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## Small-scale radio multiplex licence

### Application form – Part A (public)

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

Bradford DAB Network

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

BRADFORD

Public contact details:

Name: Qaisar Mahmood

Email: qaisarmahmood35@gmail.com

Address: 241 Manningham Lane, Bradford, West Yorkshire, BD8 7LU

Publication date: 1 September 2020

## 2 Extent of proposed coverage area

- 2.1 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):

Bradford is the third largest city in the Yorkshire & Humber region with a population of just over 530,000. It lies in the Eastern foothills of the pennines, is within a greenbelt region which extends into the borough and wider surrounding counties. It prospered during the Victorian era with textile mills exporting goods around the world. The textile industry has been in decline throughout the latter part of the 20th century. Bradford has a can-do culture and innovation had been fundamental to Bradford's dominance, with new textile technologies being invented in the city. This innovation culture continues today throughout Bradford's economy, from automotive (Kahn Design) to electronics, Pace Technology Systems and William Morrison's the supermarket. The city has had its fair share of problems in the past. In 1989, copies of Salman Rushdie's *The Satanic Verses* were burnt in the city, and a section of the Muslim community led a campaign against the book. In July 2001, ethnic tensions led to rioting, and a report described Bradford as fragmented and a city of segregated ethnic communities. In June 2009 Bradford became the world's first UNESCO City of Film and became part of the Creative Cities Network. Saltaire village which lies within the polygon has been designated a UNESCO World Heritage site.

The city has had a culture of migration from its early days. According to the 2011 census 26.83% identify themselves as Asian or British Asian (just over 143000 people), 67% as white and just over 6% identifying themselves as another minority. The city currently has one commercial radio station serving the Asian population and three community stations, of which one has signed up to Bradford DAB Network. There is a real appetite in Bradford to broadcast and be creative, this has been demonstrated time and time again by the number of RSL broadcasts that are applied for per annum.

The Bradford polygon covers a population of 335,226 and includes the inner city of Bradford and outlying villages, some of which are semi-rural in nature. The inner city of the polygon up to the villages of Saltaire, Baildon, Carverley and Buttershaw are largely Asian in population, with the outer villages becoming more affluent.

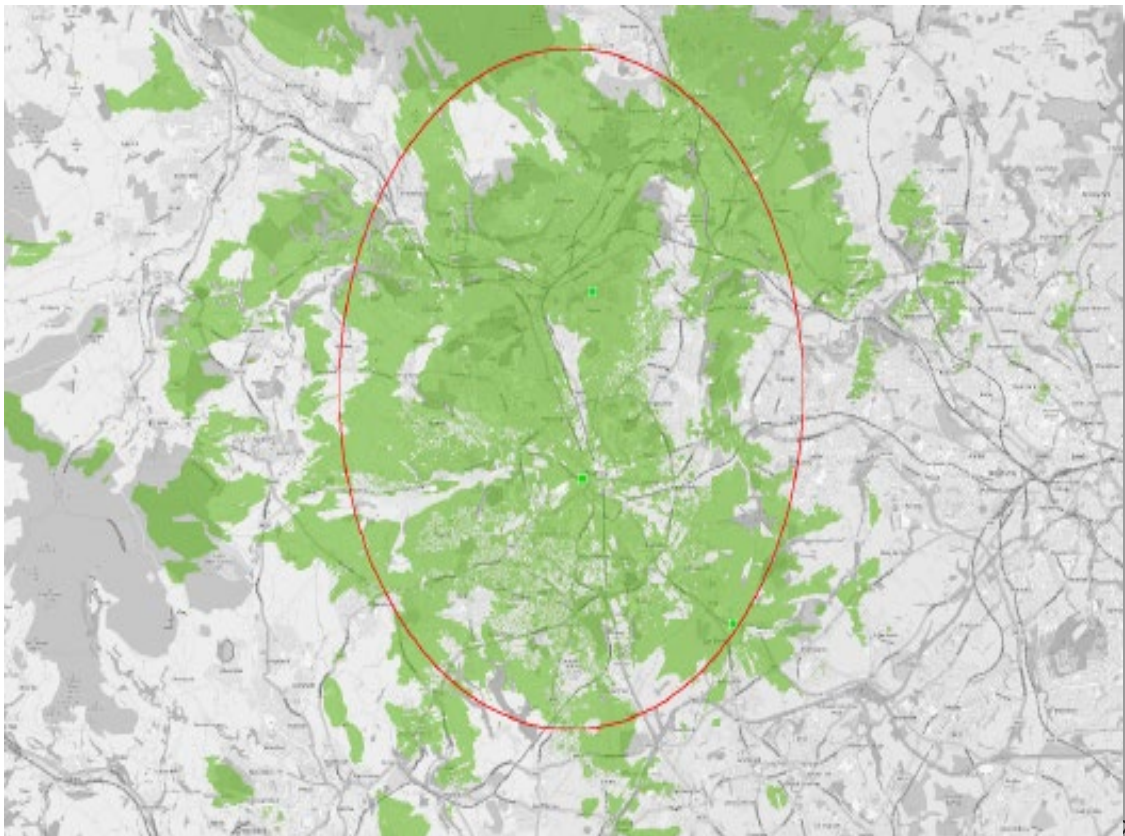
In designing our transmission area, we have tried to strike a balance between covering as much of the polygon as possible at 63dbuV/m and keeping the spillage outside the area to a minimum. We carried out sufficient work to satisfy ourselves that the

proposed coverage will serve the vast majority of households inside the polygon. We have ensured that the coverage does not overlap more than 40% of other local radio multiplexes and to ensure that the number of people contained in the coverage does not exceed 30% of the total population of the licensed area. In choosing the transmitter sites, we have opted for green sites where other transmissions are currently being carried out to reduce interference. Where our coverage falls outside the advertised polygon, the overspill in the main is into empty greenbelt spaces or small villages.

Our predictions show that our transmission will cover 222,836 population of the advertised area at 63dbuV/m, with a population overspill of 27.4%. At 54 dbuV/m 580,367 population is served. In most cases where there is an overspill, those areas have a BD (Bradford) postcode, have a 01274 (Bradford telephone code) and those areas identify themselves as part of Bradford. The attached Bradford Coverage Prediction map has detailed analysis of population counts area by area.

- 2.2 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dB $\mu$ 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.

**A coverage prediction map for the whole transmitter network - showing the 63 dB $\mu$ V/m field strength and the advertised small-scale DAB licence area contour - is enclosed separately.**



2.3 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 v22.6.9
Detail the terrain model used by the software and its resolution.	A digital elevation model (DEM) representation of ground surface topography or terrain. Also referred to as a digital terrain model (DTM). Resolution is a DTM step of 30mtrs with IMG (image) step of 0.022mtrs
Detail the ground cover (clutter) data used by the software and its resolution.	The height, extent, and location of groundcover elements ("clutter") are the factors which primarily govern the impact on radio signals.  The RF planning tool reasonably locates the boundary between adjacent clutter types to 10m using the Holt UK clutter model
What propagation algorithm has been used?	ITU-R 370  (propagation model valid from 30 MHz to 1000 MHz)
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	The Monte-Carlo method
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	2011 Census (adults 15+) which is included within ATDI's modelling software.
Have your predictions been generated by a commercial organisation? If so, by whom?	Coverage predictions have been generated by Viamux using HTZ Communications software from ATDI.

## 3 Ability to establish the proposed service

### Applicant's details

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

Bradford DAB Network

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

12918666

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:

241 Manningham Lane Bradford BD8 7LU

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

3.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary or a director.

Full name	Qaisar Mahmood
Job title	Director
Address	Bay Hall, Miln Road, Birkby, Huddersfield, HD1 5EJ
Telephone	01484 549947
Mobile phone	07966 159779
Email	qaisarmahmood35@gmail.com

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

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

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

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Qaisar Mahmood	Bay Hall, Miln Road, Birkby, Huddersfield, HD1 5EJ	UK	<p>Director:</p> <p><b>Communities Together (06360125)</b> a company limited by guarantee running not for profit community projects to support vulnerable communities.</p> <p><b>Sangam Records (10132320)</b> a record label for young people to produce and release music at no cost.</p> <p><b>Northstar Education Ltd (09457664)</b> An education consultancy company supporting schools at strategic level for school improvement and working with Ofsted.</p> <p><b>Hannah Ayesha Global Ltd (11582856)</b> a PR organisation working with international media organisations supporting their talent in the UK</p> <p><b>Sangam TV Ltd (11586889)</b> An online streaming TV organisation working with grass roots programme producers to showcase their productions.</p> <p><b>Sangam Silver Screen Ltd (12505382)</b> A film distribution organisation showcasing films in national multiplexes.</p> <p><b>ORDER REX Ltd (12526514)</b> A company that develops apps especially for the food delivery industry</p> <p><b>Leeds DAB Network (12922010)</b> A not for profit company set up to support and advise on</p>	NONE

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<p>Jannat Iqbal</p>	<p>Bay Hall, Miln Road, Birkby, Huddersfield, HD1 5EJ</p>	<p>UK</p>	<p>broadcasting on DAB in the Leeds area.</p> <p><b>SSDAB (12921935)</b> A not for profit company limited by guarantee to support small stations to launch onto the small-scale DAB network.</p> <p><b>Huddersfield DAB Ltd (12937133)</b> A company set up to support the roll out of SSDAB in Huddersfield in the near future.</p> <p><b>Radio Sangam (09673649)</b> A not for profit company limited by guarantee with no share capital broadcasting online radio with social gain as its main objective.</p> <p><b>Communities Together (06360125)</b> a company limited by guarantee running not for profit community projects to support vulnerable communities.</p>	<p>Community Outreach worker</p>
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**Small-scale radio multiplex licence: application form (Part A)**

3.7 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	N/A

3.8 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	N/A	N/A

3.9 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
Qaisar Mahmood	Bay Hall, Miln Road, Birkby, Huddersfield, HD1 5EJ	Director

3.10 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 3.9, and any affiliates of those bodies:

Full name of individual	Name of body in which officership held	Affiliates of that body
Qaisar Mahmood	Communities Together Radio Sangam	None

3.11 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 3.9, and their affiliates:

Full name of body corporate listed in 3.9	Body corporate controlled	Affiliates of body corporate controlled
N/A	N/A	N/A



- 3.12 In relation to each body corporate identified in response to question 3.9, 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 body corporate concerned (“participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.9. 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 Q3.9	N/A			
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A	N/A	N/A	N/A	N/A
Comments				

### Involvement of the applicant in specified activities

- 3.13 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	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	No	N/A
An individual who is an officer of a body falling within (b) or (c);	No	N/A

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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	N/A
An advertising agency or an associate of an advertising agency	No	N/A

### Details of applications, licences and sanctions

3.14 Is the applicant a current licensee of Ofcom? **NO**

Licence number	Name of multiplex
N/A	N/A

3.15 Has the applicant held an Ofcom broadcasting licence before? **NO**

Licence number	Name of service or multiplex
N/A	N/A

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
3 <sup>rd</sup> June 2016	CR100136	Radio Sangam
24 <sup>th</sup> May 2017	DP102012BA/1	Radio Sangam

3.17 Does the applicant control an existing Ofcom licensee? **NO**

Licence number	Name of service or multiplex
N/A	N/A

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- 3.18 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**

Licence number	Name of service or multiplex
N/A	N/A

- 3.19 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**

Licence number	Name of service or multiplex
N/A	N/A

- 3.20 Is the applicant subject to any current or pending investigation by any statutory regulatory or government body in the UK or abroad in respect of any broadcast-related matter? **NO**

Licence number	Name of service or multiplex	Details of the investigation
N/A	N/A	N/A

- 3.21 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**

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

- 3.22 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 you have no information, please respond “N/A”.

N/A

- 3.23 Has the applicant – or any person(s) controlling the applicant – ever been convicted of an unlicensed broadcasting offence? **NO**

Full name	Date of conviction/action	Penalty
N/A	N/A	N/A

## Financial and business plan

- 3.24 Explain how the applicant considers it will be able to establish its proposed service. This should include an explanation of the costs required to establish the multiplex service, and how these costs will be met:

Bradford DAB Network will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms. Our vision and mission for Bradford DAB Network is to bring more choice, diversity and exclusivity. As a not for profit organisation we fully subscribe to what SSDAB is about.

Our not for profit company limited by guarantee will support training in media and journalism working with the University of Bradford and the National Science and Media Museum in Bradford as well as with schools and local colleges. We will support local community residents to explore potential in creating programmes that are diverse and local tackling social issues in community languages to support an uplift in skills and employment. We already have created a community studio free to use for members of the community to submit programmes to stations local and national. Our engagement process has resulted in a near full capacity proposal with only one DSP slot remaining and three C-DSP slots remaining which we envisage to have full within a week or so.

We intend to build a strong and sustainable business that provides capacity of upwards of 24 high quality services offering listeners a wide range of distinctive formats including niche brands for those with tastes and interests hitherto unserved.

Our core ambition is to offer service providers a low cost, easy to access, high quality service. Our target market comprises existing Ofcom-licensed analogue community and commercial broadcasters looking for a digital future – who wish to simulcast existing services as well as develop and launch new brand extensions. The DAB platform will also appeal to existing internet radio stations as well as potential broadcasters who have been unable to obtain an Ofcom licence due to a lack of analogue spectrum.

We will offer broadcasters the flexibility of having their service encoded at source or via our cloud encoders – making it very flexible.

### **Advertising and Promotion**

In addition to outreach via email and telephone calls, we have attracted prospective services to the multiplex via our website and social media presence. We have successfully published news releases in industry, ethnic and local press and digital media which has further reinforced our message to service providers. The number of confirmed services at this time gives us confidence in the financial stability of our plans to launch and maintain the multiplex.

### **Objectives**

Our aim is to launch with 19 services which would immediately cover our running costs. Our goal is to achieve a net income of £27084.00 for the first fiscal year

### **Funding**

The company will be funded through a combination of equity and a member's working capital loan. The members have agreed that the loan is interest free and will be repaid from month 13 through to month 72.

This financial structure ensures that we are not over capitalised and that the amount of funding invested in the business is not significantly higher than the real value of our assets; that earnings represent a fair return on the capital employed; and it avoids a situation where capital is either idle or invested in assets which are not fully utilised. This will allow us to ensure that we can continue to offer low carriage fees.

### **Financial Forecast**

We have attached a confidential spreadsheet that sets out the income and outgoings with a 36-month cashflow forecast.

- 3.25 Detail the sources of finance that will be used to fund the multiplex service,
- A. Share capital  
**The company is capitalised £100 through a membership fee**
  - B. Loan stock  
**A working capital loan of £31,100 will be provided by the membership. We anticipate this loan being repaid within 6 years. Further funding is available, if required.**
  - C. Leasing/HP facilities (capital value)  
**There is no requirement for Leasing/HP facilities.**
  - D. Bank overdraft  
**There is no requirement for a Bank overdraft.**
  - E. Grants and donations  
**There is no requirement for grants or donations.**
  - F. Other (please specify)  
**None**

- 3.26 Provide evidence that sufficient funds are available to each investing shareholder to cover their proposed investment. For incorporated investing shareholders, provide a copy of the most recent statutory accounts.

Evidence that sufficient funds are available to each member is provided in a confidential supplementary document.

- 3.27 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.

All funding is confirmed.

## Relevant expertise and experience

- 3.28 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.)

### General Management

Viamux will be responsible for the launch of the multiplex and Niocast for its subsequent day to day operation; in particular:

- Overseeing bit rate variations, enhancements or projects required by service providers, such as EPG provision, temporary services and data developments.
- Working with service providers and the transmission subcontractor to maximise multiplex functionality and efficiency.
- Monitoring and fault reporting, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes.
- Developing new revenue streams.

### Team

All members of the wider team share a track record of successfully establishing and operating radio stations. The combined experience of the stakeholders as multiplex operators and service providers demonstrates these capabilities and give us an excellent understanding of what is required in Bradford – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

### Key Personnel

Qaisar Mahmood – has been supporting and operating Radio Sangam, a community radio station as the CEO for the past few years. Under the leadership of Qaisar Mahmood the station has gone from strength to strength, being recognised as the UK's most followed Asian Community radio station and has won many awards. The station has close to 20 million followers on TikTok, over 200,000 followers on Facebook and also has a large following on Instagram, Twitter and Snapchat. It is listened to in a number of cities and is a favourite of visiting celebrities including A list Bollywood and Lollywood actors, singers and performers. The station has taken its social gain element seriously and embraced it with a passion. It runs a domestic abuse helpline, is a COVID 19 food distribution hub, has doctors and dentists and other healthcare professionals in its team. It has worked with the BBC to produce award winning TV documentaries targeted at the issue of drugs in the youth and has carried out over 74 events in 4 years with audiences ranging from 250-10,000. It has supported local literature and music festivals and sits on the board of a

number of 3<sup>rd</sup> sector community groups. The station is part of a number of SSDAB Trial multiplexes and receives on average 536 phone calls a day from listeners. Having previous experience in the educational sector, Qaisar Mahmood has worked with Ofsted and has run several schools. He has been awarded nationally for his contributions to the community, especially in the field of education. Under his leadership over 120 people have been trained in media skills, with a number obtaining employment with the BBC and several apprentices completing their courses to a high standard. He is diligent, community orientated and ambitious to see change for the better in society. He studied in Bradford and left with a B.Ed with honours, completed his double masters and qualified in the NPQH Headship programme. In 2008 he was selected to go and research in several countries on educational provision and the government 2010 Education White Paper contains many of his recommendations. He has been involved in radio broadcasting in one way or another since 1994. He knows Bradford well and has a passion for the city to go from strength to strength especially in its 2025 bid to become the city of culture.

Jannat Iqbal – is born and bred in Bradford. She has a passion for the city and supports a variety of community projects in Bradford. She is a member of the Bradford Artists Group, is passionate about the city showcasing the best that it can offer. She works with the youth of the city to support them in avoiding them to fall into drugs and crime. She has been working in radio for the past 4 years, has managed a local community radio and a team of fifty-two. She has a full understanding of the complexities of radio, the technical aspects and is an excellent communicator. She has a degree in media.

- 3.29 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	Viamux Ltd	Viamux is a leading supplier of small-scale DAB solutions having installed systems in the UK & Republic of Ireland. Viamux was borne out of the Niocast Digital team that has successfully operated the Trial Manchester small-scale multiplex over the past five years. More info: <a href="http://www.viamux.com">www.viamux.com</a>
Ongoing maintenance of the transmission equipment	Viamux Ltd	
Installation of the Multiplexing equipment	Viamux Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux Ltd	

## Timetable for coverage roll-out

- 3.30 In no more than 250 words, please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing. Please provide 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:

Bradford DAB Network intends to launch the multiplex in less than 6 months from award of licence.

Upon award Bradford DAB Network will immediately advance negotiations regarding the proposed transmission site(s). Following the procedure set out in Ofcom's Technical Policy Guidance, we will also liaise with other radio multiplex licensees on any impact our proposed transmitters might have. Once completed, Bradford DAB Network will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

Bradford DAB Network will send final site details to Ofcom for clearance and evidence of liaison and agreement with those other radio multiplex licensees. Given the time taken to co-ordinate services we recognise the importance getting the final transmitter plans to Ofcom as quickly as possible.

Our timeline then focuses on the following key stages:

- Building and installing the DAB multiplex and transmission chain;
- Finalising carriage agreements with the service providers;
- Commissioning and testing the transmitter equipment for compliance with Ofcom's Digital Radio Technical Code; and
- Providing Ofcom with evidence of compliance with the licence and the Digital Radio Technical Code

Viamux has confirmed the availability of all equipment and services to meet our timescales. Assuming a licence award in Q1 2021, we aim to commence operations no later than October 2021.

The attached GANTT chart sets out precisely the key stages in the implementation of the multiplex together with a timeline.



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

### Involvement of C-DSP providers

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

**JALEBI Radio** will provide a broad spectrum of programming in English and minority languages. The station will support disadvantaged communities, isolated groups or those that are disenfranchised. A local training facility will be provided to create high quality programmes. The station will be a training hub in the heart of Bradford and support social gain activities.

- 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. If the service is already licensed by Ofcom, the licence number should be provided:

#### Other C-DSP stations

Sabrang Radio – A Sikh Faith based station playing shows to support the Sikh faith and providing training and support for the local community. Sabrang have run a number of RSL broadcasts in Bradford previously.

Sangam EXTRA – A community radio stations which is aimed at the 40+ age range playing music and speech content which targets people from the Indian Sub-Continent. Providing a training facility which includes IT training and supporting people who have English as a second or foreign language.

Radio MAC – Radio MAC is a community radio station based in Bradford, licence number CR102243BA/A. The station broadcasts Islamic programmes

## Demand or support from programme providers

- 4.4 Please provide any evidence which has been gathered of support for the provision of the proposed multiplex service among providers or prospective providers of community or local digital sound programme services in the area to be served by the multiplex service:

Bradford DAB Network has proactively reached out and engaged with many prospective service providers on a non-exclusive basis. We have openly shared our transmission plans, headline terms of agreement and indicative carriage fees. This transparency has allowed us to win the confidence of many service providers and we are committed to continuing with this open style of operation for the duration of the licence term.

To satisfy GDPR requirements, a full summary of contacts and conversations is included as a confidential attachment. Our draft carriage agreement is also attached. In total we have agreements with 19 service providers at this time. With 4 wanting to be considered at a later stage.

**Please see attachment**

## 5 Fair and effective competition

- 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:

### **Ethos**

Bradford DAB Network is conscious of its responsibility to ensure fair and effective competition, at all times. We believe that when competition works well, service providers are motivated to maximise audience share and are better able to secure funding on the basis of their service offering - its uniqueness, its audience and the value it delivers. Alongside established brands, competition delivers greater choice for listeners and a better outcome for the public. It also ensures the long-term sustainability of service providers. Constrained only by capacity, our small-scale DAB platform will remain accessible to new entrants – a place where innovative formats will be encouraged and nurtured.

### **Proven**

The stakeholders in Bradford DAB Network bring together a track record of successfully establishing radio stations and local & small-scale DAB multiplexes. Niocast Digital has successfully operated the Trial Manchester multiplex for the past five years providing a platform for existing community and commercial services as well as creating a ‘launch pad’ for a large number of new programme services.

Our unique approach has been to foster a healthy and vibrant radio ‘ecosystem’ – not only embracing existing commercial and community stations but also new entrants, pop-ups and experimental concepts. Bradford DAB Network will deliver unprecedented choice for listeners in a carefully controlled, transparent way. Our ambition is to always ensure that our multiplex enriches the listener experience by complementing, rather than competing with, local and national ensembles.

### **Leadership**

An award of this licence to Bradford DAB Network ensures that the multiplex is operated by a locally-led community radio company supported by experienced individuals who have successfully implemented and operated DAB multiplexes. All stakeholders are committed to small-scale DAB and have the financial stability to support that ambition. Our team is hugely experienced and well resourced, with significant practical digital radio expertise.

### **Delivery**

Launching a small-scale DAB platform is a significant undertaking and we have been encouraged by the number of positive responses to our plans. We have openly discussed our transmission plans, carriage terms and indicative fees. Bradford DAB Network has engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. Each service provider will enter into a Carriage Agreement - the key terms of which are identical for all service providers. All fees charged will be pro-rata to capacity contracted by each service provider.

## 6 Declaration

- 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.
- 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.
- 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 of the person authorised to make the application of behalf of the applicant:**

QAISAR MAHMOOD

**Date of application:**

20 NOVEMBER 2020

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

COMPANY DIRECTOR