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# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

British Muslim Heritage Centre

Proposed service name:

Heritage Radio

Radio multiplex service(s) on which the proposed C-DSP service is to be provided (note this must be a small-scale multiplex area either previously advertised or currently being advertised by Ofcom as shown in the multiplex licence advertisement)

Manchester DAB

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

Publication date: 1 June 2021

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# 1. Overview

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

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

If you encounter any issues using these forms, please contact [broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk).

## The purpose of this form

- 1.1 You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.
- 1.2 A digital sound programme service intended for broadcast by means of a local or small-scale radio multiplex service requires either a C-DSP licence or a local DSP licence. Ofcom’s published guidance notes set out some of the key issues that potential applicants need to consider in deciding which type of licence is suitable for them. In summary, C-DSP services are not run for financial gain and are required to provide social gain. C-DSP licences therefore include strict conditions to ensure that happens, and provide less flexibility than a local DSP licence. However, they do provide access to capacity that small-scale radio multiplex service providers are required to reserve solely for C-DSP services.
- 1.3 A C-DSP licence will be required even if the same programme service is also provided on any other platforms (e.g. FM, satellite), as separate licences are required for those.
- 1.4 As noted above, small-scale radio multiplex services will have reserved capacity for C-DSP services. Issue of a C-DSP licence does not, however, guarantee carriage on a small-scale (or local) radio multiplex service. That is a matter for agreement between the C-DSP licensee and the multiplex service provider, and there may be more C-DSP licences issued in a locality than there are reserved slots on the small-scale radio multiplex service. Note that a C-DSP service does not necessarily have to broadcast using reserved capacity. It can use unreserved capacity on a small-scale radio multiplex service or capacity on a local radio multiplex service, again subject to agreement with the multiplex service provider.
- 1.5 An application for a C-DSP licence will be accepted only once Ofcom has advertised the licence for the small-scale radio multiplex service upon which the proposed C-DSP service is intended to be provided. There is no closing-date by which an application for a C-DSP licence must be submitted (i.e. it can be submitted at any time after the licence for the relevant small-scale radio multiplex licence has been advertised).
- 1.6 You can find further information about how to determine if a service requires a C-DSP licence in Section 2 of the [guidance notes for applicants and licensees](#).

## Provision of information

- 1.7 Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are ‘fit and proper’ to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.
- 1.8 It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

## Publication of information about applications and licensed services

- 1.9 Information provided in **Part A** of the application form will typically be published by Ofcom in our Monthly Radio Update publication the month following the submission of your application. This may take longer if the application is received late in the month. Information provided in **Part B** will not be published.
- 1.10 In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in Section 2 of Part B of the application form), which may include personal data, on the Ofcom website and/or in other relevant publications. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email ([broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk)).
- 1.11 Ofcom considers issued C-DSP licences to be public documents and copies of licences will be made available to third parties on request albeit, other than the Key Commitments which are tailored to the service, C-DSP licences are standard form documents. A brief description of the licensed service will be published on the Ofcom website, along with the Key Commitments which form part of the licence.
- 1.12 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, new applications, licences revoked, licence transfers, and changes to licensed services during the past month.

## Data protection

- 1.13 We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003. Please see Ofcom’s [General Privacy Statement](#) for further information about how Ofcom handles your personal information and your corresponding rights.

## Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.
- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

## 2. Applicant's details

### About this section

In this section we are asking you for details about the applicant company. This must be a body corporate which is not profit distributing.

In the first part of this section, we are asking for basic details about the applicant. These include company registration number and contact information.

In the second part of this section we are asking for details of the applicant's officers (directors or, in the case of LLPs, designated members), its shareholders and participants. Where applicable, we are also asking for details of the officers of the applicant's parent and associated companies or LLPs etc.

If any of the individuals named in your responses are known by more than one name/version of their name, all names must be provided.

Certain persons are disqualified from holding a C-DSP licence. This section asks the questions which enable us to consider this for those types of disqualification which apply specifically to bodies corporate. It also asks questions which are relevant to our assessment of the applicant's fitness and propriety to hold a C-DSP licence.

Before completing this section of the form, you should read [Ofcom's guidance on the definition of 'control' of media companies](#). Throughout this section, "control" has the meaning it is given in Part I of Schedule 2 of the Broadcasting Act 1990.

The response boxes and tables should be expanded or repeated where necessary, or provided in a separate annex.

'Officerships' in this section refers to: directorships of bodies corporate, designated memberships of LLPs, or membership of a governing body of an unincorporated association (including partnerships).

### Applicant information and contact details

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

British Muslim Heritage Centre

2.2 Company registration number stated on Companies House:

04779177

2.3 For UK registered companies, the address of the applicant's registered office stated on Companies House.

For non-UK registered companies, the principal office address:

British Muslim Heritage Centre, College Road, Whalley Range, Manchester, Lancs, M16 8BP

British Muslim Heritage Centre, College Road, Whalley Range, Manchester, Lancs, M16 8BP

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

**Yes**

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

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

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

Full name	Anjum Rafiq
Job title	Heritage Radio Manager
Address	549 Warwick Road, Solihull, West Midlands B91 1AW
Telephone	01618832266
Mobile phone	07961391122
Email	anjum.rafiq@bmhc.org.uk

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

www.bmhc.org.uk

- 2.7 How will the service be financed? If the applicant is receiving, or is likely to receive, any form of funding and/or financial assistance to establish and maintain the service, please provide details of who is providing that funding/financial assistance and the extent of it.

If you are receiving funding from, or on behalf of, a source that could be considered a political organisation or a religious body, you must set out the nature of that organisation here.

The service is to be financed by BMHC Charity

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

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

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

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Nasar Mahmood	90 Carwood, Hale Barnes, Cheshire WA15 OES	UK	<ul style="list-style-type: none"> <li>• ISRA Developments Ltd (Commercial)</li> <li>• Manchester Islamic Educational Trust Ltd (Charity)</li> <li>• Fabuline Ltd (Commercial)</li> <li>• British Muslim Heritage Centre (Charity)</li> <li>• BMHC Services Ltd (a subsidiary of British Muslim Heritage Centre)</li> <li>• North Manchester Schools Trust (a subsidiary of Manchester Islamic Educational Trust)</li> </ul>	

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



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Saima Alvi	7 Claremont Avenue, Altrincham, Cheshire, England, WA14 5NF	UK	Vice Chair	

2.9 Complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the applicant (“participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				
British Muslim Heritage Centre, Registered Charity				

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

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

### Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
Nasar Mahmood	90 Carwood, Hale Barnes, Cheshire WA15 OES	N/A

- 2.13 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 2.12, and any affiliates of those bodies. An “officership” refers to being a director of a body corporate, designated member of a limited liability partnership, or member of the governing body of an unincorporated association:

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

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

- 2.14 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 2.12, and their affiliates:

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

Full name of body corporate listed in 2.11	Body corporate controlled	Affiliates of body corporate controlled
N/A		

- 2.15 In relation to each body corporate identified in response to question 2.12, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned (i.e. "participants"). You may, but are not required to, exclude from this table any bodies listed in response to question 2.12. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Name of body corporate identified in response to question 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

## Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	NO	
A body whose objects are wholly or mainly of a political	NO	

nature, or which is affiliated to such a body	NO	
A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	NO	
An individual who is an officer of a body falling within (b) or (c);	NO	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	NO	
An advertising agency or an associate of an advertising agency	NO	

## Details of applications, licences and sanctions

2.17 Is the applicant (i.e. the body corporate that will hold the licence) a current licensee of Ofcom?

**Yes** /(delete as appropriate).

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

Licence number	Name of multiplex
CR102298BA/1	Manchester DAB

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

**Yes** / (delete as appropriate).

<sup>2</sup> 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.

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

CR102298BA/1	Heritage Radio

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

**Yes** (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
28-09-2019	CR102298BA/1	Heritage Radio

2.20 Does the applicant (i.e. the body corporate that will hold the licence) 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
CR102298BA/1	Heritage Radio

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

**Yes / No** (delete as appropriate).

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

Licence number	Name of service or multiplex
CR102298BA/1	Heritage Radio

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex

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

**No** (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

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

**No** (delete as appropriate).

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

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

2.25 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

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

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

N/A

## 3. The proposed service

### About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. Holders of an existing analogue community radio licence to be a simulcast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

In this section, you will also need to set out how your service will provide social gain, community participation and how you will be accountable to the target community. This is in line with statutory requirements for the granting of C-DSP licences. **The information provided in this section is also the basis on which decisions are made.**

If you hold, or intend to hold, multiple C-DSP licences, the answers given in this section and the intended delivery of your Key Commitments must apply to the locality in which your proposed service will broadcast (as set out in the Draft Key Commitments in this application form).

### Your proposed service and target community

3.1 What is the proposed service name?

Heritage Radio

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

Manchester DAB

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

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<sup>3</sup> If you propose to provide your service on a local, rather than a small-scale, radio multiplex service, there is no requirement for your studio to be located within the licensed area of that local radio multiplex service.



College Rd, Whalley Range, Manchester M16 8BP

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

Heritage Radio CR102298BA/1

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

Heritage Community Radio proposes to serve the Muslim Community in Manchester.

Manchester is ranked 7th in terms of size of population in the UK, estimated at 503,127 (census 2011). Muslims make up 15.8% of this population, with over 79,494 people.

A disproportionate number of this population is made up of young people, with some areas of Manchester and its surrounding areas, comprising 25% or more in schools and colleges.

Based on our research on the 5 Km radius from our studios and transmission site, we can target 90% of the community (71,544) people.

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

The British Muslim Heritage Centre is a registered charity.

## Social gain

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

Manchester is UK's third largest city with a population of 503,127. The Muslim community make up 15.8% i.e. 79,494 (census 2011). There are alarming statistics highlighting the problems facing the Muslim Community in the UK, which includes Manchester, comprising of some of the most deprived wards in the UK.

Heritage Community Radio will run as a 'not for profit' Organization setup entirely for the benefit of the local community. This will act as the media arm of the 'British Muslim Heritage Centre', which has been working for the betterment of the local community over the last 10 years.

At BMHC, our core values are to work on building stronger bridges and relationships with all communities and faith groups. There are many challenges facing the Muslim community and we believe these can be logically tackled by working with all Muslim and non-Muslim communities, by using the radio station as the main platform to reach out to these disadvantaged groups.

The figures suggest, nationally, nearly four in ten Muslims (38 per cent) reported their ethnicity as Pakistani. This community makes up 8.5% of our patch. One in 4 Pakistani men is a taxi driver or similar, with only 1 in 4 Pakistani or Bangladeshi women in employment. Many face practical barriers preventing them from doing so. Nationally, the Muslim community has the highest rate of unemployment.

We will promote community projects, and work closely with our partners to tackle this problem.

- We will aim to challenge some of the stereotypes about Muslim women, and to highlight the fact that they also share the ambitions and challenges of all working women: to succeed at a good job and often to combine marriage and motherhood with a fulfilling career. In order to do this. Women will need encouragement to interact more in order to gain experience, gain confidence, and overcome language barriers, which will eventually lead to better employment prospects.

Radio is the best platform, as it will take the message directly into people's homes. Heritage Community Radio will provide dedicated women's phone-in programs talking about these issues and encouraging women to overcome these stereotypes, and to get involved with the wider community. We aim to work with government departments such as DWP to achieve this goal by offering work experience placements for young people, and women on benefits.

At BMHC, we have already been addressing these issues for women and believe the radio platform is the best way to build on our success for the betterment of our target community. We are currently working with a number of partners to encourage and train people to start their own businesses.

- Health and wellbeing is a major concern within the Muslim community, with the risk of mental health problems being nearly twice as likely to affect Bangladeshi men compared to White men.

Men are more likely to be overweight than women however, among Pakistani, Bangladeshi and Black African populations, women are less likely to be of a normal/healthy weight than men (data available for England only). Source: Equality and Human Rights Commission "How Fair is Britain" 2010.

There are significant health inequalities within the Manchester area, including disparity around mortality and major diseases. In some areas people can live 15 years longer than other more deprived wards.

We will improve health awareness and early intervention, by presenting dedicated radio programs focussing on health issues, and by bringing in regular guests from the NHS, GPs, pharmacists, Drugs and alcohol misuse advisors etc. These daily programs will be live phone-ins where our listeners will be asked to come on or off air to get health advice, with the possibility of direct referrals.

- Education for our target community is a key issue which links with health and employment. Figures suggest, nearly half of all Muslims born in the UK have the youngest age profile. Nearly half of Muslims (48 %) were aged under 25 (1.3 million) and nine in ten people (88%) were aged under 50. ([http://www.ons.gov.uk/ons/dcp171776\\_310454.pdf](http://www.ons.gov.uk/ons/dcp171776_310454.pdf)).

Despite these figures, according to the Office for National Statistics, around 33% of British Muslims of working age leave school with no qualifications, the highest proportion for any religious group in this country. Muslims are also the least likely to have degrees or equivalent qualifications.

<http://www.theguardian.com/education/mortarboard/2008/apr/01/whydotoomanymuslimsleave>

We will work with all local secondary schools, and colleges to create a partnership in our patch to ensure that young people get involved with Heritage Community Radio.

This would entail, presenting, research, editing, writing, and working on different community projects. The youngsters will be given training to enhance their abilities and increase their confidence, self-esteem, and communication skills. All essential requirements for increased educational equality of opportunity.

We will work with parents and guardians to ensure that youngsters stay in touch with the British Muslim Heritage Centre, and are aware of our various courses. Social media, i.e. Facebook, and Twitter, will also be used to promote our educational awareness programs, and the Radio station will help to diversify these courses.

We expect that this will be one of our main priorities, as local young people are tomorrow's future leaders. Young people who have little or no qualifications, who are unemployed, lack confidence, which are vulnerable, and generally disillusioned, are more likely to fall prey to drugs and crime. They are also more likely to fall into the hands of radicals and extremists.

This must be tackled at the grass route level, and we believe the way to defeat religious extremism and terrorism, is through education, training, and skills. Our radio station, will be a direct means of countering any radical ideologies, through the promotion of peaceful interaction and positive examples of community cohesion.

We believe, Heritage Radio will be instrumental in community bridge building and will provide a key platform for youngsters and people of all ages in our local community regardless of their faith or ethnicity to really get involved. Engendering a strong sense of ownership and belonging to the community of Manchester.

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

At Heritage Radio we a number of discussion related programs in relation to issues faced by our target community. This is something we will continue as it has been a powerful and popular part of our core broadcast. Listeners regularly take part in these programs through phone ins, whatsapp, and text messages. We also bring in experts to talk on particular subjects and they do interact with the listening audience.

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

We have studio facilities at the British Muslim heritage centre, we have an open door policy for volunteers and member of the community who wish to learn broadcasting and general radio services

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

Heritage Radio aims to create community cohesion by working within the different sections of the community, in multiple languages with English being the main language.

We also regularly invite people from different backgrounds to spend a day with us at Heritage Radio, shadowing our presenters in the spirit of community cohesion.

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

Our team comprises of broadcasts journalists, writers, doctors, lawyers, and members of the community who are community leaders and volunteers. We assist with a number of local projects, such as those focused on the environment. We have also have worked on projects in partnership with the NHS, HMRC, Manchester City Council and are continuing to build our relationships and partnerships by working on more innovate projects which are being promoted through the radio medium.

## Participation

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

We routinely encourage and advertise on our radio on an hourly basis with a message that is directed to the local community for them to join our radio station and learn broadcasting from our radio presenters. We do this in the spirit of building our local communities as we believe this is a net benefit that is brought through the medium of radio.

## Accountability

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

Our target community can contact us through multifarious means, they can email, phone number, text/whatsapp, and social media, and through our contacts page on [www.bmhc.org.uk](http://www.bmhc.org.uk)

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



We take all suggestions and criticisms very seriously as we believe the audience feedback is essential to the development of our service.

Suggestions are discussed in presenters meetings every six weeks and new ideas are implemented. We also have a feedback program in which members of the audience are encouraged to give us reviews on the work we are doing on the radio.

## Draft Key Commitments

Below is an example of the licence annex where the Key Commitments appear. Should a licence be awarded, the entries you provide below will form the Key Commitments section of your licence. Holders of a community radio analogue licence that is to be simulcast, or a corresponding service, are expected to provide key commitments that are in line with their existing service(s). As such, applicants may refer to the existing key commitments of the relevant simulcast or corresponding service(s) to ensure that the draft below is in line with those of the existing service(s).

Please provide entries where specified in **BOLD** below. The information you enter here should reflect your answers to Sections 3 and 4 of the Part A of your completed Application Form. This will form the basis of your Key Commitments alongside the mandatory text in italics. Do not amend the text in italics as every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.

### ANNEX TO LICENCE

LICENSED SERVICE NO **CR102298**

Licensed Service	Service Description	Transmission Schedule	Multiplex
<Heritage Radio (the on-air name of the programme service as in question 3.1 of this application)>	<p>&lt;Heritage Radio&gt; <i>is a radio service intended to serve</i></p> <p>·</p> <p>&lt;ENTER DESCRIPTION OF TARGET AUDIENCE&gt; <i>in</i></p> <p>Heritage Radio serves, not exclusively, but predominantly, the Muslim Community in Manchester, particularly living in the Central areas of Manchester. Our station produces programmes based on social, religious and cultural</p>		<b>Manchester DAB</b>

	<p>challenges facing our communities, particularly Muslim, and encourages discussion and debate between in the Muslim and the wider non-Muslim communities. Key programming is delivered in English with additional programming in ethnic languages relevant to the communities we serve</p> <p>&lt;ENTER A DESCRIPTION OF THE LOCALITY&gt; South Manchester</p> <p>&lt;ENTER A BRIEF STATEMENT OF MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES describe in no more than 50 words&gt;</p> <p><b>To bring communities together, promoting diversity and inclusion and develop relationships with the communities.</b></p> <p><i>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</i></p> <p><i>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</i></p> <ul style="list-style-type: none"> <li>• <i>the facilitation of discussion and the expression of opinion,</i></li> <li>• <i>the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and</i></li> <li>• <i>the better understanding of the particular community and the strengthening of links within it.</i></li> </ul>		
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C-DSP licence: Application form (Part A)

	<p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></p>		
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## 4. Compliance of the service

### About this section

This section asks you to describe the compliance arrangements for the proposed licensed service, i.e. the arrangements which the applicant will put in place to ensure that the content it proposes to broadcast will comply with the relevant regulatory codes and rules for programming and advertising. These include:

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Phone-paid Services Authority Code of Practice

Condition 17 of a C-DSP licence requires that you have compliance procedures in place, and this section asks that you demonstrate your ability to meet this licence condition.

Before completing this section of the form you should read Section 4 of the [C-DSP guidance notes](#), where you will also find links to the codes and rules listed above.

- 4.1 Please give details of all compliance training (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e. the individual who holds overall responsibility for compliance of the service) has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

Anjum Rafiq is a former BBC broadcaster who has extensive dealings with OFCOM and is extremely familiar with the Broadcasting code.

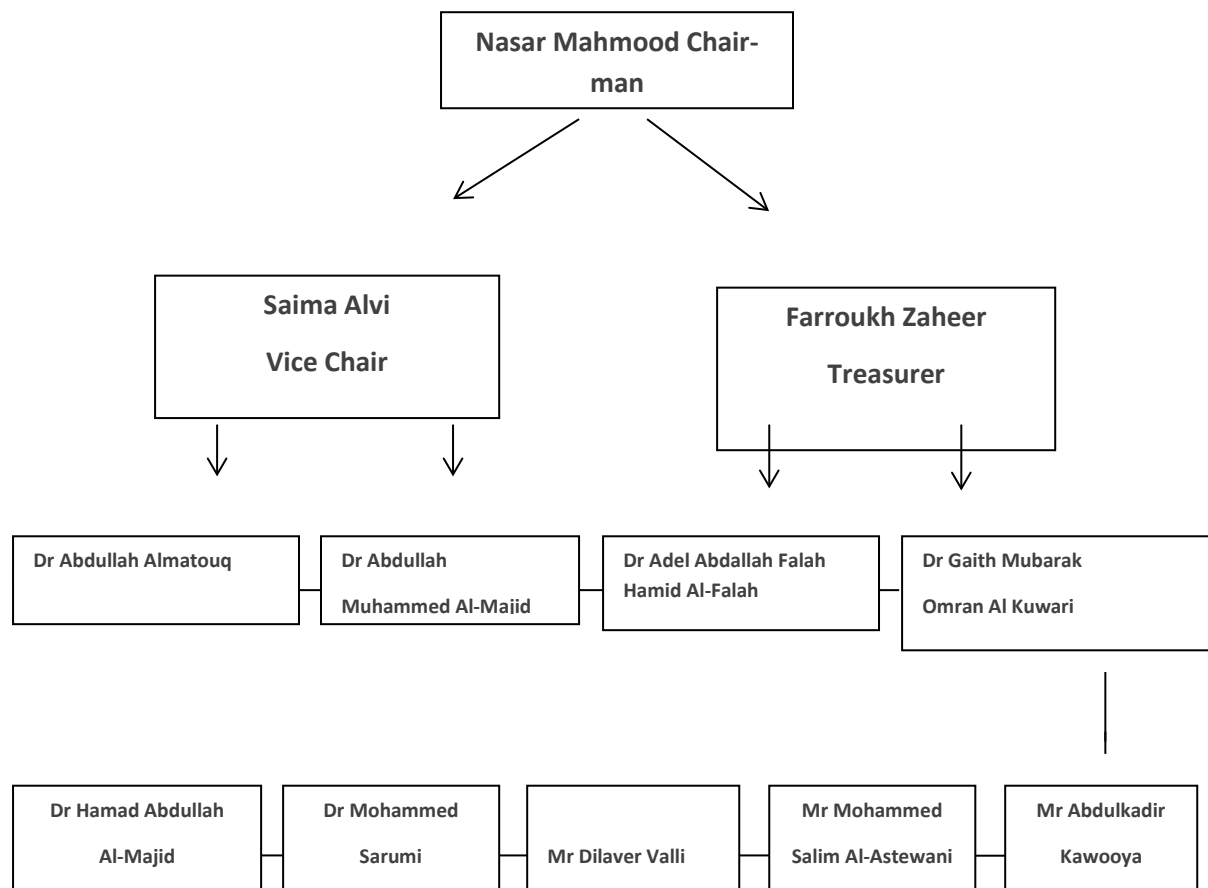
- 4.2 Please give details of any practical compliance experience (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e the individual who holds overall responsibility for compliance of the service) has with respect to the relevant codes and rules.

Anjum Rafiq has complied with OFCOM requests for information on a number of occasions resulting from either queries or complaints. He is extremely well versed with dealing with OFCOM related matters

4.3 For each role within your compliance team please provide job title and a brief description of the functions of the role specific to ensuring compliance of the proposed service. Please do not give names of individual members of staff – this question relates to job roles rather than currently employed individuals.

**Answer:**

British Muslim Heritage Centre executive board of trustees.



\*Please see attachment containing names and addresses of all BMHC trustees

**The British Muslim Heritage Centre management committee is made up of 3 trustees and 6 volunteers:**

Trustees:

1. Mr Nasar Mahmood – Chairman
2. Mrs Saima Alvi -Vice Chairman
3. Farroukh Zaheer – Treasurer

Volunteers

1. Mr Zahid Anwar
2. Dr Mahboub Zaman
3. Mrs Samina Ali
4. Mr Naeem Riaz
5. Dr Mohammed Haroon Khan
6. Mr Mohammed Mian

Note\* The Board of Trustees take strategic decisions, which are then implemented by the management committee.

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

This is done through a training guide, Presenter Guidelines and induction process.

- 4.5 Will the training described in response to question 4.5 be mandatory for all staff and volunteers? If not, outline who will receive it.

Yes it will be mandatory for all radio station staff and volunteers

- 4.6 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public).

- a) Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules when the service is broadcasting live content. Your response should include details of what you will do to prepare presenters and guests pre-broadcast and the process for ensuring that any non-complaint content is dealt with swiftly during the broadcast.

Heritage Radio have a 42 day recording as part of our license agreement

Broadcasting rules are given to all members of staff

Presenter guidelines are handed to presenters.

Presenter induction training and subsequent support is given to all radio presenters.

Monthly presenters meetings are held with the purpose of training presenters.



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

Heritage Radio operates a speaker policy as we play various lectures from scholars but all the scholars pass our checking criteria to make sure they are not blacklisted by the British Government.

Only speakers who are vetted and pass our speakers policy will their content be broadcasted on Heritage Radio.

We also make sure that our pre recorded material is not political

- 4.7 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to what you will broadcast on the station, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

Heritage Radio has been operating since June 2016 using these measures in place and has avoided any broadcast breach and we will continue to follow the same measures.

- 4.8 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to the station's off-air social gain activities, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

Heritage Radio has a management structure as specified in this application, we have presenters meetings every month, we regularly monitor our output and as stated in this application we have measures in place. We have staff who monitor our activities, such our programs with the NHS, these are monitored constantly and are published to our Media Committee and board of trustees.

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

English, Urdu, Arabic,

4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.

**Please do not give names of individual members of staff.**

We have two team members who are fluent in all three languages.

## 5. Declaration

### About this section

This form must be submitted by the applicant named in response to question 2.2. An agent may not sign **the form**.

The person authorised to make the declaration on behalf of the applicant must print their name and must be one of the following :

- A director of the company or the company secretary where the applicant is a company.
- A designated member where the applicant is a Limited Liability Partnership.

The declaration must also be dated.

- 5.1 I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- 5.2 I further declare and warrant:
- a) that I am not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under Section 145 of the Broadcasting Act 1996;
  - b) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests; and
  - c) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
  - d) that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- 5.3 I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influ-

ence Ofcom's judgement as to whether the directors and any other individuals and/or bodies corporate with substantial involvement in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

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

Anjum Rafiq

**Date of application:**

11/05/2023

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

Company secretary / company director / designated member (in the case of a Limited Liability Partnership)

**You also need to complete the [confidential section \(Part B\) of the application form](#)**