
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):

Higher Rhythm Ltd.

Proposed service name:

Sine FM

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)

Shefcast Digital

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

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1. Overview

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

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

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

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 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):

Higher Rhythm Ltd.

2.2 Company registration number stated on Companies House:

6274005

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:

53-57 Netherhall Road, Doncaster, DN1 2PG

- 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	Steven Munding
Job title	CEO
Address	53-57 Netherhall Road, Doncaster, DN1 2PG
Telephone	01302327769
Mobile phone	07976687953
Email	stevenmunding@higherrhythm.co.uk

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

www.sinefm.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 organisation or a religious body, you must set out the nature of that organisation here.

As a community radio license holder since 2008 we already have the majority of the resources in place for this service. Due to our not-for-profit structure, we are constitutionally bound to reinvest any surpluses back into our services. The initial additional investment required for this service will be funded via these surpluses.

The service will be maintained via a mixture of surpluses generated from the training courses we deliver and grant funding, dependent on the projects we deliver. We intend to secure more service delivery contracts from different agencies, such as the local council, by delivering accredited training and learning in radio production. And although we expect a relatively low income from commercial revenues, we intend to raise further funding from other fundraising events such as benefit concerts and other sport activities.

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
Gwynfor Dafydd Ap Rhun AP Harri	The Old Kensington Picture House, 9 Fieldside, Thorne, Doncaster, Dn8 4AE	England	CEO – XP school trust (Education)	
Martin Abonyi	1 Westfield Road, Armthorpe, Doncaster, DN3 3AX	England	Director – The Sofa Web and Design (Private Design Company)	
Karl Sparrow	13 Hartland Crescent, Edenthorpe, Doncaster, Dn3 2PQ	England	Manager – Ardagh (Manufacturing)	

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

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
N/A				
Comments				

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

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

Full name of the entity	Address
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

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

Licence number	Name of multiplex
CR-150	Sine FM Community Radio (not a multiplex)

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

No

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.

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

No

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

2.20 Does the applicant (i.e. the body corporate that will hold the licence) 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

2.21 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

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

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

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

No

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

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

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

No

If yes, please provide the following details:

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

2.26 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom’s consideration of whether or not the applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we do consider to be relevant to the applicant’s eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

If you have no information to provide, please respond “N/A”.

N/A

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?

Sine FM

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.

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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.

15 Paternoster Row, Sheffield, S1 2BX

- 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.

Sine FM – CR 150

- 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.**

Sine FM, as part of the Shefcast Digital multiplex, targets its broadcast at Rotherham's and Sheffield's urban wards and major transport routes through and connecting Sheffield and Rotherham.

We will target and seek to involve people facing disadvantage, social exclusion and deprivation, people from minority groups and culturally under-represented; those who consider themselves consumers engaged with and wishing to be informed about these cultures; and persons who live in socially or linguistically isolated communities. The focus of our service is to provide demand led relevant media coverage for the large number of people who are currently underserved or excluded by existing media.

We will provide distinctively different participatory programme format and constantly develop new programming that reflects the changing needs in the coverage area. Programmes will feature the voices and languages of the target communities (no matter how small the community may be) and will carry a broad range of specialist music from outside the mainstream but oriented to the particular tastes and interests of the target 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.**

Higher Rhythm, the applicant for this service and which also holds the current Sine FM community radio licence, is constituted as a not-for-profit organisation with over 20 years of experience providing practical training, accredited learning and widened access to music / recording / creative and media technology for socially and economically marginalised people who would otherwise have little or no other opportunity of accessing similar experiences. We recognise the importance of maintaining a high standard of governance and we have established robust and detailed governance arrangements which we will capitalise on in order to effectively maintain the service. Our volunteer board of directors is independent of executive leadership and has ultimate decision-making powers, holding legal responsibility for the company. The board has the responsibility to provide oversight of the proposed service and to satisfy itself that the systems, structures and procedures for running the service are appropriate, necessary and fit for purpose to fulfil our licence. Due to our not-for-profit structure, we are constitutionally bound to reinvest any surpluses back into our services, including the maintenance and improvement of the future provision of Sine FM and the delivery of social gain. The surpluses will be used to help create additional staffing resources, buy equipment to enhance training delivery and support events, promotions and general profile-raising activities yearly. The board will receive regular reporting detailing progress made against our commitments and will ensure that reports are available to the public.

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.**

This service will form an exciting, demand led development of the services that we currently deliver, not only providing a platform for creative expression, multicultural ideas, public information and under-represented content that meets the needs of the communities; but also, as a 'vehicle' to members of the communities in new skills development and accredited courses, using our current systems and routes of accreditation to support this. We will provide a distinctive, participatory and accessible service celebrating the diversity of Sheffield's and Rotherham's urban wards. Through this new service, we will engage a wide diversity of cultures and encourage the active participation of people facing disadvantage, exclusion and under-representation in the mainstream media. Building on the previous 14 years' experience of serving the Doncaster communities via the community radio, Sine FM, this new service will continue to encourage creativity and cooperation, helping to break down social barriers through a comprehensive and inclusive media-based service.

As well as being committed to community participation, we are committed to help in the realisation of group and individual potential through skill sharing and the consolidation of knowledge acquired in practice and experience. We will continue to deliver more and new training programmes, taster courses and induction events in radio and radio production in addition to what we are currently providing. Training will be open to everyone but we particularly support involvement of socially disadvantaged groups such as unemployed people, and we will take positive action to involve more women and people from minority ethnic groups.

It is our aim to promote music/media related activities in a way that nurtures cooperation between people from a wide range of ages and backgrounds and to provide our services for people who normally have little or no access to such activities. In doing so, we intend to connect with hard-to-reach groups in new ways, and further increase opportunities through working in partnership with other organisations such as Sheffield Live. This service will allow us to provide opportunities for many more individuals from a range of backgrounds and will also help to establish partnerships with even more organisations to enhance participation further. We will use our facility as a platform to support local organisations, providing an accessible route for discussion, disseminating information and strengthening community provision in the coverage areas.

Sine FM will carry 30 per cent speech programming which will celebrate the cultural diversity in Sheffield and Rotherham, drawing on members of communities to participate; different groups of interest will produce programmes specifically for their own communities; local history programmes will highlight the shared experiences of older listeners; young people will broadcast their own programmes giving voice to the youth in the target areas; awareness of the specific health issues of those targeted communities will be raised through targeted and relevant programming; local businesses will broadcast helpful information and tips to help people set up or manage businesses, etc. We will ensure to retain flexibility in the broadcast schedule to respond to the changing needs of the communities.

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

Sine FM will give another “voice” to communities and groups of individuals who do not usually have access to mainstream media. We will encourage the use of and develop multiple spaces for interaction such as forums, podcasts and live web-based chat space where listeners can interact with other listeners, presenters, and guests and an online message board as well as live on-air phone-ins.

People will be given a platform to express themselves and to voice their concerns regarding the various issues that affect their communities. The service will endeavour to carry more community affairs programmes, which will encourage discussions, interviews, and listener phone-ins on issues of local topical concern. Programmes will continue to develop and maintain close links with Sheffield’s and Rotherham’s community and voluntary sector, the local authority and other public agencies and local experts. We will continue to encourage listeners to write, email, chat, text or phone in with their comments, questions and opinions and they will facilitate live interactive discussion.

Discussion and expression of opinion will also be encouraged through non-broadcast activities. We will have regular meetings with our volunteers as well as an open meeting with the general public.

- 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.**

Through this new service, we intend to build on our successful record of engagement and inclusion, reaching more people whilst retaining the quality-of-service delivery in key areas such as training. Our current marketing methods and strategies are highly effective and include a highly accessible website where people could complete an expression of interest form if they want to get involved with the station. When an expression of interest is received or when someone contacts us indicating their interest in becoming involved, they receive a follow up letter inviting them for an introduction visit. This gives them the opportunity to see the full range of facilities and meet staff, helping them to feel at ease in our facility in future visits, therefore providing a low impact, soft induction method for people who may lack confidence either personally or learning related.

Our services centre around delivering learner-centric; accredited learning, training and accessible activities in Music / Recording / Creative / Media Technology with a focus on making these services available to socially and economically disadvantaged people. As well as the direct experience of gaining skills in the creative industries, we use the subject as an attractive vehicle to engage non-traditional learners from all sectors of the community, in positive learning experiences, to nurture confidence building and personal development, through embedding a range of transferable skills into all activities delivered.

We have a wide range of activities available to cater for individuals at all levels, all of which provide a flexible route of development and progression for the individual. These activities include outreach sessions, informal tasters, online courses, Arts Awards activities and courses, and BTEC qualifications. We also deliver our services in partnership with numerous other organisations in order to reach people from the wider community.

Our training environment is extensively adapted to enable access for people with disabilities. We also have a mobile music facility which enables us to undertake outreach to the community and to run some training courses in other community venues. We will run training courses at different times of day including evening and weekends to suit different needs.

- 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.**

Sine FM has been committed to a programme of social inclusion and community-based outreach work for the last 20 years. We continue to engage and work with different organisations, groups and individuals to enable us to have further understanding of what their needs and interests are and to further strengthen links that we have already established.

Wherever possible, we will encourage communities to become actively involved with this service. We will recruit and train volunteer producers and presenters from within the target communities. This will ensure strong local links and understanding of the needs and interests of our audience. We will take positive action to involve and support groups and individuals who are under-represented in mainstream services and who face disadvantage and exclusion including those for whom English is not their first language.

In order to ensure we are effective at involving and communicating with the different groups in our target community, we will support the training of our trainers from within our volunteer base including people who are able to provide bilingual training and understand different cultures.

In addition, we are committed to regular consultation with our target communities through public meetings, discussions and consultations.

- 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 are a not-for-profit organisation, operating since 2001, providing practical training, accredited learning and widened access to music and media, for a large number of socially and economically marginalised people who would otherwise have little or no other opportunity of accessing similar experiences. Over the past 20 years, we have developed an extensive track record in training delivery with funding from Big Lottery Fund, Arts Council, and learning delivery contracts with different local authorities. We have delivered accredited training to an average of 100 per year, as well as a high number of taster sessions. We offer a range of training opportunities in music and radio and incorporate literacy, numeracy and ICT skills into all our training courses. Our services are structured not only to provide access to relevant and transferable skills as a route to education or employment within a range of industries, but also to provide positive, self-development experiences to nurture confidence building and life-skills, through embedding these key elements into all activities. We engage large numbers of people from a range of hard-to-reach groups, to work together towards creative / personal goals, therefore empowering the wider community, raising local aspirations and increasing community cohesion.

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.**

The whole ethos of our service is to engage members of the target communities in both the operation and management of the station. Participation is widely encouraged on all levels. Support and development of volunteers is a main part of the service and the effective communication of transferable skills is absolutely integral to the service. Volunteers' needs will be appraised and their training requirements addressed by staff members in workshop days at the facilities before they are invited to participate on a weekly basis in the management of the broadcasting service. Engineers are encouraged not only to perfect their technical skills, but to understand and participate in content provision, whilst programme makers are encouraged to become self-operating on the desk and to develop basic broadcasting skills.

Being actively involved in a community radio station broadcasting on FM, online and DAB can provide a vehicle for substantial personal development with volunteers having opportunity to take on increasing roles and responsibilities as they are ready to do so. Regular monthly meetings will be held to discuss operational issues, publicity ideas, new programming and get input into project development. These meetings will provide an advisory mechanism to support the management of the service and to encourage feedback and participation of volunteers. We will also encourage the formation of sub-groups to develop particular areas of programme output such as music and spoken word and off-air activities such as the website.

Our board of directors is elected and any Sine FM and Sine FM DAB volunteer can put themselves forward for election for a three-year term of office. This often provides an opportunity for real personal development, with members becoming directors of the company with the responsibilities that this brings.

Accountability

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

Sine FM will have the following mechanisms for accountability:

- Election of Board of Directors during the Annual General Meeting
- Open membership scheme available to anyone who lives and works in Sheffield and Rotherham
- Encouragement of feedback on Sine FM DAB – on air feedback and listener participation
- Encouragement of feedback on the overall organisational service through letters, emails and website.
- Regular meetings and newsletter updates for volunteers and subscribers.
- Open meetings for members/volunteers and the public – this is a chance for members of the target communities and Sine FM to discuss the public’s suggestions and complaints.
- Open days and weeks when members of the public are invited to drop in. This is also an opportunity to comment and feedback.
- Outreach programmes and taster sessions for community organisations.
- Complaint procedure which states how complaints will be dealt with.
- Log of contacts, complaints, positive feedback and suggestions.
- Interaction with the target communities and availability to talk or communicate with individuals or organisations that request information, feedback or help.

We are committed to regular consultation with the members of our target communities through public meetings, discussions and consultations; encouragement of feedback through participatory broadcast programming, collection and analysis of information through questionnaires, our online form and through our daily practice; and encouragement of collaborations between programme makers and listeners. Views, feedback and suggestions will be obtained through various mechanisms including using our feedback / complaints process, online surveys, feedback through social media and our websites and via public meetings.

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.**

We have a transparent, open system for managing suggestions and/or criticisms. All suggestions or criticisms received will be acknowledged whether received through written or in verbal form. All suggestions/criticisms from members of our target communities, will be read and reviewed by key staff members (eg. Administrator, Sine FM staff, CEO of the organisation, etc.), will be discussed during our monthly meetings and will also be included in the regular newsletter to volunteer presenters to get their feedback.

Key staff members and the board of directors will assess what ideas merit more investigation in terms of scoping, planning and costing. Appropriate suggestions will be taken forward, for implementation.

From the initial receipt of the suggestion/criticism, all the way through to implementation of change across the service, we will make sure that the person/s who made the suggestion / criticism will be informed of our actions and the final outcome. We take suggestions, ideas and criticisms very seriously and address them on an ongoing basis.

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
Sine FM DAB (the on-air name of the programme service as in question 3.1 of this application)>	<p>Sine FM <i>is a radio service intended to serve</i></p> <p>NOTE: The next 3 headings below are the components of the ‘character of service’.</p> <p>a large number of people who are currently underserved or excluded by existing media, people facing disadvantage, social exclusion and deprivation, people from minority groups and culturally under-represented; those who consider themselves consumers engaged with and wishing to be informed about these cultures; and persons who live in socially or linguistically isolated communities <i>in</i></p>		Shefcast Digital (as per the licence advert): as in question 3.2 of this application, specify if small-scale or local multi-

	<p>Rotherham’s and Sheffield’s urban wards NOTE: this can be all, or a subset of, the area covered by the radio multiples service described in the next column> (<i>“the target community”</i>) by</p> <p>providing a distinctive, participatory and accessible community DAB radio service celebrating the diversity of Rotherham’s and Sheffield’s urban wards.</p> <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>		<p>plex the radio station plans to broadcast on></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).

Steven Mundin has the overall responsibility within the organisation for ensuring ongoing compliance with Ofcom. He is a qualified AGILE project manager and also holds Diploma in Telecoms. We have been operating the community radio station, Sine FM, on analogue for 14 years and we make sure that we are aware of any changes in relevant regulatory codes, by having an annual compliance training /refresher. The last compliance training attended was in November 2021. We are members of the Community Media Association (CMA) and attend various workshops and training (including in compliance) they offer. We also have regular discussions with the chair of Shefcast Digital (last discussion was 14th April 2022), about the various regulatory codes and rules that we need to adhere to for this new service.

- 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.

Steven Mundin, has held the overall responsibility for ongoing compliance with respect to the relevant codes and rules for our community radio station, Sine FM, since its inception in 2008.

- 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.

CEO – responsible for the ongoing strategic management of all Sine FM activities which include fundraising, financial management, reporting, project development and delivery, strategic organisational development and overall compliance (including Engineering compliance) with OFCOM's relevant codes and rules.

Quality and Media Services Manager – responsible for managing volunteer/public enquiries, volunteer coordination and training, programme coordination and scheduling, monitoring of programme output, advertisements and sponsorships. Also responsible for programme of outreach work to disadvantage communities in Doncaster, including support for community festivals. The quality and media services manager is responsible for compliance in broadcasting code and key commitments.

Technical support – responsible for providing practical training (eg. Radio Production) and technical support to volunteers / presenters, providing assistance in the monitoring of the station's schedule and programme output, technical maintenance and development of the facilities and radio, internet and DAB services. The technical support post holder supports the Quality and Media Services Manager in making sure that Ofcom's broadcasting code is complied with.

Admin and Resources Officer – providing administrative support for staff members and volunteers involved, including reception, enquiries, duty rota and identifying training needs. The admin and resources officer will assist Quality and Media Services Manager in monitoring key commitments ensuring the service complies with its commitments.

Other members of our staff team who are involved in our compliance procedures, but not necessarily relevant to the proposed service are the Projects Manager, who will ensure compliance in all projects delivered and the Course Leader, who is responsible for the National Diploma Course 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.

All new volunteers and staff working on Sine FM undergo radio production and compliance training upon joining Sine FM. As part of our quality management process, we revisit all compliance procedures as well as other relevant training, annually.

All staff of Higher Rhythm who are involved in Sine FM, and presenters and volunteers who are currently involved, underwent initial compliance training when they joined the station.

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. All staff involved in Sine FM and volunteers undergo mandatory compliance training.

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.

We have developed robust systems of presenter training and assuring ongoing compliance as a radio station operating a live radio service since 2008. All presenters undergo training which includes Ofcom's Broadcasting Code, prior to producing / presenting their first show on Sine FM. We also send newsletters regularly to presenters which include relevant updates on the broadcasting codes and regulations. Presenters are made aware, through their training, annual refreshers and updates about their responsibilities as radio presenters during live shows, this includes the use of radio edits and radio friendly music, and digital editing to be able to edit non-compliant material into a form suitable for broadcasting. Presenters also make sure to let their guests know about the relevant broadcasting codes and rules they have to follow prior to being on the show. A member of the Sine FM staff monitors live shows. All shows are also recorded. Our process for any non-compliant content starts with an immediate stop to content that breaks any of Ofcom's Broadcasting Code, followed by an apology from the presenter. The content should be replaced for the remainder of the show. After the live show, a meeting with the media service manager will be conducted to discuss the incident. A report will be produced which will be presented to the CEO and Board of Directors.

- b) Set out in detail below how the applicant intends to ensure that pre-recorded material will comply with Ofcom's codes and rules. Pre-recorded content could include, for example, material obtained from, or streamed from, third party sources as well as content produced by the licensee.

The media service manager and the technical support staff monitors all pre-recorded material prior to broadcasting on air to ensure compliance with Ofcom's codes and rules. We do not stream any materials live, but rather, we ask all presenters to send their shows before their air time. Majority of our pre-recorded content are produced by our own volunteers who have undergone training in radio production, editing and compliance in relevant codes and rules. We also provide guidance online to those who are not able to join the physical training.

- 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.

We monitor Sine FM's performance including compliance with key commitments regularly, and discuss these during our monthly staff meetings. The media service manager has the main responsibility of monitoring Sine FM's compliance with its Key Commitments, supported by the Admin and Resources Officer. All presenters are also made aware of our key commitments during their training. Monitoring reports are produced and included in our quarterly management meetings and presented and published annually during our AGM and annual report. Our key commitments for this service will be published online on the Sine FM website.

- 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.

Our projects manager and the media services manager, under the guidance of the CEO, will monitor Sine FM's off-air social gain activities. We have an effective system in place to monitor key performance of the organisation which includes Sine FM activities. Details of all individuals who expressed their interest in getting involved including their journey in the organisation / station are tracked and logged in a database. We also record details of the training courses and events we deliver. All details are recorded in our bespoke database. We produce monitoring reports quarterly and present them to our CEO and Board of Directors. All reports are collated for the year and presented in our AGM and included in our Annual Report, which is published.

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

English.

4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.
Please do not give names of individual members of staff.

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 influ-

ence 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:

Steven Mundin

Date of application:

06 June 2022

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

Company secretary (in the case of a Limited Liability Partnership)

You also need to complete the confidential section (Part B) of the application form