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## Small-scale radio multiplex licence

### Application form – Part A (public)

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

**Leeds Digital Media Limited**

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

**The Leeds Polygon Area**

Public contact details:

Gurdev S Dahele MBE

Address: Amar Gate, 46 Alwoodley Lane, Leeds LS17 7PT

Mobile: 07740 477 066

Email: info@leedsdab.com

**Publication date:** 1 September 2020

# 1. Overview

**Small-scale DAB radio is a lifeline for AM community radio licensee Akash Radio as listening on this waveband continues to decline.**

**In a digital world Akash Radio is dependent upon a professionally managed multiplex operation, delivered at a cost that is proportional.**

**Leeds Digital Media is a consortium of nine directors. Two participants are Leeds-based licensed community radio services. Two further participants are Leeds-based C-DSP applicants. Infocus, the digital arm of neighbouring commercial radio service Sunrise Radio is also represented.**

**We have reached-out to a total of 46 different programme services.**

**All Leeds Digital Media participants are local to the Leeds/Bradford area.**

**In terms of coverage our technical plan has been developed with the objective of overcoming the many urban obstructions in the city-centre**

**Leeds Digital Media has passed a number of milestones in meeting or exceeding Ofcom's award criteria. These are summarised at the beginning of the Part B application form.**

**Playing a leading role in Leeds Digital Media will be Akash Radio's Gurdev S Dahele who received an MBE for twenty-five years work in successfully developing community and social enterprises across the area for the Yorkshire and Humber Regional Government Office.**

## 2. Extent of proposed coverage area

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

### **The extent of our proposed coverage area equates to 88% of the Ofcom licence area population**

#### Overview

The financial viability of a small-scale DAB multiplex service is primarily dependant upon delivery of a robust and reliable signal that can be received by listeners within a large part of the polygon area. Leeds Digital Media proposes to achieve that objective.

#### Description of the target area

The Leeds polygon area has high hills to the north, lower ground near and around the city centre and out in the direction of Morley in the south, the ground level climbs again. The city centre is crossed with key road routes including the semi-subterranean A64 (M) which loops around the city centre. Here the buildings are exceptionally solidly built, many are tall too and this presents a barrier to Band III radio signals covering the area evenly.

#### Within the advertised area

Leeds Digital Media proposes to target the whole of Leeds city which make up this polygon area.

Coverage predictions tell us that an area from Horsforth to Monkswood in the north, Pudsey to the edge of Rothwell in the south and all of the city centre will receive a robust signal despite building obstacles.

#### Outside the advertised area

With the advertised area representing 39.1% of the adult population of the Leeds Local Multiplex area, we do not aim to cover any area beyond the polygon perimeter for fear of breaching the Ofcom 40% compliance limit, but we seek to cover the city itself, with an even and exceptional signal.

Based on our predicted coverage plot Leeds Digital Media aims to deliver a multiplex service to just over 436,200 adults. This figure includes nominal coverage outside the advertised area.

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

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

**A coverage prediction map showing the 63dB $\mu$ V/m contour at 10m within the marked polygon area may be viewed at [Appendix 1](#).**

**For population data and other Extent of Coverage information please see [Appendix 3](#) (submitted in response to 2.1 of [Part B](#) of this application).**

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

Provide the name and version of the prediction tool used.	RadioMobile v11.6.6
Detail the terrain model used by the software and its resolution.	SRTM Resolution: 0.3-3 Arc-seconds
Detail the ground cover (clutter) data used by the software and its resolution.	ESA GlobCover Resolution: 1/360°
What propagation algorithm has been used?	Irregular Terrain Model (ITM) – a variant of Longley-Rice
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Pixel by pixel power-summation
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Population data used in this application has been based on ONS 2011 figures. Desk analysis by electoral ward has been undertaken and in cases where partial coverage of a ward at the 63dB $\mu$ V/m contour occurs, a detailed assessment has been applied. For partial coverage in wards outside the polygon area, population coverage assessments have been upweighted to ensure an adequate margin of compliance between the licence area population total + 30% and our predicted coverage.

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

	Leeds Digital Media confirms that it will accept Ofcom's interpretation and assessment of the population covered.
Have your predictions been generated by a commercial organisation? If so, by whom?	Yes Associated Broadcast Consultants

## 3. Ability to establish the proposed service

### Applicant's details

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

Leeds Digital Media Limited

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

12706716

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

Amar Gate, 46 Alwoodley Lane, Leeds LS17 7PT

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

**Yes**

**If no, please submit the up to date document and indicate you have done so in the checklist in Section 7 of Part B.**

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

Full name	Gurdev S Dahele MBE
Job title	Director
Address	Amar Gate, 46 Alwoodley Lane, Leeds LS17 7PT
Telephone	
Mobile phone	07740 477 066
Email	info@leedsdab.com

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

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

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

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Gurmail Singh Sahota	Amar Gate, 46 Alwoodley Lane, Leeds LS17 7PT	UK	<u>Director</u> <b>Akash Radio Leeds Ltd</b> Broadcaster <u>Director</u> <b>Rani Properties (Leeds) Ltd</b> Construction	Company Director
Gurdev S Dahele MBE	Amar Gate, 46 Alwoodley Lane, Leeds LS17 7PT	UK	<u>Director</u> <b>Akash Radio Leeds Ltd</b> Broadcaster	N/A
Kishor Kumar Chunilal Dabhi	Amar Gate, 46 Alwoodley Lane, Leeds LS17 7PT	UK	<u>Director</u> <b>Akash Radio Leeds Ltd</b> Broadcaster	N/A
Mahendra Gulabbhai Meisuria	Amar Gate, 46 Alwoodley Lane, Leeds LS17 7PT	UK	<u>Member</u> <b>Akash Radio Leeds Ltd</b> Broadcaster	N/A
Usha Parmar	Amar Gate, 46 Alwoodley Lane, Leeds LS17 7PT	UK	<u>Director</u> <b>Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)</b> Broadcaster <u>Director</u> <b>Spice Entertainment Ltd</b> Hospitality <u>Director</u> <b>Infocus Digital Media Ltd</b> Media	CEO Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)

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

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

			<p><u>Director</u> <b>Bradford Digital Media Ltd</b> Media</p> <p><u>Trustee</u> <b>Rishi's Vision</b> Charity</p> <p><u>Trustee</u> <b>Jai Maa Bhameshwari Kali Mandir</b> Charity</p>	
Rajan Parmar	Amar Gate, 46 Alwoodley Lane, Leeds LS17 7PT	UK	<p><u>Director</u> <b>Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)</b> Broadcaster</p> <p><u>Director</u> <b>Spice Entertainment Ltd</b> Hospitality</p> <p><u>Director</u> <b>Infocus Digital Media Ltd</b> Media</p> <p><u>Director</u> <b>Bradford Digital Media Ltd</b> Media</p> <p><u>Trustee</u> <b>Alan Foster Trust</b> Charity</p>	Executive Director Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)
Chris Tate	Amar Gate, 46 Alwoodley Lane, Leeds LLS17 7PT		<p><u>Director</u> <b>Leeds Dance Community Radio Ltd</b> Broadcaster</p>	Station Director
Trevor Ford	Amar Gate, 46 Alwoodley Lane, Leeds LLS17 7PT	UK	<p><u>Director</u> <b>Mighty Radio Ltd</b> Broadcaster</p> <p><u>Director</u> <b>Mighty Radio Leeds Ltd</b> Broadcaster</p>	Managing and station Director



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

Narahari Joshi	Amar Gate, 46 Alwoodley Lane, Leeds LLS17 7PT	UK	Director <b>Radio Rangoli CIC</b> Broadcaster	N/A
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3.7 Please identify any entities with which the applicant is affiliated:

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

Full name of the entity	Address
Akash Radio Leeds Ltd	Amar Gate, 46 Alwoodley Lane, Leeds LS17 1PT
Infocus Digital Media Ltd	55 Leeds Road, Little Germany, Bradford BD1 5AF
Leeds Dance Community Radio Ltd	James Graham Building, Leeds Beckett University, Headingley Campus, Church Wood Avenue, Leeds LS6 3QS
Mighty Radio Leeds Ltd	38 Compton Road, Southport, PR8 4HA
Radio Rangoli CIC	141 Sandringham Drive, Leeds LS17 8DQ

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

Full name of entity	Address	Affiliates
	N/A	

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

Full name of individual or body	Address	Affiliates
Gurmail Singh Sahota	Amar Gate, 46 Alwoodley Lane, Leeds LS17 1PT	Akash Radio Leeds Ltd Rani Properties (Leeds) Ltd
Gurdev S Dahele MBE	Amar Gate, 46 Alwoodley Lane, Leeds LS17 1PT	Akash Radio Leeds Ltd
Kishor Kumar Chunilal Dabhi	Amar Gate, 46 Alwoodley Lane, Leeds LS17 1PT	Akash Radio Leeds Ltd

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

Mahendra Gulabbhai Meisuria	Amar Gate, 46 Alwoodley Lane, Leeds LS17 1PT	N/A
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3.10 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 3.9, and any affiliates of those bodies:

Full name of individual	Name of body in which officership held	Affiliates of that body
Gurmail Singh Sahota	Akash Radio Leeds Ltd Rani Properties (Leeds) Ltd	Rani Properties (Leeds) Ltd Akash Radio Leeds Ltd
Gurdev S Dahele MBE	Akash Radio Leeds Ltd	Rani Properties (Leeds) Ltd
Kishor Kumar Chunilal Dabhi	Akash Radio Leeds Ltd	Rani Properties (Leeds) Ltd

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

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

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

Name of body corporate identified in response to question 3.9				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Gurmail Singh Sahota	9,000	£9,000	15%	15%
Gurdev S Dahele MBE	9,000	£9,000	15%	15%
Kishor Kumar Chunilal Dabhi	9,000	£9,000	15%	15%
Mahendra Gulabbhai Meisuria	9,000	£9,000	15%	15%

Infocus Digital Media Ltd	24,000	£24,000	40%	40%
Comments				
<p>Gurmail Singh Sahota, Gurdev S Dahele MBE and Kishor Kumar Chunilal Dabhi are Directors of Akash Radio Leeds Ltd and Mahendra Gulabbhai Meisuria is a member of Akash Radio Leeds Ltd.</p> <p>Infocus Digital Media Ltd is owned by Usha Parmar (50%) and Rajan Parmar (50%)</p>				

## Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	NO	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	NO	N/A
A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	YES	Usha Parmar is a Trustee of Rishi's Vision (Charity) and a Trustee of Jai Maa Bhameshwari Kali Mandir (Charity) <i>Please see 3.22 (below)</i>
An individual who is an officer of a body falling within (b) or (c);	NO	N/A
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	NO	N/A

<sup>2</sup> 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.

An advertising agency or an associate of an advertising agency	NO	N/A
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## Details of applications, licences and sanctions

3.14 Is the applicant a current licensee of Ofcom?

**No**

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

Licence number	Name of multiplex
	N/A

3.15 Has the applicant held an Ofcom broadcasting licence before?

**No**

Licence number	Name of service or multiplex
	N/A

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

**Yes**

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
2002 - 2003	Various	Akash Radio Ealing (RSL in Ealing)
2004 - 2014	Various	Akash Radio Leeds (RSL in Leeds)
June 2001	-	Mela FM (RSL in Manchester)
2004 - 2013	DP000061BA	Masti Radio (Bradford & Huddersfield Multiplex)
2016 - 2020	DP000061BA	Sunrise FM (Glasgow SSDAB Multiplex)
1989 to date	AL000037BA/2	Bradford City Radio T/A Sunrise Radio (Yorkshire)
2002 - 2004	-	Club Asia London Ltd

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

2004 to date	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire)
2016 - 2020	DP000061BA	Glasgow Small-scale Multiplex Trial service
2016 to date	DP000061BA	Manchester Small-scale Multiplex Trial service
2015 to date	CR100143BA/1	Akash Radio Leeds Ltd
2020 to date	CR102239BA1	Leeds Dance Community Radio Ltd
2019 to date	CR102153BA/1	Mighty Radio Southport

3.17 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
	N/A

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

**Yes**

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

Licence number	Name of service or multiplex
CR100143BA	Akash Radio Leeds Ltd

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

**No**

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

Licence number	Name of service or multiplex
	N/A

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

**No**

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

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

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

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

**No**

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

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

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

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

In answer to 3.13 (above) this application shows Usha Parmar as a trustee of two charities. This information has been provided in order to be consistent with information provided in the Declaration for Sunrise Radio (Yorkshire) licence AL000037BA/2 (Bradford City Radio Ltd). Although both charities are founded through the work of religious bodies, we believe Ofcom will regard their objects as being neither of a ‘wholly or mainly’ religious nature.

Leeds Digital Media has nine appointed directors.

Seven of the nine directors in Leeds Digital Media Ltd are directors of Ofcom licensed radio services.

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

**No**

If yes, please provide the following details:

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

## Financial and business plan

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

*To illustrate our answer more fully and in accordance with 3.19 of Ofcom's Guidance Notes for Applicants (which requests as full answers as possible and to use additional sheets if required) please also see **Appendix 5** submitted with Part B (the confidential Application Form) (5.1).*

**Resources combined with experience; and an understanding of business and broadcasting; together with a realistic plan, will enable Leeds Digital Media to establish the proposed service.**

### Establishment of the service

In addition to robust signal coverage throughout the advertised area (please see 2.1 above) signal reliability is perhaps the second most important operational factor when running a small-scale radio multiplex service. We have budgeted for professional engineering contractors to install and more importantly, maintain, our transmission system thereby ensuring the service levels agreed with those taking carriage are met.

### Explanation of the costs

To build a small-scale multiplex initially requires capital costs. Expressed as a total figure required to build-out the proposed service, capital costs can be expected to be within the range of between £20,000 and £60,000 depending on the level to which the transmission system is engineered and the number of transmission sites employed. The figure above includes transmission and ancillary equipment.

Operating costs, expressed as a Year 1 annual figure will be within the range £25,000 and £50,000. This includes site rental, contractor costs, administrative costs and licence fees.

Pre operational costs, costs accrued in the period before receipt of revenue from selling carriage capacity, can be expected to be within the range £5,000 and £12,000.

Leeds Digital Media and the costs

Allowing for contingencies and other costs we have assumed a point in the upper quartile on each range of the figures set out above.

This would suggest that capital costs and pre operational costs would be in the order of £59,000. The shareholders of Leeds Digital Media are in a position to make this sum available from personal wealth.

To ensure liquidity during the first months of trading, additional sums will be made available by the shareholders and will be drawn down on an 'as required' basis by Leeds Digital Media.

Income and how these costs will be met

Separately we have completed an assessment into the revenue earning potential of the Leeds licensed multiplex service. This includes an assessment of the service providers market, both locally and wider as well as market intelligence to identify where our proposed rates of charge for C-DSP carriage and DSP carriage fit within this new tier of digital broadcasting. As this information is market sensitive, we have submitted it in confidence.

The costs explained above are also shown in more detail in **Appendix 5** – submitted in confidence. This together with our response to 3.25 and 3.26 explains how these costs will be met.

3.25 Detail the sources of finance that will be used to fund the multiplex service, under the following headings:

a) Share capital

Leeds Digital Media Ltd will be funded by share capital of £60,000. The following directors/companies will be subscribers:

Gurmail Singh Sahota
Gurdev S Dahele MBE
Kishor Kumar Chunilal Dabhi
Mahendra Gulabbhai Meisuria
Infocus Digital Media Ltd

b) Loan stock

N/A



c) Leasing/HP facilities (capital value)

N/A

d) Bank overdraft

N/A

e) Grants and donations

N/A

f) Other (please specify)

Should additional capital be required to facilitate overruns or trading demands in the early months (particularly during the first year) then Leeds Digital Media Ltd will draw down agreed borrowing, as required, in the form of loans from the shareholders listed above. Interest charged will not be greater than 1% above the LIBOR benchmark interest rate.

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

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

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

Funds will be made available with immediate effect on award of licence.

## Relevant expertise and experience

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

**The Leeds team of directors and associated specialists have between them, more than adequate skills and experience to demonstrate to Ofcom that they have the ability to establish the proposed service**

Collectively this team, of nine experienced directors will share responsibility for both overseeing and managing first-hand the day-to-day operation of the Leeds radio multiplex. In particular using their thorough first-hand understanding of the requirements of programme service providers they will take the lead in ensuring that the multiplex will carry a full range of programme services and that the mux continues to be run on an operationally sound basis.

Importantly, their previous relevant experience outlined briefly below will be supplemented by the support of specialists who are well positioned to advise, plan, implement, build-out, test and maintain the service going forward.

Please see **Part B (5.1)** of the application for further information.

Akash radio is owned and operated by a strong team of four (three directors and one member) **Gurmail, Gurdev, Kishor and Mahindra**. Each are directors of Leeds Digital Media.

As chair and MD of Akash Radio **Gurmail's** excellent community relations skills, through a wide range of local business relationships together with his business acumen will be a vital component of Leeds Digital Media's success.

**Gurdev's** experience through the civil service in developing community and social enterprises though his time working for the Yorkshire and Humber Regional Government Office, which was subsequently recognised through his being awarded an MBE for this work, makes Gurdev our lead candidate in handling issues of governance, company secretarial, compliance and administrative duties on behalf of the multiplex company.

**Kishor**, a former college lecturer with skills in business management, training, fund raising and advertising sales can add oversight to the multiplex's general operation and the management of multiplex matters from a business perspective.

As a qualified audio and televisual engineer **Mahindra** has first hand equipment fault-finding and problem-solving expertise which together with his component and system management knowledge will place him in a central position in keeping the multiplex running when gremlins strike.

The Akash Radio team is joined by Sunrise Radio's **Usha** and **Raj** Parmar who currently spearhead the Executive team at Sunrise Radio (Yorkshire) where as director/shareholders they utilise on a daily basis, a wide range of governance, compliance, broadcasting, general managerial and leadership skills.

These range from management and administration of sales contracts to overseeing programming and presenter direction, studio management, project management, accounting, sponsorship and airtime sales, marketing, website design and maintenance, creating social media initiatives and through other businesses that they run – project, event and logistics management.

Three other directors who bring relevant experience to the Leeds Digital Media's team in the day-to-day management of the multiplex are Trevor Ford, Chris Tate and Narahari Joshi.

**Chris** is co-founder and co-owner of Leeds Dance Community another licensed community radio service for Leeds. A former audio test engineer at Klark Teknik his background is in audio and RF engineering as well as radio presenting.

**Trevor** is managing and station director at licensed community radio service Mighty FM. He brings business managerial experience, knowledge of integrating broadcast systems and a wealth of broadcasting knowledge gathered over 30 years working in the industry.

**Narahari** is highly experienced in risk assurance and computer audit having worked for audit, tax and consulting group RSM as associate director. His implementation and administrative and support skills in the field of computers and technology further strengthens the Leeds Digital Media team in the establishment and ongoing sustaining of our multiplex service.

All nine directors in Leeds Digital Media are based locally and are able to participate fully in order to make this project a success.

**Please see also Part B of the application form (5.1).**

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

Function	Responsible party	Previous experience
Installation of transmission equipment	Third-party organisation	Please see Application Form Part B (5.1)
Ongoing maintenance of the transmission equipment	Third-party organisation	Please see Application Form Part B (5.1)
Installation of the Multiplexing equipment	Third-party organisation	Please see Application Form Part B (5.1)
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Third-party organisation	Please see Application Form Part B (5.1)

## Timetable for coverage roll-out

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

### **Leeds Digital Media, award to operationally live: 12 to 14 months**

We recognise two overriding circumstances which have the potential for disruption so we allowed for this in our assessment.

#### **1. UK withdrawal from the European Union**

At the time of writing we do not know what tariffs and costs and delivery bottlenecks might affect essential components leaving the EU bound for UK suppliers and ourselves.

#### **2. Worldwide Coronavirus Pandemic**

COVID has impaired the operational efficiency of business, authorities, government and others. This situation remains fluid.

As a small organisation we shall remain 'fleet of foot', adapting to ameliorate prevailing circumstances.

**Our plan**

We have identified seven facets to the successful launch our multiplex service:

- Company housekeeping,
- Premises,
- ACI,
- Mast/Mux & TX Equipment,
- Connectivity/Distribution,
- Customer and Carriage, and
- Conclusion Procedures.

Our high-level Gantt chart lists 26 key activities. Most activities will be resolved within four weeks, but as to be expected, certain activities could take much longer to conclude. For example, we have adopted a worst-case scenario in terms of time spent resolving any potential risk of causing undue interference (five months) and in obtaining international frequency clearance (six months). Both these elements have been highlighted in yellow on the plan. Without due consideration of these factors we could have set a launch date of nine months from award of licence.

The Project Plan Timeline (**Appendix 4.**) illustrates where activities are dependant upon predecessor activities being concluded.

Based on May 2021 award, the erection of masts will be scheduled for the end of March 2022, a time of greater optimism for improving weather conditions.

Finally, our conclusion procedures have been scheduled comfortably ahead of the 18-month statutory deadline, e.g. in the event of international clearance being necessary, six months has been allowed from month nine.

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

### Involvement of C-DSP providers

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

**NO**

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

N/A

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

#### **Four participant C-DSP service providers will each provide a service on the multiplex**

**Akash Radio Leeds** is a licensed community radio service for Leeds (CR100143BA).

The directors of Akash Radio are also directors (and majority shareholders) in Leeds Digital Media.

Currently Akash Radio broadcasts on AM (medium wave) a waveband that is in general decline as listeners migrate to FM and digital radio.

Where FM radio can be expected to have a longer lifespan the same cannot be said for AM. On the other hand, signing up to the existing Leeds Local multiplex is not an option primarily due to the geographic scale offered and the sheer scale of carriage charges.

Akash Radio is seeking a digital path.

Small-scale DAB presents an opportunity for this radio service to survive.

Furthermore, it provides much needed security and an immediate term and medium-term future.

**Leeds Dance Community** is also a licensed community radio service for Leeds (CR102239BA/1) and is represented on the board of Leeds Digital Media.

Leeds Dance Community Radio provides a platform for sharing underrepresented culture and serves the community of Leeds who are otherwise underserved by other radio stations. The station provides broadcasting training opportunities and open access to the target audience.

They are participants in this application through director Chris Tate and the licensed service will be applying for a C-DSP licence.

**Mighty Radio** is another licensed community radio service for the people of Southport (CR102153BA/1). A separate station based in the advertised area will offer a local service, giving residents information of direct relevance to themselves, as well as the opportunity to contribute to and determine the station's output. Mighty Radio through Managing and Station Director Trevor Ford is also a participant in the Leeds Digital Media. Mighty Radio intends to apply for a C-DSP licence.

**Radio Rangoli** aims to establish a community radio station that entertains, educates and enables the Hindu community to reduce social isolation for elderly; provide information on community events and available support while reaching out to different Hindu communities. It shall be a source of learning and offer a sense of attachment to Hindu culture for the younger generation helping them to find their full potential. Radio Rangoli Director Narahari Joshi is also a participant in Leeds Digital Media. Radio Rangoli intends to apply for a C-DSP licence.

## Demand or support from programme providers

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

### **Twenty-five providers of programme services have returned written expressions of interest**

These are indicative of their support for our provision of the proposed multiplex service for Leeds.

Gaydio	Asian FX
45 Radio	House Party Radio
Mighty Radio Leeds	Panjab Radio
Voice of Islam	Rhubarb Smoothies
Cosoro	Sunrise Radio (Yorkshire)
British Indian Tamil Radio	Vibe Yorkshire
Podcast Radio	The Groove
Sunrise Radio Gold	Akash Radio Leeds
Leeds Dance Community Radio	Bengali Radio Live
Frequency FM	Fresh Leeds

Radio Rangoli (previously Radio Benaam)

React Radio UK

Radio Apni Awaz

Marefa Radio

We can add to this list an additional service which has expressed commitment in confidence.

From 25 providers of programme services we can confirm 20 of these services (4 C-DSP and 16 DSP) have signed up to broadcast on the Leeds Digital Media multiplex, if awarded a licence.

This commitment takes the form of signed Heads of Agreement copies of which are enclosed with Part B of our application.



## 5. Fair and effective competition

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

**Our ethos of inclusivity and fairness shared with a wide range of potential providers, has been a keystone in our negotiations**

**Measures taken prior to licence advertisement**

Our website ([www.leedsdab.com](http://www.leedsdab.com)) setting out our intention to apply for this licence has been operational since 14<sup>th</sup> June 2020.

Online coverage has included news published in the UK’s radio news website Radio Today and in the media business news and entertainment website BizAsia. We have also made contact with regional press – The Yorkshire Evening Post.

We have promoted our multiplex proposal and the opportunity it presents to those with DAB aspirations, through social media.

From this, prospective applicants seeking DAB carriage will have become aware of our intentions. This in turn has driven our website where radio service providers can register their interest.

**Leeds Digital Media Summary of Social Media Activity 12-weeks to mid-November**

<b>Activity:</b>	<b>Twitter</b>	<b>Linkedin</b>	<b>Facebook</b>
Followers/likes	27	28	214
Impressions/Visitors/Views	10,500	77	60
Facebook Post Reach	-	-	611

<b>Our website:</b>	<b>Total</b>	<b>Desktop/Tablet</b>	<b>Mobile</b>
Visits:	524	318	206
Views:	1,098	716	382

**Leeds Digital Media’s social media activity can be measured in thousands and this has driven our website activity, which can be measured in hundreds.**

In 2018 prior to Ofcom’s advertisement we contacted and discussed the digital aspirations of each of the following radio services.

Each listed here expressed an interest in providing a Programme Service:

Drystone Radio – CR000148BA/3	Ananda Radio (new service)
Fever FM – CR000031BA/3	Sunrise Radio (Yorkshire) - AL000037BA/1
Gaydio – CR000186BA/1	Delite Radio (currently on Manchester SSDAB Mux)
Akash Radio - CR100143BA/1	Festival Radio (new service)
Leeds Student Radio (online service)	London Greek Radio – AL100200BA/1

Between June 2020 and prior to Ofcom’s advertisement in September 2020 we contacted in writing each licensed analogue community radio service and other radio operators including applicants of previously unsuccessful community radio licences, existing Digital Licence holders, RSL licensees and online radio service providers. Please see list overleaf:

Gaydio	Rhubarb Smoothies
45 Radio	Rhubarb Radio
Akash Radio	Hope FM
Voice of Islam	Branch FM
Cosoro	Tempo FM
British Indian Tamil Radio	Radio Caroline
News Radio UK	South Leeds Radio
Podcast Radio	Leeds Dance Community Radio
London Greek Radio	House Party Radio
Leeds Student Radio	Global Hard House
Mighty Radio Leeds	Dubai Now
Goldmine	Asian FX
Panjab Radio	Chapel Allerton Hospital radio
Skylab	East Leeds/Chapel FM
Fever FM	Sunrise Radio Gold
Sunrise Radio (Yorkshire)	Bass Stream Radio
Fresh Leeds	Outcross Records
React Radio UK Underground	No Stress Radio
Fab Radio	Delite Radio
Frequency FM	Bengali Radio Live

Since Ofcom's advertisement in September 2020 we have contacted some additional service providers:

Radio Rangoli	Vibe Yorkshire
The Groove	Radio Apni Awaz
Marefa Radio	

We can add to this list an additional service which has expressed commitment in confidence.

**Total number of services contacted: 46**

34 of these 46 services target listeners whose tastes and interests are aligned with more mainstream interests i.e. 73.9% are not targeting specifically, those with connections to the wider Indian sub-continent. This we believe demonstrates our concerted efforts to adopt an all-inclusive policy with regard to the services our multiplex would carry. Contact has been maintained with community, RSL, online and other radio operators from immediately prior to Ofcom's licence advertisement, to date.

Measures taken during the licence advertisement period

We produced a provisional Rate Card which illustrates indicative fees, dependent upon a final appraisal of our operating costs and population coverage, and have circulated preliminary terms of carriage contracts and discussed these with a number of different potential service providers so as to underline our ethos of being universal and non-discriminatory. The line-up of our programme services underscores our ethos.

Measures to be taken during the licence period

We propose to maintain a similar open process during the licence period where each service provider will sign a carriage agreement with common objects and terms. Fees charged will vary. For example, C-DSP licensees eligible to access reserved capacity, subject to availability, can expect to pay a lower market rate pro-rata than DSP service providers occupying unreserved capacity.

Also, during the licence period, Leeds Digital Media will publish its Rate Card on the website.

An annex to the agreement will set out the service levels agreed relating to emergency outage and planned maintenance of the network.

We shall implement and where necessary develop further our competition compliance policy where we shall not share commercially sensitive information or discuss customer terms with competitors. Company practices and agreements will be reviewed periodically to ensure they comply with competition law.

Conclusion

The measures adopted by Leeds Digital Media detailed above in answer to 5.1 of this form, are when taken as a whole, calculated to ensure fair and effective competition.

As demonstrated above:

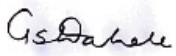
- Leeds Digital Media has approached a wide range of potential radio services.
- The negotiations and establishment of terms 'within group' (C-DSP or DSP) have been the same and therefore demonstrably fair.
- Our ethos of inclusivity forms the basis of a fair and non-discriminatory approach.

A list of prospective providers together with the nature of proposals discussed and supporting documents have been set out in answer to 6.1 in Part B of this application.

## 6. Declaration

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

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

	GURDEV S DAHELE MBE
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**Date of application:**

18 NOVEMBER 2020
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**I am authorised to make this application on behalf of the applicant in my capacity as (delete as appropriate):**

Company director

Leeds Digital Media