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# Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

Bradford Asian Radio Limited

**Proposed service name:**

Bradford Asian Radio

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

Bradford Multiplex Broadcasting Corporation Limited

**Public contact details:** syedhassan@live.co.uk

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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](mailto:broadcast.licensing@ofcom.org.uk).

## The purpose of this form

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

## Provision of information

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

## Publication of information about applications and licensed services

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

## Data protection

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

## Keeping up to date with broadcasting matters

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

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

## 2. Applicant's details

### About this section

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

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

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

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

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

Bradford Asian Radio Limited

2.2 Company registration number stated on Companies House:

09954025

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:

West Riding House Suite 23, 8th Floor, 41, Cheapside, Bradford, West Yorkshire, United Kingdom, BD1 4HR

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

**Yes** (delete as appropriate)

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

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

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

Full name	Syed Sibt ul Hassan SHIRAZI
Job title	Director
Address	West Riding House Suite 23, 8th Floor, 41, Cheapside, Bradford, West Yorkshire, United Kingdom, BD1 4HR
Telephone	01274306677
Mobile phone	07891219275
Email	syedhassan@live.co.uk

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

www.bradfordasianradio.co.uk

- 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 financed by our existing income sources which includes local business advertisements/sponsorships/ community donations and support from some other funding bodies which are non- political and non-religious nature. We will not be applying for any additional funding relating to the C-DSP licence. Being on the DAB spectrum, we are expecting more revenues than the expenditures.

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

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

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

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Syed Sibt UI Hassan SHIRAZI	West Riding House Suite 23, 8th Floor, 41, Cheapside, Bradford, West Yorkshire, United Kingdom, BD1 4HR	UK	Director of Bradford Asian Radio	N/A
Mumtaz HUSSAIN	As Above	UK	Director	Ex BBC Broadcaster
Kamal SARWAR	As Above	UK	Director	Cricket Umpire
Nirmal SINGH	As Above	UK	Director	Businessman
Nazir HUSSAIN	As Above	UK	Director	Businessman
Zahid IQ-BAL	As Above	UK	Director	Businessman

2.9 Please identify any entities with which the applicant is affiliated:

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



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

Full name of the entity	Address
Bradford Multiplex Broadcasting Corporation Limited	West Riding House Suite 23, 8th Floor, 41, Cheapside, Bradford, West Yorkshire, United Kingdom, BD1 4HR

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

Full name of entity	Address	Affiliates
N/A		

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

Full name of individual or body	Address	Affiliates
N/A		

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

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

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

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

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

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

### Involvement of the applicant in specified activities

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

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

## Details of applications, licences and sanctions

2.16 Is the applicant a current licensee of Ofcom?

**Yes** (delete as appropriate).

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

Licence number	Name of multiplex
CR100145	Bradford Asian Radio Limited

2.17 Has the applicant held an Ofcom broadcasting licence before?

<sup>2</sup> Please refer to Sections 3 to 5 of [Ofcom's religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

**No** (delete as appropriate).

Licence number	Name of service or multiplex
N/A	

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

**No** (delete as appropriate).

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
N/A		

2.19 Does the applicant control an existing Ofcom licensee?

**Yes** (delete as appropriate).

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

Licence number	Name of service or multiplex
CR100145	Bradford Asian Radio

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex
N/A	

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex
N/A	

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

**No** (delete as appropriate).

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

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

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

**No** (delete as appropriate).

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

C-DSP licence: Application form (Part A)

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

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

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

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

**No** (delete as appropriate).

If yes, please provide the following details:

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

## 3. The proposed service

### About this section

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

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

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

### Your proposed service and target community

3.1 What is the proposed service name?

Bradford Asian 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.

Bradford Multiplex Broadcasting Corporation Limited

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).<sup>3</sup>

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<sup>3</sup> 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.

(Bradford Area)  
West Riding House  
Suite 23, 8th Floor,  
41, Cheapside, Bradford,  
West Yorkshire, United Kingdom,  
BD1 4HR

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

Bradford Asian Radio simulcast License Number CR100145

- 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.**



#### Description of character of service

Bradford Asian Radio is a music and speech radio station which serves the Asian (primarily Pakistani) population of Bradford, working to create a sense of social cohesion and to strengthen interfaith and multicultural relations. It delivers community entertainment, recognisable music, information, engaging speech, invites comment from the community, and offers special programmes on religious and cultural occasions.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: Pakistani, Indian, Punjabi, Mirpuri and Qawwali Music. During religious and cultural occasions, the music format may change to religious/spiritual tracks only.
- Speech. The main types of speech output broadcast over the course of each week are: news, sport, information and advice; community events and discussions. During times of religious significance and cultural celebrations, the speech output may be restricted to religious and cultural programming only.
- Programming in primarily Urdu, Punjabi, Hindi and English. Other community languages such as Mirpuri and Bengali may also feature.
- The service provides original output<sup>1</sup> for a minimum of 42 hours per week.
- The service provides locally-produced output<sup>2</sup> for a minimum of 12 hours per day

The studio is located within the licensed coverage area. The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

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

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

The service has mechanisms in place to ensure it is accountable to its target community.

- 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 proposed C-DSP will be operating under the Bradford Asian Radio Limited (Company No: 09954025) which is a company limited by guarantee of its members having an asset lock that prevents the distribution of profits other than for community benefit.

## 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.**

The station continues to play a key role in providing musically and culturally diverse radio service reaching out to all segments of society. We have approximately 20 regular volunteers and programme contributors, this has enabled us to further develop our programming schedule to meet the needs of our listener base and reflect the local demographic changes into our programming output.

We continue to provide great community focused content for the large south Asian community and significant Muslim population with tailored weekly programmes and enhanced specialist broadcasts during significant religious festivals such as Ramadan. Over the years we have developed a good understanding with the local mosques and ethnic minority business community. Through continual development of our volunteer base and an open door policy to partnership work with local organisations in Bradford, we have a steady stream of people who regularly engaged with us and who support the delivery of our key commitments. Given our track record and delivery of the radio service over the past 4 years, we are confident that we can continue to play an important role within the community in Bradford. We have a fantastic relationship with our listeners, sponsors, volunteers and other key stakeholder. With their continued support we are confident we can continue to deliver, evolve and improve the service over the next 5 year period.

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

Bradford Asian Radio always welcomed its listener's participation in all its programmes to make the station more listener driven. BAR is doing its best to facilitate and encourage listeners to express their opinions through live interviews, discussion and debate programmes which are focussed on ongoing community issues. BAR is offering both on the air and off the air opportunities to the community. We are also open to the general public and aim to listen to them to achieve our social gain objectives. BAR is always looking to develop links and partnerships with the local groups and organisations by involving them in the service.

We are accessible for the listener's feedback through various means such as by phone, email, website, Twitter, Facebook and Tiktok. We also encourage listeners to give feedback whether it is good or bad. Constructive criticism is always welcomed by the station's management to improve the programmes according to our listeners demand.

- 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.**

Bradford Asian Radio allocates significant time on a weekly basis for debate and discussion programmes which include phone ins, recorded and live interviews. These programmes involve a cross-section of the local community reflecting views and opinion from a diverse range of perspectives.

We also offer media training opportunities to enable local people to take ownership of programming. There are also opportunities to receive training and guidance from the radio station Programme Director. Many of our volunteers started off with very little knowledge/experience of using our equipment, and over time have become very skilled.

- 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.**

Bradford Asian Radio will allow the local community to discuss and highlight issues that are important to people residing in Bradford. Since our launch we have been keeping listeners informed with relevant services and opportunities not only in English but also in community languages, such as Urdu and Punjabi.

The service will allow the target community to voice their views and opinions to the wider community in the broadcast area. This service will act as a platform to connect the South Asian community to build better links with the wider community, allowing them to build better community relationships.

- 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.**

Bradford Asian Radio as an entity and its board members have been involved with the community and social work for many decades in their personal individual capacity. This includes working with statutory & community groups and delivering services that are relevant and beneficial to the local community.

Since the launch of Bradford Asian Radio 5 years ago, we have been Training people at the grass roots level to research, produce and present their own shows, especially women and young people.

Our programming has also focused on and given airtime to issues such as Forced Marriage, Domestic Violence, mental health and wellbeing campaigns which have been beneficial to and well received by the local community.

## 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.**

We organize radio road shows regularly to engage our local communities and ensure that BAR is meeting local community demands and offering opportunities to local talent. We hold the Radio Road Shows in the Main Bradford Kirkgate Shopping Centre for everyone to join us. There are also prizes available, thanks to our sponsors.

We celebrate events such as our radio anniversary, Eid and Christmas in the main Bradford Shopping Centres. This encourages local people to come forward and join us and allows us to get feedback in person.

On these occasions, we also fill out forms and take details of people interested in radio broadcasting and training courses. We always ensure that members of the local community are able to participate in different ways in our service. We have a website platform which has contact forms to communicate with the radio station management and the studio number to contact the presenters directly. We encourage all sorts of feedback from our listeners whether it is good or bad.

We are following an equal opportunities policy in the radio. We also have in place, social media policies and radio presenters code of conduct which everyone has to follow before going on the air, for the protection of both the staff as well as our listeners.

We utilize our website and other social media platforms to advertise any opportunities available at Bradford Asian radio including any training opportunities or jobs. We also hold regular monthly radio station management meetings to discuss any feed-back from our listeners through our presenters and to discuss suggestions and complaints to improve our service.

## Accountability

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

Please refer to 3.12

- 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.**

Please refer to 3.12

## Draft Key Commitments

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

Bradford Asian Radio

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

Bradford Multiplex Broadcasting Corporation Limited

**Description of target audience:**

South Asian (primarily Pakistani) population of Bradford

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

Bradford

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

Bradford Asian Radio is a music and speech radio station which serves the Asian (primarily Pakistani) population of Bradford, working to create a sense of social cohesion and to strengthen interfaith and multicultural relations. It delivers community entertainment, recognisable music, information, engaging speech, invites comment from the community, and offers special programmes on religious and cultural occasions.

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

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

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

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and



- **the better understanding of the particular community and the strengthening of links within it.**

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

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

## 4. Compliance of the service

### About this section

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

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

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

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

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

**Yes** (delete as appropriate)

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

The person named in response to question 2.3 in Part B has knowledge of Ofcom Broadcasting codes and compliance and has 25 years of experience in broadcasting due to his involvement in the RSL operations since 1995.

In order to ensure our service remains compliant, we have copies of the relevant regulatory codes and the rules surround programming and advertising, these include:

The Ofcom Broadcasting Code.

The BCAP Code: the UK Code of Broadcast Advertising.

We have presenters Code of Conduct and policies & procedures in place which all the presenters must sign to accept that they agree to the Ofcom Broadcasting Code. The station management are accountable in ensuring that the UK Code of Broadcast Advertising are followed.

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

The Station Director and the Programme Controller will be responsible for ensuring overall compliance from all presenters and will ensure that other members of the station management are up to date in the form of compliance checks.

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

We organize regular training workshops in the radio to train new staff/presenters to understand the Compliance procedures. We have two trainers to deliver the Ofcom Compliance courses and procedures.

Our senior staff members are always available to help new staff and volunteers before going on the air. We have an agreement in place which all staff and volunteers must sign before their start date, which covers compliance and the rules of our organization.

- 4.5 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public). Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules at all times while the service is broadcasting, in particular when the service is broadcasting live content but also when pre-recorded material<sup>4</sup> is being broadcast.

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

We have a programme monitoring system in place to follow the Ofcom's Broadcasting Code, which enables us to keep a recording of all programme output for at least 42 days. This will enable compliance with the minimum of 42 days recording required should Ofcom seek recordings for audit purposes. If any of the presenters are not sure about anything, they are always welcome to ask the programme controller for advice.

The station output is being monitored by members of the station management regularly. There are arrangements in place for any unexpected situation in the radio. We have a written agreement that all our staff and volunteers must sign which states material to be aired should be checked prior to going live, and describes the penalties that non-compliance carries.

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

Our radio management is fully committed to deliver the key commitments and all our staff and presenters are well aware of what our Key Commitments are and how best to achieve them.

We communicate on a day to day basis with all the presenters to ensure we are always focussed on meeting our key commitments.

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

English, Urdu, Punjabi, Mirpuri and others.

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

**Please do not give names of individual members of staff.**

All compliance team members are fluent in English, Urdu, Punjabi and Mirpuri languages and will be responsible for ensuring the content complies with Ofcom's code and rules.

## 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:**

SYED SIBT UL HASSAN SHIRAZI

**Date of application:**

25/02/2021

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

Company director

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