
Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

Safer Wales Ltd

Proposed service name:

Radio Cardiff

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

Cardiff

Public contact details:

sb@saferwales.com

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1. Overview

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

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

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

The purpose of this form

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

Provision of information

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

Publication of information about applications and licensed services

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

Data protection

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

Keeping up to date with broadcasting matters

- 1.14** We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom’s regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.

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

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

Safer Wales Ltd

2.2 Company registration number stated on Companies House:

03611374

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

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

1st Floor Castle House, 1-7 Castle Street, Cardiff, CF10 1BS

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

Yes/ (delete as appropriate)

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

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

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

Full name	Simon Borja
Job title	Director Project Development
Address	1st Floor Castle House, 1-7 Castle Street, Cardiff, CF10 1BS
Telephone	02920 220033
Mobile phone	07951 063287
Email	sb@saferwales.com

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

www.radiocardiff.org

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

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

Safer Wales Ltd is a charitable company limited by guarantee and receives funding from a variety of sources including grants, contracts, donations and purchases (advertising training etc).

Safer Wales holds the Radio Cardiff FM licence and provides support for the delivery of Radio Cardiff, a Community radio station and ensures the radio station complies with it's key commitments. Radio Cardiff is funded through the following ways:

On air Commercial advertising/sponsorship approximately = £8500

Grants = £10,000

We are actively seeking funding from a variety of sources to sustain and develop Radio Cardiff. Safer Wales has over 20 years experience in developing and sustaining projects.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Bernie Bowen-Thomson	1st Floor Castle House, 1-7 Castle Street, Cardiff, CF10 1BS	Wales, UK	Chief Exec, Safer Wales Director DACW (Charity)	Elected member, Cardiff Council
Simon Borja	1st Floor Castle House, 1-7 Castle Street, Cardiff, CF10 1BS	Wales, UK	Director, Safer Wales Director, Cardiff DAB (representing Safer Wales Ltd Shareholder interest)	

2.9 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.)

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

Full name of the entity	Address
Cardiff DAB. (Safer Wales is a shareholder in this company)	1st Floor Castle House, 1-7 Castle Street, Cardiff, CF10 1BS

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

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

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

Full name of individual or body	Address	Affiliates
N/A	N/A	N/A

2.12 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 2.11, and any affiliates of those bodies:

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

2.13 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 2.11, and their affiliates:

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

2.14 In relation to each body corporate identified in response to question 2.11, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned (“participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 2.11. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Involvement of the applicant in specified activities

2.15 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	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 councillor Cardiff	Bernie Bowen-Thomson	1st Floor Castle House, 1-7 Castle Street, Cardiff, CF10 1BS

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

Details of applications, licences and sanctions

2.16 Is the applicant a current licensee of Ofcom?

Yes (delete as appropriate).

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

Licence number	Name of multiplex
CR000094BA/6	FM Licence Radio Cardiff

2.17 Has the applicant held an Ofcom broadcasting licence before?

Yes / (delete as appropriate).

CR000094BA/6	FM Licence Radio Cardiff
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² Please refer to Sections 3 to 5 of [Ofcom's religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

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

No (delete as appropriate).

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
Radio Cardiff (Previously held by VCS Cymru transferred to Safer Wales May 2019)	CR000094BA/6	FM Licence Radio Cardiff

2.19 Does the applicant control an existing Ofcom licensee?

Yes / (delete as appropriate).

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

Licence number	Name of service or multiplex
CR000094BA/6	FM Licence Radio Cardiff

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex

2.21 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)?

Yes / No (delete as appropriate).

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

Licence number	Name of service or multiplex

2.22 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?

Yes/ No (delete as appropriate).

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

Licence number (or equivalent)	Name of service or multiplex	Details of the investigation

2.23 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?

Yes/ No (delete as appropriate).

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

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

2.24 In relation to any of the directors, shareholders or other individuals named in this application, please provide any information which you think may be a relevant consideration for Ofcom in determining whether or not the applicant is fit and proper to hold a Broadcasting Act licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we do consider to be relevant to the applicant’s eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

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

N/A

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

Yes / No (delete as appropriate).

If yes, please provide the following details:

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

3. The proposed service

About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

In this section, you will also need to set out how your service will provide social gain, community participation and how you will be accountable to the target community. This is in line with statutory requirements for the granting of C-DSP licences.

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

Your proposed service and target community

3.1 What is the proposed service name?

Radio Cardiff

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

Cardiff

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

The Radio Cardiff studio is located at Meanwhile House, Curran Embankment, Cardiff CF10 5DY.

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

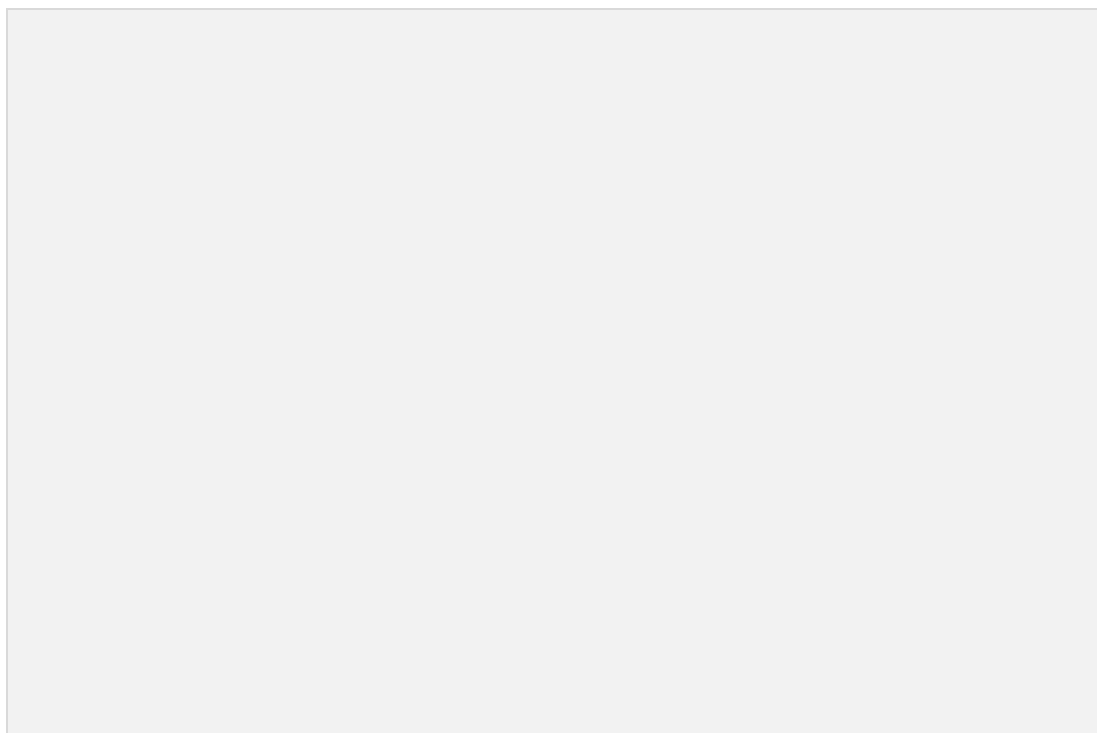
- 3.4 If the proposed service is a simulcast of an existing licensed radio service, please list that below and provide the licence number.

Radio Cardiff CR000094BA/6

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

Radio Cardiff community spans the whole of Cardiff, Wales' Capital city: vibrant; diverse and ever-growing. We are based in the heart of Cardiff. Our volunteers, listeners and staff come from across the Cardiff region. We are the city's only independent FM community radio station currently supported by over 70 volunteers. Radio Cardiff content is developed with the city's multicultural population, serving music of black origin (MOBO) tastes that are otherwise unrepresented on mainstream commercial stations. We work to encourage the diverse communities of Cardiff – old and new – to prosper and engage, through music, a sense of community, news, topical chat and training opportunities. We provide many projects and interventions to engage and support vulnerable groups across the city. This included the 'Pave the Way' project which built confidence and skills for people with mental health. We work with community groups to promote diversity which includes the LGBT Pride Cymru show. We provide volunteering and training which includes established links with Cardiff University Journalism school, University of South Wales to provide placements and opportunities to further careers in the media.

Safer Wales a community safety charity based in Cardiff and has held the licence which transferred from VCS Cymru (held licence from February 2017) in May 2019 and VCS formally merged with Safer Wales October 2019. Safer Wales has over 20 years experience strengthening communities developing services, particularly for vulnerable people or under-represented groups across Wales which include the victims of domestic abuse, sexual exploitation, violence, working to reduce offending and providing support for vulnerable young people.



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

Safer Wales is a registered Charity, accountable to and working in compliance with the Charity Commission. In line with our charitable objects, Safer Wales will ensure that Radio Cardiff is run on a not for profit basis. Safer Wales is responsible for the delivery of Radio Cardiff. We currently manage over 70 volunteers and deliver direct programming for the benefit of social gain which includes volunteering, training and provide local information, topics and news. Safer Wales manages Radio Cardiff as a project which includes a variety of funding streams to make it sustainable which includes grant funding and advertising.

Safer Wales is a share holder in a separate company called Cardiff DAB (a for profit company) and any profits made from Cardiff DAB will go directly to support the future provision of the Radio Cardiff service and further social gain for Safer Wales. The measures we have in place are our charitable aims and objectives to promote community safety.

Social gain

- 3.7** What community benefits will your service bring to your target community(ies) and, if applicable, the general public. Please include summaries of evidence to support your answer,

including details about other organisations you intend to work with. **Answer in fewer than 500 words. Please do not provide names of individuals in your answer.**

Radio Cardiff has over 13 years experience at the heart of Cardiff to provide an independent FM radio station. The ability of DAB will enable a wider benefit to the communities of Cardiff. We will provide the communities with local volunteering and training opportunities, local news, topics and the promotion of local voluntary and community groups to showcase their work and further engage with communities that are directly affected by issues. Radio Cardiff provides regular slots which includes Domestic Abuse, Mental Health, Youth and Sports projects. Radio Cardiff also provide the Pride Cymru show to raise awareness of LGBTQI issues and recently a joint project with Action for Children to provide a weekly programme Youth Matters.

Radio Cardiff work with local businesses to support the area we work in. This includes lower advertising rates to encourage local people to support local businesses. Radio Cardiff supports wider Cardiff and Welsh initiatives which has included Pride Cymru annual event, local community events and wider consultations that affect the people of Cardiff.

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

We will facilitate discussion and the expression of opinion by providing pre-recorded and live interviews. All presenters are experienced in interviewing and able to facilitate discussion. This includes building confidence for guests and preparation to ensure that expression of opinion and discussion are promoted. Radio Cardiff schedule includes a variety of discussion and opinion on our shows. Many people who attend represent organisations that work in particular fields e.g. Mental Health, Domestic Abuse. We work with organisations to promote individuals to share their experiences where appropriate. This includes pre meetings and the option of pre recording interviews.

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

Radio Cardiff moved our studio from a shipping container to a building (Meanwhile House). We are centrally located in Cardiff and a short walk from Central Station and bus routes. Our new location has greatly improved access for the communities we serve. This includes better security, disability access and space to deliver interviews and training. All presenters are provided with training which includes presentation, editing and production skills. We work directly with guests which includes training for people in interviewing skills, building confidence for community members e.g. pre meetings/practice sessions for reassurance. We will ensure that members of our target community can gain access to the studio which includes the cover of expenses, recording interviews remotely and outside recordings. Our Head of Radio co-ordinates training for all volunteers and guests.

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

Radio Cardiff is located in the heart of Cardiff and volunteers are local to Cardiff and are known and promote issues regarding our community. We will provide a better understanding and strengthen the links by wider promotion of Radio Cardiff through our broadcasting, social media and website. We regularly strengthen community links by providing opportunities for local people to contribute to content which includes; requests for music, shows, promotion of community events and local volunteering opportunities. During Covid-19 we recently promoted the recruitment of local volunteers drivers to deliver parcels to vulnerable people in the local area which was started by a local business.

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

Safer Wales is an independent charity based in Cardiff and has over 20 years experience managing a wide range of services to provide social gain. This includes experienced trustees, senior management, project managers and volunteers. Our Head of Radio has been with Radio Cardiff since its launch in 2007 and previously involved with Bay FM. Many of the Radio Cardiff volunteers are experienced DJ's and specialist in their areas of work. We regularly host the 'Well Waves' show which is presented and produced by people who have experienced Mental Health to improve well being for the presenters and audience. Safer Wales provide accredited training (Agored Cymru) and hold Investors in Volunteers. We will be shortly recruiting a Volunteer Coordinator to develop opportunities for Radio Cardiff and other Safer Wales projects to improve the provision of social gain. Safer Wales are able to provide management of the Radio Cardiff including supervision, financial and HR, bid writing, access to Safer Wales Comms worker and access to wider partners and stakeholders across Wales.

Participation

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

Radio Cardiff provides many opportunities for volunteers from the community to participate in the operation of the service. This includes presenting, technical support, promotion and wider activities associated with the running of the station. Radio Cardiff provides a forum for all volunteers to comment and share information on the running and developments of the service

We organise meetings with the volunteers to celebrate achievements and to suggest improvements moving forward e.g. content, new opportunities.

Accountability

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

Our community contact us in a variety of ways which include a dedicated text number which is regularly promoted during broadcasts, email and social media platforms. The community make contact through radiocardiff.org and directed to a contact form to submit requests, suggestions, complaints, opportunities and other enquiries.

The Head of Radio is visible on the Radio Cardiff platforms to make direct contact and regularly receives requests for shows, performers and individuals organisations who wish to share their skills and/or knowledge.

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

When suggestions and/or criticisms are received by Radio Cardiff they are sent directly to the Head of Radio to consider. This will include acknowledgement of the complaint and will be investigated and responded to. Radio Cardiff regularly received suggestions for content and shows which are considered by the Head Of Radio and discussed with other experienced volunteers and Safer Wales staff. Safer Wales has a formal complaints procedure which will be sent should it be requested and is accessible through our website.

Draft Key Commitments

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

Radio Cardiff

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

Description of target audience:

Radio Cardiff target audience is targeted at the diverse population of the city's multicultural population, serving music of black origin (MOBO) tastes that are otherwise unrepresented on mainstream commercial stations. We work to encourage the diverse communities of Cardiff – old and new – to prosper and engage, through music, a sense of community, news, topical chat and training opportunities

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

Cardiff

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

Radio Cardiff provides volunteering, training and voices for under-represented groups in Cardiff. We promote music, news, local issues and the wider promotion of community services.

The text below is included in the Key Commitments in all C-DSP licences, and does not need to be amended or augmented. Every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.

The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).

The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:

- **the facilitation of discussion and the expression of opinion,**
- **the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and**
- **the better understanding of the particular community and the strengthening of links within it.**

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

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

4. Compliance of the service

About this section

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

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

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

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

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

Yes/ (delete as appropriate)

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

Safer Wales has held the licence for Radio Cardiff since May 2019. Safer Wales has reviewed and is familiar with the operational delivery of the station, employing a dedicated member of staff as Head of Radio (former volunteer role). Safer Wales has signed up to Ofcom bulletins to keep up with changes or any issues which may impact our station. The service is managed by a Director at Safer Wales who attended an Ofcom event Nov 2019 which covered guidelines which included; elections, complaints, advertising and other issues. Safer Wales are working to develop closer links with Ofcom including meeting staff at Ofcom Cymru to develop links and keep up to date with compliance and work in line with the guidance stated above. Safer Wales Director and Head of Radio will attend any future training, seminars and workshops to keep up to date with compliance. Information on Radio Cardiff is reported to Safer Wales Board of Trustees at every Board Meeting, Finance and HR sub groups.

Our experienced Head of Radio and volunteers are aware of output that complies with Ofcom broadcasting code. This includes the scheduling of programming e.g. language which may cause offence or affects on children is broadcasted later and often we provide warnings.

We do provide apologies e.g. If guests used offensive language and this will be addressed to mitigate it happening again e.g. feedback. The presenters produce their own shows and we communicate any issues e.g. repeating shows not suitable for children in the daytime.

Safer Wales do adhere to the code of conduct regarding elections and referendums. This included decision making on if and how we deliver content to meet the guidelines. This included updating ourselves in 2019 with the guidance in case we did pursue any debates or interviews.

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

The Safer Wales Director of Project Development has delegated responsibility for compliance and reports directly to the Chief Executive of Safer Wales and the Safer Wales Board of Trustees. The Director of Project Development manages the Radio Cardiff Head of Radio. The Director of Project Development and Head of Radio are both included with Ofcom updates and discuss any issues at regular meetings and information is circulated to the volunteers to improve practice.

The Head of Radio has operational responsibility for overseeing shows and content and any issues regarding compliance are acted upon, including appropriate escalation. We will contact Ofcom if we need advice and/or deal with issues regarding compliance

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

Our volunteers are provided with training and induction. Our presenters are experienced and do provide information to guests e.g. regarding offensive language and hate speech. This will include briefing guests and background checks if appropriate. If there are mistakes we do address this with the presenters to reflect and learn from practice or through disciplinary procedures if appropriate.

- 4.5** It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom’s codes and rules (e.g. Ofcom’s Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public). Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules at all times while the service is broadcasting, in particular when the service is broadcasting live content but also when pre-recorded material⁴ is being broadcast.

⁴ This could include, for example, material obtained from, or streamed from, third-party sources as well as content produced by the licensee.

Our Head of Radio schedules all the programming oversight and content. The Head of Radio will schedule shows to ensure that they are broadcasted at the appropriate times. Our Head of Radio is based at Radio Cardiff and listens to live shows and accesses the shows remotely. Our live presenters have extra responsibility and communicate content with the Head of Radio. All presenters receive training and we use experiences to highlight improvements moving forward e.g. If offensive language is accidentally used. All new shows are developed with the Head of Radio to ensure that they meet standards.

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

The Head of Radio will ensure there is a balance of programming reflecting Radio Cardiff's key commitments. Daily programming schedules are maintained and programmes are recorded. Regular reviews will be undertaken to ensure that Radio Cardiff reflects the needs of our diverse communities and music of black origin within its programming schedule. Radio Cardiff will involve and engage with community organisations and local businesses to reflect community issues and provide local information. In addition, Radio Cardiff will promote local activities and wherever possible have a presence at community events.

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

English primarily, although broadcasting of Welsh language adverts/publicity campaigns are promoted.

4.8 For each language listed in response to question 4.7, please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.

Please do not give names of individual members of staff.

We promote adverts and public service campaigns in Welsh

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

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

SIMON BORJA

Date of application:

19th November 2020

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

company director

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