
Small-scale radio multiplex licence

Application form – Part A (public)

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

On Dab Limited

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

Swansea

APPLICATION FORM:

Publication date: 28 January 2022

2. Extent of proposed coverage area

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

The defined Polygon area incorporates much of the populated areas of Swansea, Wales' second city and extends across large parts of the towns of Neath and Port Talbot.

Culturally and economically the three areas effectively function as one, even though they are now served by two separate local authorities. (Prior to 1996 they all came under West Glamorgan County Council). The areas of predicted coverage outside the Polygon, in particular Swansea west and the Neath valley, will extend coverage within the boundaries of the same local authority and population areas whilst keeping us within the allowable overspill.

Our proposition is founded on three principles:

1. Delivery of a reliable, consistent and high-quality DAB service to as much of the indoor population of the Swansea polygon as possible;
2. Working to the original DCMS/Ofcom objective to make DAB affordable for community radio, small independent commercial stations and start-up services.
3. Achieving the above within a sustainable, long-term business plan.

Achieving robust and widespread coverage within the entire Polygon was challenging due to the terrain. Swansea itself is spread over two sides of a hill, Neath lies in a valley to the east and Port Talbot is situated partly on a coastal strip with villages extending outwards into its own valleys. The main transmission site for the region is Kilvey Hill in Swansea. The cost of using Kilvey Hill would have made our business plan unviable. Our two chosen sites provide excellent coverage. In fact they have been used previously by an RSL and a former Ofcom-licenced community radio station (Afan FM).

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

Site name	NGR	Antenna height (m agl)	Antenna type & bearing	New/existing antenna	ERP (W)
Gnoll Rugby Ground, Neath	SS756976	18m	Omni	New	100W
Townhill, Swansea	SS639937	15m	Omni	New	50W

2.3 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dB μ V/m field strength and the advertised small-scale DAB licence area contour.

[Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

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

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

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

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

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

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

3. Ability to establish the proposed service

Applicant's details

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

On Dab Limited

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

14036816

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:

Euro Centre Neath Abbey Business Park, Neath Abbey, Neath, Wales, SA10 7DR

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

Yes

Ownership and control of company which will hold the licence

Details of officers

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

Full name of individual	Correspondence address	Country of residence	Other officerships	Other employment
Leigh Jones	Euro Centre Neath Abbey Business Park, Neath Abbey, Neath, Wales, SA10 7DR	UK	None	Radio Presenter, Bauer Radio UK
Andrew James Griffiths	Euro Centre Neath Abbey Business Park, Neath Abbey, Neath, Wales, SA10 7DR	UK	None	Commercial Coordinator, Local authority

Details of participants

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

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

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Leigh Jones	50	50	50	50
Andrew James Griffiths	50	50	50	50
Comments				

Details of relationships of control

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

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

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

Details of persons who control the applicant

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

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

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

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

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

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

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

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

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

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

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

Name of body corporate identified in response to question 3.8	N/A			
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A	N/A	N/A	N/A	N/A
Comments				

Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	Yes	Director Andy Griffiths currently employed by a local authority
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; ¹	No	N/A
An individual who is an officer of a body falling within (b) or (c);	No	N/A
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	N/A
An advertising agency or an associate of an advertising agency	No	N/A

Details of applications, licences and sanctions

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

a) Is the applicant a current licensee of Ofcom?

No

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

No

¹ Please refer to sections 3 to 5 of Ofcom's [religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

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

Yes

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

No

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

No

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

No

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

No

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

No

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

No

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

	Licence number(s) (if known)	Details	Area
(c)		Andy Griffiths	Red Dragon Radio (Cardiff Broadcasting)
(c)		Andy Griffiths	Touch AM
(c)		Andy Griffiths	Swansea Sound

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(c)		Andy Griffiths	96.4 The Wave (Swansea)
(c)		Andy Griffiths	Valleys Radio
(c)		Andy Griffiths	Q 96
(c)		Andy Griffiths	Wave 102 (Dundee)
(c)		Andy Griffiths	Real Radio (Wales)
(c)		Andy Griffiths	Swansea Bay Radio
(c)		Andy Griffiths	Radio Pembrokeshire
(c)		Andy Griffiths	Radio Carmarthenshire
(c)		Andy Griffiths	Radio Ceredigion
(c)		Andy Griffiths	Bridge FM
(c)		Andy Griffiths	Nation Radio
(c)		Leigh Jones	The Wave Swansea 1996/97 – 1998 Evening show presenter.
(c)		Leigh Jones	FOX FM Oxfordshire 1998 – 2002 Presenter/Head of music.
(c)		Leigh Jones	Red Dragon FM (Capital South Wales) 2002 – 2014 Drive presenter
(c)		Leigh Jones	Capital FM London 2003 Cover presenter
(c)		Leigh Jones	Capital Life (National Digital radio) 2005 – 2008 Afternoon presenter
(c)		Leigh Jones	GOLD South Wales then Smooth Radio 2004 – 2015 Drive and then afternoon
(c)		Leigh Jones	Capital FM Network 2010 - 2013 Sunday Late show/Cover presenter
(c)		Leigh Jones	GEM FM East Midlands Ad-hoc cover shows
(c)		Leigh Jones	BRMB Birmingham Ad-hoc cover shows
(c)		Leigh Jones	Heart Wales 2015 – 2017 regular cover shows
(c)		Leigh Jones	Heart Bristol 2015 – 2017 Regular cover shows
(c)		Leigh Jones	Heart Wilts 2015 – 2017 regular cover shows

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(c)		Leigh Jones	Heart South West Devon 2016 – 2017 Drive presenter
(c)		Leigh Jones	The Wave Swansea 2016 – present Breakfast presenter
(c)		Leigh Jones	Coast FM weekend show
(c)		Leigh Jones	Champion FM Weekend show

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

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

N/A

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

No

If yes, please provide the following details:

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

Financial and business plan

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

On Dab Limited will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms. A detailed financial forecast that sets out annual income and outgoings with a 36-month cash flow forecast is included in Appendix A.

Capital Investment – £34,000

On Dab’s aim is to offer service providers a low cost, easy to access, high quality digital broadcast platform and to ensure its long-term sustainability. To achieve this, the capital investment we are making has been carefully weighed to provide sufficient funds to meet the needs of establishing the platform and to ensure carriage fees are attractive

Administration

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

VAT

We anticipate that On Dab's turnover to be below the VAT registration threshold which will mean all carriage fees will remain exempt from VAT. We expect many service providers will not be VAT registered and that an uplift of 20% would be a very real additional cost to them and a possible impediment to them participating in small-scale DAB.

Funding

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

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

a) Share capital

On Dab Limited is capitalised at £100

b) Loan stock

A working capital investment loan of £34,000 will be provided by the shareholders. We anticipate this loan being repaid within the term of the licence. Further funding is available, if required.

c) Leasing/HP facilities (capital value)

There is no requirement for Leasing/HP facilities.

d) Bank overdraft

There is no requirement for a Bank overdraft.

e) Grants and donations

There is no requirement for grants or donations.

f) Other (please specify)

None

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

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Leigh Jones	50	£17,000
Andrew James Griffiths	50	£17,000

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

All required funding is confirmed and available. Evidence that sufficient funds are available to each investing member is available on request.

Relevant expertise and experience

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

Collaboration

On Dab's founders and management team have decades of experience working in key roles in commercial radio across the UK. Both directors are from the Swansea area and live and work there. On Dab Ltd together with its contractors, have the experience, knowledge and local connections to make a success of the Swansea Small Scale DAB licence.

Management Team

Andy Griffiths

Neath born Andy Griffiths started his professional radio career as a presenter at Red Dragon Radio in Cardiff in the late 80s. He was part of the team that launched Touch AM in 1990 presenting the Breakfast Show before joining Swansea Sound in 1994 to help launch their 'new' FM brand The Wave. At this time he played a key role in helping to win the Heads of the Valleys licence for Valleys Radio before being promoted to Programme Director and later Station Director for The Wave and Swansea Sound.

From 2002 Andy took up the role of Wireless Group regional Director for Scotland overseeing programming and sales at Q96 in Glasgow and Wave 102 in Dundee. In 2004, based at Wireless Group's HQ at TalkSport in London, Andy worked on the group's new licence applications.

Andy joined Town & Country Broadcasting (now Nation Broadcasting) in 2005 to head up its application for the new Swansea FM licence. Following a successful RSL, Swansea Bay Radio was duly awarded the licence and Andy built the sales and programming teams to launch the station in 2006. His experience and skillset made him a key member of the Group's management team with roles that included Sales Director, Group Programme Director and Group Creative Director. After 2 years as Head of Presentation at Real Radio Wales, Andy returned to Nation Broadcasting in 2013 to oversee Programming, Sponsorship and Promotions for its Swansea and west Wales brands.

A true radio 'all-rounder', Andy's proven top level management experience, track record in the industry and local knowledge are assets which give On Dab Ltd strong foundations from which to succeed. Andy will be responsible for the financial management; admin and legal affairs of the multiplex. He will also play an advisory role offering sales and marketing support to C-DSP providers.

Leigh Jones

Having worked in media and radio for over 25 years Leigh currently continues to serve his local community as the presenter of the successful breakfast show format on 96.4 The Wave in Swansea. He has been a high profile member of the programming team at the station since 2017. Leigh has a passion for local radio and for digital radio, being one of the first national digital radio presenters on the pioneering DAB only station Capital Life Radio.

Leigh has produced and presented shows across the UK for many of the networks in Britain and has extensive knowledge of the music industry and artiste liaison having been a Head of Music for FOX FM, part of the then Capital Radio Group. He has managed programming teams and produced radio shows and content on location in the UK and abroad. In his role as a local radio presenter, he has gained extensive knowledge and understands the needs of local communities and what makes 'local' work, especially in today's cluttered media landscape.

Leigh also has a keen interest and experience in broadcast technology and software and has, over the years, helped engineering teams to find and develop solutions. He was among the first ever users of Global's playout system Genesis, was one of the first adopters in the UK of the scheduling software Power Gold and one of the first main users of the new Pro-Tools production software. Leigh's responsibilities will include service provider liaison, customer service and technical support.


Technical & Operational Experience

On Dab has commissioned Viamux to be responsible for the technical launch of the multiplex. On Dab also plans to sign an Annual Support & Maintenance contract with Viamux. As part of this arrangement, Viamux will also be responsible for:

- Overseeing bit rate variations, enhancements or projects required by service providers, such as EPG provision, temporary services and data developments.
- Monitoring and fault reporting, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes.

We are confident that this highly experienced team has all the relevant expertise and local knowledge to deliver all aspects of launching and running a successful small-scale DAB multiplex operation.

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

Function	Responsible party	Previous experience
Installation of transmission equipment	Viamux	<p>Viamux is a leading supplier of small-scale DAB solutions. It was established in 2017 by the Niocast Digital team - who have been operating the successful Trial Manchester small-scale multiplex for the past six years. Viamux have installed systems in the UK & Republic of Ireland. More info:</p> <p>www.viamux.com</p> 
Ongoing maintenance of the transmission equipment	Viamux	
Installation of the Multiplexing equipment	Viamux	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux	

Timetable for coverage roll-out

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

On Dab Limited intends to launch the multiplex in less than 6 months from award of licence.

Upon award, On Dab will immediately advance negotiations regarding the proposed transmission site(s). Following the procedure set out in Ofcom's Technical Policy Guidance, we will also liaise with other radio multiplex licensees on any impact our proposed transmitters might have. Once completed, On Dab will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

On Dab will send final site details to Ofcom for clearance and evidence of liaison and agreement with those other radio multiplex licensees. Given the time taken to coordinate services we recognise the importance getting the final transmitter plans to Ofcom as quickly as possible.

Our timeline then focuses on the following key stages:

- Building and installing the DAB multiplex and transmission chain;
- Finalising carriage agreements with the service providers;
- Commissioning and testing the transmitter equipment for compliance with Ofcom's Digital Radio Technical Code; and
- Providing Ofcom with evidence of compliance with the licence and the Digital Radio Technical Code

Our supplier, Viamux has confirmed the availability of all equipment and services to meet our timescales.

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

The project GANTT chart (Appendix E) sets out the precise, key stages in the implementation of the multiplex together with the timeline.

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

Involvement of C-DSP providers

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

No

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

N/A

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

N/A

Demand or support from programme providers

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

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Radio Tircoed	C-DSP	Email
Celtica Radio	C-DSP	Email
Radio City (Swansea Hospital's Radio Service)	C-DSP	Email
Cymru FM	DSP	Email
Afan FM	DSP	Email
Coast Rock	DSP	Email
Coast Leisure	DSP	Email
Coast 80s	DSP	Email
Care Radio	DSP	Heads of Terms
Cheesy FM	DSP	Heads of Terms
Sentimental Radio	DSP	Heads of Terms
Trade Centre Radio	DSP	Email
XL UK	DSP	Email
Arena Radio	DSP	Email
Radio Xtra	DSP	Email
Swansea BID Radio	DSP	Email

5. Fair and effective competition

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

Ethos

On Dab is committed to ensuring fair and effective competition in all interactions with service providers and suppliers. During this application process we have been open and honest in our communication and dialogue with prospective partners. We have been consistent in sharing our vision as well as our indicative rate card and trading terms. Fairness, along with value for money and providing quality service and support will be core values of our business.

We believe that when competition works well, service providers are motivated to maximise audience share and are better able to secure funding on the basis of their service offering - its uniqueness, its audience and the value it delivers. Alongside established brands, competition delivers greater choice for listeners and a better outcome for the public. It also ensures the long-term sustainability of service providers. Constrained only by capacity, the On Dab small-scale DAB platform will remain accessible to new entrants – a place where innovative formats will be encouraged and nurtured.

Proven

The Directors of On Dab bring together a track record of successfully managing and programming local radio services. This, combined with extensive local knowledge and contacts puts On Dab in a unique place to develop an ambitious and sustainable business.

On Dab will foster a healthy and vibrant radio 'ecosystem' – not only embracing existing commercial and community stations but also new entrants, pop-ups and experimental audio concepts. We will deliver unprecedented choice for listeners in a carefully controlled, transparent way. Our goal is to ensure, as far as possible, that our multiplex enriches the listener experience by complementing, rather than competing with, local and national ensembles.

Delivery

Launching a small-scale DAB platform is a significant undertaking and we have been encouraged by the number of positive responses to our plans. On Dab has openly discussed our transmission plans, carriage terms and indicative fees. On Dab has engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. Each service provider will enter into a Carriage Agreement - the key terms of which are identical for all service providers. All fees charged will be pro-rata to capacity contracted by each service provider.

6. Declaration

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

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

Andy Griffiths

Date of application:

22 APRIL 2022

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