
Small-scale radio multiplex licence

Application form – Part A (public)

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

EAST LONDON AND ESSEX DIGITAL CIC

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

NORTH EAST LONDON & SOUTH WEST ESSEX

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1. Executive Summary

- The only application to be supported by all Ofcom-licensed Community Radio Stations in the North East London/South West Essex polygon
- The bid is put together by four experienced community radio operators with over 95 years of experience in the sector between them
- Application is supported by Viamux, who have a proven track record in successfully launching and maintaining small scale DAB multiplexes
- 14 signed heads of terms from committed service providers plus further expressions of interest
- The bid is supported by all major hospital radio groups in the area and existing and prospective online community stations
- Consultations have taken place to consider how Community Radio can be strengthened in areas where there is currently no major station, including Romford and Ilford
- All sites and funding for the project are confirmed

2. Extent of proposed coverage area

About this section

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

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

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

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

The North East London and South West Essex SSDAB polygon encompasses urban and rural populations and a diverse range of cultures and industry.

People living in the polygon have a strong common identity as part of Essex. The London boroughs of Havering, Redbridge, Barking, Newham and Waltham Forest identify strongly with Essex, even though they have been part of Greater London since 1965.

The five boroughs formed the old Essex hundreds of Havering, Becontree and Waltham, and are still described today as "Essex in London". Many residents of Romford and Ilford will tell you they are still part of Essex, and "Romford, Essex" and "Ilford, Essex" are still accepted as correct by the Post Office and Royal Mail.

The population is at its densest surrounding the towns of Ilford, Romford and Brentwood, and these are the three towns chosen for our transmitter sites.

Northern and eastern sections of the polygon are more rural and less densely populated, serving smaller towns and villages with less of an urban feel.

We have carefully chosen our three transmission sites to reach as high a proportion of the population as possible. Using our expert knowledge of the topography of the area, our coverage predictions indicate that the sites we have chosen will provide excellent indoor coverage to 87.3% of the population within the polygon area.

We are aware that there will be separate SSDAB licences for neighbouring areas, and whilst a small amount of overspill from our proposed service is unavoidable, we have worked hard to ensure this is kept to a minimum.

Our overriding proposition is founded on three principles:

1. Delivery of a reliable, consistent and high-quality DAB service to as much of the indoor population of the North East London and South West Essex SSDAB polygon as possible;
2. Working to the original DCMS/Ofcom objective to make DAB affordable for community radio, small independent commercial stations and start-up services.

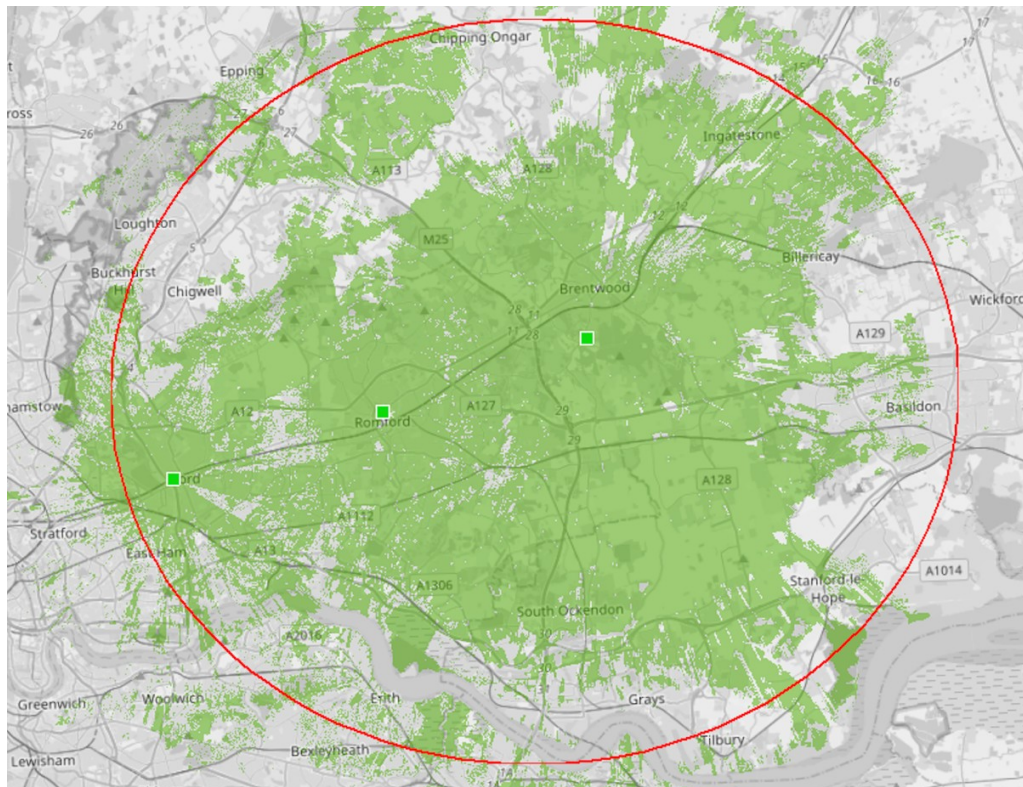
3. Achieving the above within a sustainable, long-term business plan. We believe that having the area's two Ofcom-licensed FM community radio stations - Phoenix FM and Gateway 97.8 - as participants and officers in ELED was not just desirable but essential for the long-term future of both organisations and the success of small-scale DAB in North East London and South West Essex.

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

Site name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Gibraltar House, Brentwood	TQ592917	58	OMNI	New	250w
Mercury House, Romford	TQ514889	60	OMNI	New	200w
Icon Building, Ilford	TQ434863	64	Dipole, 60deg ETN	New	200w

2.3 Please provide below a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dB μ V/m field strength and the advertised small-scale DAB licence area contour. [Small-scale DAB licence areas in GIS format](#) are available on the [Ofcom website](#). In the interests of transparency, you **must** embed an inline map image within this form (even if

you also submit a map as a separate supporting file).



A full coverage prediction map for the whole of the East London and Essex Digital transmitter network is attached in Appendix G. It shows maps for 63 dB μ V/m, 54 dB μ V/m, 38 dB μ V/m and 30 dB μ V/m.

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

- the number of people falling outside the North East London and South West Essex polygon does not exceed 30% of the total population within the advertised licence area; and

- the proposed coverage overlaps considerably less than 40% of the population within the relevant local radio multiplex service's licensed area (Essex 20.9%, London 8.3%).

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

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

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

3. Ability to establish the proposed service

About this section

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

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

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

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

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

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

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

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

Applicant's details

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

EAST LONDON AND ESSEX DIGITAL CIC

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

14806746

- 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:

The Brentwood Centre, Doddinghurst Road, Pilgrims Hatch, Brentwood, Essex CM15 9NN

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

Yes

Ownership and control of company which will hold the licence

Details of officers

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Paul Golder	The Brentwood Centre, Doddinghurst Road, Pilgrims Hatch, Brentwood, Essex CM15 9NN	United Kingdom	Phoenix FM Limited (community radio operator) Phoenix Digital Radio Limited (radio services provider)	Phoenix FM Limited – Chairman and Station Manager
Daniel Lawrence	The Brentwood Centre, Doddinghurst Road, Pilgrims Hatch, Brentwood, Essex CM15 9NN	United Kingdom	Community Media Association (media grouping) Gateway Community Media Community Interest Company (community radio operator) Gateway Digital Basildon Limited (radio	Gateway Community Media Community Interest Company trading as Gateway 97.8 – Managing Director

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

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			<p>services provider)</p> <p>SLH Trading Limited (charity shops)</p> <p>St Luke’s Hospice (Basildon and District) Limited (hospice serving Basildon)</p> <p>The Radio Hub Limited (training and networking organisation)</p> <p>Wavelength Charity Limited (services for blind and disadvantaged people)</p> <p>Wellbeing 4 Life CIC (mental health support group)</p>	
Anthony David Smith	The Brentwood Centre, Doddinghurst Road, Pilgrims Hatch, Brentwood, Essex CM15 9NN	United Kingdom	<p>Foxtel Services Ltd (communications installer)</p> <p>Phoenix FM Limited (community radio operator)</p>	Foxtel Services – Managing Director
Gareth Williams	The Brentwood Centre, Doddinghurst Road, Pilgrims Hatch, Brentwood, Essex CM15 9NN	United Kingdom	Phoenix FM Limited (community radio operator)	Iress – financial services software manager

Details of participants

3.6 Please complete the table overleaf, expanding it if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the “participants”). If you are unable to provide a complete answer to this

question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Paul Golder	90	90	75	75
Anthony Smith	15	15	12.5	12.5
Gateway Community Media CIC	12	12	10	10
Gareth Williams	3	3	2.5	2.5
Comments – current shareholding is Paul Golder (£100). The directors have agreed that share capital will be increased to £120 and shares will be redistributed as above if application is successful.				

Details of relationships of control

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

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
Phoenix Digital Radio Limited	The Brentwood Centre, Doddinghurst Road, Pilgrims Hatch, Brentwood, Essex CM15 9NN	Paul Golder
Foxtel Services Limited	Unit 5, Stondon Hall Farm, Stondon Massey, Ongar, Essex CM15 0LD	Anthony David Smith

Details of persons who control the applicant

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

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
Paul Golder	The Brentwood Centre, Doddinghurst Road, Pilgrims Hatch, Brentwood, Essex CM15 9NN	East London and Essex Digital CIC

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

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

Full name of individual	Name of body in which individual is a director or designated member
Paul Golder	Phoenix FM Limited, Phoenix Digital Radio Limited

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

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

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

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

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

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

Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	Yes	Daniel Lawrence is a councillor for Basildon Borough Council
A body whose objects are wholly or mainly of a religious nature; ²	No	N/A

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.

An individual who is an officer of a body falling within (b) or (c);	No	N/A
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	N/A
An advertising agency or an associate of an advertising agency	No	N/A

Details of applications, licences and sanctions

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

a) Is the applicant a current licensee of Ofcom?

No

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

No

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

Yes

d) Does the applicant control an existing Ofcom licensee?

No

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

Yes

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

No

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

No

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

No

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

No

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

	Licence number(s) (if known)	Details
(a)	N/A	N/A
(b)	N/A	N/A
(c)	CR000075BA/3 (Phoenix FM) CR000218BA/6 (Gateway 97.8) CR000107BA/4 (BRFM 95.6FM)	Paul Golder, Anthony David Smith and Gareth Williams are directors of Phoenix FM Limited, which holds a current community radio licence for Brentwood Daniel Lawrence is a director of Gateway Community Media Community Interest Company, which holds a current community radio licence for Basildon. Daniel Lawrence was also a director of BR FM Bridge Radio Limited, which operates BRFM 95.6FM in the Isle of Sheppey, from 2004 to 2008.
(d)	N/A	N/A
(e)	CR000075BA/3 (Phoenix FM)	The applicant is controlled by Paul Golder who is a director of Phoenix FM Limited
(f)	N/A	N/A
(g)	N/A	N/A
(h)	N/A	N/A
(i)	N/A	N/A

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

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

N/A

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

No

If yes, please provide the following details:

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

Financial and business plan

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

East London and Essex Digital CIC (ELED) will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms.

A detailed financial forecast setting out annual income and expenditure is included in Appendix A.

Capital Investment – £40,000

ELED will offer service providers a high quality digital broadcast platform at low cost with easy access for maintenance.

In order to achieve this, the capital investment ELED will make has been calculated to provide sufficient funds to meet the needs of establishing the platform and to ensure carriage fees are attractive and sustainable for service providers over the longer term.

This principle has guided the number and choice of transmission sites – to keep both the capital and operational cost of transmission to a minimum.

The main capital investment is in the choice of multiplexing and transmission supplier. ELED has chosen Viamux to provide the multiplexing/transmission solution as well as professional services (project management, site surveys, network design, configuration, installation and training).

Operating Costs – £27,677 in year one

Transmission

The ongoing costs associated with transmission (rental, rates, electrical power consumption, internet provision) are the single most important recurring operating expenditure for a multiplex company.

ELED's selection of transmission sites is extremely cost effective, benefiting from commercial relationships already in place between the company's directors and site holders.

Technical Support & Maintenance

Ongoing technical support for maintaining the multiplex and transmission equipment will be provided by Viamux (by way of an annual support and maintenance contract).

Small-Scale DAB Management Software

ELED will subscribe to Optimux - the low-cost cloud-based control panel that simplifies the management and monitoring of a small-scale DAB network. For a low-cost monthly fee, Optimux allows us to implement cloud encoding - making it quick, easy and cheap to add new services to a multiplex. It also provides us with full invoicing and direct debit collection to streamline the payment of carriage fees. Optimux also monitors the multiplex and will alert us to any issues and notify service providers regarding their audio.

Administration

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

VAT

We anticipate that ELED's turnover to be below the VAT registration threshold and therefore no VAT will be chargeable on carriage fees. We expect many service providers will not be VAT registered and that an uplift of 20% would be a very real additional cost to them and a possible impediment to them participating in small-scale DAB.

Funding

ELED will be funded through a combination of equity and a shareholder working capital loan of £40,000. The multiplex operation will be established and sustained by providing existing community and commercial broadcasters, as well as new entrants, with a reliable digital broadcast platform on both affordable and flexible.

Long-term viability

ELED is aware that there will be a large increase in the supply of small scale DAB places in the market when our polygon goes live.

Our pricing structure is low to ensure that we are able to generate demand to meet our own supply. Our cost per 1,000 listeners is much lower than rate cards we have received for existing and proposed services.

We are able to do this because we have worked hard to negotiate very competitive rates in our rent, maintenance and other expenses. This greatly increases the likelihood that we will be able to comfortably cover our operating costs from Month 1.

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

a) Share capital

East London and Essex Digital CIC is capitalised at £100

b) Loan stock

A working capital investment loan of £40,000 will be provided by the shareholders. Proof of availability of funds is provided in Part B. We anticipate this loan being repaid within the term of the licence. Further funding is available, if required.

c) Leasing/HP facilities (capital value)

There is no requirement for leasing or hire purchase.

d) Bank overdraft

There is no requirement for a bank overdraft.

e) Grants and donations

There is no requirement for grants or donations.

f) Other (please specify)

N/A.

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

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
P Golder	75%	£30,000
A Smith	12.5%	£5,000
Gateway Community Media CIC	10%	£4,000
G Williams	2.5%	£1,000

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

All required funding is confirmed and available. Evidence of sufficient funds being available are attached in Appendix B.

Relevant expertise and experience

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

Collaboration

East London and Essex Digital CIC (ELED) is a collaboration between Phoenix FM and Gateway 97.8, the only two existing Ofcom-licensed community radios that broadcast within the North East London and South West Essex polygon. These two stations have 30 years of full-time broadcasting experience between them.

ELED is a community-led application, with all directors and shareholder living and working within the NE London/SW Essex polygon.

ELED's founders are experienced community broadcasters and have an excellent track record in running successful community and commercial businesses.

The bid has the benefit of engaging Viamux Ltd as its technical partner. Viamux has extensive experience in operating and small scale DAB multiplexes throughout the UK.

Key Personnel

Paul Golder

Paul's main areas of expertise is radio station management and administration.

Paul was born in Romford and has gained an excellent knowledge of local communities and businesses, having worked and lived in Ilford, Romford, Brentwood and Basildon his entire life.

Originally an accountant working in public practice at Gane Jackson Scott in Romford, Paul specialised in third sector accounting between 1994 and 1999 while working as Deputy Bursar for Brentwood School, the third largest independent school in the UK with a turnover of £7m pa.

He has been using his organisation skills from an early age, running the National Scrabble Championships in 1998 and 1999 under licence from Mattel plc, and setting two Guinness World Records in Scrabble in the 1990s.

From 1999 to 2012 he has worked as Finance Director for Enigma Retail Ltd and Zing Leisure Ltd, two of the highest-rated Burger King franchises in the UK, with sole responsibility for the finances and administration of up to 25 stores with a turnover of £28m pa. He has also raised over £5m expansion funding during that time.

A passion for music, art and community led Paul to create Brentwood community radio station Phoenix FM in 1996 and operated 10 Restricted Service Licences in Brentwood between 1996 and 2006. He has also operated two RSLs in Billericay under the name Mayflower FM in 1995 and 1996, and two more in Basildon, under the name Eastgate FM, in 2003 and 2004.

Paul also set up the first permanent online community radio station in June 2001 in conjunction with Essex IT company Enformatica. Phoenix FM has been broadcasting online ever since – the oldest online community radio station in the UK still broadcasting.

Phoenix FM achieved full time FM status in 2006, launching on 98.0FM the following year. Since 2012 Paul has worked exclusively at Phoenix FM. He is responsible for all administration areas including training, compliance, website and social media. The station now has over 100 volunteers working for it regularly including over 50 different local people presenting shows. Presenters Paul has trained include Sonny Jay, current breakfast host at Capital FM, and Steve Davis, a former world snooker champion who is now one of the highest-profile DJs in the UK, playing all over the UK including two nights at Wembley Stadium in July 2023.

Paul's work with Phoenix FM has frequently been undertaken hand in hand with fundraising for local good causes, notably the local hospice Saint Francis Hospice. He organised two community firewalk in 2015 and 2016 raising over £30,000 for local good causes, and Phoenix FM has raised a further £15,000 for Saint Francis Hospice in the last two years, including undertaking a 707-mile sponsored walk from Cornwall to the Scottish Highlands in 2022.

Danny Lawrence BEM

Daniel Lawrence is another team member who has lived his whole life within the NE London/SW polygon. He is a lifelong devotee to radio and our local community, with a broad knowledge of broadcasting, setting up new studios and success with raising funds.

He has been involved with radio since volunteering for Harold Wood Hospital Radio in Romford in 1978 - a station which has since evolved into Bedrock Radio, a supporter of our current bid. He went on to work at Radio Basildon, a cable-only service set up by the Basildon Development Corporation. Daniel also worked on Garrison Radio Colchester, and became a director of BRFM, which successfully won a community radio licence in 2006 for the Isle of Sheppey.

Daniel joined the Gateway 97.8 team in 2007 and successfully oversaw the launch of the full-time FM service in 2010. Since then Gateway has won the Queen's Award for Voluntary Service, Big Society awards and The Princess Royal Training Award; the station has trained over 2,000 people.

He is a current director, and former Chair, of the Community Media Association, and has set up The Radio Hub to facilitate networking between community radio stations all over the UK. Through The Radio Hub, Daniel provided 15,000 free radios for people suffering from isolation during Covid lockdowns in 2020 and 2021.

He was awarded the British Empire Medal in the Queen's New Year's Honours list in 2013 for services to community radio.

Daniel has been a councillor for Basildon Borough Council since 2011 and has been Deputy Mayor three times. He is currently Chairman of the council's Licensing Committee.

Daniel is a Trustee of Lord Petre & Puckle Charities (charity no 207227) which provides low-cost housing in Billericay for those in need, and The Wavelength Charity (charity no 207400), a charity helping to reduce loneliness through the provision of technology.

Anthony Smith

Communications specialist Anthony has also lived in Brentwood for his entire life.

Since 1996 he has been Managing Director of Universal Communications and Foxtel, two audio-visual communications companies specialising in aerial, broadband and networking installations.

Anthony joined Phoenix FM in 2007 and has maintained the station's antenna and transmission equipment since the station started broadcasting full time on FM that year.

He has been a station director since 2017, and oversaw the move from Brentwood Town Hall to Gibraltar House later that year.

Anthony is very active in his local community, having served on the committee of the Little Warley Village Hall in Brentwood since 2003, with responsibility for fundraising and event management.

Gareth Williams

Gareth is a resident of Romford and has been involved in the music industry for years, founding award-winning WET Records in 2005.

Gareth is a financial services software manager and has specialised in this field for many years.

Gareth joined Phoenix FM in 2017 and has been a station director since 2021. He is now the station's Head of Training.

Viamux

Since 2017, Viamux has provided small-scale DAB operators throughout the UK and Ireland with the essential know-how to successfully apply for and operate their own multiplex. Successful installations include SSDAB multiplexes in Edinburgh, Cardiff, Foyle, Tyneside, Exeter, Warrington, Preston, Nottingham, Dublin and Cork.

1 in 3 small-scale multiplexes use Viamux hardware and over half of all small-scale multiplexes on air use Optimux software.

While not part of the board of directors or shareholders, Viamux are very much part of the ELED team.

ELED engaged Viamux in 2019 to provide professional advice on their bid for the multiplex. Viamux are also engaged to supply and maintain all transmission equipment and antennas.

Day-To-Day General Management

The ELED team have divided their duties to cover all areas of the operation diligently and efficiently.

Paul Golder will be responsible for compliance, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes. He will also be responsible for monitoring, accounting and general administration;

Daniel Lawrence will be responsible for liaising with community radio through his links with the Community Media Association and The Radio Hub;

Anthony Smith will be responsible for liaising with Viamux regarding equipment and antenna maintenance, and will be able to assist if maintenance is required in an emergency through his own antenna service company, Foxtel;

Gareth Williams will be responsible for IT, customer support and developing new revenue streams;

Viamux will be responsible for the supply and maintenance of antennas and transmission equipment.

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

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

Function	Responsible party	Previous experience
Installation of transmission equipment	Viamux	Viamux is a leading supplier of small scale DAB solutions. It was established in 2017 by the Niocast Digital team - who operated the successful Trial Manchester small-scale multiplex for eight years. Viamux have installed systems in the UK & Republic of Ireland.

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

Ongoing maintenance of the transmission equipment	Viamux	As above
Installation of the Multiplexing equipment	Viamux	As above
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux	As above

Timetable for coverage roll-out

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

East London and Essex Digital CIC (ELED) intends to launch the multiplex in less than 9 months from award of licence.

Upon award ELED will immediately advance negotiations regarding the proposed transmission sites. Following the procedure set out in Ofcom's Technical Policy Guidance, we will also liaise with other radio multiplex licensees on any impact our proposed transmitters might have.

Once completed, ELED will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

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

Our timeline then focuses on the following key stages:

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

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

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

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

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

About this section

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

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

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

Involvement of C-DSP providers

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

No

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

N/A

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

Paul Golder, Anthony Smith and Gareth Williams are directors of Phoenix FM (CR000075BA/3).

Daniel Lawrence is a director of Gateway 97.8 (CR000218BA/6).

Demand or support from programme providers

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

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Basildon Hospital Radio	C-DSP	Signed Heads of Terms
Bedrock Radio	C-DSP	Signed Heads of Terms
Carnival Radio	DSP	Signed Heads of Terms
Eruption Road	C-DSP	Signed Heads of Terms
The Funky Academy	C-DSP	Signed Heads of Terms
Gateway 97.8	C-DSP	Signed Heads of Terms
Krystal Radio	DSP	Signed Heads of Terms
Nu Sound Radio	C-DSP	Signed Heads of Terms
Phoenix FM	C-DSP	Signed Heads of Terms
Radio Romford	DSP	Signed Heads of Terms
Radio Xtra	DSP	Signed Heads of Terms
Select Radio	DSP	Signed Heads of Terms
Shine 879	DSP	Signed Heads of Terms
Soulbeat Radio	DSP	Signed Heads of Terms
Pop Hits Radio	DSP	Email correspondence

5. Fair and effective competition

About this section

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

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

Applicants should note there is one further question relating to fair and effective competition in Part B of the application form.

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

For example, how have you sought to engage a broad range of prospective service providers including those not directly involved as participants in the application and those who have decided not to proceed to express an interest or agree heads of terms at this stage, and how have you sought to make prospective service providers aware of your proposals and potential terms for carriage?

A commitment to competition

East London and Essex Digital (ELED) is conscious of its responsibility to ensure fair and effective competition at all times.

We believe that when competition works well, service providers are motivated to maximise audience share and are better able to secure funding on the basis of their service offering - its uniqueness, its audience and the value it delivers.

Alongside established brands, competition delivers greater choice for listeners and a better outcome for the public.

It ensures the long-term sustainability of service providers and of the multiplex operation itself.

Constrained only by capacity, the ELED small-scale DAB platform will remain accessible to new entrants – a place where innovative formats will be encouraged and nurtured.

Media coverage

ELED have publicly announced its plans in a press release which was distributed to local and regional press, and published on the Radio Today website. It has also been shared widely on social media.



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New group applies for East London and Essex small-scale DAB

Written By [Steve Collins](#) — May 3, 2023 - 12:14 pm

A new community-led local radio group has been created to apply for the small-scale DAB multiplex in North East London and South West Essex.

East London and Essex Digital is a collaboration from Phoenix FM and Gateway 97.8, which have 30 years of broadcasting on FM between them.

The application will be the only one to have the backing of every Ofcom-licensed community station in the target area.

Phoenix FM Chairman, Paul Golder said: "This is a community-led application aiming to give a louder voice to small community radio stations throughout our area.

"Very few community radio stations are currently able to broadcast on DAB due to the high cost of carriage from existing operators.

"East London and Essex Digital will offer considerably lower carriage rates, with further discounts for not-for-profit stations.

"At least 7 community radio stations will be carried on the new service, each reaching nearly a million new listeners.

"We're delighted that Phoenix FM has teamed up with Danny Lawrence and the team at Gateway 97.8 to provide a strong foundation for our community plans."

The consortium is also backed by small-scale DAB specialists, Viamux.

Groundwork

Details of discussions with prospective service providers are detailed in section 6.1 of Part B of this application.

Website

A website has been opened at <https://eled.uk> detailing ELED's plans for the service.

Rate card

A copy of the rate card has been sent to 45 stations, as listed in Part B. The ELED website will carry our rate card for public display if the application is successful.

Deliverability

The directors of ELED, and stations who have already agreed to participate, bring together a track record of successfully establishing radio stations.

ELED's approach will be to create and maintain a dynamic radio community – not only embracing existing commercial and community stations but also encouraging new entrants, pop-ups and experimental audio concepts. ELED has already spoken to organisations wishing to provide new community radio services, such as Radio Romford.

ELED will deliver unprecedented choice for listeners in a carefully controlled, transparent way. The aim is to enrich the listener experience by complementing, rather than competing with, local and national ensembles.

Following the launch of the multiplex, ELED will continue to operate a transparent rate card policy, published on our website (<https://eled.uk>). The structure of our rate-card will reflect our core aim of supporting and encouraging community broadcasting by C-DSP licensed services with pricing to help them establish a long-lasting partnership with us for mutual sustainability.

The advantages of "localness"

Only an operator deeply entrenched in its community, with considerable experience in local broadcasting, can understand its local market with its rich diversity of community and commercial radio stations. This allows ELED to deliver on its pledge for fair and effective competition.

Awarding the licence to ELED ensures that the multiplex is operated by local community radio operators, supported by experienced individuals who have successfully implemented and operated DAB multiplexes.

All stakeholders are committed to small scale DAB and have the financial stability to support that ambition. Our team is hugely experienced, highly professional, well resourced, and eager to push the boundaries of local broadcasting further.

6. Declaration

About this section

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

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

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

PAUL GOLDER

Date of application:

29 JUNE 2023

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

A handwritten signature in blue ink that reads "Paul Golder". The signature is written in a cursive style with a large initial 'P'.