
Small-scale radio multiplex licence

Application form – Part A (public)

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

C.I. BROADCASTING LTD

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

ALNWICK & MORPETH

Public contact details: Spencer Pryor

15 Ardbeg Avenue

Rutherglen

G73 5NF

Tel: 07962 721671

Email: spencer.pryor@sailaway.tv

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Contents

Section

<u>1. Overview</u>	<u>1</u>
<u>2. Extent of proposed coverage area</u>	<u>3</u>
<u>3. Ability to establish the proposed service</u>	<u>5</u>
<u>4. Involvement of C-DSP providers; demand or support from programme providers</u>	<u>16</u>
<u>5. Fair and effective competition</u>	<u>18</u>
<u>6. Declaration</u>	<u>19</u>

1. Overview

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

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

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

The purpose of this form

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

Provision of information

- 1.4 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are ‘fit and proper’ to hold a licence and are not disqualified from participation in a licence.
- 1.5 It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

Publication of applications

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

Data protection

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

Keeping up to date with broadcasting matters

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

2. Extent of proposed coverage area

About this section

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

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

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

C.I. Broadcasting originally proposed to OFCOM that a SSDAB licence for the Scottish Borders be identified and advertised. Although OFCOM have used our Expression of Interest and associated transmitter plans as part of the expansion of SSDAB plans, they have not yet advertised this licence, partly, we believe due to the objections of existing FM broadcasters in the Borders area. This unfortunately means that the Scottish Borders remain one of the few DAB 'white areas' within the UK.

Accordingly we were interested in operating the adjoining area of planned SSDAB licences, and when Alnwick and Morpeth was advertised, we realised this could dovetail nicely into our corporate plans for the future. A number of prospective stations and service providers were already known to us, and we believed that the Alnwick and Morpeth area could be financially viable and also affordable to small scale users.

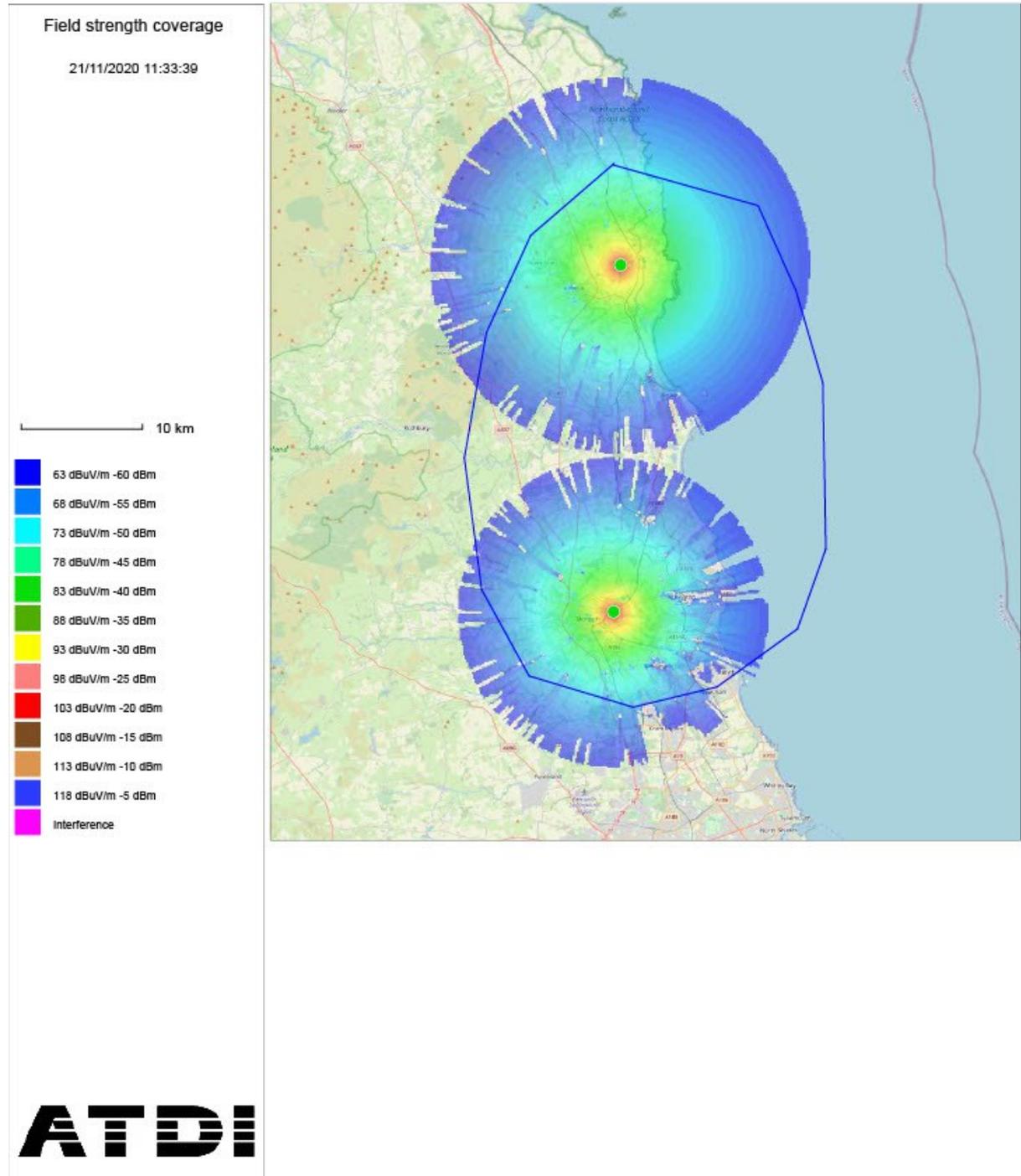
On first inspection of the proposed coverage area of Alnwick and Morpeth, it seemed that OFCOM were proposing coverage in line with a single centrally sited transmitter, and we did explore that option. By using a single transmitter at Shilbottle, roughly in the centre of the proposed OFCOM polygon, we could achieve reasonable coverage, however the power levels required were considerably more than the upper limit of 200w that OFCOM are allowing at this

time.

Accordingly after several visits to prospective sites we settled upon a small SFN network of two transmitters. One at Peppermoor Farm, to the NE of Alnwick and the other being the Arqiva DAB site to the east of Morpeth. Using HTZ plotting software we were able to achieve reasonable coverage at the 63db level using c. 200w ERP levels from each transmitter. To give rock solid 63db coverage within the whole area, we would have required the use of a third transmitter site at Swarland to the south of Alnwick on the A1. Approaches were made to the site owner, but a third set of transmission equipment would not be viable. In actual fact the whole area should receive a strong 54db signal which is more than adequate for all cars and outdoor mobile devices.

The principal areas we will be serving are the population centres of Alnwick and Alnmouth in the north of the area and Morpeth, Ashington and Blyth in the southern end. As we plan to use omni-directional antennae at both sites there will be a slight overspill from the Alnwick transmitter to the north of the advertised area, however this is mainly a rural area with only Seahouses being a town of any size that might be served by a usable signal. To the south we do not expect any significant signal overspill at the 63db level outside the advertised area. We believe Cramlington and possibly Ponteland will be at the southern extremity of the available signal.

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



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

Provide the name and version of the prediction tool used.	ADTI – HTZ Communications V22.6.9
Detail the terrain model used by the software and its resolution.	Degouyt 94 model. Resolution 1:19
Detail the ground cover (clutter) data used by the software and its resolution.	DEM + Clutter Rural 0% Urban 20%
What propagation algorithm has been used?	<p>Generic propagation model valid from about 30 MHz to 350 GHz:</p> <p>A map-based deterministic propagation model to fulfill all V/U/S/EHF requirements at the same time</p> <p>Diffraction component = non line of sight path (NLoS)</p> <p>Deygout 1966 is limited to 3 obstacles (ITU-R 526-11), Deygout 94 has no limitation and supports all terrain resolutions</p> <p>Delta Bullington is referenced in ITU-R 526-15, 452-16, 2001-3 and 1812-5</p>
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	The two transmitters are sited too far apart to give any measurable large network gain, although some will occur but not to the 63db level.
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Open Street Map population data and OFCOM generated data.
Have your predictions been generated by a commercial organisation? If so, by whom?	Generated In House.

3. Ability to establish the proposed service

About this section

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

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

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

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

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

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

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

Applicant's details

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

C.I. BROADCASTING LTD

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

SC603320

- 3.3 For UK registered companies, the address of the applicant's registered office stated on Companies House. For non-UK registered companies, the principal office address:

Registered Office: 15 Ardbeg Avenue, Rutherglen, G73 5NF

3.4 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 7 of Part B.

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

Full name	Spencer Pryor
Job title	Director
Address	15 Ardbeg Avenue Rutherglen G73 5NF
Telephone	0141 634 3737
Mobile phone	07962 721671
Email	spencer.pryor@sailaway.tv

Ownership and control of company which will hold the licence

Details of officers, participants and shareholders of the applicant

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Spencer Pryor	15 Ardbeg Avenue, Rutherglen, G73 5NF	Scotland	Timeless Radio Ltd – Co Secretary. Broadcaster. C.I. Broadcasting Ltd – Director. - Radio	Senior Tracer Public Health Dept

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

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

			Consultancy Small Digital Planet Ltd – Director. Media Investment Company.	NHS Lanarkshire

3.7 Please identify any entities with which the applicant is affiliated:

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

Full name of the entity	Address
N/A	

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

Full name of entity	Address	Affiliates
N/A		

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

Full name of individual or body	Address	Affiliates
Spencer Pryor	15 Ardbeg Avenue, Rutherglen, G73 5NF	

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

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

Full name of individual	Name of body in which officership held	Affiliates of that body
Spencer Pryor	Timeless Radio Ltd	None
	Small Digital Planet (Jersey) Ltd	None

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

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

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

Name of body corporate identified in response to question 3.9				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
A body whose objects are wholly or mainly of a religious nature; ²	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

Details of applications, licences and sanctions

3.14 Is the applicant a current licensee of Ofcom?

No

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

² Please refer to Sections 3 to 5 of [Ofcom's religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

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

Licence number	Name of multiplex

3.15 Has the applicant held an Ofcom broadcasting licence before?

No

Licence number	Name of service or multiplex

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

Yes

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
2015 - 2018	SSDAB0008	SSDAB Glasgow Trial Multiplex.
2015 - 2018	AL102937	YOUR Radio – FM Dumbarton
2015 - 2018	AL100675	YOUR Radio – FM Helensburgh
2015 - 2018		YOUR Radio – DAB DSP
2014 – 2017		GO Radio – DAB DSP
2013 - 2014		Eclipse Sports Radio – DAB DSP
2017 - present	DP101892	Timeless Radio – DAB DSP

3.17 Does the applicant control an existing Ofcom licensee?

No

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

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

Licence number	Name of service or multiplex

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

No

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

Licence number	Name of service or multiplex

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

No

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

Licence number	Name of service or multiplex

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

No

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

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

No

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

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

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

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

N/A

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

No

If yes, please provide the following details:

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

Financial and business plan

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

Due to the large geographical area to be covered the multiplex will have to consist of a multi transmitter Single Frequency Network. We explored the possibility of using a number of different sites, including using a single transmitter at the Arqiva Shilbottle site which is in the centre of the proposed area, however the ERP levels required were not available under the OFCOM application guidelines, which would have required an ERP level of c. 1kw, outside of the proposed upper limit of c. 200w. In the end we settled on 2 transmitter sites, Peppermoor Farm and Morpeth as giving us the best coverage area, with as little overlap as possible into the neighbouring southern SSDAB licence areas of Newcastle and Tynemouth/South Shields.

Morpeth is a current Arqiva DAB and TV site, and we have been in talks with our existing Arqiva account manager concerning using this site, and we have received confirmation that space is available on this mast, and we have received an indicative reference offer price for placing services there.

Peppermoor Farm is an ex Arqiva site (DAB) that was purchased by On Tower Ltd (Cellnex) last year. Again Cellnex have indicated space is available and we are currently in commercial negotiations regarding mast rental charges.

It would be ideal to have had a third transmitter sited between the two main transmitters to increase the power of the SFN, but the benefits were outweighed by the additional capital cost. Although OFCOM have stated that they will not entertain additional transmitters in a SSDAB licence area, unless noted in the original application, we would hope to revisit this scenario in 2 to 3 years time.

Through our preferred suppliers; Factum Radioscape, TransplanUK, and Lucoro Broadcast, we have received accurate capital and ongoing maintenance quotes. The capital equipment budget for the transmitter sites is £20,000 to include 2 x TX-DAB200 transmitters, 2 x Colinear RVC6 antennas, 2 x Delta Mechanica filters, 2 x GPS antennas, 2 x Insert points and 100m of RG8 Cable. Due to the nature of the installation work a budget of £5,000 has been allocated to install equipment, including mast climbing.

The capital costs will be financed by a commercial loan from Small Digital Planet Ltd with the Heads of Terms having the following details: £30,000 loan over 5 years repayment @5.5% interest. Repayments of £571 per month. Loan secured on transmitter equipment.

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

£2 in issued shares.

b) Loan stock

N/A

c) Leasing/HP facilities (capital value)

£30,000 commercial loan from Small Digital Planet Ltd. Indicative terms are a repayment period of 5 years @ 5.5% interest, secured on the transmitter equipment.

d) Bank overdraft

Not required at present time.

e) Grants and donations

N/A

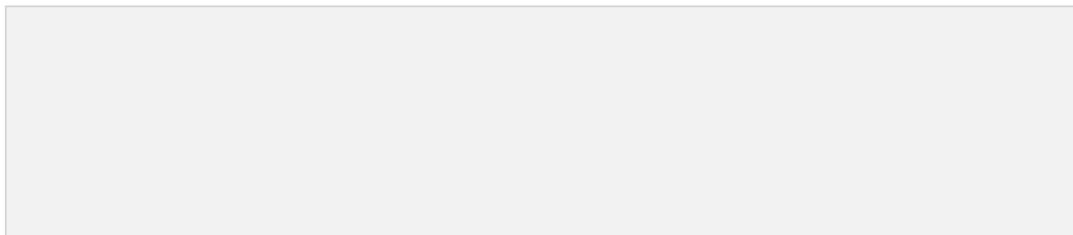
f) Other (please specify)

N/A

3.26 Provide evidence that sufficient funds are available to each investing shareholder to cover their proposed investment. For incorporated investing shareholders, provide a copy of the most recent statutory accounts.

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

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



Relevant expertise and experience

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

Spencer Pryor will be responsible for the day to day management of the multiplex service. He has been involved in Small Scale DAB since the inception of the trials in 2015 as one of the original licencees. He sold his broadcasting interests, which included FM commercial licences and the SSDAB Glasgow licence to Nation Broadcasting in 2018 planning to retire. He was asked to continue to work as a consultant and main point of contact for Nation for their Scottish interests which he has been doing since that date, overseeing FM and DAB transmitters and their general day to day operation.

He has a lot of experience in station liaison having increased the number of stations on the Glasgow Trial Multiplex from 4 at launch to 24 when he sold his interest in the multiplex. Coupled with this has been detailed admin work during the operation of the multiplex concerning regulatory matters such as obtaining SID codes and DSP licences for prospective broadcasters, coupled with numerous Change Requests to OFCOM concerning the operation of the trial mux.

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

Function	Responsible party	Previous experience
Installation of transmission equipment	TransplanUK	Over 300 installations of FM and DAB equipment
Ongoing maintenance of the transmission equipment	TransplanUK	Currently maintain a large number of FM

		transmitters.
Installation of the Multiplexing equipment	Factum Radioscape	Current UK market leaders in supply of multiplexing software
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Factum Radioscape	We are taking the Fully Managed Service from Factum Radioscape.

Timetable for coverage roll-out

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

Using Asana Project Management Software, the roll out plan is completed. GANTT chart attached as file A&M Multiplex Asana2.pdf. Timings depend on the date of award of the licence. From experience we would estimate that OFCOM will make the awards around the end of February 2021.

The two key concerns then are the finalisation of mast rental contracts with Arqiva (we are already an existing client) and the entering into a formal contract with Cellnex for carriage on Peppermoor Farm. Initial credit checks and account opening applications with Cellnex are already underway.

Arqiva insist on a minimum 6 month installation process from date of contract signing. We hope that Cellnex are a little more flexible. We envisage installation at Peppermoor Farm to be around September 2021 with commissioning checks by OFCOM shortly after. We would hope to be on-air in October 2021 at this site. Arqiva taking longer to commission and install we would hope to be on-air by December 2021, with the whole network operational as an SFN at that date.

These time frames have been agreed as feasible with our installation and commissioning engineers Transplan UK.

Station Service Provider Carriage Agreements will be formally confirmed during the summer of 2021. We are not unduly concerned with gaining additional new service providers during this phase. Experience in the launch of the Trial Glasgow mux was that we went on air with just 4 service providers rising to 26 over the course of 18 months. A lot of experience has been gained in the practicalities of launching a SSDAB mux during that time period, and this knowledge will be used in the building and operation of this mux.

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

About this section

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

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

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

Involvement of C-DSP providers

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

NO

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

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

None. No participant in any C-DSP licence holder.

Demand or support from programme providers

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

General information concerning C.I. Broadcasting's application was publicly made on the 6th November 2020 when we invited 'expressions of interest' from potential service providers to register their requirements for taking carriage upon the Alnwick & Morpeth multiplex.

We had previously been holding myriad discussions with a number of operators, details of which are contained in Part B of this application, including a number of stations that must remain confidential at the time of the application.

At the date of the application the following line up of stations in the bouquet has been agreed:

C-DSP Licences.

Lionheart Radio , Alnwick, C-DSP (TBC) - Current Community FM station within area.

KOAST FM, Ashington - C-DSP (TBC) - Current Community FM station within area.

Nova Radio NE, Newcastle - C-DSP (TBC) - Current Community FM station within postcode area.

Pride Radio, Newcastle – C- DSP (TBC)– Current FM Community FM station within postcode area.

Radio Northumberland – C-DSP (TBC) – Unsuccessful FM applicant in last FM licence round.

DSP Licences

Nation Radio UK – DSP – Current DAB operator in London, planning to go UK-wide

Nation 80s – DSP – Current DAB operator.

Chris Country – DSP – Current DAB operator aimed at Country Music listeners.

Timeless Radio – DSP – Current DAB licenced station aimed at Easy Listening listeners.

Radio 31 – DSP (TBC) – Current online evangelical Christian radio station based in Scotland promoting family values.

SUN FM – DSP (TBC) – Current FM commercial station for Sunderland and NE England.

At launch we expect to have around 18 stations broadcasting. At the present time we have only requested non-binding Letters of Intent from stations wishing to broadcast.

5. Fair and effective competition

About this section

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

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

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

- 5.1 Please detail the measures that have already been taken, and will be taken before and during the licence period, to demonstrate that, in contracting or offering to contract with programme services providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of such services:

C.I. Broadcasting proposes to act as a 'gateway' operator in respect to fair and equal access to carriage upon the Alnwick & Morpeth multiplex. From experience in running the Glasgow Trial multiplex there is a consensus of opinion that we operated access to the multiplex in a fair and equitable way, with nobody being refused access if they had a valid OFCOM DSP licence. As a Trial short term licence in Glasgow, we were more interested in proving the technical proof of concept of the multiplex, rather than the financial success of the Trial multiplex, and accordingly service providers paid between £50 and £200 a month dependent on charitable/commercial status, and the amount of CU's each provider used.

For the Alnwick & Morpeth multiplex we intend to continue the availability of access to nearly all-comers. The principal criteria is that the Service Provider has a valid C-DSP or DSP licence from OFCOM. It has been decided that carriage costs will be based on capacity and as an indication we expect a median price to be around £200 per month for carriage on the SFN multiplex. We have also decided that the regulated C-DSP slots (5) will be offered on a first come first served basis to licenced C-DSP service providers within the NE postcode area on a no carriage fee basis for the first 2 years of operation and then at a 50% discount on ratecard price from Year 3. Unlike other prospective operators we propose that our Carriage Agreements do not have a long term 'lock-in' period, enabling Service Providers to give us 6 months notice at any time should they wish to withdraw from the mux.

Due to the relatively high number of regulated Capacity Units on this multiplex (5 stations) we believe that around 22 services consisting in the main of 32k DAB+ services will be the practical limit

on this multiplex. A waiting list would then be introduced for prospective broadcasters if full capacity is reached.

6. Declaration

About this section

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

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

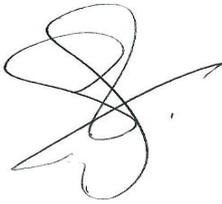
Full name (BLOCK CAPITALS) of the person authorised to make the application of behalf of the applicant:

SPENCER PRYOR

Date of application:

22 November 2020

I am authorised to make this application on behalf of the applicant in my capacity as Company Director:

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

S. H. Pryor

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