
Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

The Eye FM Limited

Proposed service name:

103 The Eye

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)

Nottingham DAB

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

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Publication date: 1 June 2021

business@103theeye.co.uk

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Contents

Section

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

1. Overview

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

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

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

The purpose of this form

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

Provision of information

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

Publication of information about applications and licensed services

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

Data protection

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

Keeping up to date with broadcasting matters

- 1.14** We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.
- 1.15** To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

2. Applicant's details

About this section

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

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

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

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

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

Before completing this section of the form, you should read [Ofcom's guidance on the definition of 'control' of media companies](#). Throughout this section, "control" has the meaning it is given in Part I of Schedule 2 of the Broadcasting Act 1990.

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

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

Applicant information and contact details

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

The Eye FM Limited

2.2 Company registration number stated on Companies House:

05495182

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 – also the confirmation statement and most recent accounts.

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	Christine Slomkowska
Job title	Managing Director
Address	2 Sandy Lane Melton Mowbray Leics LE13 0AN
Telephone	01664 565315
Mobile phone	07957 922265
Email	business@103theeye.co.uk

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

Www.103theeye.co.uk

2.7 How will the service be financed? If the applicant is receiving, or is likely to receive, any form of funding and/or financial assistance to establish and maintain the service, please provide details of who is providing that funding/financial assistance and the extent of it.

If you are receiving funding from, or on behalf of, a source that could be considered a political organisation or a religious body, you must set out the nature of that organisation here.

This will be a simulcast of our existing community radio station which broadcasts on FM and will be financed in the same way, from advertising, sponsorship, grants, donations and fundraising events / activities. It is hoped that the improvement in coverage in the northern part of our FM licensed area of the Vale of Belvoir – where FM reception is weak in places – will gain us new listeners, advertisers, sponsors and supporters making the station more robust financially and thus enable us to build upon our already successful operation.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Christine Slomkowska	2 Sandy Lane Melton Mowbray, Leics LE13 0AN	England	None	Journalism / photography / office work
Patrick McCracken	2 Sandy Lane Melton Mowbray, Leics LE13 0AN	England	None	Proprietor of gardening business

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2.9 Complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the applicant (“participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Comments				
No shares – we are a not-for-profit company, limited by guarantee				

2.10 Complete the following table, expanding if necessary, to identify any entities with which the applicant is affiliated. By affiliated, we mean companies that are related through ownership, either with one company being a minority shareholder in the other, or through multiple companies being owned by a third party.

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

Full name of the entity	Address
N / A	

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

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

Full name of entity	Address	Affiliates
N / A		

Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
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; ²	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

Details of applications, licences and sanctions

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

Yes – Current FM licence

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

Licence number	Name of multiplex
CR000012BA/3	103 The Eye (Vale of Belvoir)

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

Yes – Current FM licence as per 2.17

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

Licence number	Name of service or multiplex

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

CR000012BA/3	103 The Eye (Vale of Belvoir)

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 – Current FM licence as per 2.17

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
Since 2005	CR000012BA/3	103 The Eye (Vale of Belvoir)

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

Yes – details as per 2.19

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

Licence number	Name of service or multiplex
CR000012BA/3	103 The Eye (Vale of Belvoir)

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

No

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

Licence number	Name of service or multiplex

2.22 Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?

No

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

Licence number	Name of service or multiplex

2.23 Is the applicant – or any person(s) controlling the applicant - subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

No (delete as appropriate).

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 (delete as appropriate).

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 im- posed	Date sanction imposed

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

No (delete as appropriate).

If yes, please provide the following details:

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

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

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?

103 The Eye

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.

Nottingham

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

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

Studio location is at Cotgrave within the area covered by Nottingham SSDAB. As the Vale of Belvoir for which we are licensed as an FM station is a large sparsely populated rural area, our main studio is in Melton Mowbray at the southern end with additional studios in the northern part. These consist of a radio studio at Candleby Lane School in Cotgrave from where pupils have been producing regular programmes for us to broadcast for the past 15 years. There is also a second studio there which can accommodate community groups and individuals so we can produce items to broadcast and presenters can also come in for training. In addition, we have a fully equipped mobile studio trailer plus a mini pop up studio which we regularly take to various locations around Rushcliffe (within the mux coverage area) to present community-based live outside broadcasts or to create recordings for broadcast in which local people participate.

- 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.

Yes – FM community radio licence for the Vale of Belvoir CR000012BA/3

- 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.**

- 3.6 As per our FM licence, the service is for the rural towns and villages of the Vale of Belvoir. It will include all aspects of local life, from businesses and parish councils to schools to churches and community groups as well as individuals. We cover events ranging from sports and leisure to music festivals and charity fundraisers. Ours is a farming area so there is an emphasis on agriculture and the Vale of Belvoir is also well known for local speciality food production. We do not target a particular age group; there is something of interest to everyone and some of the programming, such as specialist music shows, can be classified as “appointment to listen”. There are regular interview opportunities for local people to talk about their various interests and current affairs, be it local history, health matters, politics, hobbies or a variety of other subjects. We also showcase local musicians and singers so their work can be heard by a wide audience and we publicise local events and activities. Charity and not-for-profit events are advertised free of charge and we offer paid advertising at affordable rates for businesses which helps to boost the local economy.

- 3.7** 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.**

It will operate on the same basis as our present FM service as a company limited by guarantee with no shareholders. All income goes directly towards operating and improving the station. There are no paid employees and everyone on the station works as a volunteer. We give a detailed breakdown of all income and expenditure in our annual report to OFCOM and have never had any issues over all the years.

Social gain

- 3.8** 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.**

As per our existing community licence, we follow our Key Commitments and work with organisations across the board to support their aims and objectives – from Rotary Clubs, sports clubs and the University of the Third Age (U3A) to schools, business groups, churches and local councils.

We have just been presented with the King's Award for Voluntary Service in recognition of our 18 years of broadcasting 24/7 and our community work. This prestigious award was announced on the 75th birthday of King Charles III and is the highest award given to a voluntary group in the UK, equivalent to an MBE. To gain it, we went through a stringent assessment process which took into account all aspects of our work, both on and off-air.

Here is a testimonial we received just this week from a guest interviewee on our Community Focus programme (a magazine-type programme broadcast every Sunday morning):

I wanted to express my thanks for the kind invitation and time you afforded me to talk about our church open day yesterday.

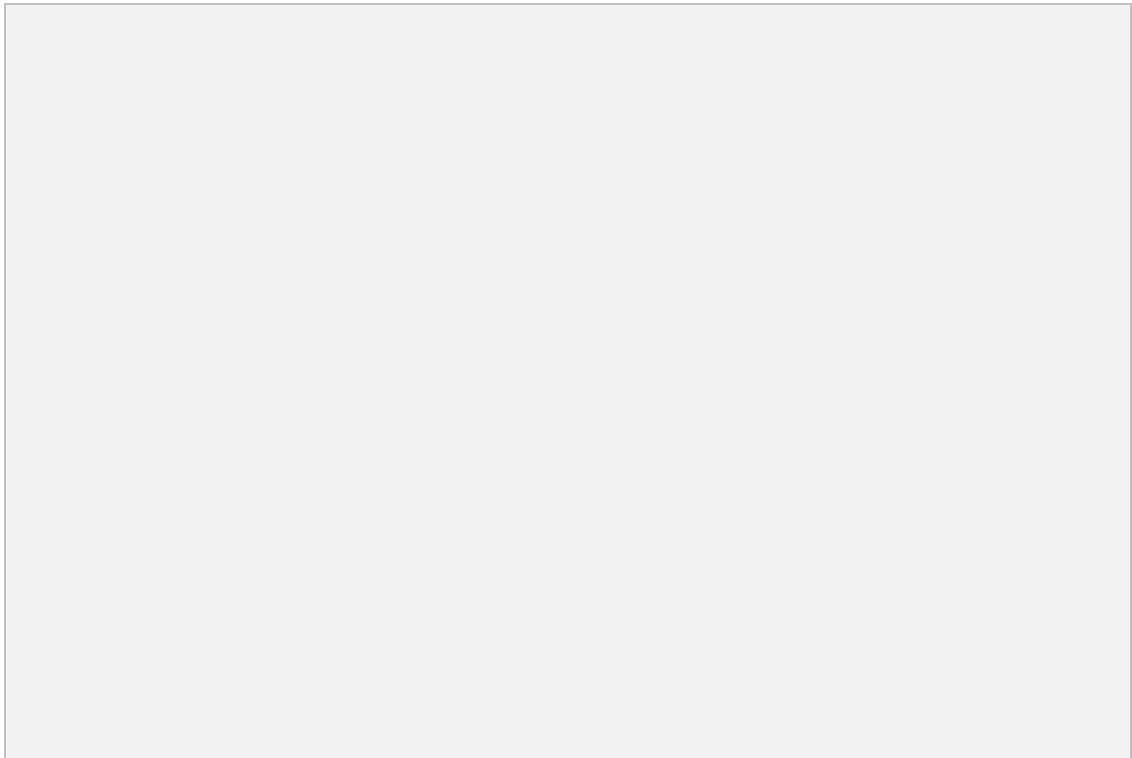
And what a fabulous day it was .We were FULL for most of the day.

I was delighted with the response to the interview. In particular it caught the attention of Councillorwho had knowledge of the proposed Solar Farm and had concerns

about how close it would come to the church and came to visit to see the building and surrounding area.

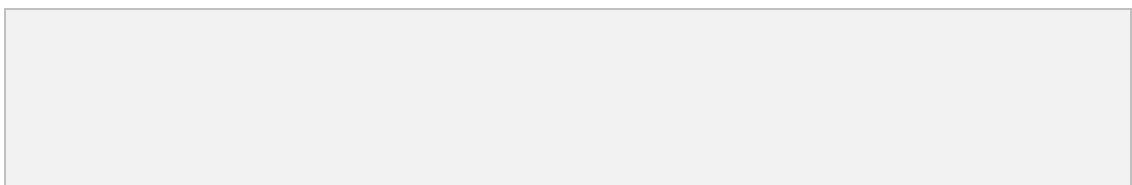
This is certainly a big concern to us as custodians of this Grade 2* listed building.

This is a great example of the power of radio and how it connects people, and in this case has enlightened us to a issue that we need to act on immediately.



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

A significant proportion of our programming is speech-based, offering local people the opportunity to discuss and debate a variety of topics, such as the planning issue mentioned above. We invite people into the studio in person or via video call for live or pre-recorded interviews. They can also contact us via letter, phone, email, text or social media. At our roadshows and with the pop-up studio we meet members of the public and involve them in our programming. We also go out to give talks about the station to groups such as the WI and Rotary Clubs to raise awareness of the station, and enable the audience to ask questions to find out about opportunities where they can participate.



- 3.10** 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.**

They can visit our studios by arrangement to receive training or we can go out to a location such as a village hall or youth club with our mobile studio or portable equipment. Training is done on an informal basis by experienced presenters. Gradually newcomers are able to work on their own and they continue to broadcast from our studios. Once presenters are trained, some (but not all) want to have their own home studio and we help with equipping these and provide technical support. This saves them travel time / cost and reduces the carbon footprint. It helps us too as they are more likely to be able to fill an emergency slot at short notice as all of our weekday daytime and most of the weekend daytime programmes are live. This hybrid arrangement of main / home studios works well for us.

Several presenters we have trained have gone on to careers with the BBC, commercial radio, newspapers or other media organisations. Others have gained in confidence through our training which has helped them to progress in other sectors of employment.

- 3.11** How will your service provide better understanding of your target community and the strengthening of links within it? **Answer in fewer than 200 words.**

Having been on air for 18 years we are well established in the community and people often come to us seeking help and information. Because of our strong links with many organisations and individuals we know whom to ask to assist them. For example we organised a grocery delivery to someone who had no food in the house over a Bank Holiday Weekend when the food bank on which he depended was closed.

- 3.12** 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.**

Among our volunteers are several people with experience of teaching in schools and other settings, or preparing people for employment. We also work with three local schools, creating material for broadcast on our existing FM service.

As a station we have pioneered networking days where we invite representatives of other community stations from all over the UK to meet up, get to know each other and establish working relationships whereby they can exchange information and advice and support each other.

Participation

- 3.13** 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.**

We welcome applications from volunteers to join our station and ask them at the interview stage what are their areas of expertise, in addition to radio presenting. These may range from IT and engineering to transport or practical building skills or managing social media. They can subsequently be given responsibility for managing these various functions making the station as self sufficient as possible in areas such as studio building, repairing equipment, staging roadshows or organising fundraising events.

Presenters with their own home studios are responsible for maintaining these themselves although help is readily available from others in the team.

Several of our radio presenters have been recruited by being talent spotted when they have taken part in a programme as a guest interviewee and have subsequently been invited to join the station.

Accountability

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

As per our long-established FM service, they can contact us via letter, email, textmessage, phone or social media with opinions and ideas which we will examine and take forward if feasible.

They can also support our fundraising events and make donations if they value our services, and businesses can book advertising or sponsor the station, helping to keep it on the air.

- 3.15** How will suggestions and/or criticisms from members of your target community(ies) be considered and acted upon? **Answer in fewer than 300 words.**

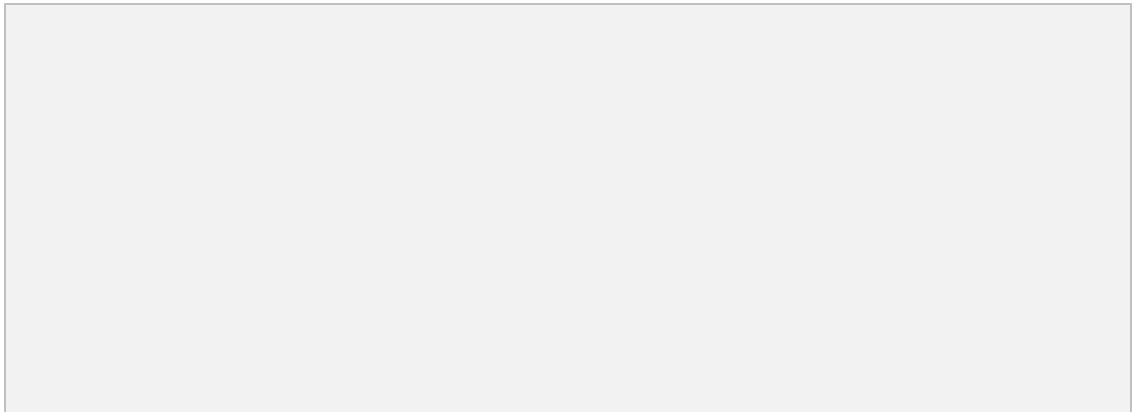
These are reviewed and ideas on how to address any issues are evaluated to see if they can be resolved.

Indeed, a major reason why we are applying for this SSDAB licence is that listeners in the north-western part of our licensed Vale of Belvoir area regularly complain that they cannot receive us adequately on FM, particularly indoors. Even car radios are flaky in some areas. Not everyone can or wants to listen online.

We have done extensive field tests around the area to check reception of our station on FM compared with that of stations already on the Nottingham SSDAB. We have concluded that we can improve this situation enormously by joining the new mux to give our target community a choice of listening platforms.

In the past, requests by local organisations for us to provide entertainment at events such as fetes and markets sometimes had to be declined as, in some cases, we had difficulty transporting our very large mobile soundstage. Acting on advice, we applied for European funding and for help from local Rotary clubs to buy a new, more compact mobile studio / stage which we can now easily take out.

During COVID lockdowns we closed the main studio and many of the presenters set up their own home studios to continue broadcasting. However, not everyone could do this and we received feedback from those presenters who were off-air and from their regular listeners asking when they were coming back. In response, we enhanced our mobile soundstage to create a separate studio so they could resume broadcasting from there.



Draft Key Commitments

Below is an example of the licence annex where the Key Commitments appear. Should a licence be awarded, the entries you provide below will form the Key Commitments section of your licence. Holders of a community radio analogue licence that is to be simulcast, or a corresponding service, are expected to provide key commitments that are in line with their existing service(s). As such, applicants may refer to the existing key commitments of the relevant simulcast or corresponding service(s) to ensure that the draft below is in line with those of the existing service(s).

Please provide entries where specified in **BOLD** below. The information you enter here should reflect your answers to Sections 3 and 4 of the Part A of your completed Application Form. This will form the basis of your Key Commitments alongside the mandatory text in italics. Do not amend the text in italics as every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.

ANNEX TO LICENCE

LICENSED SERVICE NO tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
103 The Eye	<p><i><103 The Eye is a radio service intended to serve the target community</i></p> <p>Those who live or work in, or are visiting the rural towns and villages and countryside of the Vale of Belvoir.</p> <p>To inform, entertain and educate the audience; to give people a voice, provide media training, enable unsigned musicians to get their work on the air. To provide communication at times of emergency e.g. floods.</p>	<p>On air 24/7 as soon as feasible after the licence is granted.</p>	Nottingham SSDAB

C-DSP licence: Application form (Part A)

	<p><i>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</i></p> <p><i>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</i></p> <ul style="list-style-type: none"> • <i>the facilitation of discussion and the expression of opinion,</i> • <i>the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and</i> • <i>the better understanding of the particular community and the strengthening of links within it.</i> <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></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).

This is a simulcast of our existing FM broadcast which has operated without any issues for more than 18 years.

The managing director is a professional journalist with more than 20 years' experience of local media prior to the FM station launching in 2005 and the executive director has 30 years' experience within community radio. Both have received additional broadcast training via Community Media Association seminars between 2005 and 2019.

The company secretary is a business management graduate which included modules in law and accountancy. Final accounts for HMRC / VAT are completed by a firm of chartered accountants.

With regard to technical compliance, station management are supported by several team members with many years of broadcast engineering and IT experience between them.

- 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.

Running OFCOM-licensed FM station as above with no compliance breaches.

- 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.

Company secretary – responsible for financial compliance

Managing director and executive director – both responsible for broadcast content

Broadcast engineering team – responsible for technical compliance

- 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.

Staff currently broadcasting on the existing FM service have all been trained over a number of years without any issues arising.

Newcomers are given induction training when they join, relating to matters such as use of language, election law, legal aspects of crime reporting, slander / libel, advertising standards, explicit song lyrics etc. They are not put live on air until they have had sufficient experience producing pre-recorded material and even then they are under close supervision to start with.

They are also warned to be careful about posting on social media to preserve the station's good name.

- 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.

YES FOR ALL BROADCASTING TEAM MEMBERS

- 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.

On-air personnel all have compliance training and are regularly reminded of the rules – before we enter an election period for example - and they are also updated on any changes in regulations which come into force.

Songs which are new to the station are checked to make sure the lyrics are radio friendly before they are played.

Live studio guests are advised of regulations regarding use of non-compliant language etc. before going on air.

If anything inappropriate were to be broadcast, this would be brought to the attention of the presenter running the show and a swift apology issued. A recording is kept of all broadcasts for 42 days so they can be listened back to, should any issues subsequently be raised.

- 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.

National news comes from Sky / IRN and all syndicated shows are sent in by reputable, reliable and trusted sources which have been submitting this material for many years without any issues.

Any contributions from new sources are listened to in full before broadcast to ensure they are compliant.

- 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.

Our programme schedule includes all the elements listed in our key commitments. Great efforts are made to maintain the normal schedule – including all the prescribed contents - by providing suitable cover if a regular presenter is absent. Members of the presenting team often step forward to do extra shifts if necessary.

As an existing FM licence holder we complete the annual report for OFCOM and there have never been any issues over the years. We keep a copy of each weekly timetable as to who has presented each show so we can count up the hours (live/pre-recorded/local/original)..

- 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.

Station management and volunteers monitor the station's off-air social gain activities. These are an excellent opportunity to put positive posts on social media and in the local press and gain some good publicity. This helps to bring in essential support from the community and funders – we help them and they help us.

An example of providing social gain during the pandemic was that we distributed FM radios free of charge to people self-isolating on their own so that they could hear a friendly voice on the radio and get a song request played.

Within the station there is a good family atmosphere and team members support each other very well in times of need, such as illness.

The station has won many awards for its work, most recently the King's Award for Voluntary Service. Previous awards range from people development to environmental awareness. The latter included promotion of re-cycling which even extended to team members collecting aluminium cans to raise money for the local Air Ambulance.

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

English and very occasionally Polish.

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.

One in English, and the other in English and Polish

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:

CHRISTINE SLOMKOWSKA

Date of application:

6 April 2024

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

Company secretary

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