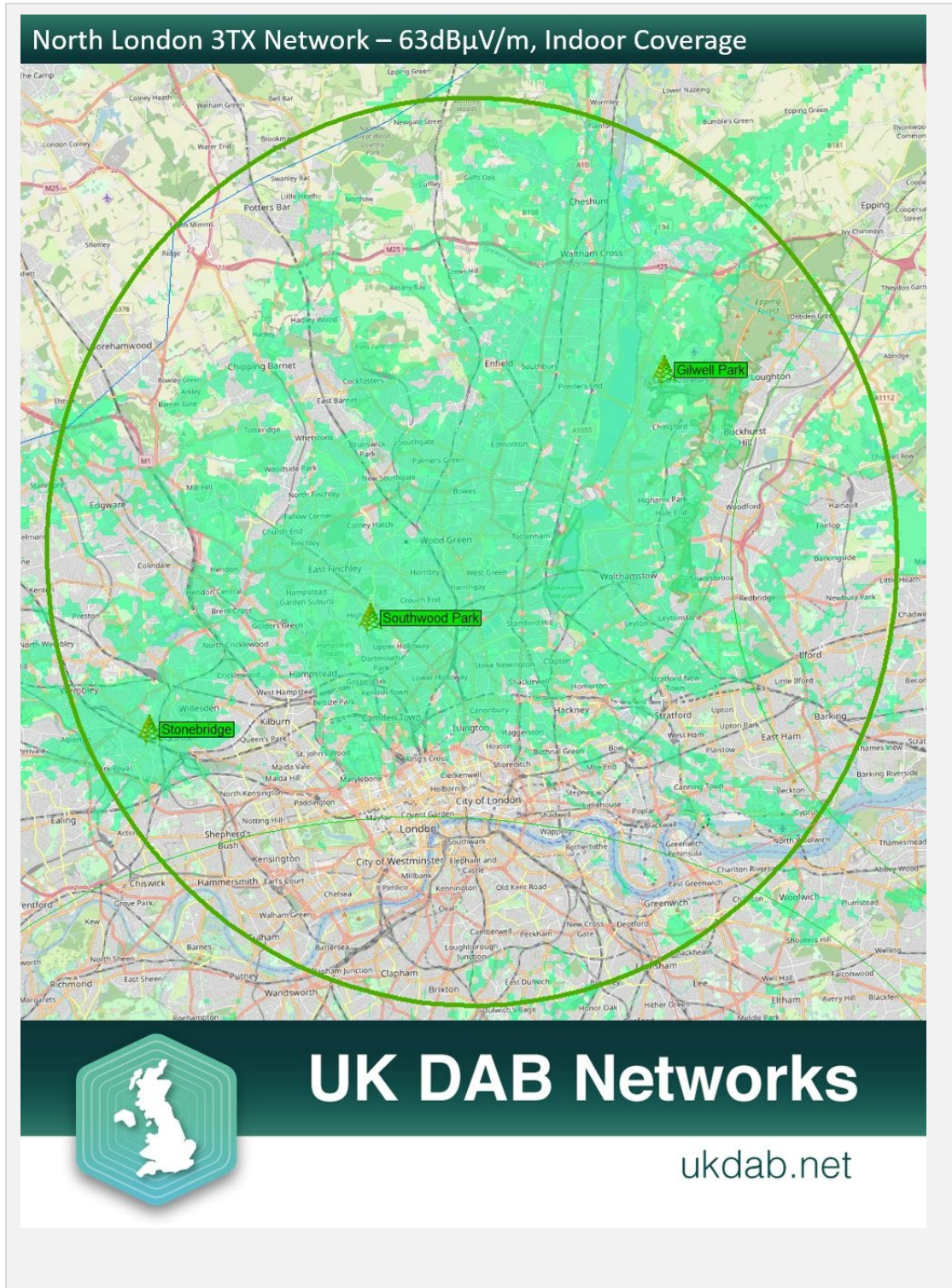
| Site name | NGR | Antenna height (m agl) | Antenna type proposed with bearing | New or existing antenna | ERP (W) |
|----------------|----------|------------------------|--------------------------------------------|-------------------------|---------|
| Southwood Park | TQ284878 | 40 | Directional 2 stack dipole 50deg ETN | New | 250W |
| Gilwell Park | TQ386964 | 12 | Omnidirectional | New | 100W |
| Stonebridge | TQ207839 | 30 | Omnidirectional | New | 100W |

2.3 Please provide below 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

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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. In the interests of transparency, you **must** embed an inline map image within this form (even if you also submit a map as a separate supporting file).

Coverage maps (63dBuV/m) and outgoing interference maps (38dBuV/m) maps are also provided as a separate appendix.



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. | ATDI HTZ Communications x64 |
|-----------------------------------------------------------|-----------------------------|

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| | |
|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Detail the terrain model used by the software and its resolution. | DTM: DEFRA 1m and 2m resolution (DSM+DTM) |
| Detail the ground cover (clutter) data used by the software and its resolution. | Buildings: DEFRA (automatic extraction – slope algorithm - performed at 2 m resolution then resampled) Vegetation (park, wood, forest) and Hydro from Corine Land Cover 2018 and Urban Atlas 2018 (European Environment Agency) Roads and railways from Open Street Map (2019) |
| What propagation algorithm has been used? | Model pre-set: Fresnel Diffraction geometry: Deygout 94 Subpath attenuation: Coarse Integration FZ fraction: 0.8 Earth radius (sea and land): 28,500km |
| Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain | Power Sum |
| If these predictions have not used Ofcom-provided population data, state what population data has been used and its source. | Ofcom data used |
| Have your predictions been generated by a commercial organisation? If so, by whom? | UK DAB Networks (Operations) Ltd |

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):

DAB North London Ltd

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

14359433

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:

London Greek Radio Ltd, 437, High Road, London, United Kingdom, N12 0AP

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

Yes

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 |
|------------------------------------------------------|----------------------------------------------------------------------------------|----------------------|----------------------------------------------------------------|------------------|
| London Greek Radio Ltd | Lgr House, 437 High Road, North Finchley, London, N12 0AP | United Kingdom | See Appendix 1 | N/A |
| Nation Broadcasting Ltd | St Hilary Transmitter, St. Hilary, Cowbridge, Vale Of Glamorgan, Wales, CF71 7DP | United Kingdom | See Appendix 1 | N/A |
| Radiofinity Ltd | 17 St Martins Close, Fordbridge, Solihull, B36 0LP | United Kingdom | See Appendix 1 | N/A |
| Delite Radio Ltd | 16 Wise Lane, Mill Hill, England, NW7 2RE | United Kingdom | See Appendix 1 | N/A |
| Bang Media and Entertainment Ltd (not-for-profit) | 2nd Floor, 89-93 High St, London, NW10 4NX | United Kingdom | See Appendix 1 | N/A |
| Kol Radio Ltd (not-for-profit) | 27 Ashbourne Avenue, London, England, NW11 0DP | United Kingdom | See Appendix 1 | N/A |
| Martin Steers ¹ | 99 High Street, Harrold, Bedford, England, MK43 7EA | United Kingdom | See Appendix 1 | N/A |

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

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| | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------|----------------|-----|
| Subdigital Ltd | 63 Melton Road, Leicester, LE4 6PN | United Kingdom | See Appendix 1 | N/A |
| Dean Philip John Kavanagh ² | 17 St Martins Close, Fordbridge, Solihull, B36 0LP | United Kingdom | See Appendix 1 | N/A |
| <p>Due to the large number of other officerships that members of the applicant body holds, this information has been included in a more legible format as Appendix 1.</p> <p>¹Appendix 4 contains additional information pertaining to this directorship.</p> <p>²Not a shareholder by virtue of this Directorship, and no voting rights are attached. Director to meet the requirements of one natural person on the board of directors.</p> | | | | |

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 |
|-------------------------------------------------------|---------------------|-----------------------------|----------------------------|-----------------------|
| London Greek Radio Ltd | 37 | 37 | 37 | 37 |
| Nation Broadcasting Ltd | 27 | 27 | 27 | 27 |
| Radiofinity Ltd | 10 | 10 | 10 | 10 |
| Delite Radio Ltd | 6 | 6 | 6 | 6 |
| Kol Radio Ltd | 5 | 5 | 5 | 5 |
| Bang Media and Entertainment Ltd | 5 | 5 | 5 | 5 |
| Martin Steers ¹ | 5 | 5 | 5 | 5 |
| Subdigital Ltd | 5 | 5 | 5 | 5 |
| | | | | |
| Comments | | | | |
| ¹ For further information, see Appendix 4. | | | | |

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 (or 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) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------------------------------------------------|
| <p>Due to the large number of other officerships and control relationships that members of the applicant body hold, this information has been included in a more legible format as Appendix 1.</p> | | |

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) |
|------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| London Greek Radio Ltd | Lgr House, 437 High Road, North Finchley, London, N12 0AP | Voting rights in the applicant |
| Nation Broadcasting Ltd | St Hilary Transmitter, St. Hilary, Cowbridge, Vale Of Glamorgan, Wales, CF71 7DP | Voting rights in the applicant |
| Radiofinity Ltd | 17 St Martins Close, Fordbridge, Solihull, B36 0LP | Voting rights in the applicant |

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| | | |
|-------------------------------------------------------------|-----------------------------------------------------|--------------------------------|
| Delite Radio Ltd | 16 Wise Lane, Mill Hill, England, NW7 2RE | Voting rights in the applicant |
| Bang Media and Entertainment Ltd <i>(not-for-profit)</i> | 2nd Floor, 89-93 High St, London, NW10 4NX | Voting rights in the applicant |
| Kol Radio Ltd <i>(not-for-profit)</i> | 27 Ashbourne Avenue, London, England, NW11 0DP | Voting rights in the applicant |
| Martin Steers | 99 High Street, Harrold, Bedford, England, MK43 7EA | Voting rights in the applicant |
| Subdigital Ltd | 63 Melton Road, Leicester, LE4 6PN | Voting rights in the applicant |

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 |
|--------------------------------------------------------------------------|---------------------------------------------------------------------|
| For clarity/legibility, this information is contained within Appendix 1. | |

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 |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| London Greek Radio Ltd | No corporate bodies are controlled by this organisation. |
| Nation Broadcasting Ltd | See Appendix 1 |
| Radiofinity Ltd | Non-majority shareholding in: - North East Essex Digital Radio Ltd <i>(due for dissolution)</i> - GK DAB Ltd |
| Delite Radio Ltd | No corporate bodies are controlled by this organisation. |

| | |
|-------------------------------------------------------------|----------------------------------------------------------|
| Bang Media and Entertainment Ltd <i>(not-for-profit)</i> | No corporate bodies are controlled by this organisation. |
| Kol Radio Ltd <i>(not-for-profit)</i> | No corporate bodies are controlled by this organisation. |
| Martin Steers | Not a body corporate |
| Subdigital Ltd | No corporate bodies are controlled by this organisation. |

- 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 |
| For clarity/legibility, this information is contained within Appendix 1. | | | | |

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 | No | |

| | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| nature, or which is affiliated to such a body | | |
| A body whose objects are wholly or mainly of a religious nature; ² | Yes | Kol Radio Ltd <i>Not-for-profit C-DSP applicant, to operate a new Digital Community Radio station aimed at the North London Jewish community. Shareholding of 5% in the applicant company.</i> |
| An individual who is an officer of a body falling within (b) or (c); | No | |
| A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c); | No | |
| An advertising agency or an associate of an advertising agency | No | |

Details of applications, licences and sanctions

3.13 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

b) Has the applicant ever held an Ofcom broadcasting licence before?

No

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

Yes

d) Does the applicant control an existing Ofcom licensee?

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.

- 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”)?

Yes

- 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

- g) 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

- h) 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

- i) 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

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) | Due to the large number of licences the applicants have been involved with, for the sake of clarity, these have been included as a separate Appendix (Appendix 2). | |
| (d) | | |
| (e) | Due to the large number of licences the applicants have been involved with, for the sake of clarity, these have been included as a separate Appendix (Appendix 2). | |
| (f) | | |
| (g) | | |
| (h) | | |
| (i) | | |

3.15 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

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

No

If yes, please provide the following details:

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

| | | |
|--|--|--|
| | | |
|--|--|--|

Financial and business plan

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

We have, from the inception of our application, aimed to keep our costs low in order to ensure that the multiplex is accessible to as many services as possible, and not just those with significant financial capacity. Therefore, we have selected transmission sites which we can access at low cost (i.e. they are largely existing transmission sites of members of the applicant body). In addition, by keeping our site rental low, that has enabled us to offer downstream carriage fees which are highly competitive.

In order to deliver our transmission network, we estimate a first year spend of approximately £80,000. This capital investment is required, primarily, for the purchase of transmission equipment that is required to deliver the coverage proposed in this application. The equipment includes transmitters, filters, antennas, associated metalwork and installation costs. These costs are based on our significant and real-world experience of the costs involved in establishing a service of this nature. Members of our applicant body have established extensive SFNs (including North Birmingham, which as a four-site SFN, is the largest SFN SSDAB network currently in operation in the UK). In order to minimize risk and capitalise on our experience, we are proposing to use the same equipment models as have been used previously in other sites operated by members of the applicant body.

It is our proposal to utilise the Optimux multiplexing platform to manage the day-to-day operations of the multiplex. The subscriptions fees for this service will be sourced from the carriage fees charged to operators. The integrated administrative platform that Optimux provides means that no additional and/or dedicated management staff are required. Note, one of the applicants is the lead developer of the Optimux platform so has unrivalled experience in its application.

The initial costs associated with the set up of the multiplex will be met by investments from the two primary shareholders, London Greek Radio Ltd and Nation Broadcasting Ltd. Although we are highly confident in our expenditure estimation, both London Greek Radio Ltd and Nation Broadcasting Ltd have access to significant amounts of additional capital should the need arise. Nation Broadcasting Ltd is the UK's third largest commercial radio operator, and have previously shown their ability to provide capital support to SSDAB multiplexes (for instance, in Glasgow).

We provide evidence of capital availability, confidentially, as supplementary Appendix 5.

Supplementary information by way of a detailed confidential business plan is submitted as Appendix 6, with projected income and expenditure for Years 1 – 3. As this plan contains commercially sensitive information, it is submitted confidentially.

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

a) Share capital

Participants will provide the entire sum of the required initial capital investment as laid out in 3.19 below.

b) Loan stock

The company does not propose to use loan stock to secure funding.

c) Leasing/HP facilities (capital value)

The company does not propose to lease equipment.

d) Bank overdraft

We do not propose to use bank lending facilities to cover either installation or operational costs.

e) Grants and donations

The company will not seek grants, nor solicit donations to cover costs.

f) Other (please specify)

The company requires no additional funding beyond the capital investments listed below.

3.19 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 (£) |
|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|--------------------------------|
| London Greek Radio Ltd | 37% | 46,250 |
| Nation Broadcasting Ltd | 27% | 33,750 |
| Statutory accounts are available for both organisations on Companies House. Additional evidence is provided in Appendix 5. | | |

3.20 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.

There are no preconditions with regard to the funding, and investment will come directly from cashflow within both organisations.

Relevant expertise and experience

3.21 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.)

The multiplex will be managed on behalf of DAB North London Ltd by Radiofinity Ltd (Dean Kavanagh). Additional local administrative support will be provided by London Greek Radio Ltd.

Radiofinity Ltd (represented by Dean Kavanagh) has significant experience in the management of small scale multiplexes, with Dean having been involved in the sector since the initial trials in 2015. Switch Radio, of which Dean is the Station Manager, operated the Trial Birmingham SSDAB multiplex between 2015 and 2022, before launching the full-time North Birmingham SSDAB multiplex in late 2022. At the time of writing, the North Birmingham SSDAB multiplex is largest in the UK both in terms of population coverage and network size, as a four-site SFN. Dean is also a Director of other successful multiplex applicants in Oxford, Banbury, and Kirkcaldy and Glenrothes, as well as leading the successful bid for the Stourbridge and Dudley small scale multiplex. Over the last seven years, Dean has built up significant experience in both the technical and administrative management of SSDAB multiplexes, including invoicing, service onboarding and management, monitoring, contractual agreements, and reporting. Administrative management of the multiplex will be supported by use of the Optimux management platform, which simplifies a number of aspects of multiplex management as well as providing technical solutions such as cloud encoding and cloud multiplexing. Dean is a director and lead developer of Optimux Digital Ltd, the company behind the Optimux platform. Optimux currently powers almost half (45%) of all active SSDAB multiplexes in the UK.

Nation Broadcasting Ltd has significant experience of DAB broadcasting, not only through the operation of other small scale multiplexes (Salisbury), but also their majority ownership of Factum Radioscape, an internationally renowned DAB solutions provider. The nature of the Nation Broadcasting Ltd group means that DAB North London Ltd will have access to an array of experience and skills across of range of back office functions, such as finance, insurance, technology and management.

Furthermore, Nation Broadcasting Ltd has close links with UK DAB Networks (Operations) Ltd, providing further support for the applicant body should it be required. UK DAB Networks (Operations) Ltd has vast experience in the management and delivery of SSDAB multiplexes, stretching from design to implementation to management. DAB North London Ltd will have access to the skills and experience of UK DAB Networks (Operations) Ltd as required.

The extensive range of skills and expertise possessed by each member of the applicant body contributes significantly to the strength of this bid.

- 3.22 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 | Radiofinity Ltd with support from UK DAB Networks (Operations) Ltd/Commtronix Ltd as required <i>*Please note our additional entries relating to this point in the confidential section contained in Part B.</i> | Installation of a number of other multiplexes across the country, as well as provision of support for other operators. More information is provided above. |
| Ongoing maintenance of the transmission equipment | Radiofinity Ltd | Experience of the management, repair, and maintenance of existing transmission equipment across both a range of UK SSDAB multiplexes, as well as other operators across the Optimux ecosphere. We have access to, and relationships with, a wide range of other technical providers should the need arise. |
| Installation of the Multiplexing equipment | Optimux Digital Ltd | Provision of multiplexing solutions to almost half of all existing SSDAB multiplex operators in the UK. Dean Kavanagh is a shared director of Radiofinity Ltd and Optimux Digital Ltd. |
| Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above) | Radiofinity Ltd with support from London Greek Radio Ltd | Significant experience in the management of active SSDAB multiplexes, as well as involvement in the Optimux management platform on which the multiplexing will be delivered. More detail is provided in 3.21. |

Timetable for coverage roll-out

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

Based on our experience with other multiplex areas after award, we would expect our service to become operational with 9-12 months following licence award. This allows sufficient time for liaison with Ofcom with regard our final technical plan, discussions with incumbent operators (if required), agreement with service providers and lead times on the purchase and installation of equipment. The high level of capital availability on this bid will minimise the time between licence award and equipment orders.

As requested in 3.24, a Gantt chart with a proposed time frame is provided as Appendix 3.

- 3.24 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.

A Gantt chart is provided in Appendix 3.

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

About this section

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

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

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

Involvement of C-DSP providers

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

No

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

Individual members of the applicant body are proposing to supply a C-DSP service, but not the applicant itself.

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):

The Beat Radio 103.6FM: Existing CR station in polygon, proposes to apply for a C-DSP.

Kol Radio: A new C-DSP for the North London Jewish Community, proposes to apply for a C-DSP.

Scout Radio, who propose to join the applicant body in the next few months, proposes to apply for a C-DSP (see confidential Appendix 4 for more information).

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 |
|-------------------------------------------------------------------|-----------------------|----------------------------------------|
| London Greek Radio <i>London Greek Radio Ltd</i> | DSP | Applicant body |
| Delite Radio <i>Delite Radio Ltd</i> | DSP | Applicant body |
| Nation Radio UK <i>Nation Broadcasting Ltd</i> | DSP | Applicant body |
| Nation Hits <i>Nation Broadcasting Ltd</i> | DSP | Applicant body |
| Nation 80s <i>Nation Broadcasting Ltd</i> | DSP | Applicant body |
| Nation Sports Radio <i>Nation Broadcasting Ltd</i> | DSP | Applicant body |
| Kol Radio <i>Kol Radio Ltd</i> | C-DSP | Applicant body |
| The Beat London <i>Bang Media and Entertainment Ltd</i> | C-DSP | Applicant body |
| Scout Radio <i>Martin Steers¹</i> | C-DSP | Applicant body |
| Sabras Sound <i>Subdigital Ltd</i> | DSP | Applicant body |

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| | | |
|---------------------------------------------------------------------------|-----|----------------|
| Sanksar Sound <i>Subdigital Ltd</i> | DSP | Applicant body |
| Angel Radio <i>Angel Radio Ltd</i> | DSP | Heads of Terms |
| 60s <i>Angel Radio Ltd</i> | DSP | Heads of Terms |
| Radio Central <i>Radio Central Ltd</i> | DSP | Heads of Terms |
| Like One <i>Like Radio Ltd</i> | DSP | Heads of Terms |
| Tomorrowland One World Radio <i>Like Broadcasting North Ltd</i> | DSP | Heads of Terms |
| Tomorrowland Classics <i>Like Broadcasting North Ltd</i> | DSP | Heads of Terms |
| Boom Light <i>Boom Radio Ltd</i> | DSP | Heads of Terms |
| Glitterbeam Radio <i>Glitterbeam Ltd</i> | DSP | Heads of Terms |
| Xtra Hot <i>Hot Radio Ltd</i> | DSP | Heads of Terms |
| Skylab Radio <i>Skylab Radio Ltd</i> | DSP | Heads of Terms |
| Cosoro Radio <i>Cosoro Ltd</i> | DSP | Heads of Terms |
| Starpoint Radio <i>Starpoint Radio Ltd</i> | DSP | Heads of Terms |
| Radio Bangla <i>RBN Entertainment Ltd</i> | DSP | Heads of Terms |
| Radio Sangam <i>Radio Sangam</i> | DSP | Heads of Terms |
| Confidential – Dance Music Provider disclosed to Ofcom | DSP | Heads of Terms |
| Blue Dot Radio <i>Blue Dot Radio Ltd</i> | DSP | Heads of Terms |
| ¹ See Appendix 4. | | |

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.

For example, how have you sought to engage a broad range of prospective service providers including those not directly involved as participants in the application and those who have decided not to proceed to express an interest or agree heads of terms at this stage, and how have you sought to make prospective service providers aware of your proposals and potential terms for carriage?

Our applicant body has significant experience in the operation of multiplexes in ways that are fair and transparent. As a result of this experience, we have access to processes, procedures, and experience of running a SSDAB multiplex in terms of fair pricing, clear contracts, and open opportunity.

Prior to application, we published a press release, covered in RadioToday, advertising our intention to apply for the multiplex and inviting applications for carriage. In addition, our website – to where we also directed interested parties – allows potential services to contact us directly. Also, in order to ensure that the local community radio landscape was covered, in March 2023, we contacted every community radio station in the polygon directly to solicit their interest in either joining the applicant body, or providing a station contribution (emails attached as a confidential Appendix 10). We have also contacted student radio stations in the North London advertised area (see Appendix 10). We note that some of these stations, whilst not having replied to our contact, are members of other applicant bodies in the polygon. If our application is successful, we commit to treating carriage applications from those parties fairly, alongside applications from others.

During the terms of the licence, we propose to operate a simple rate card, with costing based on the number of capacity units required. We are proposing to offer a 50% discount to C-DSP services utilising the reserved multiplex capacity. In line with the expectations of Ofcom and the legislation, we will make our rate card public well in advance of the launch of the multiplex.

If we are successful in a licence award, we intend to ensure sufficient publicity to allow for potential service providers to come forward. We will utilise Nation Broadcasting's extensive billboard access across North London to advertise available for our multiplex. If we have firm and binding interest from more services than we can carry, we will select services that provide the best range of programming from the local area. We will open a public consultation to help us ensure we meet the needs of the area (members of our applicant body have done something similar previously to identify the services to carry on their trial SSDAB multiplex).

Once the multiplex is in its licence period, we will assess applications in chronological order. If capacity allows, we expect our default position to be to view positively all applications, provided they are legitimate and possess the correct licencing and administrative documentation. However, if multiple enquiries arrive in quick succession and we are not able to accommodate them all, we may select services that better expand the range of programming available to the local area on the multiplex. We again would reserve the right to garner public opinion on how best to use the capacity and use this information to help inform our decisions.

We propose to make a clear carriage agreement and make this available for both services and the public to scrutinise upon request. The terms and conditions in this carriage agreement would apply for all services joining the multiplex at a given time, and we do not propose to create, modify, or edit these agreements for each service beyond simple elements such as names, addresses, and technical parameters. Our proposed carriage agreement, as it currently stands is included as Appendix 7 of this application.

Under no circumstances would we auction capacity, nor would we consider a willingness to 'pay more' as a factor in deciding on carriage. We will not charge or accept carriage payments at above what is illustrated on our public rate card.

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:

DEAN PHILIP JOHN KAVANAGH

Date of application:

27/06/2023

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.