

Small-scale radio multiplex licence

Application form – Part A (public)

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

TAILOR MADE DAB for Leeds Limited

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

Leeds

Public contact details:

John Dash - john.dash@tailormadedab.co.uk

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• 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

- 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.

- 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.
- 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

- 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.
- 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

- 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.
- 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).
- 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

- 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 you sign up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast Bulletin is published.
- 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.
- To sign up to receive these communications, please visit <https://www.ofcom.org.uk/about-ofcom/latest/email-updates> and select 'Broadcasting'.

• 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](#).

- 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):

TAILOR MADE DAB for Leeds are intending to cover the area of Leeds consistent with Ofcom's published notional polygon; we are not looking to serve any areas outside of the advertised licence area for this small-scale radio multiplex service.

- 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](#).
- Please provide the following details of the prediction software used for your coverage assessments:

Provide the name and version of the prediction tool used. Nautel Radio Coverage Tool

Detail the terrain model used by the software and its resolution. SRTM Terrain Data

Detail the ground cover (clutter) data used by the 40% opacity

software and its resolution.

What propagation algorithm has been used? Longley Rice

Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain N/A

If these predictions have not used Ofcom-provided population data, state what population data has been used and its source. N/A

Have your predictions been generated by a commercial organisation? If so, by whom? Yes, the consultant is transplan UK

• 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 propriety 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

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

TAILOR MADE DAB for Leeds Limited

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

12983098

- 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:

4, Lidgett Lane, Garforth, Leeds, LS25 1EQ

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

No

If no, please submit the up to date document and indicate you have done so in the checklist in Section 7 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 or a director.

Full name	John Dash
Job Title	Director
Address	408 The Grand 1 Aytoun Street Manchester M1 3DA
Telephone	0753 402 5422
Mobile phone	see above
Email	john.dash@tailormadedab.co.uk

Ownership and control of 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
John Dash	408 The Grand 1 Aytoun Street Manchester	UK	Deputy Chair/CEO of The Radio Academy - the audio and radio charity.	None

M1 3DA

Chair of Radio
Lollipop (UK) -
charity providing
audio and play
therapy for sick
children in hospital.

Director of:

John Dash Media
Limited - radio
broadcasting and
management
consultancy,

John Dash PR
&Media Ltd - radio
broadcasting,

The Local Media
Network Limited -
radio broadcasting,

Care Radio CIC -
audio production
company,

Lifetime Radio CIC -
audio and bedside
care service for
patients living with
dementia in hospital,

Positive Digital
Media Limited -
radio broadcasting,
wireless
telecommunications
activities, business
and domestic
software
development,

The Grand
Management
Company Limited -
residents property
management,

DVC Radio Limited
- radio broadcasting,

Quest Media
Network Limited -
printing of

			newspapers and radio broadcasting, Great Yorkshire Radio Limited - Ofcom licence holder, curenly broadcasting on the Lincs DAB MUX.	
Dave Stankler	5 Brentwood Court North Parade Leeds LS16 QB	UK	Director of: The Local Media Network Limited - radio broadcasting, Care Radio CIC - radio broadcasting, Rhubarb Radio Ltd - radio broadcasting, Rhubarb Radio Yorkshire CIC - radio broadcasting.	Self employed marketing consultant and trainer.
Nick Hawkins	1 Half Moon Cottages Harewood Road Collingham nr. Wetherby LS22 BL	UK	Director of: Positive Digital Media Limited - radio broadcasting, wireless telecommunications activities, business and domestic software development, Asessment Technologies Water (UK) Ltd - manufacture of electronic measuring, testing etc. equipment.	Corporate Barrister Partner, Gunner Cooke LLP, (200- partner law firm) - Leeds, City of London and Manchester
Phil Parry	36 Cartier Close Old Hall Warrington WA5 8TD	UK	Director and Company Secretary of: Positive Digital Media Limited - radio broadcasting, wireless	None

telecommunications activities, business and domestic software development, Aside Productions Limited - video production.

- 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
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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
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None

- 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
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Positive Digital Media Limited	Bridge House, Ashley Road, Hale, Altrincham, WA14 2UT	None
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The Local Media Network Limited	408 The Grand, 1 Aytoun Street, Manchester, M1 3DA	None
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- 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
Gary Robinson	The Local Media Network Limited	
Hedley Finn	The Local Media Network Limited	
Rob McLoughlin	Positive Digital Media Limited	

- 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
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None

- 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	Positive Digital Media Limited			
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Rob McLoughlin	21,000	5,000	16.8%	16.8%
Chris Bird	20,000	0	16.0%	16.0%
Simon Kennedy	20,000	40,000	16.0%	16.0%
Phil Hodari	20,000	40,000	16.0%	16.0%
Andrew Peacock	12,022	0	9.6%	9.6%

Comments

None

Name of body	The Local Media
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corporate identified in response to question 3.9 Network Limited

Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
John Dash	38	38	38%	38%
Dave Stankler	38	38	38%	38%
Hedley Finn	24	24	24%	24%

Comments

None

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
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A local authority	No	
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A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
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A body whose objects are wholly or mainly of a religious nature;	No	
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An individual who is an officer of a body falling within (b) or (c);	No	
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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	
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An advertising agency or an associate of an advertising agency **No**

Details of applications, licences and sanctions

- Is the applicant a current licensee of Ofcom?

No

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

Licence number	Name of multiplex
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- Has the applicant held an Ofcom broadcasting licence before?

No

Licence number	Name of service or multiplex
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- 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
2019 onwards	CR000033	Tameside Radio (John Dash as a Director)
2018 onwards	DP102905	Cheesy FM (John Dash as a Director)
2016 onwards	DP101571	Great Yorkshire Radio (John Dash as a Director)

2013-2014	AL004-2	Radio Aire (John Dash as Regional Content Director, Bauer Media)
2013-2104	AL003-2	Magic 828 (John Dash as Regional Content Director , Bauer Media)
2013-2014	AL101-2	Viking FM (John Dash as Regional Content Director, Bauer Media)
2013-2014	AL100-2	Magic 1161 (John Dash as Regional Content Director, Bauer Media)
2013-2014	AL093-2	Hallam FM (John Dash as Regional Content Director, Bauer Media)
2013-2014	AL092-2	Magic AM, Sheffield (John Dash as Regional Content Director, Bauer Media)
2011-2013	AL075-2	Clyde 1 (John Dash as Programme Director)
2011-2013	AL074-2	Clyde 2 (John Dash as Programme Director)
2006-2007	Unknown	Talk 107, Edinburgh (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2007	AL141-2	Q96, Paisley (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2007	AL101133WT/3	Wave 102, Dundee (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2007-2008	AL323-1	Central Radio, Preston (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL137-2	Radio Wave, Blackpool (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL234-1	Tower FM, Bolton & Bury (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL214-1	Wire FM, Widnes, Runcorn and Warrington (John Dash as Group Programme Director, Local Radio

		UK, UTV Radio)
2005-2008	AL189-1	Wish FM, Wigan and St. Helens (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2006-2008	AL207-1	Juice FM, Liverpool (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL038-3	Imagine FM, Stockport (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL227-1	Peak FM, Chesterfield (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL073-2	The Pulse Of West Yorkshire (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL072-2	Pulse 2, West Yorkshire (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL088-2	Signal One (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL089-2	Signal Two (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL199-1	The Wolf, Wolverhampton (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL188-2	Valleys Radio, South Wales Valleys (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL091-2	96.4 The Wave, Swansea (John Dash as Group Programme Director, Local Radio UK, UTV Radio)
2005-2008	AL090-2	Swansea Sound (John Dash as Group Programme Director, Local Radio UK, UTV Radio)

2002-2005	AL000215BA/2	Wave 105 (John Dash as Programme Director)
1998-2000	AL000167BA/5	Galaxy 101 (John Dash as Programme Director)
1995-1998	AL079-2	Key 103 (John Dash as Programme Director)
1995-1998	AL078-2	Piccadilly 1152 (John Dash as Programme Director)
1987-1995	AL020-2	Red Dragon FM (John Dash as Programme Director)
1987-1995	AL-019-2	Touch AM, Newport and Cardiff (John Dash as Programme Director)
1985-1987	AL026-2 &AL025-2	Two Counties Radio, Hampshire and Dorset (John Dash)
1983-1985		Gwent Broadcasting (John Dash)
1981-1983	AL072-2 &AL073-2	Pennine Radio (John Dash)
1982-1984 &1986-1989	AL004-2	Radio Aire (Dave Stankler)
1984-1986	AL072-2 &AL073-2	Pennine Radio (Dave Stankler)
1999-2004	AL235-1	96.2 The Revolution (Dave Stankler as Managing Director)
2004-2006	AL234-1	Tower FM (Dave Stankler as Managing Director)
2006-2008	AL280-1	Dearne FM (Dave Stankler)
2006-2008	AL244-1	Trax FM (Dave Stankler)
2006-2008	AL242-1	Ridings FM (Dave Stankler)
2006-2008	AL314-1	Rother FM (Dave Stankler)
2007-2008	Unkown	Pennine FM, Huddersfield (Dave Stankler)
2014-1015	CR000033BA/2	Tameside Radio, Ashton-Under-Lyne (Dave Stankler as manager of the Community Radio Network of 12 stations, funded by Ofcom, through Tameside Radio)

various	CR000064BA/2	Tempo FM, Wetherby (Dave Stankler as a presenter)
various	CR000035BA/2	Salford City Radio (Dave Stankler as management support and a presenter)
1989-2000 &2010-2013	AL000028BA/3	Tay FM (Gary Robinson as Managing Director)
1989-2000 &2010-2013	AL000027BA/3	Tay AM (Gary Robinson as Managing Director)
2000-2003	AL000057BA/5	Moray Firth Radio (Gary Robinson as Managing Director)
2003-2006	AL000208BA/5	Vibe 105-108FM, East Anglia (Gary Robinson as Managing Director)
2006-2008	AL121-2a	Downtown Radio (Gary Robinson as Managing Director)
2006-2008	AL121-2b	Cool FM (Gary Robinson as Managing Director)
2008-2010		Kerrang! (Gary Robinson as Managing Director)
mid-Eighties	AL072-2 &AL073-2	Pennine Radio (Gary Robinson as Producer)
1996-2008	Unknown	Granada TV (Rob McLoughlin as Board Director)
various	Unknown	ITV, ITV2, ITV4. ITN, Sky News, Channel 4 and BBC Radio 5 (Rob McLoughlin as a presenter and producer)
1980-1993	Unknown	Granada TV (Phil Parry as Finance Manager)
1993-1995	Unknown	BBC (Phil Parry as Business Manager)
2009 onwards	AL100104BA/1	Isle Of Wight Radio (Hedley Finn as Director and Shareholder)
2012 onwards	AL000263BA/3	Bright FM (now More Radio) Radio (Hedley Finn as Director and Shareholder)

2012 onwards	AL100761BA/3	Arrow FM (now More Radio) Radio (Hedley Finn as Director and Shareholder)
2012 onwards	AL100286BA/3	Splash FM (now More Radio) Radio (Hedley Finn as Director and Shareholder)
2012 onwards	AL100708BA/2	Sovereign Radio (now More Radio) Radio (Hedley Finn as Director and Shareholder)
2018 onwards	DL000040BA/5	More on DAB (Hedley Finn as Director and Shareholder)

- Does the applicant control an existing Ofcom licensee?

No

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

Licence number	Name of service or multiplex
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- 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”)?

Yes

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

Licence number	Name of service or multiplex
DP102905BA/1	Cheesy FM (Positive Digital Media Limited)
DP101571BA/1	Great Yorkshire Radio (John Dash)

- 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

- 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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- 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
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- 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

- 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
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Financial and business plan

- 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:

A key factor is having a strong management team in place with a proven track record of sector achievement and experience. This will be our most important asset as we seek to establish the service.

TAILOR MADE DAB for Leeds Limited (TMD) has been formed by bringing together two northern media companies comprising of individuals, mostly either Leeds based or with significant knowledge of the Leeds radio market, who provide unique sector experience of leadership, management, technical and operational skills, and collectively have held, and successfully operated, many Ofcom licences.

The Board is supported by special advisors who have also held and operated Ofcom licences and will bring further skills through their entrepreneurial success in radio and other forms of media. The special advisors are listed in the attached document.

TMD has identified four strategic areas of focus, these are listed below followed by a summary of our application, set-up and ongoing costs. The financial plan for the application, the set-up and the on-going operation of the multiplex are attached (TMD Budget).

Business Development

As a priority, and crucial to business success, TMD will secure primary sources of recurring income as outlined below.

TMD's overall strategy is to develop a loyal customer base, securing at least 24 new radio stations to the City and offering an economically viable route to digital for the 3 full-time, and 1 yet to be launched, Community Radio licence-holders currently operating in Leeds - LDC Radio, Akash Radio, Fever 107.3FM and East Leeds FM. We'll also reserve a further 4 spaces for potential C-DSP licence holders, offering the same attractive rate for carriage fees (see our rate card, attached). We've already identified a further three of these in our application.

We already have provisional Heads Of Agreement with 28 radio stations, 15 of those have Ofcom licences to broadcast elsewhere in the UK and wish to extend their services to Leeds (14 are listed below, with two more shown on the confidential, part b, of this application) together with 11 stations who will be new applicants for an Ofcom licence to broadcast.

We have the interests of the Leeds community at the very heart of the anatomy of our business development with the 8 reserved spaces for C-DSP licence holders. In addition we have agreed a working partnership with two of the four current Community Radio licence holders - LDC Radio and East Leeds FM - to identify, support and

amplify the work of Community Radio in Leeds. We would also welcome partnering with the other two Community Radio licence holders currently operating in Leeds - Akash Radio and Fever 107.3FM - should we be successful for with our application. They're involved with other applications for this small scale radio multiplex licence so have, understandably declined to partner with us at this stage.

In addition we have created a team of advisors with strong Leeds credentials. These include:

Peter Milburn a Leeds born journalist who worked at the Yorkshire Evening Post, before joining Pennine Radio at launch, rising to the position of News Editor then Programme Director. He continued his successful career in radio as Managing Director at Red Dragon Radio in South Wales.

Gary Robinson, a Yorkshireman who many successful years as MD at some of the UK's most celebrated stations, including Downtown Radio, Radio Tay, Morray Firth Radio and Kerrang!

Rob McLoughlin, who aside from being a Board Director at Granada Television and later an Advisor to Granada Television and ITV plc, has made many programmes for ITV, Channel 4 and the BBC.

Hedley Finn OBE, the founder of Radio Lollipop UK which now operates on four continents providing entertainment and play to thousands of sick children in hospital.

From our huge listener choice, 450,000 Leeds residents will have their pick of a wide range of formats; from business news (Apsen Waite Radio) to dance (LDC Radio), from children's radio (Fun Kids) to inspirational messaging (Inspire Radio). There'll also be radio for a variety of cultures and backgrounds, including LGBTQI+ (Pride Radio and Gaydio) and Asian (Asian Star Radio, Radio Sangam and Asian Radio Live).

Transmission & Technical Operations

TMD has received approval in principle from Leeds City Council for Potternewton Heights (69 Potternewton Lane, Chapel Allerton, Leeds LS7 3DE) to locate our antenna site, subject to contract, planning permission and full council approval, if this application is successful (see attached communication - Leeds City Council Communication). It's the perfect location for us, and chosen from the six we researched in detail across the area. As part of this we've already been working with the hugely experienced teams at transplanuk, who have previously undertaken the fit out of over 100 antenna sites, and Lucoro Ltd who, as with transplan UK, have over 20 years experience in this sector, developing and maintaining transmission equipment.

The rental fee is included in the budget as an estimate until final confirmation from Leeds City Council is received. They have intimated that we may well receive a considerable reduction following discussion around our plans to identify, support and amplify Community Radio in Leeds.

Regulatory & Legal

Drawing on the experience in this sector from the Board, special advisors and partners, there is thorough and practical knowledge of the regulatory and legal requirements. TMD's Legal Director will oversee all related aspects during the process to establish the business. This includes drawing up Carriage Agreements, Employment Contracts and Shareholder Agreements together with Company Policies for Health & Safety, Data Protection, Equality & Diversity and Safeguarding.

Finance & Administration

TMD's Financial Controller is a hugely experienced media accountant who will be providing all aspects of finance and company secretary compliance duties including the introduction of the accounting system, controls, procedures for financial compliance and reporting to Companies House and HMRC. It should also be noted that

our registered office, our trading office and our external accountants are all based in Leeds.

- Detail the sources of finance that will be used to fund the multiplex service, under the following headings:
- Share capital - N/A
- Loan stock - N/A
- Leasing/HP facilities (capital value) - N/A
- Bank overdraft - N/A
- Grants and donations - N/A
- Other (please specify) - **the expected funds to set up and establish the proposed business will be approximately £15k. This is going to be funded by the two shareholding companies. The Boards of Positive Digital Media and The Local Media Network have mutually agreed to invest £7.5k each.**
- 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

- 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 the necessary funding has been identified and confirmed to be made available by the Boards of the shareholding companies. Please refer to the attached minutes which approve and authorise the availability of the funding from both shareholding companies.

Relevant expertise and experience

- 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.)

John Dash will be dealing with the programme service providers and with contractual matters. He'll also be offering advice and support to the multiplex service suppliers on regulatory and programming matters.

He has worked in the radio industry for the last 40 years, firstly as a producer and presenter at Pennine Radio in West Yorkshire, having helped successfully launch the student radio station, Radio Ramair, at the University there when studied Mathematics.

He moved back to his home area to become a presenter and Sports Editor at Gwent Broadcasting before moving to Two Counties Radio in the mid-eighties as a presenter and Head Of Music. He returned to South Wales

following the launch of Red Dragon Radio rising to become Programme Director at both Red Dragon FM and Touch AM.

Following EMAP's purchase of Red Dragon Radio, John became Programme Director at Manchester's Key 103 and Piccadilly 1152. He returned south again in 1998 to join Chrysalis as Programme Director of Galaxy 101 broadcasting to South Wales and The West Country.

He joined Wave 105 as Programme Director in 2002 leaving in 2006 to join UTV Radio as their Group Programme Director for their 19 radio licences around the UK. More recently he has also been Programme Director at Radio Clyde and Bauer Media's Regional Content Director for Yorkshire.

He now runs his own business, John Dash Media, which specialises in radio training and programme making; his clients have included BBC Radio Wales, BBC Radio Cymru, BBC Radio Merseyside, BFBS, Total Sense Media (was Media Sound Holdings), Manx Radio, Mansfield 103.2 and KCLR 96FM in Ireland . He's also produced acclaimed programming such as For Queer & Country for BFBS and Caring For Carers, funded by the Audio Content Fund and run on over 100, mainly community, radio stations around the UK.

His personal and professional knowledge of Leeds is extensive, having lived there during his time as Bauer Media's Regional Content Director for Yorkshire, based at Radio Aire. His partner, Peter Milburn, an advisor to TAILOR MADE DAB for Leeds, is a very experienced radio News Editor, Presenter, Programme Director and MD who was born in Leeds and is a former reporter for the Yorkshire Evening Post.

John is also Chair of Radio Lollipop in the UK, which has provided radio and play to sick children in hospital for the last forty years, and now operates in some of the world's biggest hospitals cross four continents. Amongst other responsibilities, he works to help co-ordinate the the charity's programming, transmission and technical capabilities. In addition he's also responsible for the delivery of Lifetime Radio, which aims to improve the lives of those in hospital living with dementia by providing personalised music, speech and audio soundscapes.

Finally, John is currently CEO and Deputy Chair of The Radio Academy, where he has, uniquely, twice been bestowed with a Fellowship for his contributions to the industry. During his time with the Academy he has overseen the staging of the ARIAS (Audio & Radio Industry Awards) at The London Palladium, the successful transference of the Radio Festival online and been the co-founder of the Audio & Radio Emergency Fund, supporting those in our industry needing financial help during the pandemic.

Dave Stankler will be dealing with technical matters, in liaison with transplan UK. We will also have a continuous monitoring and servicing contract with Lucoro Ltd, the designer and manufacturer of the combiner and transmitter units. He'll also be offering advice and support to the multiplex service suppliers on regulatory and programming

Dave has worked in radio for over 40 years, starting his career as a Sales Executive at Radio Aire in Leeds in 1982. He then moved across to Pennine Radio in Bradford, setting up the sales operation for the new extended licensed area of Huddersfield. He was Senior Sales Executive there for 2 years, before being poached back to Radio Aire in Leeds as Agency Sales Manager for a period of 4 years, building a successful team of 5 account managers.

In 1990, Dave was headhunted to work for The Media Brokerage, a major media buying agency in Leeds, setting up the first radio specialist buying department outside London, and introducing radio to a number of major companies for the first time, such as DFS and the larger motoring groups.

In 1999, he came back into a radio station environment as part of the launch team for 96.2 The Revolution in Oldham. He was Sales Manager there for 2 years, before becoming Managing Director and building a successful station with strong audience and sales revenue figures.

In 2006, he was offered the Station Director post at Tower FM in Bolton, and was there for 2 years building an

excellent team with strong revenue and audience delivery, as the number 1 commercial station in the transmission area.

In 2008, he joined the Lincs FM group as Regional Sales Head setting up the Yorkshire sales network for the 4 stations in the region. He had a team of 10 sales execs and managers, selling the Yorkshire stations across the region under the banner of the White Rose Radio Network, as well as being responsible of the local sales team at each station.

Dave then took a change of direction and was offered a 9 month placement working with Quest Media Network (Tameside Radio) to set up a regional sales operation for community radio in Greater Manchester, funded through Ofcom. Under the name of the Community Radio Network, he brought together 12 community stations, selling advertising and promotions on behalf of the stations and delivering a wide range of larger clients, selling the concept of community radio to clients and agencies.

In 2017, he set up his own business, High Five Marketing offering sales and marketing training to clients, particularly radio stations. This includes helping them understand how to build sales campaigns, and how to market the stations to clients and agencies. At around the same time, Dave was undertaking consultancy work for a group wanting to establish an online radio station in Wakefield, where he joined the board and was instrumental in launching the station, Rhubarb Radio, which now covers the Wakefield District and South Leeds. This station has grown as a community based service with advice, support and entertainment 24/7, and is now launching its second service, Rhubarb Smoothies. Both stations are ready to take the next step to go onto DAB, and in the process of applying for Ofcom licences.

Dave also is a Director of the Local Media Network, which specialises in communications projects from radio programming content, to podcast and training support for businesses across the UK. It recently undertook a major radio production through the first lockdown titled “Caring for Carers” which was broadcast on over 100 community, commercial and hospital radio stations, supported by the Audio Content Fund.

Over the years, Dave has also worked at a number of Hospital Radio stations, supporting these organisations with programming, station development and fundraising. He also undertakes presentations to businesses organisations and networking groups, promoting the radio industry, highlighting it's power to support their marketing needs.

Above all Dave Stankler is passionate about the development of radio choice for the citizens of Leeds, supporting the diverse community living there. He was born and bred in Leeds, he still lives in the city, and is proud of how it is developing and growing with major organisations, such as Channel 4, making it their home. He sees the Leeds DAB multiplex as being a game changer for the radio industry in much the same way.

- 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	transplan UK	20 years' experience in Community Radio
Ongoing maintenance of the transmission equipment	Lucoro Ltd and transplan UK	20 years' experience in Community Radio

Installation of the Multiplexing equipment	transplan UK under advice from Lucoro Ltd	20 years' experience in Community Radio
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Lucoro Ltd - see above	20 years' experience in Community Radio

Timetable for coverage roll-out

- 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:

• 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

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

NO

- 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:

- 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:

The following stations will be applying for C-DSP licences to broadcast on the Leeds small scale radio multiplex. TMD has, subject to contract, Heads Of Agreement with each these stations, attached.

Leeds Dance Community (LDC) Radio

LDC already have an FM Community Radio licence - CR102239BA/1 - for a specialist dance station. LDC are also working with us as partners to identify, support and amplify the work of Community Radio in Leeds.

East Leeds FM

East Leeds FM have an Ofcom licence to start broadcasting an arts-based community radio service targeting disadvantaged communities in East Leeds. East Leeds FM are also working with us as partners to identify, support and amplify the work of Community Radio in Leeds.

Mighty Radio

Mighty Radio currently has been offered a Community Radio Licence to serve the people of Southport and surrounding areas. Currently, they also broadcast an ultra local service for Leeds online; they'll be looking to extend that service from their Leeds premises onto this small scale radio multiplex.

Care Radio

Care Radio are a new entrant to the market with, based in Leeds, providing information, stories and support for the huge numbers of those in the city who care for others, or are themselves being cared for. Care Radio is currently an audio production company producing the short-form features Caring For Carers, which ran on over 100 radio stations earlier this year with financial support from the Audio Content Fund, as well as the Care Radio Podcast which is distributed on all major streaming platforms.

Radio Club Asia

Rado Club Asia are currently broadcastng online from their studios in Leeds, playing the best from Bollywood to Bhangra. They've had many RSL licences broadcasting to the city over the years but are now keen to take this opportunity to go full-time on DAB

Demand or support from programme providers

- 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:

We advertised in the radio press for anyone interested in bringing a new radio service to Leeds and were ... overwhelmed. As you can see from our comments above and from the list below, we received more interest than our carriage capacity would allow us to transmit. Here are those stations and a summary of their activity and thoughts on broadcasting to Leeds:

1 - Current DSP licence holders:

The following stations currently have DSP licenses and have confirmed their desire to broadcast on Leeds small scale radio multiplex. TMD has, subject to contract, Heads Of Agreement with each these stations, attached.

Cheesy FM (DP102905BA/1)

Cheesy FM is currently broadcasting on the Manchester and the Basingstoke/Woking trial small scale radio multiplexes, playing "pure cheese and proud of it". They see Leeds as a key area for expansion of their unique radio brand.

Asian Star Radio (CR00067)

Asian Star Radio is a double award winning station currently broadcasting to Slough and surrounding areas playing a great mix of music from Bollywood to Bhangra with entertainment, information, education, news and phone-ins. They're very keen to extend their brand to Leeds and see a huge potential audience.

45 Radio (DP102439BA/1)

45 Radio is , as its name would suggest, appealing to the over 45s on DAB in Manchester, Birmingham and Glasgow. They're very keen to bring their mix of "good time and great music" to the Leeds listeners.

Gaydio (DP000067BA/5)

Gaydio is a radio station for the lesbian, gay, bisexual and transgender community on FM in Greater Manchester and on DAB in various locations around the UK. The LGBTQI+ community in Leeds is particularly vibrant, and Gaydio is very keen to be part of and support that vibrancy.

Fun Kids (DP000051)

Fun Kids is the radio station for kids, families and parents. They'll now be planning to bring their award winning mix of pop music and fun to Leeds.

Pie Radio (DP103261BA/1)

Pie Radio is currently broadcasting on the Manchester trial small scale radio multiplex with a youth-led mix of culture, music, entertainment and news, serving a community of artists, producers and DJs who are active in the music industry and run their own club nights.

Tempo FM (CR00064)

Tempo FM is the Ofcom licensed, Wetherby based, Community Radio station that wish to ensure there's DAB transmission available to those who, although living or working in Leeds, have an affinity with the town of Wetherby, which is only a few miles away.

Radio Sangam (CR100136)

Radio Sangam is the Ofcom licensed, Community Radio station on FM in the Kirkless area of West Yorkshire as well as on DAB in Greater Manchester, Birmingham and Glasgow. They are very excited about the opportunity to bring their mix of great music and personalities targeting the substantial Asian audience in Leeds.

Phoenix Radio (CR022)

Phoenix Radio is the Ofcom licenced, Community Radio station on FM in Halifax. The inclusion of their service will bring news of the Calderdale area to the people of Leeds, the two areas have a strong affinity, with a significant number travelling to Leeds for work.

Pride Radio (CR102268)

Pride Radio is the North-East's only dedicated Lesbian, Gay, Bisexual and Transgender (LSBT+) radio station. It can currently be heard on FM in the area, but is keen to spread its style of radio to Leeds on this DAB transmitter.

Great Yorkshire Radio (DP101571BA/1)

Great Yorkshire Radio currently has recently transferred from the North Yorkshire DAB Mux to the Lincolnshire

MUX. It's locally owned and operated and keen to extend its transmission to cover the great city of Leeds with a mix of news, information, travel and great music from the 70s to today.

Aspen Waite Radio (DP1-3615BA/1)

Aspen Waite Radio is the radio station of Aspen Waite "proud disruptors of the accountancy market, combining every service a businessperson needs under one roof". Their brand of business radio is unique in the UK. They're currently operating on the Portsmouth trial small-scale radio MUX but would now like to extend their service to one of the most vibrant financial centres in the UK, Leeds.

There are a further two stations who each currently have an DSP licence whose details are confidential and only available in part B of this application.

2 - New applicants for DSP licences:

The following stations will be applying for DSP licenses and have confirmed their desire to broadcast on Leeds small scale radio multiplex. TMD has, subject to contract, Heads Of Agreement with each these stations, attached.

Vibe Yorkshire

Vibe Yorkshire will be a Doncaster based dance and rhythm based music radio station, owned and run by experienced commercial radio professionals.

RISE

Rise stands for Radio In Schools and Education. Their target audience is children, teenagers and youth.

Inspire Radio

Inspire Radio is currently an online radio station offering something for every mood from feelgood to relaxing music, meditations and mindfulness. Their mission is to positively inspire listeners.

2XS Rocks

2XS Rocks is based in Sheffield, programmed by former commercial radio DJ and programmer, Jeff Cooper, this online station plays new music, live sessions and 60 years of rock & roll.

Asian Radio Live

Asian Radio Live is currently an online station playing the best of Desi beats from Bollywood, Punjabi, Bhangra, Bengali and other South Asian music.

Rhubarb Radio

Rhubarb Radio is the online radio station for the Wakefield District and South Leeds. It's a fun, quirky, up-beat local radio station with a mix of music, specialist features and local sport. The name comes from the famous local "Rhubarb Triangle" for the area of West Yorkshire between Wakefield, Morley and Rothwell famous for producing early forced rhubarb.

Rhubarb Smoothies Radio

Rhubarb Smoothies Radio is an off-shoot of Rhubarb Radio playing a "Tasty Smooth Mix" across West Yorkshire, 24 hours a day.

Voice Of Islam

Voice Of Islam is a licensed Ofcom radio station offering news, views, discussion and insight on Islam's perspectives on the world today.

West Yorkshire Radio

West Yorkshire Radio is a brand new radio station offering the best mix of music, news and entertainment across the county 24/7, playing the hits from the 70s to today.

• 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.

- 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:

TAILOR MADE DAB for Leeds Limited is an inclusive organisation wishing to encourage new entrants into the market as well as successful and well known audio players, not currently broadcasting to the city.

We will ensure our protocols allow those matching the requirements of Ofcom's rules and standards have a fair and equitable route to the airwaves and the opportunity to provide the people of Leeds with a strong and wide-ranging choice of listening.

Those meeting the required standards will be encouraged as we believe choice is essential to our core aims.

We advertised our application on a national basis, resulting in multiple phone calls and emails not only from Leeds and nearby towns and cities, who have an affinity with the city, but from right around the UK. Leeds with its growing reputation as a hub of commerce, finance and culture is the UK's fourth most populous urban area. and judging by the interest we've received for this application, a very popular place for up and coming radio brands.

We created a carriage fee rate-card, attached, which offers a fully transparent rate for DSP licences, which are significantly discounted for C-DSP licence holders. Recognising the three full-time and one part-time Community Radio licence holders already operating in the city, alongside approaches made by five others, we have reserved eight C-DSP spaces, one more than the statutory number.

TMD doesn't have any services to bring to this multiplex, although one of our affiliates, Positive Digital Media is bringing Cheesy FM and one of our Directors, John Dash, is bringing Great Yorkshire Radio as a minority shareholder in that business.

In addition we have pro-actively approached many other radio stations, such as Branch FM (the Christian station

based Dewsbury) and Leeds Student Radio. Having opened the door to these stations, we'll continue to liaise with them should we be successful with our application. We'll also continue working with our partners - LDC Radio and East Leeds FM - and advisors to ensure there's a balanced and representative mix of stations on the multiplex.

Finally, should there be future technological developments which allow us to increase the capacity on the multiplex, we'll be sure to embrace this bringing further choice to the Leeds airwaves.

• 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.

- 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.
- I further declare and warrant:
- 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;
- 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;
- 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 Licensee is the 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 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:

JOHN DASH

Date of application:

23RD NOVEMBER 2020

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

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