

# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

MEDIA ARTS & CULTURE LIMITED

**Proposed service name:**

MAC SHEFFIELD

**Radio multiplex service(s) on which the proposed C-DSP service is to be provided:**

MAC MULTIPLEX SHEFFIELD

**Public contact details:**

Mr Humair Shahid

36 Hilton Road

Bradford BD7 2ED

Tel: 01274570900

Email: hum417@gmail.com

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## • 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 [g HYPERLINK](#)

["https://www.ofcom.org.uk/\\_data/assets/pdf\\_file/0024/201876/cdsp-licence-guidance.pdf"](https://www.ofcom.org.uk/_data/assets/pdf_file/0024/201876/cdsp-licence-guidance.pdf)

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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

- You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.
- 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.

- 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.
- 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.
- 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).
- 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

- 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.
- 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.

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- information provided in **Part A** of the application form will be published by Ofcom following the submission of your application. Information provided in **Part B** will not be published.
- 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)).

- 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.
- 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.

## Data protection

- 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

- 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.
- To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

## 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 properness 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

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

MEDIA ARTS & CULTURE LIMITED

- Company registration number stated on Companies House:

10984725

- 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:

36 Hilton Road, Bradford BD7 2ED

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

**Yes (also attached in appendix)** (delete as appropriate)

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

- 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	Mr Humair Shahid (Director)
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Job title	Manager
Address	36 Hilton Road, Bradford BD7 2ED
Telephone	01274570900
Mobile phone	07936677403
Email	hum417@gmail.com

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

[www.radiomac.org/radiomacdigitalbradford](http://www.radiomac.org/radiomacdigitalbradford)

- 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 will be financed by Advertisement, Show Sponsorship, Donations and Funding from releveant funding bodies.

**Secured cash funding for the first year as follows:**

Advertisement: 30 businesses at £1,500.00 each per year =£45,000.00

Show Sponsorship: 20 businessess at £600.00 each per year =£12,000.00

Total Secured Funding = £57,000.00

**Unconfirmed (not yet scured) cash funding as follows:**

Awards for All = £9,500.00

Tudor Trust = £7,500.00

Radio Membership: 100 members at £30.00 per year = £3,000.00

Total Unsecured Funding = £20,000.00

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

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

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

Full name of individual	Correspondence address	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Humair Shahid	36 Hilton Road, Bradford, West Yorkshire, BD7 2ED	United Kingdom	Director at MSI Trading (Plastic Commodities)	N/A
Halima Sadia	36 Hilton Road, Bradford, West Yorkshire, BD7 2ED	United Kingdom	N/A	N/A
Umair Malik	36 Hilton Road, Bradford, West Yorkshire, BD7 2ED	United Kingdom	N/A	HMRC - Customer Service Advisor

- Please identify any entities with which the applicant is affiliated:  
(If this question is not applicable to the applicant please respond "N/A" in the table.)

Full name of the entity	Address
N/A	N/A

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

Full name of entity	Address	Affiliates

N/A	N/A	N/A

- 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	N/A	N/A

- 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 2.11, and any affiliates of those bodies:

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

- 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 2.11, and their affiliates:

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

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

### Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
A body whose objects are wholly or mainly of a religious nature;	No	N/A
An individual who is an officer of a body falling within (b) or (c);	No	N/A

A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	N/A
An advertising agency or an associate of an advertising agency	No	N/A

## Details of applications, licences and sanctions

- Is the applicant 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
7/0088045	Radio MAC - Community Radio Station on FM Waveband

- Has the applicant held an Ofcom broadcasting licence before?

**Yes** (delete as appropriate).

Licence number	Name of service or multiplex
2005-2017	RSL's (Radio Ramadhan, Hajj FM, Radio Milaad, Muharram FM, Radio Miraj, Radio Shabaan, Shaan-e-Islam, Radio Iqra)
2011-2017	Keighley RSL - Radio Ramadhan
2014	Oldham RSL - Radio Ramadhan

- 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	Licence	Name of service or multiplex

was held or dates of involvement	number (if known)	
2005-2017		Humair Shahid, Umair Malik and Halima Sadia participated in the following (as managers and presenters): RSL's (Radio Ramadhan, Hajj FM, Radio Milaad, Muharram FM, Radio Miraj, Radio Shabaan, Shaan-e-Islam, Radio Iqra)
2019 till present		Radio Mac Bradford

- 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
7/0088045	Radio MAC - Community Radio Station on FM Waveband

- 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

- 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

- 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

- 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

- 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 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

- 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

## • 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. 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.

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

- What is the proposed service name?

MAC SHEFFIELD

- 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.

MAC MULTIPLEX SHEFFIELD in "SHEFFIELD & ROTHERHAM South Yorkshire"

- 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).

The studio is located at the following address:

6 Chippingham Place, Sheffield, South Yorkshire, S9 3SA

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

Radio Mac - Licence number: 7/0088045

- 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.**

We are proposing to serve the area which is geographically located within the coverage area of the radio multiplex service and from the transmission site which covers Sheffield and Rotherham areas such as Greasborough, Kimberworth, Park gate, Tinsley, Brinsworth, Darnall, Catcliffe, Treeton, Handsworth, Hillsborough, Chapletown, Burngreave, Firth Park, Firshill, Pitsmore and more.

We are proposing to serve the diverse Muslim and wider community of Sheffield and Rotherham: Census of 2011 shows that Sheffield is a diverse community with around 552,698 Residents and Rotherham with around 257,280 making a total of 809,978 residents. The makeup of the ethnic minority population in the defined region is around 81,643. This is the population of ethnic minority communities that primarily consists of Asian or Asian British – Pakistani, Indian, Bangladeshi, other Asians, African, Caribbean, other black and Arab.

The Muslim community is estimated to be in excess of 52,076. The target Muslim community we propose to serve is around 30,000. Programmes will be delivered to these communities in several languages as each of the community has a distinct language these include English, Urdu, Panjabi, Pothwari and Arabic so that a diverse audience will be tuning into the station.

The main areas in the content of the programmes that MAC SHEFFIELD is proposing to cover are:

- To provide an entertaining and educational radio service for the minority ethnic communities – in particular Muslim community
- To provide a common platform for partnership-work for diverse interests in the region
- To promote advance education, health, social and environmental issues in Bradford
- To work for informed and active citizenship

The purpose of serving the identified communities is not only to provide quality information that will socially interact the communities but to create community awareness – this will be done by detailed researched discussions on the identified topics and this will be delivered by the participation from the members of the identified communities.

We propose to serve Muslim and wider community who reside from these areas. Map that covers the area of broadcasts from the transmission site is attached in Appendix.

- 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.**

MAC SHEFFIELD under the supervision of Media Arts & Culture Ltd will run its proposed C-DSP service on a not-for-profit basis as Media Arts & Culture is a social enterprise which runs for community benefit and acts as a not-for-profit organisation. Any profit (surplus) at the end of the financial year will be used by the company to invest in the station to update studio equipment, hardware and software updates. Furthermore the profit will be used to organise free events for volunteers and local community. These events will be in shape of poetry and singing competitions, Qawwali Nights e.t.c.

The staffing structure is designed in such a way that meets the requirements of Ofcom Broadcasting Licence Conditions and the station has ensured that funding is available to cover these costs as well as daily running of the C-DSP Service. If there is a shortfall in the funding we will have wage cuts to pay any outstanding costs and use volunteers for the smooth running of the service. We have full volunteer support for the project. Likewise if there is a profit then it will be retained by the company and use for the purposes mentioned above.

## Social gain

- 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.**

The target audience has been identified from our previous RSLs broadcasts and consultative meeting and discussion forums with community groups and organisations including institutions and youth groups. We are looking to work in collaboration with a range of key stakeholders to provide ultimate benefits to our target communities and general public at large.

**Community** – The mainstream services are currently failing to provide Educational and Social needs to those who are NEET. This is primarily by not broadcasting / advertising in the appropriate languages and on the issues which are more importantly relevant to them. Our aim is to engage a diverse section of the community this will ensure that issues and concerns that may arise amongst communities are addressed and it is a means of leading to community harmony, regeneration and

development. This proposal aims to increase the capacity of disadvantaged communities to help them. It does this by re-establishing some of the informal communication networks that have been severely eroded by mass un-employment. This enables opportunities for community participation to be better publicised and negative media images challenged.

- **Community Development** – MAC SHEFFIELD aims to help the Muslim and the wider community towards empowerment and self-reliance. It will achieve this through its on-air programming and off-air community work. With 14 years' experience of continuous Broadcasting we have already established significant radio broadcast equipment and infrastructure. This includes stable premises, professional studio set-up and production equipment.

Through previous and current broadcasts the long established relationships with our target community will help us to ensure our services are delivered in a professional way and this will be achieved by wide community participation. Our target Communities comprises of diverse ethnic groups such as Pakistani, Somali, Bangladeshi, Arab, Malaysian, African, East European and the general wider community.

MAC SHEFFIELD will broadcast programmes in English, Urdu, Panjabi, Pothwari and Arabic languages to ensure it is accessible to all mentioned groups. Most of these languages are not currently served by most radio station service. We will be the first to serve these groups in their distinct languages.

Over the past years having worked with many of the mentioned communities and wide range of organisations we have a strong awareness of their respective issues and challenges. Through direct engagement and reliance on their participation, MAC SHEFFIELD will seek to cater for all these groups by developing programme content relevant to their needs and interests.

We will be broadcasting a wide range of programmes to cover the needs of our target audience and to suit all ages, needs and more importantly in all the relevant community languages. Some areas include:

- One-to-one interviews
- On-air announcements to invite community participation
- Advice sessions on relevant community issues

Some extracts from over whelming supporting letters received:

- **Cabinet Member and Councillor**

"This new service is very much needed for the local communities that are deprived and I am very much hopeful that this station will work towards community cohesion and meet its needs"

- **Liason Service Manager**

"Muslim and wider communities are under served in their native languages, a radio station is needed to fill in the blanks and empower the community from one platform. Best of wishes for the successful application"

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

In the past we have enabled local people to deliver a range of programmes through RSL and Community Radio Service. This ensured that all participants increase their access to employment through enhancing their transferrable work place skills. Full training will be given to anyone who wants to become a presenter and learn skills such as recording, editing, broadcasting, problem solving, team work, ICT communication and life skills. The involvement will increase the individual's self-esteem, motivational fit and PDP (Personal Development Portfolio). This will encourage and give confidence to people of all ages to further their interest in Education, training and Employment. This will enable them to build a better career and will help them to apply for better employment.

We are aware that target communities can be extremely hard to reach, due to the linguistic and cultural barriers; we will work closely with statutory bodies, to overcome these. For example MAC SHEFFIELD will produce a number of regular community shows in specific languages, to promote current campaigns run by service providers such as Police on Community issues and crime prevention and NHS on health and wellbeing.

MAC SHEFFIELD is committed to remaining politically neutral and non-ideological; it recognises the diversity of Sheffield & Rotherham's Muslim community and will maintain a service which reflects that diversity, while remaining within the ethos of Islam. Tackling Extremism and ensuring that we will deliver the righteous message of Islam to Muslims and wider communities which is; Peace, Purity, Acceptance and Commitment, Love and Harmony.

- 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**.

MAC SHEFFIELD will create an inclusive platform to encourage volunteering especially targeting those groups which are very often under-represented in public forums; these include women, the elderly and the youth. The training and experience provided to volunteers will help develop a deeper interest in media operations and provide skills sets to continue onto building meaningful careers.

By past experience we have seen volunteers who have been motivated and have achieved a real confidence boost, which in turn encouraged them to enter professional work or further studies. We will expand this further by providing training and radio workshops for at least thirty individuals per year. We will also seek to build closer links with local educational establishments such as colleges and schools to offer job placements to students for work experience and to encourage media interest.

- **Community Events** – MAC SHEFFIELD will play a vital role in promoting key community events such as social, cultural, religious to allow a wider participation to them. Within the Muslim community most of the annual or monthly religious events happen at mosques and venues during late evening which can restrict wider participation by individuals. MAC SHEFFIELD will make such events more accessible by broadcasting them live and thereby allowing listeners to savour a number of events from across the city. Other more recreational

events incorporating performing arts will also be highlighted, many of which currently gain little or no publicity.

Through our past and present broadcasts we have given LIVE coverage to different festivals held by local community organisations where thousands of people attended. This allowed community to benefit from listening to Musical performances and key information was delivered to listeners. This encouraged them to either attend the festival(s) or listen avidly to the live broadcasts. We will continue our chain of these broadcasts for the communities of Sheffield and Rotherham so that our target communities are getting the messages and our aims and purposes are met.

Some of the events we will broadcast LIVE include;

- Live feed from the annual Hajj pilgrimage with input from local pilgrims.
  - Local “Chand Raat” events before the festivals of Eid, MAC SHEFFIELD will help promote and encourage participation to these events from the wider community
  - Local sports events for charity to encourage health and well being
  - Hosting panel discussions with International personalities from the Muslim world and mainstream Islamic scholars. By helping to support and promote such a wide range of events, MAC SHEFFIELD will help to break down barriers and encouraging a better understanding with open debate.
- How will your service provide better understanding of your target community and the strengthening of links within it? **Answer in fewer than 200 words.**

**Services** – By establishing effective communication with hard-to-reach sections of the community MAC SHEFFIELD will work towards establishing new ways of working with organisations from the community, voluntary and statutory sectors. Many such organisations have delivered weekly slots on OUR radio station and they range from senior police officers to social landlords to health services to resident groups. All these organisations benefit from the added engagement of the public. Other cities that have community radios such as Nottingham and Rochdale have benefitted from the improved information in various community languages and participation of the communities through radio services which we aim to achieve through this community radio for our target community. We will work with all of the mentioned organisations of Sheffield & Rotherham and provide these services for the local community.

- **Active Citizenship and Shared Values** – MAC SHEFFIELD is committed to provide programming which will empower local communities while emphasising greater integration and positive engagement with those outside their own community. This would be achieved through a variety of discussion programmes and by providing a platform for personalities from South Yorkshire Police, NHS, Local Council Representatives, Councillors, Education departments and many more. Through regular interfaith programmes with representatives of other faith groups, we will encourage better mutual relations and highlight issues of common concern, while recognising shared values.
- 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.**

The MAC group has diversity as an element which separates us from others as we try to promote community cohesion but have guidelines on what issues to discuss so that our listeners are happy and there is no tension and conflict between communities.

Our Managing Director Humair Shahid has also worked at Bradford University on a voluntary basis where he trained many students to become radio presenters for the Bradford University Radio station 'RAMAIR'. He was also part of the radio team while at Bradford University. Due to his success at Bradford University and The Media Arts & Culture Community group, he was awarded a community award by the Bradford Council for his outstanding work. He has helped The MAC community group to move forward and brings very important experience to the group.

Other members of the Sheffield & Rotherham group such as Shazia Tanveer and Shahid Shabbir bring vast experience to The Media Arts & Culture Organisation. Both Shazia and Shahid has over 10 years experience in the broadcasting industry and experience in working with people including youth groups and other ages volunteers and staff. We will operate with around 60 volunteers per year.

MAC SHEFFIELD will support individual and community groups by providing them a platform to promote their services to the benefit of the community. Our RSL experience has helped build relationships with many of these groups including Imams, Bishops and Minister of Religions. We will continue to reach out to them and acting as a catalyst towards their promotion and interaction.

We will work with umbrella organisations such as Council of Mosques South Yorkshire, Youth Recreational Groups and other relevant community organisations to facilitate better community consultation and to ensure we work with representatives of the target community.

## Participation

- 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.**

With over 10 years RSL and Broadcasts experience The Mac group have established a positive rapport with the community and have a volunteer-base of around Hundred volunteers. MAC SHEFFIELD will maintain this by actively recruiting volunteers and promoting involvement from the main community hubs such as Mosques, Community centres, Educational institutes, Charity groups, targeting and inviting all sections of the community.

Equally we will prioritise those often seen as marginalised such as women, youth, elderly and community members who have additional support needs. While running Radio Broadcasts, we were highly successful in attracting such groups, including hard-to-reach individuals who would otherwise have never expected to be involved in broadcast media. We have provided training to those who did not had any past broadcasting experience.

Regular messages will be broadcast on air, encouraging all to join the station. We are aware of key dates of target community events, when the community is keener to undertake volunteering and community work. At these times intensive campaigns will be implemented to attract maximum volunteers.

We will assign a volunteer co-ordinator to manage and will look after the needs of the volunteers

and work closely with them to allocate tasks relevant to their skills and abilities as-well-as seek opportunities to provide them with support for continuous development. We believe this is extremely important for the retention of volunteer's at all operational levels and for MAC SHEFFIELD to build a strong, loyal and committed team.

Over the past years we hosted several events like eid milan dinners for Presenters, Volunteers and general community. The purpose of such event was to deliver the money raised for relevant charity organisations and to appreciate volunteers who have been part of the team. This was seen as a highly successful method of rewarding and motivating them. Each year respectable community leaders and activists has been chief guests of this event and musical entertainment performances were a key part by the local artists.

However, MAC SHEFFIELD will expand the event to incorporate a unique opportunity for all volunteers to put feedback/suggestions directly to the management board on any aspect of the Station. We will also hold Annual General Meetings open to the community at which it will report on the year's achievements towards its objectives and plans for future developments. It is hoped this will create a closer working relationship with both volunteers and management.

Following Ofcom regulations MAC SHEFFIELD will ensure that the station has an open door policy that will provide access to all communities.

## Accountability

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

MAC SHEFFIELD will strive to ensure its equipment and services provide maximum community benefit. To achieve this, we are committed to operate as an open and inclusive Radio station Service encouraging and welcoming all sections of the community to join as volunteers, irrespective of race, creed or gender.

Through our target and wider community and media outlets we will seek to recruit TWENTY new volunteers annually who will be vital to MAC SHEFFIELD and will gain access to our facilities. We will also provide training and radio workshops for these individuals each year. The training will vary from studio based broadcast and production, programme research and programmes presenting to general office management. It is hoped that these individuals will utilise these key skills in their future career.

From previous broadcasts we already have established a strong relationship with around Hundred volunteers whom we can rely for any shortfall in numbers. Key volunteers who display a high degree of commitment will be invited towards greater involvement in diverse roles within the radio station and would assist in creating fresh ideas and identifying new technology. Senior positions will be offered to some key volunteers.

Regular outreach work will be carried out in local primary and high schools to allow visits to the radio

station and experience the day-to-day running of the station. This will motivate children and students to inspire and boost their interests towards careers in broadcasting. We will also offer work experience opportunities for young people during their school work experience and placements for students in further and higher education.

MAC SHEFFIELD recognises the importance of engaging with community members of all ages to encourage greater awareness of radio broadcast. We will liaise with local educational institutes to offer them invitations to visit the radio station and experience the day to day running. Which is hoped would inspire students towards broadcasting careers. These training opportunities will be given to ensure that our facilities are open to our target community.

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

MAC SHEFFIELD will ensure all elements of accountability are handled professionally and with utmost transparency. This will be achieved through a number of different effective methods;

- **Listeners Feedback** will be gathered on our regular broadcast programmes from all listeners by phone-ins, texts and emails. We will ensure that feedback comments are read out on air so that all listeners hear any complaints or suggested solutions.
- **A discussion forum** would also be available through our website for our listeners. Office personnel will monitor the forum and set out key discussion areas and key discussion points will be forwarded to the management board for further actions. To ensure that our target audience is aware of this discussion forum and in order to promote the discussion forum regular messages will be played on air and through social media.
- **Annual General Meeting (AGM)** where community will be invited to air their views and receive feedback on the years achievements and future suggestions
- **Complaints Policy** will be advertised on air, our website and newsletter, this will include methods of raising a complaint e.g. phone-ins, emails and in writing. We will urgently investigate any complaints received from listeners with each complaint being handled professionally by providing an immediate initial response, followed by an update if required.
- **Suggestion Box** will be available for all to put any feedback and suggestions on improvements

In order for MAC SHEFFIELD to meet the objectives of mentioned methods we will ensure that any issue is addressed swiftly. We will rigorously implement formal complaints and grievous procedure for both volunteers and staff, with all complaints logged. In order to maintain an open and transparent complaints process towards any complaint received from either listener or staff, we would ensure it is dealt within Fourteen days. For any serious complaints received that can't be dealt with in Fourteen days a compliant officer will be appointed by management board to ensure complaint receives appropriate investigation and response.

Generating regular balanced feedback from listener experience can be challenging, this would be overcome by implementing a process of randomly selecting callers to the radio station. Such callers would be requested to answer a series of simple questions of their overall listener experience within a scale of 1 to 5. This feedback will be collated for management board viewing.

Regular management board meetings which will include feedback, suggestions and any complaints from our listeners, these meetings would be to assess all the above formats of feedback received and also evaluate and set targets on radio station's performance, particularly with regards to social impact of station and Key Commitments. This would be achieved via regular liaison and partnerships with other community groups.

## Draft Key Commitments

**Service name:** *the on-air name of the programme service (as in question 3.1 of this application)*

MAC SHEFFIELD

**Proposed radio multiplex service:** *as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on*

MAC MULTIPLEX SHEFFIELD

### **Description of target audience:**

We are proposing to serve the area which is geographically located within the coverage area of the radio multiplex service and from the transmission site which covers Sheffield and Rotherham areas such as Greasborough, Kimberworth, Park gate, Tinsley, Brinsworth, Darnall, Catcliffe, Treeton, Handsworth, Hillsborough, Chapletown, Burngreave, Firth Park, Firshill, Pitsmore and more.

We are proposing to serve the diverse Muslim and wider community of Sheffield and Rotherham: Census of 2011 shows that Sheffield is a diverse community with around 552,698 Residents and Rotherham with around 257,280 making a total of 809,978 residents.

### **Description of locality, which can be all of, or a subset of, the area covered by the radio multiplex service specified above:**

We are proposing to serve the area which is geographically located within the coverage area of the radio multiplex service and from the transmission site which covers Sheffield and Rotherham areas such as Greasborough, Kimberworth, Park gate, Tinsley, Brinsworth, Darnall, Catcliffe, Treeton, Handsworth, Hillsborough, Chapletown, Burngreave, Firth Park, Firshill, Pitsmore and more.

### **Brief statement of main purpose of the radio service, its functions/activities:** *describe in no more than 50 words*

The main areas in the content of the programmes that MAC SHEFFIELD is proposing to cover are:

➤ To provide an entertaining and educational radio service for the minority ethnic communities – in particular Muslim community

- To provide a common platform for partnership-work for diverse interests in the region
- To promote advance education, health, social and environmental issues in Bradford
- To work for informed and active citizenship

*The text below is included in the Key Commitments in all C-DSP licences, and does not need to be amended or augmented. 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.*

**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).**

**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:**

- the facilitation of discussion and the expression of opinion,
- 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
- the better understanding of the particular community and the strengthening of links within it.

**Members of the target community shall contribute to the operation and management of the service.**

**The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.**

## • 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.

- Will the individual named as Compliance Contact in response to question 2.3 in Part B have overall responsibility for compliance for the duration of the licence?

**Yes** (delete as appropriate)

- Please give details of all compliance training and compliance experience (including dates) the person named in response to question 2.3 in Part B has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

Under the supervision of Chairperson, Station manager will be responsible for day to day management and running of the station. Under the supervision of Chairperson each member of the management committee will take responsibility of work to ensure that each respective department delivers on its remits and to ensure transparency and smooth running of the station.

Humair Shahid will be responsible for all compliance and act as Senior Compliance Manager. Two further Compliance Managers will be appointed who will report to Senior Compliance Manager. Two compliance co-ordinators will be appointed who will report directly to the (two) compliance manager(s). During the previous rsls Humair was one of the key member of running compliance for all the broadcasts. Since Last year as an Community Radio Licence holder it gave Humair an opportunity to put all of these skills in a practical phase and he has successfully managed to achieve all key commitments on FM Waveband. It is responsibility of the licensee to ensure that all broadcasting is run according to Ofcom rules and regulations and compliance is met at all times. In this case it will be Humair who will be responsible for all Compliance and ensure that all team members whether presenters or shift studio managers are fully trained on the compliance structure set by Mac according to Ofcom Broadcasting Codes, Rules and Regulations.

Humair has attended Compliance courses delivered by Bradford University and BBC Radio in 2017 and 2018 to ensure he can successfully train stations presenters and relevant staff to Ofcom Rules and Regulations.

Our two compliance Managers Shazia Tanveer and Shahid Shabbir have vast experience in compliance as both have them have attended an compliance course delivered by BBC RADIO Sheffield in 2016 and 2017. They have managed compliance in the rsls broadcasts of Sheffield over the past few years.

- How many staff does the applicant have (or plan to have) in its compliance team? Please provide a brief description of the functions each person will be performing. Please do not give names of individual members of staff.

One Senior Compliance Manager, two compliance managers and two compliance co-ordinators will be appointed who will report directly to the compliance managers and compliance managers will report to Senior Compliance Manager. The compliance co-ordinators job will be to ensure that all presenters and staff comply with Ofcom Rules and Regulations and provide detailed reports to Compliance manager at the end of each month.

The compliance managers and co-ordinators will be trained by the senior compliance manager on the following:

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

The compliance managers and coordinators will then ensure that these are delivered to all presenters, volunteers and staff. The policies and guidelines will be amended as and when Ofcom makes any changes to these guidelines and broadcasting code as well as MAC Policies and guidelines.

- How does the applicant intend to 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.

As stated in the previous section and building on from there Humair, Shazia and Shahid will ensure that all staff in particular and volunteers in general are fully trained on Ofcom rules and Regulations. All policies and broadcasting code will be available in printed form, the staff and presenters will read and sign and they will be strictly given the guidelines to adhere with these at all times.

During the Community Radio Broadcasts Humair ensured that fellow colleagues who are in management understand all policies and further ensured that all necessary training is given to new and existing presenters, they all understood and signed the policies. The training sessions will be delivered every three months and any urgent changes will be delivered via the training sessions as and when needed. It will be absolutely mandatory for all staff members and volunteers to attend these training sessions for compliance. Not only before the broadcasting but refreshed as and when necessary during the broadcasts.

- 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). 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 at all times while the service is broadcasting, in particular when the service is broadcasting live content but also when pre-recorded material is being broadcast.

If the license is granted to MAC SHEFFIELD we will invite the management group, presenters and volunteers for formal meetings and go through the policies and guidelines in place, we will go through what needs to be followed and finalise the policies accordingly. Full training will be given to all relevant participants in different sessions i.e. Staff Training, Presenters and Volunteers Training. Upon completion of the training the training material will be available in printed format and these will be signed to ensure Ofcom Rules and Regulations are adhered and met at all times.

A proper vetting system will be in place and through these sessions full vetting will be done for all those who are interested in becoming part of the Mac Sheffield broadcasts to ensure that no breach

in the broadcasting will take place and compliance meets its purpose at all times. This will ensure that all programming on Mac Sheffield complies with Ofcom's Codes and Rules.

- Please set out how you will ensure compliance with your Key Commitments, including how you will maintain up-to-date information on how these are being delivered.

Each presenter who will be presenting live shows will have to sign all policies that are in place to ensure smooth live broadcasts that comply with ofcom broadcasting codes. These presenters will be vetted. A disclaimer will be played throughout the show according to ofcom guidelines. The show content will be discussed with each presenter either by Station Manager or the shift studio manager. All topics will be required before the shows begins. Run down sheet will be filled by each presenter. A complaint log and register will be in place at all times to tackle any issues.

All pre-recorded material will be vetted to ensure that they meet the ofcom broadcasting codes and are fully compliant at all times. All the pre-recorded shows will be produced in house and will be vetted likewise live shows. We do not intend to broadcast any materials that belong to any third party. During the automation only naats, nasheeds and qawwalis, quran recitation will be played that will be fully vetted.

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

English, Urdu, Panjabi, Pothwari and Arabic

- For each language listed in response to question 4.7, 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.**

**Our senior Compliance Manager and Humair Shahid, Shazia Tanveer and Shahid Shabbir (Compliance Managers) are all fluent in English, Urdu, Panjabi and Pothwari. The Compliance coordinators appointed will also be bi-lingual so that all compliance structure is fully met. We will not have any Live shows in Arabic - only Quran Recitation will be played on-air in Arabic and a fluent person will be appointed to vet any recitation before its broadcasted on-air so that compliance is adhered to at all times.**

## • 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.

- 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.
- I further declare and warrant:
  - 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;
  - 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
  - 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
  - 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.
- 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 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:**

**Mr Humair Shahid**

**Date of application:**

**23/11/2020**

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

appropriate):

Company director

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