
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):

Brumside Radio CIC

Proposed service name:

Brumside Radio

Radio multiplex service(s) on which the proposed C-DSP service is to be provided:

UK DAB Networks Ltd. South Birmingham

Public contact details:

2c Vicarage Rd, King's Heath, Birmingham B14 7RA

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1. Overview

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

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

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

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 be published by Ofcom following the submission of your application. 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, 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 propriety 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):

Brumside Radio CIC

2.2 Company registration number stated on Companies House:

12992699

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:

All Saints Centre 2c Vicarage Rd, King's Heath, Birmingham B14 7RA

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

Yes

If no, please submit the up to date document and indicate you have done so in the checklist in Section 4 of Part B.

2.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary, a director or (if an LLP) designated member.

(If you are an agent completing the form on behalf of the applicant please do not enter your details here – see paragraph 2.25 of the [guidance notes](#)).

Full name	Jason Adkins
Job title	Director
Address	17 Salisbury Drive Kidderminster Worcestershire DY11 6EY
Telephone	01562 822817
Mobile phone	07776 415065
Email	nuashow@gmail.com

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

www.brumsideradio.com

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 organization or a religious body, you must set out the nature of that organization here.

We charge our members a fee of £20.00 per month to cover costs including studio equipment, utilities and obviously will be going towards funding for D.A.B license. We also run paid commercials from local businesses. Going forward we will also be looking to host community events in our demographic and collect voluntary donations from the public in order to raise funds for any station equipment upgrades and for All saints community centre. We will also be looking to gain funding from local schools who offer Media Studies or music production courses so that their students can come into a live environment and gain experience.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

2.8 Please provide the following details for each director or designated member of the applicant:

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Jay Adkins	2c Vicarage Rd, King's Heath, Birmingham B14 7RA	UK	Director	Sainsburys
Daniel-Carlos Hadley	2c Vicarage Rd, King's Heath, Birmingham B14 7RA	UK	Director	Equiniti

2.9 Please identify any entities with which the applicant is affiliated:

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

2.11 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:

Full name of individual or body	Address	Affiliates

2.12 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 2.11, and any affiliates of those bodies:

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

2.13 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 2.11, and their affiliates:

Full name of body corporate listed in 2.11	Body corporate controlled	Affiliates of body corporate controlled

2.14 In relation to each body corporate identified in response to question 2.11, 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 (“participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 2.11. 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.

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
Comments				

Involvement of the applicant in specified activities

2.15 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

2.16 Is the applicant a current licensee of Ofcom?

No.

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

Licence number	Name of multiplex

2.17 Has the applicant held an Ofcom broadcasting licence before?

No .

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.

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

Yes .

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
November 2018 – October 2019		Atlas Radio D.A.B Halesowen (Worcestershire Multiplex) I was one of their presenters (J. Adkins)

2.19 Does the applicant control an existing Ofcom licensee?

No .

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

Licence number	Name of service or multiplex

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex

2.22 Is the applicant subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

No .

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

Licence number (or equivalent)	Name of service or multiplex	Details of the investigation

2.23 Has the applicant – or any person(s) controlling the applicant – ever been subject to a statutory sanction for contravening a condition of a broadcasting licence in the UK or any other jurisdiction?

No .

If yes, please provide the following details relating to each sanction expanding the table if necessary:

Licence number (or equivalent)	Name of service or multiplex	Nature of the breach	Sanction imposed	Date sanction imposed

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2.24 In relation to any of the directors, shareholders or other individuals named in this application, please provide any information which you think may be a relevant consideration for Ofcom in determining whether or not the applicant is fit and proper to hold a Broadcasting Act 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

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

No.

If yes, please provide the following details:

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

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. 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.

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?

Brumside Radio

3.2 On which radio multiplex service do you intend to broadcast? If the relevant radio multiplex licence has not yet been awarded, please state the name of the area that the multiplex service is intended to cover, as defined in the multiplex licence advertisement.

South Birmingham

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

Kings Heath Which Is Situated In The South Birmingham Region

All Saints Centre, 2c Vicarage Rd, King's Heath, Birmingham B14 7RA

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.

- 3.4 If the proposed service is a simulcast of an existing licensed radio service, please list that below and provide the licence number.

N/A

- 3.5 What is the target community of the service? Please include the geographical area that you wish to serve in addition to the interests or characteristics that define your target community. The area you wish to serve must be geographically located within the coverage area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

The target audience is the general population of South Birmingham. We play a rich mix of music from the 50s to the current charts plus specialist shows. We don't have a lower or upper age limit or demographic as we aim to provide a service suitable for all ages no matter what their background is as community radio should be available to everyone, not just a specific audience.

- 3.6 How will you ensure that your proposed C-DSP service is run on a not-for-profit basis? Please give details of specific measures or arrangements in place to ensure this, and how any profit will be wholly and exclusively used for securing or improving the future provision of the service, or for the delivery of social gain. **Answer in fewer than 400 words.**

No-one connected to Brumside Radio receives a wage or expenses. All money received, whether by monthly subs or advertising rates, is strictly controlled and only used for purposes that would benefit the station i.e. equipment upgrades or payment of any service bills and licences required to continue broadcasting. Any payments out have to be signed by two authorised people and the money can't just be dipped into by unauthorised people. Any surplus generated will be invested in the station. Going forward and when enough funds are raised, any surplus monies will be donated to a different local charity each year in the south Birmingham area.

Social gain

- 3.7 What community benefits will your service bring to your target community(ies) and, if applicable, the general public. Please include summaries of evidence to support your answer, including details about other organisations you intend to work with. **Answer in fewer than 500 words. Please do not provide names of individuals in your answer.**

We provide a platform for local groups and societies to promote their events and organisations through us both on air and on social media. We are also keen to get involved with fundraising and support by way of providing live music at events (when socially safe of course) and, in the future, training schemes for education groups. As we are located in the All Saints community centre which hosts many specialist services to the public including Dental care, feet specialists and Youth project; there is a great source of information readily available for listeners within the immediate geographical location and this in turn benefits the local businesses.

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

All of our shows are presented in a non-biased way and offer listeners various ways to interact and get involved in discussions. We also have regular studio guests from the community who get the chance to promote their own services on air no matter what they are. Our goal in the future is to secure a studio phone line which will allow us to generate talk shows. This is a service that we are looking to raise funds for. One of the services that we are looking at in the future is to invite local counsellors into the studio for a live chat on air about the local pressing matters and listeners will be able to get involved and ask any questions that they have, whilst the presenter will remain neutral, hence giving the local community a voice and a platform in which they can express their opinions. All presenters will adhere to Ofcom policy and remain non-biased throughout any discussions on live radio.

- 3.9 How will you ensure that members of your target community(ies) can gain access to the facilities used to provide your service, and receive training in using these? In particular, please set out how this will be done practically, formally and/or informally. Answer **in fewer than 400 words**.

As a voluntary community project anyone can apply to join us and will be offered extensive training on all of the broadcasting equipment as well as the opportunity to sit in on existing shows to see how it all works and have the chance to speak with current members. In terms of been able to listen to us, formally this will be achieved via a 'How to listen to us' guide on our website with detailed screenshots in particular with reference to 'Amazon Alexa' and informally via word of mouth, social media and our station jingles that tells people how to find us and how to listen to us online and on the Alexa.

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

We want to take part in as many community activities as possible including monthly markets and other fundraising events. By showing who we are and what we do will enable us to keep providing a service that is suitable and accessible to everyone. Any local business who is looking to launch, can contact us for promotional packages and we have the equipment and trained presenters available to provide live promotion on site with music. We can also offer tailored packages for example we have recently uploaded an online competition for a local dental practise to encourage the local demographic audience to use their services. By doing this we support local businesses as well as grow our own audience in the community.

- 3.11 Please summarise the relevant experience of the group or its members in activities related to the provision of social gain or other relevant non-broadcast areas (such as third sector, training or education). **Answer in fewer than 200 words.**

We have members on our directors board who's profession is to coach and train out customer service in financial institutions. They are comfortable in analysing linguistic and practical techniques in order to enhance the customer/listener's experience/journey. - Daniel Hadley (Equiniti Limited)

Participation

- 3.12 How do you propose to ensure that members of your target community(ies) are given opportunities to participate in the operation and management of the service? **Answer in fewer than 400 words.**

We are always looking for new members and members to appear on our management teams. We would open up for local communities or businesses that want to take part in one of our roles. Once our license is granted then it will be a big incentive for local colleges or university's or upcoming presenters / potential management to join us. Going forward, as we grow there will be more opportunities to take out subsidiary roles for example events manager/quality control. This will be offered to those who show loyalty, willingness and to those who use their privileged position as a presenter to help the local community.

Accountability

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

We are available for contact pretty much 24/7 via text or on our social media platforms such as Facebook and Twitter. We also have a messaging service and ways to interact on our website. Members of the public and the local community in south Birmingham will be invited to give feedback at an open evening once a year. The open evening will consist of all the upcoming and future plans of the station as we develop. We will also send out surveys into the community asking them to provide feedback on our service. This may be done physically or online, the website or via social media.

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

All comments are gratefully received no matter what they are as the enjoyment of the listeners is why we do what we do. Any complaints will be discussed by the management team and relevant steps taken to solve any issues arising as soon as possible. All comments made by our target audience will be discussed at our recorded monthly meetings and we shall post the outcome of the discussed point on our social media page.

Draft Key Commitments

Service name: *the on-air name of the program service (as in question 3.1 of this application)*

Brumside Radio

Proposed radio multiplex service: *as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on*

South Birmingham

Description of target audience:

The Community and residents of South Birmingham and also the workers in the area

Description of locality, which can be all of, or a subset of, the area covered by the radio multiplex service specified above:

The Majority of our shows are specific to South Birmingham, our news is local and we cover event's in the South Birmingham area and promote local businesses. Our studios are situated in the centre of Kings Heath

Brief statement of main purpose of the radio service, its functions/activities: *describe in no more than 50 words*

Our mission is to provide a service to local residents and local businesses. Our tag line is Your Voice In The Community which reflects everything about us. Our mission is to supply programmes that relate and are broadcast for the enjoyment of the area

The text below is included in the Key Commitments in all C-DSP licences, and does not need to be amended or augmented. 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.

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).

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:

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- the better understanding of the particular community and the strengthening of links within it.

Members of the target community shall contribute to the operation and management of the service.

The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.

1. 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.

- 1.1 Will the individual named as Compliance Contact in response to question 2.3 in Part B have overall responsibility for compliance for the duration of the licence?

Yes

- 1.2 Please give details of all compliance training and compliance experience (including dates) the person named in response to question 2.3 in Part B has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

Jay Adkins and Daniel-Carlos Hadley, both directors of Brumside radio will have access to these documents and will impart any information to our members about the content. Jay has over 30 years of broadcasting experience and is happy to take on these responsibilities and training in the conduct of these documents. Co-Directors and future managers will be trained on the relevant points of these documents also. Dan has been a presenter for 2.5 years and a musician for 7 years. Dan has the experience required and the capability of taking on these responsibilities. Dan also has a copy of the Ofcom policy and regulations and this was read in July 2019. Jay undertook a radio training scheme which included Ofcom procedures and compliance modules which he learnt must be adhered to at all times, this was in November 2006.

- 1.3 How many staff does the applicant have (or plan to have) in its compliance team? Please provide a brief description of the functions each person will be performing. Please do not give names of individual members of staff.

The station is made up of the following
Two directors,
One Technical manager / studio manager,
One Finance Manager
Team Of 30 presenters live and automated

- 1.4 How does the applicant intend to train staff in compliance procedures? Please include details of the compliance training that will be given to those responsible for live programming, including compliance staff, presenters and producers.

All of our staff members will be trained to a standard that is suitable for broadcasting on Brumside Radio . Copies of The Broadcasting Code will be available for presenters to digest. We can also provide online copy of the broadcasting code. At the moment we carry out buddying sessions where by pall the presenters are given a task to listen in to other presenter's shows and provide feedback to ensure that all compliance aspects are followed. We will provide annual refreshers at one of our monthly meetings which are recorded and go through any updated compliance aspects that Ofcom have released. New presenters will be given the tools and all available methods to access the Ofcom regulations and policies.

- 1.5 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 program content for the protection of the public). 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 at all times while the service is broadcasting, in particular when the service is broadcasting live content but also when pre-recorded material⁴ is being broadcast.

⁴ This could include, for example, material obtained from, or streamed from, third-party sources as well as content produced by the licensee.

We will be making sure that all future automated shows and upcoming presenters will be properly vetted as we will request a sample show to be sent to us first and we can either accept or decline the show if it does not meet Ofcom standards. We have vetted our current automated shows and all presenters are experienced in their field and understand the Ofcom policy. Presenters will be listening in to each others shows in order to prevent any breach of policy and any music that is found to be unsuitable for broadcasting will be highlighted by the presenter and will be removed immediately. There will be a vetting process of the music on the system to try and prevent this from happening.

- 1.6 Please set out how you will ensure compliance with your Key Commitments, including how you will maintain up-to-date information on how these are being delivered.

All presenters will be briefed on the procedures and ongoing training will be provided as well as presenters monitored on all levels. We will also hold regular presenter training and quality control measures. We will also have regular station meeting where all presenters will be kept up to date on all of the findings.

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

Our output currently is 100 % English speaking however we have options to incorporate multi language show(s) in the future.

- 1.8 For each language listed in response to question 4.7, please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.
Please do not give names of individual members of staff.

All presenters are English speaking

2. 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.

- 2.1 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.
- 2.2 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.
- 2.3 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 authorized to make the application of behalf of the applicant:

JASON ADKINS

Date of application:

17/11/2020

I am authorized 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](#)