
Small-scale radio multiplex licence

Application form – Part A (public)

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

GTFM (South Wales) Ltd

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

Welsh Valleys

Public contact details:

Valleys DAB

c/o GTFM

Pinewood Studios,

Pinewood Avenue

PONTYPRIDD

CF37 5EA

Publication date: 1 September 2020

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1. Overview

You should complete this form if you are applying for a small-scale radio multiplex licence. You can find further information about small-scale radio multiplex services in the [Guidance notes for applicants and licensees](#).

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 licence to provide a small-scale radio multiplex service (a ‘small-scale radio multiplex licence’). A small-scale radio multiplex service is the means by which DAB digital radio stations (‘digital sound programme services’) are broadcast, and can transmit around ten stereo digital sound programme services (or a significantly higher number if the DAB+ standard is utilised). The 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.
- 1.2 Small-scale radio multiplex licences are awarded by Ofcom in a competitive process. Applications are judged against specified criteria, and Ofcom awards the licence to the applicant which it considers best meets the criteria.
- 1.3 You can find more information about small-scale radio multiplex licences in Ofcom’s published [guidance notes](#) for licence applicants and licensees. This document also includes detailed instructions on how to complete the application form, and information on the next steps in the application process. Please read this guidance and the ‘frequently asked questions’ carefully before completing both parts of the application form.

Provision of information

- 1.4 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are ‘fit and proper’ to hold a licence and are not disqualified from participation in a licence.
- 1.5 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 applications

- 1.6 Part A of the application form (i.e. this document) will be published by Ofcom on our website as soon as practicable following the closing-date for applications. Part B of the application form will remain confidential. Non-confidential responses to any clarification or amplifications will also be published on the Ofcom website, alongside the Part A application form. Ofcom may take into account any comments received from the public, which can be made to it with respect to Part A of the application submitted.
- 1.7 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee (as required on the cover of this 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 we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email (broadcast.licensing@ofcom.org.uk).
- 1.8 Ofcom considers issued small-scale radio multiplex licences to be public documents and copies of licences will be made available to third parties on request, noting that personal data apart from the name of the licensee may be redacted.

Data protection

- 1.9 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

- 1.10 We strongly recommend that you sign up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast Bulletin is published.
- 1.11 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month.
- 1.12 To sign up to receive these communications, please visit <https://www.ofcom.org.uk/about-ofcom/latest/email-updates> and select 'Broadcasting'.

2. Extent of proposed coverage area

About this section

Under section 51(2)(a) of the 1996 Act, we are required to consider the extent of the coverage area an applicant proposes to achieve within the area which has been advertised. This section therefore asks you to describe the coverage you are proposing to achieve. Further questions on the detailed technical arrangements for the proposed service, including questions on the transmission site(s) that you intend to use and your plans for how the multiplexing and distribution of your service will be arranged are contained in Part B of the application form.

Before completing this section of the form, you should read carefully the notes on 'Extent of proposed coverage area' in Section 4 of Ofcom's [guidance notes for licence applicants and licensees](#).

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

Proposed SSDAB Western Valleys Coverage Area

We are proposing – at least initially - to concentrate on covering only the western part of the advertised Welsh Valleys polygon which forms a social and economic mini-region in its own right. This comprises the compact County of Merthyr Tydfil which has a population of around 65,000 in the town itself and immediate surrounding areas and its much larger neighbour Rhondda Cynon Taf County Borough (abbreviated as RCT) which has around a quarter of a million inhabitants living in the two largest towns of Pontypridd and Aberdare (both with around 33,000 residents) and dozens of smaller towns, most of them former mining communities laid out in ribbon developments along the Taff, Cynon and Rhondda river valleys which are separated by high ridges.

Even so, in the context of Ofcom's usual intention that SSDAB areas might approximately replicate community radio station FM coverage to give those stations affordable access to a digital radio platform, our proposed SSDAB footprint is still relatively large in that it embraces three such CR licence areas, currently GTFM (in Pontypridd and soon Aberdare, plus surrounding parts of RCT including the lower half of the main Rhondda Valley) and Rhondda Radio (which concentrates on serving the two Rhondda Valleys including their 'upper' sectors which are largely not covered on FM by GTFM), plus the proposed Merthyr Tydfil community radio area*.

** A recently awarded FM CR Licence for Merthyr was not activated by the winning group, we understand for financial reasons. Since then we gather the founder of this initiative who is independent of the 3G group and actually wrote the winning CR application with the assistance of GTFM has found a substitute community organisation willing to finance and launch the service as originally intended from a different location in the town. But it is unclear at present if the FM licence offer can be revived. Failing that the group will still apply for a C-DSP licence to broadcast on our multiplex and to that end we have reserved a space for them. Obviously if forced to launch on DAB only viability and sustainability concerns could initially limit the scope of that project until DAB gains more listeners, but at the time of writing they are still determined to provide a community radio service for Merthyr Tydfil County Borough .*

Broadening Listener Choice

Our SSDAB Western Valleys multiplex will considerably broaden local listener choice and operate in DAB+ mode to maximise this capacity. As outlined It will carry all the community stations in its catchment area from the outset to a larger area than they reach individually on FM, while not extending their coverage beyond the natural geographical region they all share which identifies with a north-south commuting corridor extending from Merthyr down to Cardiff.

In addition there will be up to 15 commercial services, many of which will probably not otherwise be audible to listeners in the South Wales Valleys.

Valleys Transmission and Coverage Challenges

Our applicant group is led by experienced local radio broadcaster Terry Mann who in 1996 founded the commercial local station Valleys Radio in his capacity as Managing Director of parent company Swansea Sound Ltd. That 'Heads of the Welsh Valleys' licence area, which is almost identical to the proposed Welsh Valleys DAB Polygon, was unusually advertised as an AM local licence because it was recognised the mountainous terrain would require several FM transmitters, possibly not a viable option when the likely capital cost was balanced against likely advertising revenue in what was at the time still an economically and socially depressed area. But when AM test transmissions began on 1116 kHz from a transmitter near Ebbw Vale it was immediately obvious the signal was not propagating as predicted, particularly towards the western valleys. This was emphasised by the fact the test broadcast period coincided with the 30th Anniversary of the Aberfan disaster so included, on the actual anniversary, a special programme recorded at Swansea Sound featuring the first radio interview given by one of the few survivors who was eight at the time of the disaster. Yet although Aberfan lies midway between Merthyr Tydfil and Pontypridd, well within the predicted coverage of Valleys Radio, the programme was hardly audible there.

Although subsequent analysis suggested the problem resulted from unusually poor signal conductivity through layered underground rock strata in this former coal and

iron ore mining area and the Radio Authority quickly offered a second frequency (999kHz) to serve the 'western valleys' - the extra cost of establishing the second AM transmitter near Aberdare weakened the potential commercial viability of this licence at the outset. A decade later, despite encouraging RAJAR results, a subsequent owner handed the licence back rather than take up an offer to convert to FM, a decision possibly prompted failure to gain permission to originate Valleys Radio output from the company's Swansea studios.

One of the most important lessons learned through the Valleys Radio experience therefore is that it's even more difficult in practice to viably reach radio listeners who mostly live in deep valleys created in the Ice Age separated by very high ridges, even for broadcasters who are expecting it to be challenging!

This is why we are tackling the problem in bite sized socially cohesive pieces, starting with the western valleys area. But if this approach proves successful we suggest it could also be employed in the eastern part of the Welsh Valleys polygon, possibly sharing the same main frequency block (if intervening topography is used intelligently to prevent co channel interference). And that could also be an opportunity to include a different set of community radio C-DSP's as none of our stations in the west would have any resonance in the 'Gwent valleys' which largely identify with the Newport area rather than Cardiff 'down south'. Although there is only one community station in that area at the moment we believe it very likely other groups will emerge wishing to serve communities like (say) Ebbw Vale or Abergavenny. While we are open minded about the possibility of maybe helping to develop such opportunities in the future, dependent on the view taken by Ofcom, we feel we face sufficient challenges to keep us busy for now creating a western valleys SSDAB service to expand the scope of its indigenous community stations.

As things stand more than two thirds of the old Valley's Radio 'western valleys' area is already served by GTFM and Rhondda Radio, with the only remaining jig-saw piece being the creation of a station in Merthyr.

Our Proposed Transmitter Network

Despite the fact our proposed multiplex polygon is around one third the size of the full Welsh Valleys polygon as advertised, we believe 8 transmitters will be needed to provide adequate reception to the required 'indoor' reception standard.

Six of these will be located in or very near main towns in the area, namely Merthyr Tydfil, Pontypridd, Aberdare, Mountain Ash, Treorchy and Tonyrefail, with a further one serving the Rhondda Fach valley and one in Hirwaun (north of Aberdare and near the main A465 east west "Heads of the Valleys" trunk route) extending coverage to an area not currently reached on FM by any of our participating community stations but still within the north western boundary of Welsh Valleys polygon.

Our coverage predictions show these sites will between them almost completely match the boundary of the western part of the advertised polygon with very little overspill, bar that to the south and south west necessary to replicate GTFM's FM coverage in that direction.

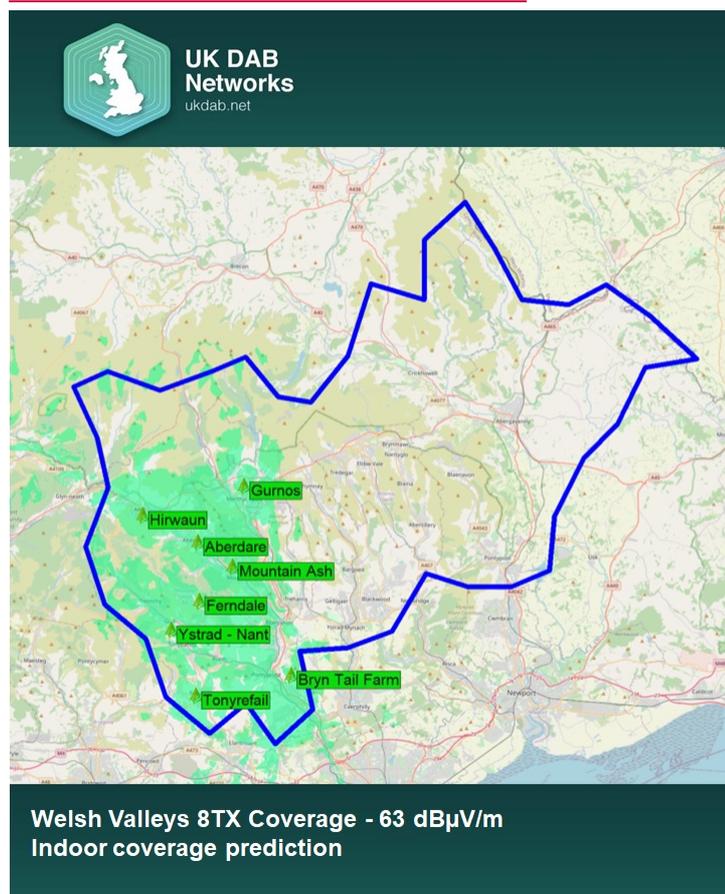
Population Numbers

We conservatively estimate our indoor coverage within the Welsh Valleys polygon area will be 153,488 adults aged 15+, which increases to 176,777 adults aged 15+ when we add overlap, including into the Cardiff SSDAB area. It's important for us to include such overlap because the Welsh Valleys polygon's southern boundary lies only a little to the south of our core town of Pontypridd whereas FM coverage extends to the outskirts of Cardiff. In the reverse direction, the Cardiff SSDAB polygon boundary overlaps the southern part of the Valleys polygon, reaching as far north as the southern outskirts of Pontypridd including the location of GTFM's main studios, putting them in both polygon areas.

We intend therefore to operate under a C-DSP in our Valleys area and have indicated an interest to broadcast under a DSP in Cardiff to the applicant for that multiplex licence associated with our technical partners who will build our Valleys multiplex infrastructure and manage our ongoing networking operations.

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



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

Provide the name and version of the prediction tool used.	ATDI HTZ Communications x64
Detail the terrain model used by the software and its resolution.	DTM: DEFRA 1m and 2m resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Buildings: DEFRA (automatic extraction – slope algorithm - performed at 2 m resolution then resampled) Vegetation (park, wood, forest) and Hydro from Corine Land Cover 2018 and Urban Atlas 2018 (European Environment Agency) Roads and railways from Open Street Map (2019)
What propagation algorithm has been used?	Model pre-set: Fresnel Diffraction geometry: Deygout 94 Subpath attenuation: Coarse Integration

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	FZ fraction: 0.8 Earth radius (sea and land): 28,500km
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 data used
Have your predictions been generated by a commercial organisation? If so, by whom?	UK DAB Networks Limited

3. Ability to establish the proposed service

About this section

In Section 3, we are asking questions about the applicant company, its financial and business plan, the relevant expertise and experience of those who will be involved in providing the small-scale radio multiplex service, and the timetable for coverage roll-out. The answers to these questions will enable Ofcom to assess the application under section 51(2)(c) of the 1996 Act. Additional information will be submitted in Part B.

In the first 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 small-scale radio multiplex licence. This section asks the questions which enable us to consider this for those types of disqualification which apply specifically to bodies corporate. It also asks questions which are relevant to our assessment of the applicant's fitness and properness to hold a small-scale radio multiplex licence.

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).

The remaining questions in Section 3 relate to the applicant's financial and business plan, the expertise and experience of those involved, and the planned timetable for launching the proposed multiplex service.

Applicant's details

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

GTFM (South Wales) Ltd.

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

04874619

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:

GTFM (South Wales) Ltd, Pinewood Studios,
Pinewood Avenue,
Rhydyfelin,
PONTYPRIDD
Rhondda Cynon Taf
CF37 5EA

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

No (delete as appropriate)

If no, please submit the up to date document and indicate you have done so in the checklist in Section 7 of Part B.

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

Full name	Colin Thomas Dixon
Job title	Chair of GTFM Trustees (Director)
Address	19 St. James Road, Wick, Cowbridge, Vale of Glamorgan CF71 7QW
Telephone	01443 502524
Mobile phone	07711 031902
Email	colin_dixon@ajg.com

Ownership and control of company which will hold the licence

Details of officers, participants and shareholders of the applicant

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

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Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Terrence Keith Mann Station Manager GTFM	GTFM, Pinewood Studios, Pinewood Avenue, Rhydyfelin, PONTYPRIDD CF37 5EA	Wales, UK	Director - Playlist and Radio Services Ltd (Radio Consultancy Services company)	N/A
Colin Thomas Dixon Trustee/Chair	19 St. James Road, Wick, Cowbridge, Wales, CF71 7QW	Wales, UK	None	Manager, Insurance Industry
Timothy Allan Cooper Trustee	GTFM Pinewood Studios Pinewood Avenue, Rhydyfelin, Pontypridd, Rhondda Cynon Taff, CF37 5EA	Wales, UK	None	TV Channel Controller, BBC Wales
Mrs Wendy Ann Allsop Trustee	43 Charles Street, Tonypany, Wales, CF40 2AN	Wales, UK	None	Rhondda Organiser, Plaid Cymru
Meurig Hailstone Trustee	6 Maplewood Avenue, Cardiff, Wales, CF14 2LZ	Wales, UK	None	Sound Engineer

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

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

Craig, Rutland William, Jones Trustee	31 High Street, Porth, Wales, CF39 9AP	Wales, UK	None	Interventional Radiology Nurse
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3.7 Please identify any entities with which the applicant is affiliated:

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

Full name of the entity	Address
N/A	

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

Full name of entity	Address	Affiliates
N/A		

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

Full name of individual or body	Address	Affiliates
N/A		

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

3.10 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 3.9, and any affiliates of those bodies:

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

3.11 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 3.9, and their affiliates:

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

3.12 In relation to each body corporate identified in response to question 3.9, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned (“participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.9. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Name of body corporate identified in response to question 3.9				
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

3.13 Please state below whether the applicant, or any of the directors, shareholders or other individuals named above, including their associates (i.e. directors of their associates and other group companies), is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	Yes	GTFM Trustee Wendy Allsop works for Plaid Cymru (but has no involvement in the company's editorial output).
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);	Yes	Mrs Wendy Allsop, as detailed above. Her official title is 'Rhondda Organiser' with Plaid Cymru
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

3.14 Is the applicant a current licensee of Ofcom?

Yes (delete as appropriate).

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.

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

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

Licence number	Name of multiplex
CR000004	GTFM is not on a multiplex its analogue (FM) only

3.15 Has the applicant held an Ofcom broadcasting licence before?

No (delete as appropriate).

Licence number	Name of service or multiplex

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

No not with Ofcom** (delete as appropriate).

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
		**Prior to Ofcom's inception, GTFM's Station Manager Terry Mann worked for a number of IBA and Radio Authority licenced independent local radio and commercial stations:
1974-77	n/a	Producer, Swansea Sound Limited
1983-88	n/a	Programme Controller, Radio 210 (Thames Valley Broadcasting) Reading, Berkshire
1988-92	n/a	Special Projects Manager then Programme Director, County Sound Radio, Guildford, Surrey, then Manager of Radio Mercury, Haslemere, Surrey
1995-98		Managing Director, Swansea Sound Ltd (He launched 96.4 The Wave on FM in Swansea & Valleys Radio on AM in the South Wales Valleys, the TSA of which was almost identical to your SSDAB Welsh Valleys Polygon)

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

1998 - 2001		Working as a Consultant for the County Sound Group Terry had spells managing Active FM in East London and The Eagle in Bristol and project managed the launch of 96.2 The Revolution in Oldham, Greater Manchester
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3.17 Does the applicant control an existing Ofcom licensee?

Yes (delete as appropriate).

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

Licence number	Name of service or multiplex
CR000004	GTFM

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex

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

No (delete as appropriate).

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

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

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

No (delete as appropriate).

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

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

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

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

N/A

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

No (delete as appropriate).

If yes, please provide the following details:

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

Financial and business plan

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

As eight transmitter sites will be needed just to cover the western part of the advertised Welsh Valleys polygon we wish to serve, we estimate the unusually high capital cost of constructing and maintaining such a network could not in any event be sustained on a commercially viable basis from the revenue likely to be generated from the rental of multiplex capacity to radio stations paying to access a population limited to around 200,000.

We therefore plan to finance the construction of our 'Valleys DAB' SSDAB+ transmitter infrastructure with grant funding in order to establish it's community ownership on a not-for-profit basis, to be operated by GTFM on behalf of itself, Rhondda Radio, the embryonic Merthyr Radio and any other local community services which may emerge.

To keep establishment and running costs as low as possible we plan to co-locate seven of our eight transmitters at existing or planned (Ofcom approved) community radio FM transmitter sites. While the mast infrastructure of the main site at Pontypridd is owned by GTFM, three of the other sites are owned by community organisations mostly operating on a not-for-profit basis and three are owned by the local authority which normally only charges a nominal annual site fee because we are a not-for-profit organisation delivering social gain.

The seventh transmitter will be located at a mobile phone mast identified by our technical partner UK DAB Networks Ltd at Hirwaun, north of Aberdare.

Establishment of the multiplex, including its technical start-up and liaison with C-DSPs and DSPs will be carried out by UK DAB Networks.

Multiplexing software will be sourced from leading multiplex software firm Factum Radioscape, a majority Nation Broadcasting owned company.

Nation Broadcasting is a minority shareholder in UK DAB Networks Ltd. Nation is the UK's third largest operator of local commercial radio licences and has interests in a number of local DAB multiplexes across the UK. It has considerable DAB launch and operating experience, including in SSDAB, having owned and operated the Glasgow trial multiplex since 2018. Nation has interests in adjacent DAB areas including South West Wales and has also applied for the Cardiff SSDAB licence.

Their collective experience brings with it full knowledge of the costs and risks associated with the launch and operation of our proposed multiplex. In addition we are being offered access to Nation Broadcasting's credit and finance facilities which can provide back-office functions and if needs be additional finance through UK DAB Networks Ltd. This will free-up GTFM management time to focus on providing an excellent service to our multiplex service providers and listeners.

Ongoing Network Operations

On-going network operation and maintenance costs will be covered through an arrangement with UK DAB Networks Ltd, a new consultancy and DAB operations company owned by Ash Elford. Ash has established an enviable reputation as one of the pioneers of SSDAB. He will be responsible for the day-to-day technical management of the multiplex and will advise on strategy. He has established UK DAB Networks Ltd to provide an effective management and ownership platform for SSDAB operations. In return, UK DAB Networks will have access to carriage of up to five digital programme services they may nominate.

Carriage fees for the remaining digital channels on the multiplex will then be used to pay GTFM's ongoing costs to manage the operation of the multiplex and it is anticipated that once the majority of the commercial slots on the multiplex are filled, a small operating surplus will be generated which can then be reinvested in the provision of community radio in the area.

Among the ongoing running costs GTFM will shoulder, expected to total around £10-15,000 per annum, are programming circuit rental, (estimated at around £3,800 per annum), transmitter site rental at sites where its applicable and overall administration costs. This will be paid-for from the income generated by selling remaining capacity on the multiplex which could eventually reach £25,000 per annum but is likely to be far lower at the outset.

- 3.25 Detail the sources of finance that will be used to fund the multiplex service, under the following headings:
- a) Share capital N/A
 - b) Loan stock N/A

- c) Leasing/HP facilities (capital value) N/A
- d) Bank overdraft N/A
- e) Grants and donations: We are budgeting for an average cost of £6,000 for the construction of each transmitter site (totalling £48,000) and this will represent by far the greatest part of grant funded capitalisation of around £60,000.
- f) Other (please specify) N/A

3.26 Provide evidence that sufficient funds are available.

✂ This information has been redacted by Ofcom for reasons of confidentiality

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

We have done as much as possible to discover grant funders for this project to date bearing in mind we have a management team of two who are also having to constantly find ways of sustaining our radio station without some of its traditional sources in income, as well as maintaining detailed on-air and on-line coverage of the Covid-19 crisis.

Quite a few of the other organisations in this area are also not working in their usual way and it can be particularly difficult to get hold of some decision makers.

Nevertheless we are confident of being able to raise the grant funding necessary to establish this multiplex if awarded the licence.

Relevant expertise and experience

3.28 Please provide details of who will be responsible for the day-to-day general management of the multiplex service (for example, dealing with programme service providers and contractual matters). Please also briefly state their previous relevant experience. (Note

that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

Through our partnership with UK DAB Networks Ltd we have access to individuals with significant DAB experience and this expertise will ensure a smooth, professional launch and successful ongoing operation of the multiplex.

Day-to-day technical management of the multiplex will be by Ash Elford, owner of UK DAB Networks Ltd, a new DAB multiplex consultancy, ownership and operating company.

Ash is one of the UK's SSDAB pioneers who has overseen the establishment and successful operation of the Portsmouth SSDAB trial. He has also worked with Nation Broadcasting for a number of years and has overseen a significant improvement in the reliability, coverage and services available on the SSDAB Glasgow trial multiplex. Previously Ash was part of the DAB digital radio team at Arqiva.

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

Function	Responsible party	Previous experience
Installation of transmission equipment	Commtronix Ltd	Significant experience of installation of DAB transmission systems for small and large broadcasters
Ongoing maintenance of the transmission equipment	Commtronix Ltd	Significant experience of installation of DAB transmission systems for small and large broadcasters
Installation of the Multiplexing equipment	Factum Radioscape Ltd	Significant experience of installation of DAB multiplexing systems for small and large broadcasters.

Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	UK DAB Networks Ltd	Significant experience of managing DAB multiplexes.
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Timetable for coverage roll-out

- 3.30 In no more than 250 words, please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing. Please provide an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service:

If awarded this license we would endeavour to proceed as quickly as possible with construction. However, we won't be able to apply for the necessary grant funding until the project is a reality, so ability to start work may therefore be affected to some degree by the grant application cycles of potential funders.

We would be confident, however, of being able to launch the multiplex within Ofcom's time limit.

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

About this section

Section 51(2)(ca) of the 1996 Act requires Ofcom to take into account the desirability of awarding a small-scale radio multiplex licence to a body corporate that is providing – or proposing to provide – a C-DSP service in the locality being advertised (or involving such a person as a participant in the licence-holding company).

Section 51(2)(f) of the 1996 Act requires Ofcom to take into account evidence that the applicant has support from providers interested in having their existing or planned programme services carried on the proposed multiplex.

Note that we do not require applicants to provide us with a full-line up of services they intend to provide, or details about the content of those services.

Involvement of C-DSP providers

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

YES (please delete accordingly)

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:

GTFM CR000004 will provide its well-established local radio service on this multiplex. The station pioneered the concept of community radio in Wales and provides a broad-appeal local news, information and music service from studios located near Pontypridd from which it has also served surrounding parts of RCT county including the lower part of the main Rhondda Valley since 2002.

Independent audience research has found GTFM to be the most popular radio station in the Pontypridd area and it has also gained Ofcom permission to extend its FM signal via four new relay transmitters to Aberdare and the Cynon Valley and improve in the Porth and Tonyrefail areas. Although construction has been delayed this year by Covid 19 restrictions the project will re-commence shortly. GTFM's local news bulletins contain stories from the whole of RCT plus main headline developments in nearby Merthyr Tydfil County.

GTFM also provides its local news bulletins to neighbouring Rhondda Radio.

- 4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. If the service is already licensed by Ofcom, the licence number should be provided:

N/A

Demand or support from programme providers

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

Rhondda Radio CR102155 is also expected to become a C-DSP service provider on this multiplex. It serves the two Rhondda Valleys from transmitters in each from studios in Treorchy. While its coverage overlaps with GTFM in the lower parts of both valleys, it is the only community radio service audible in the upper half of the main Rhondda Valley and most of the communities in the smaller Rhondda Fach.

The leader of the Merthyr Radio community radio project has also indicated an intention to provide a C-DSP service for the town on this multiplex whether or not they are successful in reviving the FM licence they recently won, only to see their main financial backer (whose name was on the application document) tell Ofcom they didn't wish to continue, apparently because of financial difficulties. Since then the group's founder Lee Davies who actually wrote the Merthyr Radio Ofcom application with assistance from GTFM has gained the support of the Merthyr Tydfil Leisure Trust which operates the Red House Arts Centre and wishes to host and support the establishment of the Merthyr Radio service as proposed in its original FM licence application.

Details of commercial services are provided in Part B.



5. Fair and effective competition

About this section

Section 51(2)(g) of the 1996 Act requires Ofcom to assess whether, in contracting or offering to contract with programme service providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of community and local digital sound programme services.

In assessing applications, we need to have confidence that the prospective small-scale radio multiplex licensee has approached a wide range of potential service providers. Negotiations that have taken place between the applicant and potential service providers need to have been demonstrably fair, and the terms of any contract for service provision must be fair and non-discriminatory.

Applicants should note there are two further questions relating to fair and effective competition in Part B of the application form.

- 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:

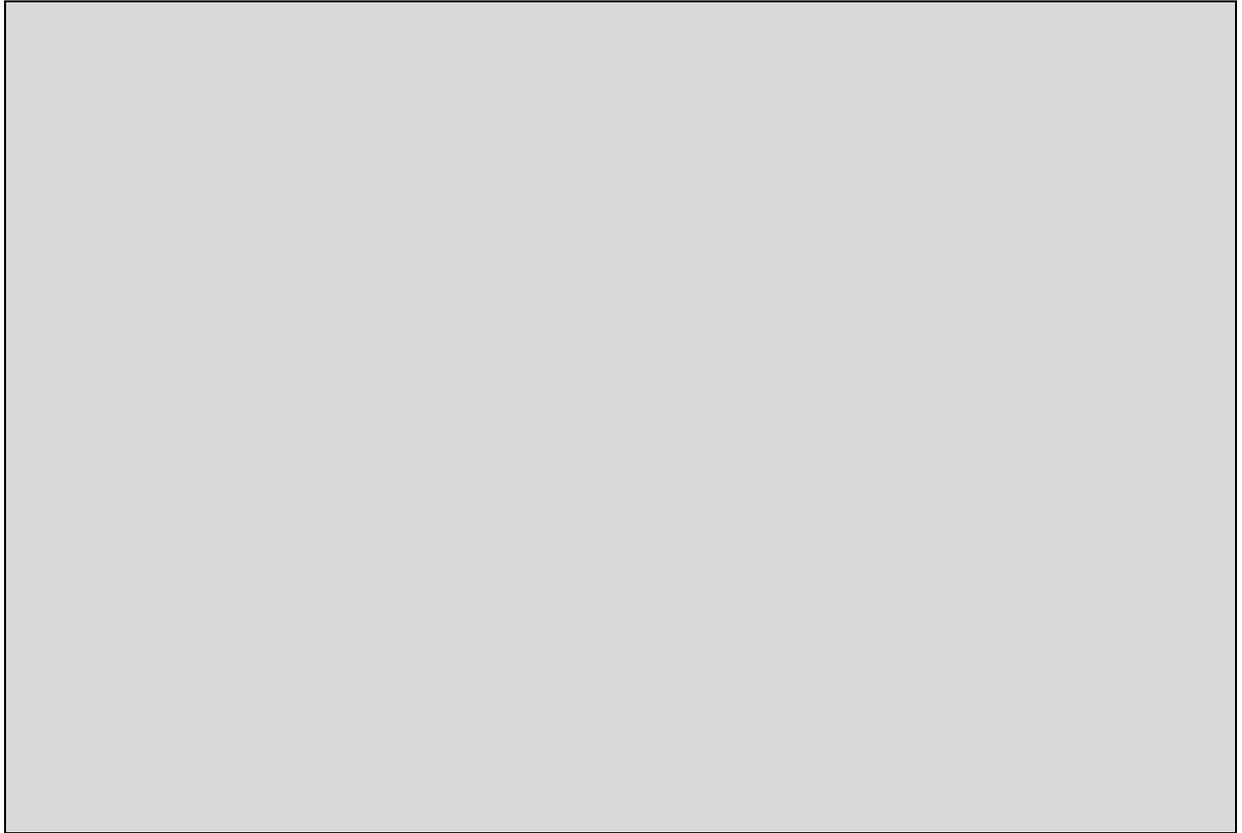
So far GTFM has concentrated on discovering on behalf of itself and other potential C-DSP community radio participants as much as possible about the experience gained through the SSDAB trials and how the system will now develop, by speaking to participants, through desk research and by attending seminars organised by the Community Media Association and Ofcom.

We then found a way to tackle the problem of providing logical and sustainable SSDAB coverage in this notoriously difficult Welsh Valleys area by devising a not-for-profit grant supported business model. This will ensure we can sustain multiplex access for C-DSP service providers at de minimis rates to make best use of reserved capacity and have already secured firm interest for three of the five channels available.

Meanwhile our technical partners UK DAB Networks have made several announcements to the trade press throughout 2020 (through their partners Nation Broadcasting) inviting interested broadcasters to talk to them.

Going forward, in respect of commercial services, as a minimum, we will also:

- Provide a website and social media invitations seeking interested broadcasters to contact us
- Publish a ratecard for multiplex capacity
- Work to ensure that multiplex is as fully utilised as possible
- Allocate capacity in a way that promotes the greatest diversity of formats and providers in the event of demand for multiplex capacity exceeding supply.



6. Declaration

About this section

This form must be submitted by the body corporate which will hold the licence. The declaration must be certified by a company director or the company secretary, and covers all information provided by the applicant in both Part A and Part B of the application form. The declaration must also be dated.

- 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 of behalf of the applicant:

COLIN THOMAS DIXON

Date of application:

23rd November 2020

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

company director (trustee).

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