



Local Digital Television Programme Service (L-DTPS) Licence Application Form

To be completed by the applicant:

Applicant name:	
Proposed coverage area:	

Publication date:

31 July 2014

About this form

Guidance and word limit

Applicants are advised to read the Ofcom document *Invitation to Apply for an L-DTPS Licence* ('ITA'). This includes information regarding the legislative framework for local television and guidance on answering the questions in this Application Form.

Please answer all the questions in this form. Certain sections have a word limit, set at a level we consider appropriate for applicants to provide the information required. Ofcom may disregard any content beyond this limit. All applicants must also include a completed Financial Information Checklist and the required supporting documentation as part of their application.

Third party contributions

Where any third party is included in the application as making a material contribution to the proposed service, for example, through regularly providing content or use of staff or facilities, you should include with your application evidence of any agreement to do so, or any relevant discussions. This may include submitting a copy of any heads of terms.

Letters of support

You should not include letters of support from third parties with your application. We will not take these into account in assessing your application.

Confidentiality

Ofcom will publish online a copy of each application. However, if applicants wish to give some answers in confidence, they should indicate which answers they wish to be redacted by checking the box given. The fields that may be redacted are clearly indicated throughout, and relate to personal and financial information. We will try to respect these requests to keep information confidential, but sometimes we may need to publish applications in their entirety in order to meet legal obligations. Ofcom will normally only publish this Application Form once redacted and the indicative schedule, not any other supporting documents, or the accompanying Financial Checklist.

Provision of information

It is an offence under the Broadcasting Act 1996 (as amended) (the '1996 Act') to provide false information to Ofcom or withhold relevant information from Ofcom in relation to an application for a broadcasting licence. A conviction for that offence may result in disqualification from holding broadcasting licences. Complete and accurate information is required so that Ofcom can assess applications against specific criteria and consider whether the involvement of individuals in the body applying for a licence are 'fit and proper' and that their involvement with other organisations does not disqualify them from participation in an L-DTPS licence.

Programming Commitments

Part of every Local Digital Television Programme Service ('L-DTPS') licence issued will include obligations in respect of the '*Programming Commitments*'. As part of this application we would like each applicant to draft their own proposed Programming Commitments summarising their programme output. If you are awarded a licence, then subject to any amendments required by Ofcom, this draft will form the basis of this part of your licence.

Accompanying media

This Application Form (fully completed and with any supporting documentation) is sufficient to apply for an L-DTPS licence. It is not necessary to accompany the application with a show-reel or any other media content, and the assessment of your application will not include assessment of any such material.

More detailed guidance is included in the ITA.

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1. Service name	Guidance notes
What is the proposed service name?	<i>For more information on answering this question, please see section 3 of the ITA.</i>
Answer:	

2. Proposed area	Guidance notes
a) Please state the coverage area this application relates to.	<i>Please see sections 2 and 3 of the ITA and the Coverage Note.</i>
Answer in fewer than 25 words:	
b) Please state whether you intend to locate your main studio/production base within the coverage area. If this is not within the coverage area please explain why and state where it will be.	<i>For more information on answering this question, please see section 3 of the ITA.</i>

Answer in fewer than 100 words:

c) What editorial area do you propose to serve within the stated coverage area? If this is not the whole coverage area please explain why you have selected this particular editorial subset.

For more information on answering this question, please see section 3 of the ITA.

Answer in fewer than 200 words:

3. Proposed launch date

Guidance notes

a) What is your state of readiness for launching your proposed service?

For more information on answering this question, please see section 3 of the ITA.

Answer in fewer than 300 words:

b) What would be your indicative launch date to start broadcasting?

Please see section 3 of the ITA. Please note that your proposed launch date should be within two years of licence award, but should be a realistic reflection of your state of readiness to launch your service.

Answer as a date:

Programming Commitments

Please draft the Programming Commitments for your proposed service.

If you are awarded a licence, these Programming Commitments will form the basis of what we put in the licence.

Your draft Programming Commitments should be consistent with, and summarise, the answers you give in section 5 of this Application Form. More detailed guidance on drafting your Programming Commitments is included in section 3 of the ITA.

4. Programming Commitments				
Programming output				
[This should be a summary of the answers you have given in section 5, in no more than 250 words]				
1. Overall total hours of local programming per week		<u>Year 1</u>	<u>Year 2</u>	<u>Year 3 onwards</u>
First run:				
Repeats:				
2. Hours of local programming per week in peak-time (18.00-22.30)		<u>Year 1</u>	<u>Year 2</u>	<u>Year 3 onwards</u>
First run:				
Repeats:				
3. Hours and scheduling of local news and current affairs programming (you have to provide totals per week and can also provide info per day e.g. how many bulletins a day and of what duration?)		<u>Year 1</u>	<u>Year 2</u>	<u>Year 3 onwards</u>
First run				
	Total per week:			
Repeats				
	Total per week			

Programmes and programming output

Definitions and guidance¹

Please use the questions below to explain and expand on your draft Programming Commitments. It is important that we are able to understand how these commitments fit with your explanation of the proposed service.

Detailed guidance on each section of the following table is included in section 3 of the ITA.

5. Programme output	Guidance notes
<p>Please answer the questions below. They are worded to enable you to describe your proposed programme output in such a way as to demonstrate that it meets the statutory criteria for licence award.</p> <p>In this form you are asked to draft your own Programming Commitments. These are part of what Ofcom will judge your application on. These will also form the basis of your licence and Ofcom will judge your ongoing service against them once you are broadcasting. When answering these questions, you should explain how your Programming Commitments relate to the service as a whole. It is important when assessing your application that Ofcom can understand how you will deliver your Programming Commitments, which is an ongoing requirement of an L-DTPS licence.</p> <p>Questions A to G ask about the first three years of operation. Question H asks about longer-term developments.</p>	<p><i>Please see section 3 of the ITA for more detailed guidance on each question below.</i></p>
<p>A: Please tell us about your programme service. You must refer to section 3 of the ITA when seeking to answer this question.</p>	
<p>Answer in fewer than 1,000 words (excluding illustrative schedule):</p> 	
<p>B: How will your programming meet the needs of the area where it is received? It will only be taken to meet the needs of the area if its provision brings social or economic benefits to the area or to different categories of person living or working in the area; OR it caters for the tastes, interests and needs of some or all of the different descriptions of persons living or working in the area.</p> <p>You must explain how your proposed service will meet the needs of the area through meeting AT LEAST ONE of these two criteria, but you may also explain how it would meet both.</p>	
<p>Answer in fewer than 1000 words:</p> 	
<p>C: How will your programming broaden the number and range of TV programmes available for viewing in the area AND increase the range of programmes made in or about the area?</p> <p>You must explain how your proposed service will meet BOTH of the above criteria.</p>	

¹ The text in this guidance section is intended to replace the indicative text that appears in our consultation at paragraph 7.9.

Answer in fewer than 500 words:

D: How will your programming facilitate civic understanding and fair and well-informed debate through coverage of local news and current affairs?

Answer in fewer than 500 words:

E: How will your programming reflect the lives and concerns of communities and cultural interest and traditions in the area?

Answer in fewer than 500 words:

F: How will your programming include content that informs, educates and entertains and is not otherwise available through a digital programme service which is available across the UK?

Answer in fewer than 500 words:

G: What will you broadcast outside of your planned hours of local programme and locally-produced material? Do you intend to share programming with other L-DTPS licensees? From whom do you propose to acquire any third-party programming and what will the nature of this programming be?

Answer in fewer than 500 words:

H. How do you see the service developing after the first three years? This answer does not need to refer to the first three years of operation, as this should have been answered above.

Answer in fewer than 500 words:

6. Compliance

Guidance notes

Please explain what procedures you will put in place to ensure and maintain compliance with the Broadcasting Code and other licence requirements.

All licensees are required to comply with the Ofcom Broadcasting Code and other licence conditions. The Broadcasting Code² can be found on the Ofcom website at <http://stakeholders.ofcom.org.uk/broadcasting/broadcast-codes/>. Please see Section 3 of the ITA for more details.

² The Broadcasting Code is referred to as the 'Standards Code' in the L-DTPS licence.

Answer in fewer than 500 words:

Ability to maintain the service – about your organisation

7. Company details	Guidance notes
<p>Provide the name of the entity submitting this application and the type of body corporate.</p> <p>Please provide copies of the company's Memorandum, Articles of Association and Certificate of Incorporation (or, where it is another type of body corporate, its founding documents and those which set out its objectives and rules of operation).</p> <p>Answers:</p>	<p><i>For more information on eligibility and completing this section, please see Section 2 and 4 of the ITA.</i></p>
<p>Company (or other body corporate) name:</p>	
<p>Date of registration:</p>	
<p>Company registration number:</p>	
<p>Type of company (or other body corporate):</p>	
<p>Where your body is not a company, please explain how it meets the requirement to be a body corporate:</p>	

8. Ownership	Guidance notes
<p>Please provide details of who controls and who owns the body corporate (e.g. company) applying for this licence, and on what basis this control and ownership is achieved.</p> <p>The information provided must include:</p> <ul style="list-style-type: none"> • details of all the subscribers, members, shareholders, or whatever is appropriate for the applicant company (or body corporate), and state the extent of their interest (e.g. % shareholding) (if the company will be controlled by members, but the members are not yet recruited, please say so), and the date they acquired such interest. (You will also be asked about the board of directors in 9 & 10 below.) • details of any individual, company or other body that may exert control over the applicant and the means by which such control is exerted. <p>If shares have already been issued and the applicant intends to issue new shares, the ownership structure and details given above should clearly distinguish between the current position and the position as it will be after any proposed new shares have been issued.</p>	<p><i>For more information on answering this question, please see Section 4 of the ITA.</i></p>

Answer:

Ability to maintain the service – management and operations

Ofcom is required to have regard to the ability of the applicant for the licence to maintain the service.

9. Management structure ³	Guidance notes
<p>With regard to the applicant please provide:</p> <ul style="list-style-type: none"> • A list of directors, indicating who is the managing director and/or chair (please see question 10 regarding directors' details); • An indication of management structure (e.g. management committee or equivalent, if applicable); and/or • Information about who would be responsible for the day to day management and running of the service (there is a separate question regarding other staff below). 	<p><i>For more information on answering this question, please see Section 4 of the ITA.</i></p>
<p>Answer:</p>	

10. Director profiles	Guidance notes
<p>Please provide information regarding each director as set out below (some or all of which may be regarded as confidential).</p> <p>Answer (for each director please complete a separate table):</p>	<p><i>Ofcom needs to know about the proposed directors and chair of the applicant. Some or all of the information given in this section will usually be removed from the publicly available copy of this Application Form. (All applications will be published on our website.) Please indicate if any individuals named here are proposed directors (i.e. not yet appointed) and if so, when they will be appointed.</i></p> <p><i>For more information on answering this question, please see Section 4 of the ITA.</i></p>
Name:	
Is this director executive or non-executive?	
If executive, please state job title and key responsibilities:	
Home address:	
Contact phone number:	
Email address:	
Date of birth:	
Occupation:	

³ Names of any individuals except directors may be redacted in the 'for publication' version. **Please indicate clearly in this section if you consider any names to be confidential.**

Other directorships:	
Relevant experience or qualifications:	

11. Staffing structure⁴	Guidance notes
<p>What is the staffing structure of your proposed service? Provide a job title for key positions and indicate any unpaid as well as paid staff (all paid staff should be detailed in the Financial Forecast requested in Section 15). This may be provided as a diagram or organisation chart. If the applicant body is a large organisation, it is not necessary to provide an exhaustive list: key management and an indication of total size will suffice. In a small organisation, it may be appropriate to list everyone. However, the total number of staff and the number falling within different categories (e.g. management, sales, editorial etc.) should be given.</p>	<p><i>For more information on answering this question, please see Section 4 of the ITA.</i></p>
<p>Answer in fewer than 500 words, plus organisation chart (optional):</p>	

12. Applicant's experience⁵	Guidance notes
<p>Please describe the history of your group, and any relevant experience of the group, or the individuals within the group, by answering the questions below.</p>	<p><i>For more information on answering this question, please see Section 4 of the ITA.</i></p>
<p>A. Please provide a brief history of your group.</p>	
<p>Answer in fewer than 300 words:</p>	

⁴ Names of any individuals except directors may be redacted in the 'for publication' version. **Please indicate clearly in this section if you consider any names to be confidential.**

⁵ Names of any individuals except directors may be redacted in the 'for publication' version. **Please indicate clearly in this section if you consider any names to be confidential.**

B. Please summarise the group's broadcasting experience.

Answer in fewer than 300 words:

C. Please summarise the relevant experience of the group or its members, in relevant non-broadcast areas (such as print journalism, third sector, local business, sales and marketing, fundraising, training or education). Please also summarise their proposed role in the station (e.g. management, editorial, advisory, non-executive, etc).

Answer in fewer than 250 words:

D. Please summarise the broadcasting experience of key individuals in the applicant group (only if not already described above) and their proposed role in the station (e.g. management, editorial, advisory, non-executive, etc).

Answer in fewer than 250 words:

E. Please provide details of any third party involvement in the group (e.g. consultants or other bodies which might be making a contribution to the running of the station but are not formally part of the applicant body). (Note: Please provide a letter from any such third parties confirming their involvement as specified.)

Answer in fewer than 250 words:

F. If you have or are expecting to enter into any significant agreements with any third parties, you should provide the following details:

Specifically:

i) If you are proposing any partnerships as regards facilities, programming or funding, please detail the status of these partnerships (e.g. formal binding agreement, initial discussions, Heads of Terms, etc) and provide relevant evidence of these partnerships.

ii) If you are proposing to rely on any key suppliers (e.g. news provider, other programming provider, facilities), please detail the status of these supply deals (e.g. formal binding agreement, initial discussions, Heads of Terms, etc) and provide relevant evidence of these deals.

For agreements already in place, please provide a copy of the agreement together with a short summary of its key terms, together with a description of the third parties; for proposed agreements, please provide a description of the third parties, the proposed agreement, including what stage discussions/negotiations are at, together with any heads of terms that have been agreed.

Answer in fewer than 300 words (and agreements may be attached):

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

13. Risk

Guidance notes

Please describe your analysis of risks to your business and detail what you consider to be the main risks to your business plan, both operational and financial risks, and how you propose to address these risks.

For more detail on answering this question, please see Section 4 of the ITA.

Answer in fewer than 500 words:

14. Character of service

Guidance notes

Please provide an explanation of how the character of the service (as set out in the Programming Commitments) is to be maintained for the period for which the licence would be in force.

For more information on answering this question, please see Section 4 of the ITA.

Answer in fewer than 250 words:

Ability to maintain the service – financial information

15. Financial information: funding and forecasts

In assessing an applicant's ability to maintain the service we are asking for the financial information detailed below. All applicants are required to fully complete the Financial Checklist and a Financial Forecast. Applicants must as a minimum ensure that a financial forecast covering all the information required in the Ofcom Financial Forecast Template is included and we advise applicants to use this template. If an applicant has a more detailed forecast this may be submitted in addition. Please read the questions A, B and C below carefully, and refer to Section 4 of the ITA for more detail.

A. Funding

Detail the sources and amount of finance that will be used to fund the licence, under the following headings:

i) Share capital

Clearly distinguishing between different classes of shares if more than one type is to be issued AND clearly distinguish between shares already issued and any shares which are proposed to be issued. This should reconcile with any answer given in Section 8 (Ownership) above.

ii) Bank or other loans

iii) Bank overdraft

iv) Other lending

v) Leasing/HP facilities (capital value)

vi) Subsidies, grants and/or donations

vii) Other (please specify)

Where relevant, please provide:

- i) Signed confirmation from proposed funders of their intention to provide funding;
- ii) Evidence of the source of funds available to the proposed funders including, for incorporated proposed shareholders, their most recent statutory accounts;
- iii) Details of any preferential dividend or other payment rights attaching to any class of shares;
- iv) Details of lending terms (e.g. term, interest rate, repayment terms, redemption/conversion terms, details of any guarantees or security granted);
- v) Details of conditions or other terms attaching to any subsidies, grants or donations; and
- vi) Details of any other material terms relating to the funding.

If any funding has not been confirmed, or if there are any pre-conditions that have not yet been met that need to be met before the funding is released to the applicant, you should explain 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.

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

B. Reliance on BBC funding

The BBC has undertaken to purchase local news material from L-DTPS licensees. Details are set out in the BBC's statement available at <http://www.bbc.co.uk/aboutthebbc/insidethebbc/howwework/reports/localtv.html>. Please explain what reliance your business plan places upon income from the BBC.

Answer:

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

C. Historic and forecast financial information

Historic information

Where the applicant is an existing company, or a subsidiary of an existing company, the applicant should provide its and/or its ultimate parent's:

- last three years' statutory accounts; and
- management accounts for the current accounting period.

Financial Forecast information

All applicants, please provide an outline of how you expect to generate revenues and detailed financial forecasts. Applicants must as a minimum ensure that a financial forecast covering all the information required in the Ofcom Financial Forecast Template is included and we advise applicants to use this template. If an applicant has a more detailed forecast this may be submitted in addition.

Revenue outline

Please tell us about the sources of revenue you expect the service to generate. The following questions may help you describe the **revenue sources**.

- To whom do you expect to sell advertising spots/sponsorship?
- Who will sell your advertising spots/sponsorship, you or a third party?
- What advertising sales experience do you/the third party have?
- If you intend a third party to sell your advertising spots/sponsorship, under what terms will they sell on your behalf, and at what stage are your discussions or negotiations with such third parties? (Please provide heads of terms of any agreements, if available.)
- How many minutes of advertising do you expect to be able to sell a day, how frequently will each individual advertisement be repeated and how will these metrics develop over time?
- What relevant market knowledge do you have or what research have you undertaken which underpins your revenue assumptions?
- Who will produce the advertisements you broadcast?
- What is the process by which you will receive and broadcast advertisements?
- Other than advertising spots, what other revenue sources do you forecast and what research or market knowledge underpins your forecasts?

Answer in fewer than 500 words:

Financial Forecasts

Please provide financial forecasts for:

- 1) the period prior to launch; and
- 2) **monthly** forecasts for each of the first three full financial years following launch.

In the event that the applicant is applying for multiple licenses, please ensure that the financial forecasts are completed on an individual basis, excluding any potential synergies that may arise if the applicant wins any other licences that have not been awarded at the time of application.

The forecasts must include detail of the applicant's revenue or other income and cost estimates. The forecasts should be supplied on an Excel spreadsheet, with accompanying guidance notes.

The forecasts must include profit and loss accounts and cash-flow forecasts (the format we expect to be used by applicants for licences which cover the larger population coverage areas). Applicants must as a minimum ensure that a financial forecast covering all the information required in the Ofcom Financial Forecast Template is included and we advise applicants to use this template. If an applicant has a more detailed forecast this may be submitted in addition.

1. For the revenue or other income estimates, each source of revenue should be separately detailed, e.g. advertising, sponsorships, product placement, etc. The applicant should detail how each of the revenue and other income figures are derived and the underlying assumptions upon which they are based, for instance audience share or other forecasts.

2. For the cost estimates sufficient detail should be included to enable us to both 1) ensure that you have considered all relevant operating and capital costs and 2) you understand which costs are fixed costs and which costs are variable costs.

Applicants must complete and return with this Application Form the separate financial information checklist available here (<http://licensing.ofcom.org.uk/tv-broadcast-licences/local/apply/>) and any supporting documentation required as part of your financial forecasts.

To assist applicants in compiling their financial forecasts submission, an Ofcom Financial Forecast Template is available in the same location as the Financial Checklist and Application Form (as above).

Comments in fewer than 100 words:

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

Contact information and declaration

You must advise Ofcom of any changes to contact details.

16. Public contact details	Guidance notes
Provide the name of the person who will deal with enquiries from the press and public, and the contact details for them. Answer:	<i>Ofcom will publish licence applications and, from time to time, publish statements which may include public contact details, on its website. A point of contact is required for these. These contact details will be published on our website and cannot be redacted.</i>
Name:	
Phone number:	
Email address:	
Website:	
Postal address:	

17. Contact details for Ofcom	Guidance notes
Provide the name of the person who will be Ofcom's primary contact and their contact details: Answer:	<i>Ofcom will need to contact your group in relation to this application.</i>
Name:	
Phone number:	
Email address:	
Website:	
Postal address:	
<input type="checkbox"/> Tick this box if you request Ofcom to withhold this information from the public copy of your application.	

18. Concluding declaration

APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS

1. In relation to the applicant and any bodies and/or individuals whose details are given in this application, please state whether the applicant, any body or individual is (and if so identify that body or individual) involved in any of the activities set out in the table below, and the extent of the involvement or interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies). **If none of the following categories in this section apply, this must be clearly indicated by writing 'N/A' in any appropriate box.**

Activity/involvement	By the applicant and/or a shareholder or member	By a director/proposed director
a) Local authorities		
b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body		
c) Bodies whose objects are wholly or mainly of a religious nature		
d) An individual who is an officer of a body falling within (b) or (c) above		
e) 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) above		
f) An advertising agency or an associate of an advertising agency		
g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).		

Other matters

2. In pursuance of its duties under Section 3(3) of the Broadcasting Act 1996 (as amended), Ofcom requires that the applicant should notify Ofcom of any matters which might influence Ofcom's judgement as to whether:

- (i) the applicant;
- (ii) any director of the applicant;
- (iii) any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant;

may not be considered a 'fit and proper person' to participate in a broadcasting licence. **If you do not consider there to be any such matters, please indicate this clearly by writing 'None' below.**

Answer:

Do you confirm, to the best of your knowledge and belief, that:

- 3. The applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 (relating to political objects);
- 4. The applicant is not otherwise a disqualified person in relation to the licence by virtue of Part II of Schedule 2 to the Broadcasting Act 1990 or any other rule prohibiting its holding the licence;
- 5. No director, member or other person involved directly or indirectly in the management of the applicant group is the subject of a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996; and
- 6. Any matters which might influence Ofcom's judgement as to whether the directors or members of the applicant group are fit and proper persons to participate in a licence have been made to Ofcom.

Applicants should note that Ofcom reserves the right to revoke a licence if at any time any material statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false, and that in the circumstances of section 144 of the Broadcasting Act 1996, the provision of false information or the withholding of relevant information with the intention of misleading Ofcom could incur a criminal conviction and a disqualification from the holding of a licence.

Please tick this box to confirm that the applicant agrees with the above statements.

Please tick the boxes below to confirm these are included as part of this application.

- Memorandum & Articles of Association (of the entity to be licensed)
- Certificate of Incorporation (of the entity to be licensed) or founding documents
- Application Payment (UK £2,500) – this is non-refundable
- Financial Information Checklist, financial forecasts and supporting documentation

Please tick the boxes below to indicate which additional documentation is included as part of this application. We are not willing to accept additional information with this application, other than that set out below:

- Third-party agreements/heads of terms
- Indicative schedule

Please state the exact reference you have included with your payment of the application fee. This should take the format 'LTV [location licence is for] [name of applying entity]'. Please also specify the account from which the transfer originates:

I hereby apply to Ofcom for the grant of an L-DTPS licence and declare that the information given in this application and any additional documentation is, to the best of my knowledge and belief, correct.

..... (Name of person)

..... (Title or position in the applicant group)

..... (Date)

Please return this form and any additional electronic information to: local.tv@ofcom.org.uk

In usual circumstances we will only accept applications and supporting documents by email. Please contact the Local TV Licensing team if you are unable for any reason to submit electronic copies.

If you need to send anything in hard copy, please send it to:

Local Television Licensing Team
Ofcom
Riverside House
2A Southwark Bridge Road
London
SE1 9HA

Please make sure you keep a copy of anything you send, for your records.