
Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

West Hull Community Radio Ltd

Proposed service name:

Humber Wave Radio

Radio multiplex service(s) on which the proposed C-DSP service is to be provided (note this must be a small-scale multiplex area either previously advertised or currently being advertised by Ofcom as shown in the multiplex licence advertisement)

Hull DAB

Public contact details (i.e. Contact name and/or company name, company address, telephone number(s) and email):

Richard Moore
West Hull Community Radio Ltd
Bowls Pavilion, Springhead Park Golf Club
Willerby Road, Hull. HU5 5JE
richard@westhullfm.org.uk
07973 814619

Publication date: 1 June 2021

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1. Overview

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

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

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

The purpose of this form

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

Provision of information

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

Publication of information about applications and licensed services

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

Data protection

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

Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.
- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

West Hull Community Radio Ltd

2.2 Company registration number stated on Companies House:

05267674

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

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

2.4 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 4 of Part B.

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

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

Full name	Richard Moore
Job title	Director
Address	West Hull Community Radio Ltd Bowls Pavilion Willerby Park Golf Club Willerby Road HULL. HU5 5JE
Telephone	01482 534589
Mobile phone	07973 814619
Email	richard@westhullfm.org.uk

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

www.humberwave.com

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

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

The service will be supported by income from the ongoing advertising and sponsorship activities of West Hull Community Radio Ltd, which has held the Ofcom Community FM license for West Hull since 2007.

Ownership and control of the company which will hold the licence

Details of officers, participants, and shareholders of the applicant

2.8 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
Richard Moore	Bowls Pavilion, Springhead Park Golf Club, Hull. HU5 5JE	UK	None	Sales Manager
Adrian Wright	Bowls Pavilion, Springhead Park Golf Club, Hull. HU5 5JE	UK	None	Driving Instructor

2.9 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 applicant (“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.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Comments				

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

West Hull Community Radio is the sole ownership body, and owns 100% of it's own share capital.

- 2.10 Complete the following table, expanding if necessary, to identify any entities with which the applicant is affiliated. By affiliated, we mean companies that are related through ownership, either with one company being a minority shareholder in the other, or through multiple companies being owned by a third party.

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

Details of persons who control the applicant

- 2.12 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:

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

Full name of individual or body	Address	Affiliates
N/A		

- 2.13 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 2.12, and any affiliates of those bodies. An “officership” refers to being a director of a body corporate, designated member of a limited liability partnership, or member of the governing body of an unincorporated association:

(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 officership held	Affiliates of that body
N/A		

- 2.14 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 2.12, and their affiliates:

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

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

- 2.15 In relation to each body corporate identified in response to question 2.12, 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 (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 2.12. 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 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				

Comments				

Involvement of the applicant in specified activities

2.16 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	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
A body whose objects are wholly or mainly of a religious nature; ²	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

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.

Details of applications, licences and sanctions

- 2.17 Is the applicant (i.e. the body corporate that will hold the licence) a current licensee of Ofcom?

Yes

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

Licence number	Name of multiplex
CR000056	West Hull community FM licensee, broadcasting as West Hull FM

- 2.18 Has the applicant (i.e. the body corporate that will hold the licence) held an Ofcom broadcasting licence before?

Yes / No (delete as appropriate).

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

Licence number	Name of service or multiplex
Yes	West Hull Community Radio Ltd

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

Yes / No (delete as appropriate).

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
26-03-2007	CR000056	West Hull community FM licensee, broadcasting as West Hull FM

2.20 Does the applicant (i.e. the body corporate that will hold the licence) control an existing Ofcom licensee?

Yes(delete as appropriate).

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

Licence number	Name of service or multiplex
CR000056	West Hull community FM licensee, broadcasting as West Hull FM

2.21 Is the applicant (i.e. the body corporate that will hold the licence) 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 (delete as appropriate).

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

Licence number	Name of service or multiplex
CR000056	West Hull community FM licensee, broadcasting as West Hull FM

2.22 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

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

Licence number	Name of service or multiplex

2.23 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

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

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

2.24 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

2.25 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

2.26 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 do consider to be relevant to the applicant’s eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

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

The current directors of West Hull Community Radio Ltd have good standing within the community and are experienced at running other business ventures. They have been able to control the costs of running the existing FM community license for the area while improving the quality and community reach of programming. Having recently employed a sales executive, it is intended to continue to grow the range of services that are offered into the community within an area where other locally originated broadcast media is shrinking. The directors continue to dedicate considerable working hours to delivering the success of WHCR Ltd via both FM and Digital Radio platforms well into the future.

3. The proposed service

About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. Holders of an existing analogue community radio licence to be a simulcast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

In this section, you will also need to set out how your service will provide social gain, community participation and how you will be accountable to the target community. This is in line with statutory requirements for the granting of C-DSP licences. **The information provided in this section is also the basis on which decisions are made.**

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

Your proposed service and target community

3.1 What is the proposed service name?

Humber Wave Radio

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

Hull SSDAB

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

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

The studio for the service is located at our registered address, which is within the coverage area.

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

The C-DSP service will be a simulcast of the corresponding FM community license CR000056. Note that the name of the FM service will be changed from 'West Hull FM' to 'Humber Wave Radio' to coincide with the launch of the SSDAB service.

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

The target community for the service is primarily Kingston upon Hull. A secondary target area includes the surrounding parts of East Yorkshire and North Lincolnshire that fall within the coverage of the HULL DAB MUX.

The community within the target area has a strong regional identity, separated from the rest of Yorkshire by quite some distance. Hull has a distinctive regional dialect, with people from the area traditionally tending to be insular with less exposure to travel. Historically Hull had an East-West divide, with the poorer and industrial areas to the East. Over the past 20 years this has largely broken down due to new housing, leisure and retail development, as well as increased social mobility.

Traditionally, Hull was dominated by industry such as fishing and manufacturing. The decline in these industries has left Hull within the 20% of the most deprived authorities in the UK. With 27.4% of children in low-income families, and a life expectancy that is significantly lower than the least deprived parts of the UK (source Public Health England 2020).

The area is currently underserved by existing broadcasters. The former ILR service for the region, Viking FM has recently rebranded to 'The Hits Radio' network, and former ILR KC-FM is now owned by national broadcaster Nation. Both no longer have studios in the area. In addition, BBC Radio Humberside has reduced local programming in favour of content shared with regional, and even national operations under the BBC's regional plan.

West Hull FM reaches a mix of communities within the area through the existing FM broadcasts. Our programming reflects the rich cultural diversity, and features specialist music and talk that is not available elsewhere.

Feedback into the station, and from community engagement has been strong. Anecdotal evidence that listeners feel that they are part of our output. There has also been growing feedback from listeners who have switched to WHCR, primarily from feeling alienated by the other former local media.

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

The C-DSP service will be a simulcast of the FM community service. This has been run on a not-for-profit basis since inception. The combined service will continue to be operated under the same principles, with any profits generated invested into expanding community reach.

Social gain

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

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

West Hull Community Radio is an increasingly important part of the communities that we serve. It has already been highlighted that listener interaction is both positive and increasing. We seek to support other community organisations in the region, with our radio road-show broadcasting live from events – in 2023 we supported:

- Hull Pride Festival (live broadcast)
- The Humber Street Session for local music (live inserts)
- Anlaby Park community library (live broadcast)
- Hosted two local Christmas light switch on ceremonies (live broadcast)
- Andy's Man Club (male suicide prevention) – Regular interviews
- Twice weekly programme giving access to the airwaves for local bands and musicians
- Regular interviews and reviews with Hull Truck and Hull New Theatre.
- Weekly live broadcasts from Hull City football club

In addition to broadcasting activities, we provide radio and media training to local groups and individuals. For example, in 2022-23 we ran a project in association with Hull Beats Bus (<https://beats-bus.co.uk>). 'Shout out Radio' recruited a group of students from underprivileged areas and provided radio and music production training. It is hoped that the transferable skills and confidence gained in such projects will enhance future employment prospects.

In 2023 we have gone out into local schools to give primary aged children a taste of making podcasts and short radio content which we have then broadcast. With a local teacher joining our organisation, we plan to increase this activity in 2024 and beyond.

With links to Hull College, and other community groups in the area we plan to commercialise some of our media training activity in order that we can employ a dedicated person to resource the projects. At this stage we will also offer formal training in related media qualifications.

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

West Hull Community Radio encourages all members of our community to get involved with our broadcasts. We continually recruit new volunteers from all sectors of society, and from all age groups. We present a significant amount of daily local speech-based content, and strongly encourage local - and hyper-local – opinion. The station also produces a regular local politics show.

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

In 2023 West Hull Community Radio moved into new premises. Practically, this accommodation offers ground floor disabled access with adjoining car parking as well as toilet and kitchen facilities. In addition to housing our main broadcast and training studios, there is also space to facilitate community meetings or other activities. On air, we run regular promos inviting the community to get involved with our activities, with any training provided by our volunteer training manager, or one of the directors.

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

Our service provides and facilitates the discussion of hyper local news and events, through our association with community members, other local organisations and media and the likes of local councillors. Our people are members themselves of our local communities, and as such bring knowledge and opinion from their own areas.

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

Our volunteers have a wide spread of third sector exposure, including the following:

- 2 volunteers were trained and operated as Hull City of Culture staff (Including the Training and Compliance Officer)
- An ex-services volunteer has previously organised, run and assessed the likes of health and safety for charitable activities, such as a 500 mile run
- Volunteers are active with local causes such as Dove House Hospice, and the Children's Hospitals.
- Many ex-presenters and the ex-General Manager from the local Hospital Radio station count amongst our volunteers.

Participation

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

Through our community outreach, West Hull Community Radio continually recruits new volunteers. The directors have full time employment outside of the station and continually seek to identify and develop core competencies and skills that can help share management responsibility and overhead. This also provides business, people management, and operational experience and exposure for our community volunteers.

Accountability

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

We receive constant inbound communication from our community via email, phone and social media platforms. We regularly advertise our contact details and embrace local comments and suggestions.

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

All inbound communications are dealt with inside of an informal 24-hour SLA. Formal suggestions or criticisms will be handled by the directors, with an invitation to a further discussion either in person, by phone or by correspondence. The outcome of any such criticism, suggestion, or indeed complaint will be notified by similar means.

Draft Key Commitments

Below is an example of the licence annex where the Key Commitments appear. Should a licence be awarded, the entries you provide below will form the Key Commitments section of your licence. Holders of a community radio analogue licence that is to be simulcast, or a corresponding service, are expected to provide key commitments that are in line with their existing service(s). As such, applicants may refer to the existing key commitments of the relevant simulcast or corresponding service(s) to ensure that the draft below is in line with those of the existing service(s).

Please provide entries where specified in **BOLD** below. The information you enter here should reflect your answers to Sections 3 and 4 of the Part A of your completed Application Form. This will form the basis of your Key Commitments alongside the mandatory text in italics. Do not amend the text in italics as every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.

ANNEX TO LICENCE

LICENSED SERVICE NO tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
Humber Wave Radio	<p>Humber Wave Radio <i>is a radio service intended to serve</i> Kingston-upon-Hull.</p> <p>NOTE: The next 3 headings below are the components of the ‘character of service’.</p> <p><ENTER DESCRIPTION OF TARGET AUDIENCE> The service is intended to serve adults from all sectors of the community covered by the HULL SSDAB MUX.</p>		<p><ENTER THE RADIO SERVICE MULTIPLEX SERVICE (as per the licence advert): as in question 3.2 of this application, specify if small-scale or local multiplex the radio</p>

	<p><ENTER A DESCRIPTION OF THE LOCALITY> Primarily the City of Kingston Upon Hull, also including the surrounding villages and communities within East Yorkshire and North Lincolnshire.</p> <p><ENTER A BRIEF STATEMENT OF MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES describe in no more than 50 words> Humber Wave radio represents the views of the local community, provides them with relevant information, and delivers radio and media skills through training and local outreach.</p> <p><i>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</i></p> <p><i>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</i></p> <ul style="list-style-type: none"> • <i>the facilitation of discussion and the expression of opinion,</i> • <i>the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and</i> • <i>the better understanding of the particular community and the strengthening of links within it.</i> <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p>		<p>station plans to broadcast on></p>
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C-DSP licence: Application form (Part A)

	<i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i>		
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4. Compliance of the service

About this section

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

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

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

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

- 4.1 Please give details of all compliance training (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e. the individual who holds overall responsibility for compliance of the service) has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

The director responsible for training and compliance has taken an Ofcom regulations compliance training course provided by another community station during 2020 (Your FM, Stockport)

- 4.2 Please give details of any practical compliance experience (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e. the individual who holds overall responsibility for compliance of the service) has with respect to the relevant codes and rules.

The Training and Compliance Officer is responsible for compliance and volunteer training, and together with the directors is fully aware of the required compliance areas.

- 4.3 For each role within your compliance team please provide job title and a brief description of the functions of the role specific to ensuring compliance of the proposed service. Please do not give names of individual members of staff – this question relates to job roles rather than currently employed individuals.

Training and Compliance Officer – Provides training in all aspects of studio operation, presentation techniques and compliance. Provides ongoing support and development through hands on sessions and ‘snoop’ session feedback.

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

Training Materials have been developed recently that require all volunteers to read, understand and self-certify before they are allowed on air. We have also recently appointed one of our volunteers as Training and Compliance Officer and will be introducing class-room style training for regular compliance sessions which we see as an ongoing requirement.

Our designated compliance officer and has been with us for some years before which he was involved in running another Ofcom licensed community station. He reports into the Technical Director.

- 4.5 Will the training described in response to question 4.5 be mandatory for all staff and volunteers? If not, outline who will receive it.

Compliance training, as well as our general technical training is mandatory for anyone who wishes to present a program on the station.

- 4.6 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom’s codes and rules (e.g. Ofcom’s Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public).

- a) Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules when the service is broadcasting live content. Your response should include details of what you will do to prepare presenters and guests pre-broadcast and the process for ensuring that any non-complaint content is dealt with swiftly during the broadcast.

We have always taken our compliance responsibilities seriously and monitor our own output during regular broadcast hours. Outside of those hours, we spot check our log recordings to ensure both compliance and technical standards are being met in our output.

Live studio guests are reminded that no inappropriate subject matter or profanity may be used. For the same reason, we choose not to put live telephone callers to air.

During a live outside broadcast, we ensure that at least two compliance trained people are present and able to control output at all times.

If a breach is suspected, a director will examine the log recordings and take appropriate action, such as the suspension or termination of the volunteer responsible depending on the severity of the incident. Where appropriate, on air apologies will be made.

- b) Set out in detail below how the applicant intends to ensure that pre-recorded material will comply with Ofcom's codes and rules. Pre-recorded content could include, for example, material obtained from, or streamed from, third party sources as well as content produced by the licensee.

The station places trust in its volunteers to remain compliant where a programme is presented live, voice tracked, or pre-recorded. Monitoring and spot checks ensure that we comply with the rules.

Where pre-recorded programs have come from other sources, a member of the compliance team will screen them before they are committed to our playout system.

The station does not tend to broadcast a significant amount of third party or syndicated material. The content that we do take comes only from well known broadcasters and sources, who themselves adhere to ofcom compliance practices.

- 4.7 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to what you will broadcast on the station, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

The Managing Director is responsible for day-to-day programming and ensuring that key commitments such as programme content and broadcasting hours are met.

The station encourages new programme ideas and formats from the community and the volunteer cohort to provide a unique service not available elsewhere.

We fully understand the role and responsibility of a community station,

- 4.8 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to the station's off-air social gain activities, including how you will monitor that

these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

Management, together with the wider volunteer cohort decides the policy direction in terms of delivering upon and increasing our community involvement commitments. The board ensure that this meets our commitments on a regular basis.

The station currently publishes details of community projects, however a new website will be launched to support the new on-air identity. it is planned this website will include further details on such projects and social gain delivered, and well as future plans and the ability for interaction with the community.

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

English

4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.
Please do not give names of individual members of staff.

All compliance team members are fluent in English

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

ence Ofcom's judgement as to whether the directors and any other individuals and/or bodies corporate with substantial involvement in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

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

RICHARD MOORE

Date of application:

22-01-2024

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

company director

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