



Small-scale radio multiplex licence

Application form – Part A (public)

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

South London DAB C.I.C

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

South London

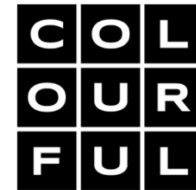


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Summary



- South London DAB's licence application is a genuinely local application which is 62% owned and operated by south London stations.
- South London DAB C.I.C is a community collaboration between the three of south London's Ofcom-licensed community radio stations – Select Radio, Rainbow Radio and Croydon FM – and south London local DAB station Colourful Radio.
- All 3 community stations are significant shareholders and directors of the applicant body
- Select Radio, Rainbow Radio, Croydon FM and Colourful Radio are 4 of 9 radio services that will operate C-DSP licensed services on the multiplex
- Excellent coverage from four low-cost transmission sites
- The application is supported by an experienced technical team that has successfully implemented and launched small-scale DAB multiplexes across the UK
- Commitment from 58 service providers to join the multiplex

2. Extent of proposed coverage area

- 2.1 Please provide a summary, fully consistent with the more detailed information about transmission sites supplied separately in Part B, of the coverage area proposed to be achieved by your technical plan. This should include a description of the target area you are seeking to serve within the advertised licence area, and also any areas you are aiming to serve outside the advertised licence area for this small-scale radio multiplex service. (You may refer to your coverage prediction in the response you provide):

Coverage Area

South London is a diverse and dynamic area of London, known for its rich cultural history, distinctive architecture, and vibrant community. It is home to a range of neighbourhoods, each with their own unique characteristics, demographics, and socio-economic profiles.

South London is generally defined as the southern part of the River Thames that runs through London. It's topography is varied, with many hills and valleys, as well as numerous parks and green spaces. Some of the notable hills in the area include Crystal Palace, Wimbledon Common, and Richmond Park, which offer stunning views of the city. The River Thames also plays a significant role in the topography of the area, with many neighbourhoods located along its banks and numerous bridges connecting the north and south sides of the river.

South London is a diverse area with a range of different ethnic and cultural groups. The largest ethnic groups in the area are White British, followed by Black British and Asian British. The area is also home to a large number of immigrants, with significant populations of people from Poland, Nigeria, Jamaica, India, and Pakistan. The population of South London is generally younger than the rest of London, with a higher proportion of residents under the age of 35.

South London is a mixed socio-economic area, with some of the wealthiest neighbourhoods in London, as well as some of the most deprived. The borough of Wandsworth, for example, has one of the highest average incomes in the country, while the borough of Lambeth has one of the highest levels of poverty. Unemployment rates in the area are generally higher than the rest of London, with some neighbourhoods experiencing significantly higher rates than others.

In terms of education, South London has a mixed record. While some schools in the area perform well, others have struggled with low achievement and poor exam results. The area also has a relatively high level of crime, with some neighbourhoods experiencing significantly higher rates of violent crime and anti-social behaviour than others.

Overall, South London is a diverse and complex area, with a rich history and a range of different neighbourhoods and communities. While the area faces some significant challenges, it is also home to a thriving cultural scene, numerous parks and green spaces, and a diverse and vibrant population.

Technical Plan

South London DAB C.I.C's technical plan uses four-sites to cover the main populated areas of South London. The principal population centres in the South London polygon are in whole or in part the boroughs of Bexley, Bromley, Croydon, Greenwich, Kingston, Lambeth, Lewisham, Merton, Richmond, Southwark, Sutton and Wandsworth.

South London is unique amongst the five London polygon areas as it has over 60% of its population in the overlap areas with three other London polygons - North London; West London and South East London & North West Kent. As such we have concentrated our coverage provision to ensure that there is strong and resilient 63dB/uVm coverage across the polygon – starting from the centre outwards.

We have included a detailed coverage prediction in the confidential appendix. The extent of our proposed coverage reaches 92.6% of the Ofcom licence area polygon population with a further 18.7% reaching neighbouring towns for whom South London is their main destination for work, leisure, study and shopping.

Our aim is to deliver good quality indoor and outdoor coverage across the polygon in a way that maximises coverage yet stays within the parameters laid down by Ofcom in terms of overspill, overlap and the protection of other named polygons.

Many of the services providers joining the South London DAB multiplex have expressed their intention to have their service also carried on West London & North London small-scale DAB multiplexes – areas that overlap considerably with South London

Seeking to maintain outgoing interference below specified levels

As part of the application assessment for small-scale radio multiplex licencing, we note that the prevailing legislation 51(2)(a) of the 1996 Act, requires Ofcom to consider the extent of the coverage area proposed in this competitive award process. Even coverage being preferred to patchy coverage.

Therefore, in choosing our sites we were minded to expect interference within the South London area to be higher than generally allowed for small-scale DAB areas due to the need to use the limited frequency resource across the macro area more intensively. The expectation being that a 63dBuV/m signal up to the edge of the South London polygon line should not exceed 38dBuV/m (at 10m height) into individual licence areas outside the macro area.

Our analysis and predictions have suggested that due to our choice of sites, power levels and antenna choice, there is no likelihood of unwanted signals in excess of 38dB from the proposed South London multiplex being received outside the macro area.

International implications

Field strength levels from our multiplex is not expected to impact neighbouring administrations. The interference from our technical plan is designed to limit interference to well below 25 dBµV/m at the coast of France, Belgium or the Netherlands.

We have conducted analysis at 38 dBµV/m; 30 dBµV/m; and 25 dBµV/m: detailed coverage predictions are provide in the confidential appendix.

On award of licence, South London DAB C.I.C will work with Ofcom to further refine our technical plan.

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

Site name	NGR	Antenna agl	Antenna type & bearing	Antenna	ERP
Countisbury House (Select Radio Site)	TQ343722	30m	Pole mounted Dipole 160deg ETN	New	150w
Messer Court	TQ319647	40m	Omni	New	200w
Bisley House	TQ236728	45m	Omni	New	120w
Raynes Park	TQ224691	14m	Omni	New	200w

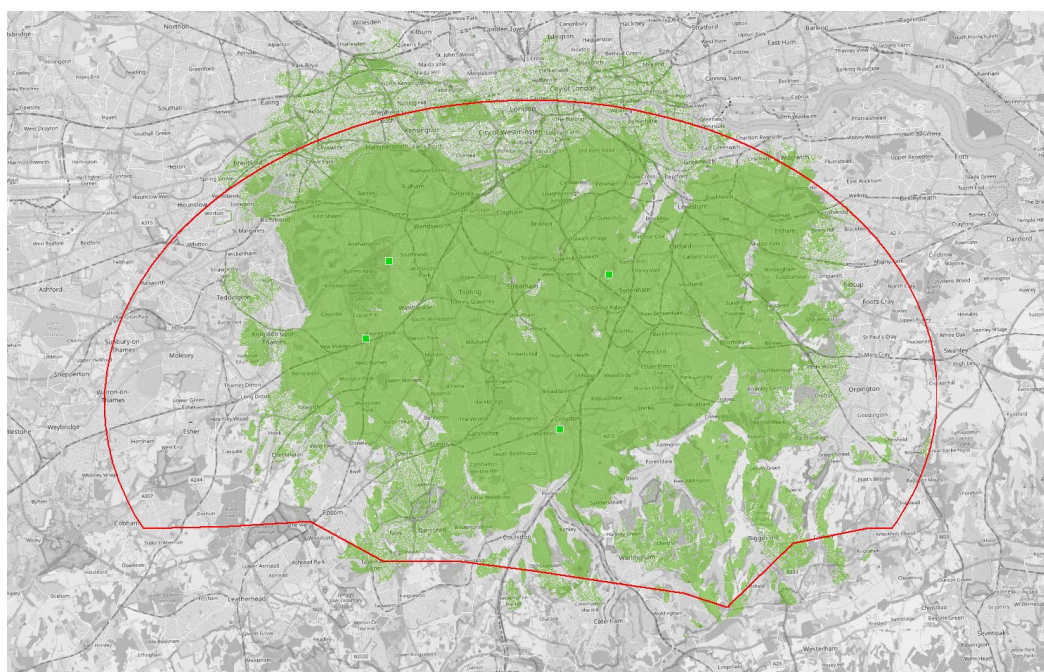
- 2.3 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dB μ V/m field strength and the advertised small-scale DAB licence area contour. [Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

A full coverage prediction map for the whole of the South London DAB C.I.C transmitter network is included in the Appendix G. It shows the 63 dB μ V/m field strength (as well as the 54 dB μ V/m and 38dB μ V/m contours).

The ward-level population tables (2011 Census) indicate that at 63 dB μ V/m field strength;

- the number of people falling outside the South London polygon does not exceed 30% of the total population within the advertised licence area; and
- the proposed coverage does not overlap more than 40% of the population within the relevant local radio multiplex service's licensed area.

The transmitter network has been designed to minimise any significant interference above 38 dB μ V/m to other proposed small-scale DAB licence areas.



2.4 Please provide the following details of the prediction software used for your coverage assessments:

Provide the name and version of the prediction tool used.	ATDI HTZ Communications v22 6.9 x64
Detail the terrain model used by the software and its resolution.	DTM: Ordnance Survey terrain data – 50 metre resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Infoterra clutter data to 50m resolution
What propagation algorithm has been used?	Model pre-set – Fresnel <ul style="list-style-type: none"> • Diffraction geometry – Deygout 94-2 • Subpath attenuation – coarse integration • FZ fraction 0.8 • Earth radius (sea and land) - 8,500km
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom-provided population data has been used along with that from the 2011 Census 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 ADTI.

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):

South London DAB C.I.C

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

14568641

- 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:

15 Beacon Gate, London, England, SE14 5UB

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

Yes.

Ownership and control of company which will hold the licence

Details of officers

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Select Radio Limited	40c, Trewsbury Road, London, England, SE26 5DN	UK	None	None
Rainbow Broadcasting Ltd	15 Beacon Gate, London, England, SE14 5UB	UK	None	None
Croydon FM C.I.C.	6th Floor Amp House,, Dingwall Road, Croydon, England, CR0 2LX	UK	None	None

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

Kofi Kusitor (Colourful Radio)	15 Beacon Gate, London, England, SE14 5UB	UK	None	None
David Duffy	15 Beacon Gate, London, England, SE14 5UB	UK	None	None
Chris Hurst	15 Beacon Gate, London, England, SE14 5UB	UK	None	None

Details of participants

- 3.6 Please complete the table overleaf, expanding it if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the “participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

(If parts of this question are not applicable to the applicant – for example, because the applicant does not have shareholders – please respond “N/A” in the relevant parts of the table.)

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Select Radio Limited	19	19	19	19
Rainbow Broadcasting Ltd	19	19	19	19
Croydon FM C.I.C.	5	5	5	5
Kofi Kusitor (Colourful Radio)	19	19	19	19
Niocast Digital Ltd	19	19	19	19
Chris Hurst	19	19	19	19
Comments				

Details of relationships of control

- 3.7 Complete the following table, expanding it if necessary, to list any bodies corporate which are controlled *by* the applicant, any director of the applicant, any person/body corporate with control over the applicant, or any body corporate controlled by a person/body corporate controlling the applicant. Please include bodies corporate under joint control – i.e. which are controlled acting together in concert with third parties (e.g. because of a shareholder’s agreement):

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
N/A	N/A	N/A

Details of persons who control the applicant

- 3.8 Complete the table overleaf, expanding it if necessary, to list all persons/bodies corporate who control the applicant, or control any person/body corporate with control over the applicant. Please include persons or bodies that control the applicant (or body corporate with control over the applicant) jointly i.e. acting together in concert with third parties (e.g. because of a shareholder's agreement). Please note that some of this information may repeat information provided above on shareholders and other participants in the applicant:

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
N/A	N/A	N/A

- 3.9 Complete the following table, expanding it if necessary, to list other bodies in which any individual listed in response to question 3.8 is a director or designated member:

Full name of individual	Name of body in which individual is a director or designated member
N/A	N/A

- 3.10 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled (including jointly controlled) by any body corporate listed in response to question 3.8:

Full name of body corporate listed in 3.8	Body corporate controlled
N/A	N/A

- 3.11 In relation to each body corporate identified in response to question 3.8, complete the table overleaf, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, in the body corporate concerned (i.e. "participants"). You may, but are not required to, exclude from this table any bodies listed in response to question 3.8. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Name of body corporate identified in Q3.8	N/A			
Full name of participant	No. 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

- 3.12 Please state below whether the applicant, or any individual or body corporate identified in questions 3.5 to 3.11 is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	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; ²	No	N/A
An individual who is an officer of a body falling within (b) or (c);	No	N/A
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

- 3.13 Please answer 'yes' or 'no' to the following questions about the applicant (i.e. the body corporate that will hold the licence):

a) Is the applicant a current licensee of Ofcom?

No .

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

No.

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.

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

Yes.

- d) Does the applicant control an existing Ofcom licensee?

No.

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

No.

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

No.

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

No.

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

No.

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

No.

- 3.14 If the response to any of the questions (a) to (i) in 3.13 above is ‘yes’, please provide the details, expanding the table where necessary:

Small-scale radio multiplex licence: Application form (Part A)

	Licence number(s) (if known)	Details	Area	
	(a)			
	(b)			
PARTICIPANTS	(c)	CR102883BA/1	2021 - Current	South London - Select Radio Limited (Ofcom-licensed community station)
	(c)	CR102865BA/1	2022 - Current	South London – Rainbow Broadcasting Ltd (Ofcom-licensed community station)
		CR102853BA/1	2021 - Current	South London - Croydon FM C.I.C. (Ofcom-licensed community station)
			2006 - Current	South London - Colourful (Ofcom-licensed DAB station)
SMALL-SCALE DAB MULTIPLEXES	(c)	SSDABWT005	2015 - Current	Small-scale DAB Multiplex – Trial Manchester
	(c)	DS103935	2022 - Current	Small-scale DAB Multiplex – Edinburgh
	(c)		2022 - Current	Small-scale DAB Multiplex – Cardiff
	(c)		2023 - Current	Small-scale DAB Multiplex – Wolverhampton
	(c)		2004 - 2009	Swansea & S Wales Local Multiplex
	(c)		2002 - 2009	Bradford & Huddersfield Local Multiplex
	(c)		2004 - 2009	Stoke on Trent Local Multiplex
	(c)		2002 -2009	Central Scotland Multiplex
	(c)	AL100192BA/2	1991 - 2000	Signal Radio Ltd
	(c)	AL100192BA/2	1992 - 2006	Imagine FM Ltd
	(c)		2000- 2009	Signal 1 Stoke on Trent
	(c)		2000- 2009	Signal 2 Stoke on Trent
	(c)		2000- 2009	Imagine FM Stockport
	(c)		2000- 2009	Wish FM Wigan and St Helens
	(c)		2000- 2009	Swansea Sound
	(c)		2000- 2009	Wave Swansea

Small-scale radio multiplex licence: Application form (Part A)

(c)		2000- 2009	Valleys Radio - S Wales Valleys
(c)		2000- 2009	Q96 Paisley
(c)		2000- 2009	Wave 102 Dundee
(c)		2000- 2009	Wire FM - Warrington
(c)		2000- 2009	The Wave Blackpool
(c)		2000- 2009	The Pulse Bradford
(c)		2000- 2009	Pulse Classic Gold Bradford
(c)		2000- 2009	Peak FM Chesterfield
(c)		2000- 2009	The Wolf Wolverhampton
(c)		2000- 2009	Peak FM Chesterfield
(c)		2000- 2009	Tower FM Bolton and Bury
(c)		2000- 2009	Juice FM - Liverpool
(c)		2000- 2009	Talk 107 Edinburgh
(c)		2000- 2009	Central Radio
(c)	CR000034BA/3	2009 - 2017	Pure FM - Stockport
(c)	DL000094BA/5	Current	Multiplex - NE Wales and W Cheshire
(c)	AL100840BA/2	Current	Silk FM
(c)	AL000274BA/3	Current	Dee 106.3
(c)	DP000165BA/2	Current	Dee on DAB and Love 80s – Liverpool & Manchester
(c)	DP101065	2015 - 2016	Manchester Business Radio
(c)	CR102895	2019 - 2022	Cheshire Radio Ltd
(c)	AL203	2008 - 2010	Dune FM
(c)	AL323	2010 - 2011	Central Radio
(d)			
(e)			
(f)			
(g)			
(h)			
(i)			

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

N/A

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

No

If yes, please provide the following details:

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

Financial and business plan

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

A detailed financial forecast that sets out establishment costs, annual income & outgoings with 36-month cash flow and profit & loss forecasts is included in Appendix A. This has a contingency for inflation reaching 11% built in to the figures.

Capital Investment – £78,000

The main capital investment is the multiplexing & transmission system. In selecting Viamux to provide the small-scale DAB solution as well as professional services (project management, site surveys, network design and build, software configuration, installation, training and ongoing support), South London DAB C.I.C was mindful of their wealth of experience implementing DAB systems, the competitive pricing of their solution and the many customer references they have in the UK.

Operating Costs – £50k (per annum)

Transmission

The ongoing costs associated with transmission (site rental, electrical power consumption, internet provision) are the single most important recurring operating expenditure for a multiplex company. Our choice of transmission sites is a cost-effective choice that balances delivering the largest audience whilst ensuring carriage fees remain attractive to service providers.

Technical Support & Maintenance

Ongoing technical support for maintaining the multiplex and transmission equipment will be provided by Viamux (by way of an annual support & maintenance contract).

Small-Scale DAB Management Software

South London DAB C.I.C will subscribe to Optimux - the low-cost cloud-based control panel that simplifies management and monitoring of a small-scale DAB network. For a low-cost monthly fee, Optimux allows us to implement cloud encoding - making it quick, easy and cheap to add new services to a multiplex. It also provides us with full invoicing and direct debit collection to streamline the payment of carriage fees. Optimux also monitors the multiplex and will alert us to any issues and notify service providers regarding their audio.

Administration

The usual administration costs associated with operating a business of this size are included (insurance, legal and accountancy services) as is the annual Ofcom licence fee.

Funding

The project is funded through a combination of equity and a shareholder working capital loan. The multiplex operation will be established and sustained by providing existing community and commercial broadcasters, as well as new entrants, with a reliable digital broadcast platform on both affordable and flexible terms.

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

a) Share capital

There is no requirement for additional share capital to meet the costs outlined above.

b) Loan stock

As indicated in the financial appendices, a working capital investment loan will be provided by the shareholders of South London DAB C.I.C. We anticipate this loan being repaid within the term of the licence. 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

3.19 Expanding the table if necessary, please list the providers of the funding which will be used to establish the service, and the amount of funding that each will provide. For incorporated investing shareholders, please provide a copy of the most recent statutory accounts if they are not currently available on Companies House.

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Select Radio Limited	19%	£15,200
Rainbow Broadcasting Ltd	19%	£15,200
Croydon FM C.I.C.	5%	£4,000
Kofi Kusitor (Colourful Radio)	19%	£15,200
Niocast Digital Ltd	19%	£15,200
Chris Hurst	19%	£15,200

3.20 All of the funding identified above should be confirmed. If any funding has not been confirmed, or if there are any pre-conditions before the funding is released which have not yet been met, provide an explanation of what needs to be done, the dates by which it needs to be carried out, and any steps the applicant needs to take to ensure the funding is confirmed and/or released.

All funding is confirmed and evidenced in the Appendix

Relevant expertise and experience

- 3.21 Please provide details of who will be responsible for the day-to-day general management of the multiplex service (for example, dealing with programme service providers and contractual matters). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

General Management

Post award, we will take responsibility for the day-to-day general management of the multiplex operation - managing commercial, financial and operational matters. This is simplified through the use of Optimux and with the ongoing support of Viamux..

Tasks include, but are not limited to;

- Recruiting new services;
- Issuing carriage agreements;
- Invoice management;
- Payment collection; and
- Working with programme services to ensure DSPS and regulatory licence compliance.
- Monitoring and Ofcom reporting

We will also be responsible for ongoing; accounts, IT, admin, legal, customer service and technical support.

Team

The participants share a track record of successfully establishing and operating broadcasting operations including small-scale DAB multiplexes.

Key Personnel

David Duffy – Director, Niocast Digital, Viamux & Optimux Digital

David Duffy is a senior radio professional with over 40 year's experience in all aspects of broadcast radio. He has contributed to the rollout of DAB in the UK by endorsing Kevin Foster's Private Members' Bill which sought to allow flexibility to adapt legislation to create a streamlined and light touch regulatory structure for small scale DAB. The Bill received Royal Assent in April 2017, becoming the Broadcasting (Radio Multiplex Services) Act 2017. David also contributing to the DCMS/Ofcom Small Scale DAB Licensing Consultation 2018 which helped shape the The Small-scale Radio Multiplex and Community Digital Radio Order 2019.

David has successfully launched more small-scale DAB multiplexes in the UK as both a licensee and solutions provider for Niocast and Viamux clients than any other individual. These include complex multi-site networks in major metropolitan markets such as Edinburgh and Cardiff as well as the UK's fastest implementations - Wolverhampton (53 days) and Blackpool (74 days). To-date David Duffy has been involved in 8 multiplex launches with 6 due to launch shortly and a further 9 awarded an under construction.

David's involvement in radio dates back to 1981 (Essex Radio). He was launch director of Wire FM, the commercial radio station in Warrington. In 2004 he founded Cheshire FM and served as its first Chief Executive. In 2008 he led a group in the acquisition of Southport commercial radio station Dune FM and subsequently Preston's Central Radio.

In 2013 David established Niocom Associates (Niocast) to provide professional consultancy services to the broadcast sector. In 2015 Niocast was awarded one of the ten trial small-scale DAB trial licences (Manchester) which has been running successfully for over seven and a half years. In that time Niocast provide a platform for over 60 radio services and made a significant contribution to the development of small-scale DAB in the UK.

Viamux

In 2017 David co-founded [Viamux](#) to deliver low-cost DAB solutions for small-scale DAB operators. Viamux's first customer was the Irish State Broadcaster, RTÉ. Viamux went on to work with ComReg, Ireland's communications regulator, to operate a DAB multiplex in Cork - the first independent small-scale DAB multiplex trial in Ireland. Viamux is the leading provider of small-scale DAB solutions in the UK marketplace - working with small-scale DAB licensees across the UK (see 3.22).

Optimux

In 2020 David co-founded Optimux Digital – developer of the [Optimux dashboard](#) for managing small-scale DAB. Optimux currently power the operation of half of the small scale DAB multiplexes on air today.

Chris Hurst – Director, Dee Radio Group

Chris Hurst has worked in commercial radio for over 30 years. He's been a director and Ofcom licence holder for over 23 years. Chris was the Local Radio Managing Director of the LSE quoted Wireless Group PLC with responsibility for 10 local stations and 3 local multiplexes until it was acquired in 2002 by LSE quoted UTV Media PLC he continued in the position until 2009 at which point he had responsibility for 17 analogue radio stations, 7 digital stations and 4 local multiplexes. In 2009 he took a shareholding in Dee 106.3 Ltd and became its CEO a position he continues to hold. The Dee Radio Group went on to acquire Silk FM Ltd.

Chris is a strong believer and supporter of DAB, and the Dee Radio Group has launched digital services Dee on DAB, Love 80s Liverpool and Love 80s Manchester. Love 80s Manchester broadcasts on the small-scale trial multiplex in Manchester and is the only small-scale service in the UK that publishes RAJAR. The Dee Radio Group co owns the local multiplex for NE Wales and West Cheshire and Chris is a director of the holding company Muxco NE Wales and West Cheshire Ltd.

Chris was a consultant general manager of community station Pure 107.9 between 2009 and 2017 during which time Pure successfully applied for a grant to establish the Great Manchester Community Radio Alliance which ran for a number of years.

Chris is actively engaged in the radio industry as a whole and sits on the RadioCentre Advisory Group.

Chris attended Harvard Business School in 2005.

Chris has successfully participated in each round of the small scale multiplex licencing process. He is a participant in the successful applications that launched the complex multi-site networks in Edinburgh and Cardiff and also the fastest launched from award Wolverhampton in 53 days. He is a participant in 5 further successful applications that are currently in the build process.

Kofi Kusitor – Director, Colourful Radio

is a Computing, Law, and Business post-graduate, and a digital media pioneer and entrepreneur with over two decades of experience in the media industry. From as early as 1996, Kofi has been at the forefront of the internet revolution as one of the UK's first internet coders and webmasters.

As the founder of The Colourful Network (TCN), Kofi created platforms such as Black Britain Online - the UK's first African Caribbean focused web portal, Black Enterprise UK, and the Black Enterprise Awards, which recognized the achievements of African Caribbean owned businesses, entrepreneurs, and corporate leaders.

In 1998, Kofi's expertise caught the attention of AOL Europe, who hired Kofi as an independent producer. Kofi was entrusted with the responsibility of building their 'Black Britain' area from scratch, cementing his position as a leading figure in the digital media industry.

In 2000, Kofi founded Black Enterprise Awards which, with the support of the Institute of Directors and UKTI, celebrated and rewarded entrepreneurs for their successes in an ever-changing and challenging business environment.

In 2002, Kofi founded Colourful Radio, a dual-format digital radio service that has received numerous accolades and critical acclaim from 'creating and delivering compelling content that resonates with a diverse audience'.

Recognizing his contributions to the business community, Kofi was honored with an MBE for 'Services to Business' by the late HRH The Queen of England in the 2006 New Year's Honours List.

Beyond his professional achievements, Kofi has also actively contributed to the community in various capacities. He served as a board member for the Violent Crime Prevention Board alongside Dr Neville Lawrence OBE (father of Stephen Lawrence); served as a member of the Africa in London board, working closely with The London Mayor's Office to promote cultural diversity and inclusivity; and as advisory committee member to The Africa Channel (Television), ABN Radio (Broadcast Radio) and UK Black Business Show (Exhibitions).

Complementing his practical experience, Kofi holds a Masters in International and Comparative Business Law, an LLB Honours degree in Law, and a Diploma in Computing and Marketing.

Kofi continues as founder and exec producer at 21-year-old Colourful Radio while supporting developments in small scale, local, digital radio.

Clive Campbell – Director, Croydon FM C.I.C

Clive is a forward-thinking leader with a first class hon. degree in Music Business and extensive experience in the music industry. This valuable expertise greatly benefits his role.

As a resident of Croydon, Clive's strong connection to the community serves as the driving force behind Croydon FM's mission.

Croydon FM is dedicated to elevating local voices and talent, due to Clive's deep passion for music, community, and the creative arts.

Under Clive's guidance, Croydon FM has become an esteemed and beloved asset within the community. His commitment to diversity, creativity, and amplifying marginalised voices has shaped Croydon FM's identity as a platform that embraces different perspectives.

Through his astute leadership, Croydon FM continues to foster connections within the community while inspiring listeners and promoting unity.


Clive's leadership remains rooted in the rich cultural heritage of Croydon, ensuring that the station reflects the unique spirit and talent of the area.

Dr Mac Amoah – Director, Rainbow Radio

Dr Mac is established and successful media entrepreneur. Mac was the CEO of Rainbow Radio.co.uk from 2003 until 2015. The station was carried on Sky Digital TV, DAB digital radio, and online fast becoming a household name amongst the Ghanaian and the West African community. Mac built the station to support 20 staff and achieved numerous accolades including the coveted GUBA awards.

South London DAB C.I.C is confident that this highly experienced team has all the relevant expertise and local knowledge to deliver all aspects of launching and running a successful small-scale operation.

- 3.22 Please provide details of who will be carrying out the installation and on-going maintenance of your multiplexing / transmitter equipment (or the name of your proposed transmission and multiplex provider if you intend to use a third-party organisation for these services). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section [Part B] of the application form.)

Function	Responsible party	Previous experience
Installation of transmission equipment	Viamux Ltd	 <p>Viamux is a leading supplier of small-scale DAB solutions in the UK & Republic of Ireland. Established in 2017, Viamux specialises in Ofcom licence applications and coverage predictions as well as designing, building, installing, operating and maintaining small-scale radio multiplexes with clients in:</p> <ul style="list-style-type: none"> • Manchester, • Edinburgh • Blackpool (launched in 74 days) • Cardiff • Newcastle & Gateshead, • Derry/London Derry • Exeter • Preston • Warrington, Widnes & Runcorn, • Cheshire East • Cheshire Mid • Nottingham • Liverpool • Wolverhampton (launched in 53 days) • Stirling & Falkirk <p>More info: www.viamux.com</p>
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

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

South London DAB C.I.C's aim is to launch the multiplex within 12 months of the licence award subject to Ofcom approval of our final technical plan.

Funding is already in place and Heads-of-Terms are sufficient to exceed the operating costs of the multiplex. We are continuing to actively pursue all expressions of interest and are confident to launch with a strong line-up of services.

Following the 'Guide to Launching' flowchart and the procedures set out in Ofcom's Technical Policy Guidance we aim to accelerate the implementation timetable by focusing on stages A to E.



Stages:

- In response to any technical mitigations in the award letter, we aim to finalise our site agreements and technical plan and submit to Ofcom within 4 weeks.
- On receipt of the hole punching document we will liaise with the national & local multiplex operators immediately. Responses received will be sent to Ofcom.
- Once the technical plan is signed off by Ofcom the equipment will be ordered and specifications shared with Ofcom. Installation date is scheduled and Ofcom is notified with twenty days' notice.
- Equipment is installed and commissioned.

As a leading small-scale DAB provider, Viamux will manage the implementation of the project. Availability of all equipment, software and professional services to meet our timescales are already confirmed.

We will be responsible for finalising site agreements and arranging broadband connectivity. A project GANTT chart (Appendix E) details the tasks, activities and timescales under which the implementation will be governed to achieve our target launch date.

- 3.24 In addition, please provide, as an annex to be submitted with this application, an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service.

The South London DAB C.I.C project GANTT chart (Appendix E) sets out the precise, key stages in the implementation of the multiplex together with the 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?

No.

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

N/A

- 4.3

If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. In this context, a "participant" refers to a person who holds or is beneficially entitled to shares in the applicant or possesses voting power in the applicant. If the service is already licensed by Ofcom, the licence number should be provided. Please refer to the nature of the participation (e.g. shareholding or agreement in relation to voting power):



Select Radio is the Ofcom-licensed FM community radio station in south London run by Select Radio Limited. Select Radio will be available as a C-DSP on the South London DAB C.I.C multiplex



Rainbow Radio is the Ofcom-licensed FM community radio station in south London run by Rainbow Broadcasting Ltd. Rainbow Radio will be available as a C-DSP on the South London DAB C.I.C multiplex



Croydon FM is the Ofcom-licensed FM community radio station in south London run by Croydon FM C.I.C.. Croydon FM will be available as a C-DSP on the South London DAB C.I.C multiplex



Colourful Radio is the Ofcom-licensed DAB radio station in south London run by Kofi Kusitor. Colourful Radio will apply for a C-DSP and be available on the South London DAB C.I.C multiplex

Demand or support from programme providers

- 4.4 Please provide in the table below (expanding the table if necessary) the names of providers (or prospective providers) of community or local digital sound programme services who have expressed their demand or support for the provision of the proposed multiplex service in the area to be served by the multiplex service. For reasons of transparency, the response to this question *must be answered below and should not be provided as a separate annex*. The evidence of the demand or support, such as signed heads of terms or emails, should be provided as a confidential annex, and relate only to the specific multiplex being applied for.

	Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
9 RESERVED SLOTS FOR C-DSP SERVICES	1 Select Radio	C-DSP	Participant in the Applicant
	2 Croydon FM	C-DSP	Participant in the Applicant
	3 Croydon FM + 1	C-DSP	Participant in the Applicant
	4 Rainbow Radio	C-DSP	Participant in the Applicant
	5 Ruach Radio	C-DSP	See confidential appendix
	6 The Beat 103.6	C-DSP	See confidential appendix
	7 Riverside Radio	C-DSP	See confidential appendix
	8 Nomad Radio	C-DSP	See confidential appendix
	9 On Top Radio	DSP	See confidential appendix
	10 Playbackuk.com	DSP	See confidential appendix
	11 Boom Lite	DSP	See confidential appendix
	12 45 Radio	DSP	See confidential appendix
	13 Tomorrowland OWR	DSP	See confidential appendix
	14 Life Radio UK	DSP	See confidential appendix
	15 Confidential (see Part B 6.1)	DSP	See confidential appendix
	16 Voice of Islam	DSP	See confidential appendix
	17 Gaydio	DSP	See confidential appendix
	18 Glitterbeam	DSP	See confidential appendix
	19 Soho Radio	DSP	See confidential appendix
	20 Asian Star	DSP	See confidential appendix
	21 Asian Radio Live	DSP	See confidential appendix
	22 Bengali Radio Live	DSP	See confidential appendix
	23 Drums Radio	DSP	See confidential appendix
	24 TFS International Radio Group	DSP	See confidential appendix

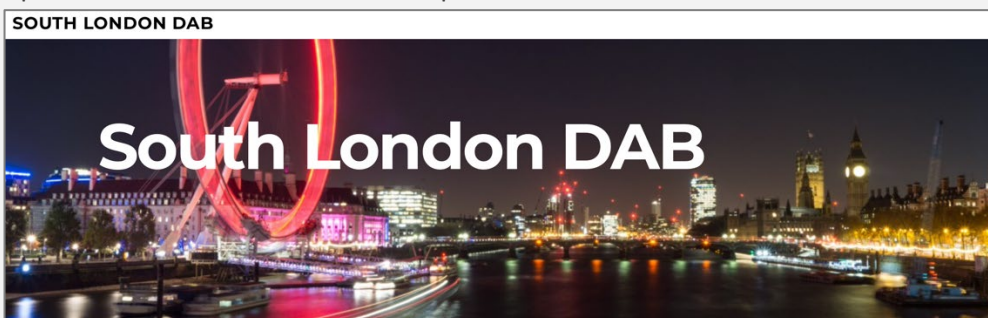
25	Zest	DSP	See confidential appendix
26	Zest 60s	DSP	See confidential appendix
27	Nation 70s	DSP	See confidential appendix
28	Nation 80s	DSP	See confidential appendix
29	Nation 90s	DSP	See confidential appendix
30	Fun Kids	DSP	See confidential appendix
31	Westside Radio	DSP	See confidential appendix
32	Radio Sangam	DSP	See confidential appendix
33	Fresh Radio	DSP	See confidential appendix
34	Mom's Spaghetti	DSP	See confidential appendix
35	MRH Radio	DSP	See confidential appendix
36	Whoa fm	DSP	See confidential appendix
37	Maritime Radio 96.5FM	DSP	See confidential appendix
38	Soul Music Radio	DSP	See confidential appendix
39	MusicalHeatWave	DSP	See confidential appendix
40	Phoenix FM	DSP	See confidential appendix
41	Starpoint Radio	DSP	See confidential appendix
42	CPR	DSP	See confidential appendix
43	Platinum Sound Radio	DSP	See confidential appendix
44	Love 80s	DSP	Participant in the Applicant
45	Love 90s	DSP	Participant in the Applicant
46	Colourful Radio	DSP	Participant in the Applicant
47	XtraHot	DSP	See confidential appendix
48	London Music Radio	DSP	See confidential appendix
49	Bam HQ	DSP	See confidential appendix
50	Carnival Radio	DSP	See confidential appendix
51	Skylab radio	DSP	See confidential appendix
52	Shine 879	DSP	See confidential appendix
53	Podcast Radio	DSP	See confidential appendix
54	Cosoro	DSP	See confidential appendix
55	Panacea	DSP	See confidential appendix
56	R360	DSP	See confidential appendix
57	R360 Xtra	DSP	See confidential appendix
58	Pie Radio	DSP	See confidential appendix

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.

Prior to submission of this licence application, South London DAB C.I.C has taken the following measures to identify and engage with services providers:

- Online Promotion – We launched a website at www.southlondondab.co.uk to provide information about the project and the opportunities for prospective service providers. The website collected expressions of interest via an online form.



South London DAB CIC is a true collaboration of south London's leading community radio stations. Formed as a community interest company to collaborate in the provision of one of five new digital radio multiplex in England's capital city. South London DAB will provide a range of new and exciting digital radio stations to a global audience. More than 3 million people live in south London. South London DAB will ensure you will have access to the best of the capital.



Come and join south London's leading community radio stations.



Come and join south London's leading community radio stations.

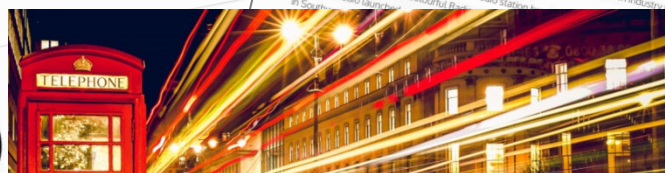


Select Radio (formerly Select UK) is south London's Ofcom-licensed community radio station, broadcasting on 94.4 FM to London and online. The station first broadcast as Select UK in 2003. It gained its Ofcom licence in May 2020, and commenced broadcasting in November 2021. Select Radio has participated in the DCMS/Ofcom small scale DAB trials - joining the Norwich small scale multiplex in April 2022 and the Brighton small scale multiplex in August 2022.

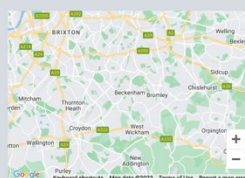
Rainbow Radio is south London's Ofcom-licensed community radio station, broadcasting on 92.4 FM to London and online. The station first broadcast in 2003. It gained its Ofcom licence in May 2020, and commenced broadcasting in 2021. Rainbow Radio has participated in the DCMS/Ofcom small scale DAB trials - joining the Manchester small scale multiplex in April 2022.

Croydon FM is south London's not-for-profit Ofcom-licensed community-led FM radio service based in Croydon and broadcasting on 97.8 FM. It offers listeners a daily range of shows consisting of music and discussions such as mental health, life aspirations and personal development. As a community interest company, live shows are conducted by members who are based in and around Croydon. As such, Croydon FM provides local people a voice and offers a first step into an industry that is often hard to access.

Colourful Radio is a south London based radio station. Colourful Radio is a community interest company, often hard to access. Colourful Radio is a community interest company, often hard to access.



We would like to hear from you if you would like to get your station on-air across south London. We expect spaces to go very quickly so please get your name down today and reserve your slot



INDICATES REQUIRED FIELD

STATION NAME *

NAME *

EMAIL *

PHONE NUMBER *

- **Media Coverage** - Engagement with the website was promoted in a press release which was distributed to local/regional press and published on the Radio Today website. It has also been widely shared on social media. We also ran an advert on RadioToday to create awareness and direct radio stations to our website for more information. See both in the image below.

The screenshot shows the RadioToday website interface. At the top, there's a navigation bar with links for 'RadioToday World: Europe Ireland NI Scotland UK US Wales' and 'RadioToday Jobs'. The main header features the 'RadioToday' logo, sponsored by 'RCS', and a banner for 'TRUE INTEGRATION' with logos for Zetta, gSelector, Aquira, Revma, RCScloud, and RCS2GO. Below the header is a navigation menu with links: HOME, ALL NEWS, INDUSTRY, STATIONS, PEOPLE, CATEGORIES, EVENTS, JOBS, and MORE. The main article is titled 'South London radio stations to apply for small-scale DAB licence', written by Roy Martin, updated on June 21, 2023, at 9:09 am. The article features logos for 'select', 'COLLOURFUL', 'Rainbow Radio', and 'CROYDON 97.8 FM'. To the right of the article is a sidebar with 'Today's radio news' featuring several headlines with timestamps. At the bottom of the article, there's a large red button that says 'CLICK HERE'.

RadioToday World: Europe Ireland NI Scotland UK US Wales // RadioToday Jobs //

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South London radio stations to apply for small-scale DAB licence

Written By Roy Martin – updated on June 21, 2023 – 9:09 am

select **COLLOURFUL** **Rainbow Radio** **CROYDON 97.8 FM**

South London stations Select Radio, Rainbow Radio and Croydon FM have confirmed they are applying for the [South London small-scale DAB multiplex](#). South London DAB CIC has been established by the stations with the help of Niocast Digital, South London station Colourful Radio and radio executive Chris Hurst.

"Select Radio has been around since 2003 in one form or another" says Director Tom Marley, "and we've been planning the move to DAB for some time now.

"We're looking forward to the quality that DAB will deliver and being able to reach lots more listeners. It will also be great to give access to broadcast for so many radio services who haven't had the opportunity in the past "

Anyone interested in adding a radio service to the South London DAB ensemble is invited to make contact via the website [SouthLondonDAB.co.uk](#).

Today's radio news

- BBC Radio WM's Caroline Martin takes time off to clear her head**
37 mins ago
- Angel Radio confirms bid for Portsmouth small-scale DAB multiplex**
3 hours ago
- Former BBC Director General Lord Hall joins local radio debate**
6 hours ago
- 5 Live's Roddy Forsyth retires after Parkinson's diagnosis**
7 hours ago

< PREV NEXT > 1 of 26

South London DAB
CLICK HERE

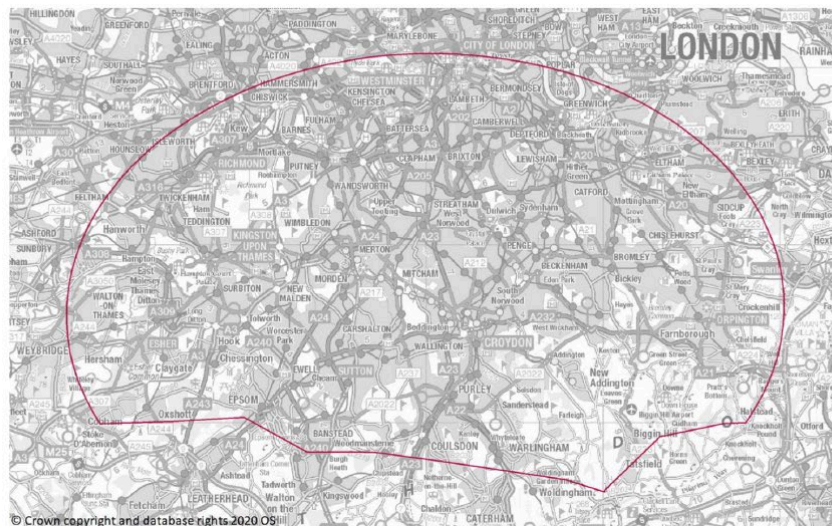
- Outreach - South London DAB C.I.C has also conducted research to identify active community and internet radio services. We made direct contact via email or phone to ensure that radio operators were aware of the opportunity and if they were interested in participating in the project at this time. We contacted the universities and the local college to make them aware of the opportunity that the service could offer their student radio stations. We also contacted the local hospital radio services with the same offer.



South London DAB CIC

We are South London DAB a Community Interest Company - you can check us out at www.southlondonDAB.co.uk

We are applying to Ofcom for the South London DAB multiplex licence - so that stations like yours will be able to broadcast on DAB to over 2.8 million people across South London, from Westminster to Purley and from Walton on Thames to Orpington



Our team has a wealth of broadcast experience in both radio and transmission, and we would like your station to join us. You will be able to broadcast as either a commercial station (DSP) or a community station (C-DSP)

Ofcom needs to see there is support for DAB transmission in South London. So please take a minute to register your interest on our website form at the bottom of the homepage www.southlondonDAB.co.uk

- Consultation - Following the receipt of expressions of interest South London DAB C.I.C engaged in early conversations with potential C- DSP and DSP providers, to give them an indication of pricing and capacity. From the consultation we were able to identify those that wanted to commit to carriage on the multiplex and those that were keen but not willing or able to commit at this stage.

Following the award of licence, South London DAB C.I.C will take steps to secure carriage agreements with those services that have made their commitment and engage openly with those services providers who completed expressions of interest:

Allocation or reservation of capacity is subject to the Service Provider either holding a DSP or CDSP Licence or being able to demonstrate that they have submitted their application to Ofcom for a DSP or CDSP Licence, respectively.

- If all the reserved capacity spaces on the multiplex have been allocated, additional service providers with CDSP's can be offered an unreserved space
- If the capacity on the multiplex is reached, a waiting list will be created with service providers kept up to date on any future availability.

Throughout this process, South London DAB C.I.C has openly discussed our transmission plans, carriage terms and indicative fees. We have engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. As stated above, 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. In contracting or offering to contract with programme services providers, we will continue to act in a manner that ensures fair and effective competition.

Following the launch of the multiplex, South London DAB C.I.C will continue to operate a transparent rate card policy, published on our website. The structure of our rate-card will reflect our core aim of supporting and encouraging community broadcasting by C-DSP licensed services with pricing to help them establish a long-lasting partnership with us for mutual sustainability.

6. Declaration

- a) I hereby apply to Ofcom for the grant of a licence for the small-scale radio multiplex licence described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- b) I further declare and warrant:
 - i) that the applicant is not a disqualified person within the meaning of that expression as defined in Part 2 of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under section 145 of the Broadcasting Act 1996;
 - ii) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests;
 - iii) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
 - iv) that no director or person concerned directly or indirectly in the management of the Licensee is the subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- c) I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influence Ofcom's judgement as to whether the directors and substantial shareholders involved in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

Full name (BLOCK CAPITALS) of the person authorised to make the application on behalf of the applicant:

David Duffy

Date of application:

30 JUNE 2023

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

Company director.