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## Small-scale radio multiplex licence

### Application form – Part A (public)

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

Hertfordshire Digital Broadcasting Limited

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

South Hertfordshire

**APPLICATION FORM:**

Publication date: 30 March 2023

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# 1. Overview

## The purpose of this form

- 1.1 You should complete this form if you are applying for a licence to provide a small-scale radio multiplex service (a 'small-scale radio multiplex licence'). A small-scale radio multiplex service is the means by which DAB digital radio stations ('digital sound programme services') are broadcast, and can transmit around ten stereo digital sound programme services (or a significantly higher number if the DAB+ standard is utilised). The 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 separately.
- 1.2 Small-scale radio multiplex licences are awarded by Ofcom in a competitive process. Applications are judged against specified criteria, and Ofcom awards the licence to the applicant which it considers best meets the criteria.

## How to complete the form

- 1.3 There are detailed instructions on how to complete this form, and information on the next steps in the application process, in our [guidance notes](#) for licence applicants and licensees. Please read this guidance and the frequently asked questions carefully before completing this form.
- 1.4 If you still have a query having read the guidance and FAQ, you can contact Ofcom's Broadcast Licensing team by email ([smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk)). The team cannot provide advice or pre-approve applications but can answer general questions.
- 1.5 Please download this form and fill it in on a computer. If completing by hand, please use block capitals and black ink.
- 1.6 Please answer all the questions as fully as possible, use extra sheets if required and provide the supporting documentation listed at Section 7 of Part B of the application form. Sufficient information must be supplied about the applicant and the proposed service to enable Ofcom to consider the application in accordance with the statutory criteria for the granting of small-scale radio multiplex licences. Ofcom may need to request further details from you before a licence can be granted.
- 1.7 Ofcom reserves the right to reject applications made using an old version of the form.
- 1.8 Ofcom will accept handwritten application forms, but they must be filled in using block capitals and black ink.
- 1.9 Ofcom reserves the right to reject application forms that are illegible.
- 1.10 You must answer all questions in the application form and respond "N/A" to any questions that do not apply to the applicant.

- 1.11 Ofcom reserves the right to reject applications which do not meet the following criteria:
- a) The declarations in Section 6 of this form and in Section 8 of Part B of the application form must both be signed and dated.
  - b) The person who signs and makes the declaration on behalf of the applicant must be:
    - i) A director of the company or the company secretary where the applicant is a company.
    - ii) A designated member where the applicant is a Limited Liability Partnership.
  - c) All supporting documents as requested in the checklist at Section 7 of Part B of the application form must be supplied in legible form and translated into English where applicable.
- 1.12 If you are completing the form as an agent, i.e. you are acting on the applicant's behalf, please note that you cannot sign it on your client's behalf, and that the person signing the form needs to have personally checked the truth and completeness of the responses given. If your client wishes you to be Ofcom's main contact in relation to the application, please make this clear in an accompanying letter, and provide evidence of your authority to act on behalf of the applicant. The form should be filled in so as to include information about the applicant, not the agent. If Ofcom has further questions once the application has been submitted, we will direct these to the applicant, not to the agent, but we will accept responses from the agent.

## How to submit the form

- 1.13 We prefer application forms and required supporting documents to be submitted by email to [smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk). Handwritten applications and required supporting documents should be scanned and attached to the email.
- 1.14 You should receive a response from [smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk) confirming that your application has been received by Ofcom. If you do not receive a response, it is likely your application has not been received and you should contact Ofcom's Contact Centre on 0300 123 3333 and ask to leave a message for the Broadcast Licensing team, who will respond to your message as soon as possible.
- 1.15 If the applicant cannot submit the application form and/or the supporting documentation by email, the applicant may submit the application and/or the supporting documentation by post to:
- Ofcom  
Broadcast Licensing  
Riverside House  
2a Southwark Bridge Road  
London  
SE1 9HA
- 1.16 Those applicants who submit their application by post will be sent an acknowledgement.

## Application fee

- 1.17 A non-refundable application fee of £500 is payable by bank transfer.
- 1.18 Applications will not be assessed until the application fee has been received in Ofcom's bank account.
- 1.19 Ofcom requests that applicants pay the application fee by bank transfer and that immediately after the applicant has instructed their bank to make the payment, confirmation of payment is emailed to [ofcom.remittances@ofcom.org.uk](mailto:ofcom.remittances@ofcom.org.uk).
- 1.20 To ensure that Ofcom can identify the payment, it must include a payment reference which is the applicant's postcode followed by the applicant's name (or as much of the name as is possible to provide within the character limit set by the bank) as provided in response to question 3.1 of this application.
- 1.21 The bank details to be used to pay the application fee are:
- Account Name: Office of Communications
- Bank details: Lloyds Bank, 69-73 Borough High Street, London SE1 1NQ
- Account number: 00782415
- Sort code: 30-97-90
- BIC: LOYDGB21351
- IBAN: GB05 LOYD 3097 9000 7824 15
- SWIFT: LOYD GB 2L

## Supporting documentation

- 1.22 You must provide a range of supporting documentation when submitting this application form. Please refer to the checklist at Section 7 of Part B of the application form for full details. Please note that failure to supply the necessary documents will delay your application.
- 1.23 Ofcom reserves the right to reject applications with which the necessary documents are not supplied in legible form.
- 1.24 Please note that Ofcom cannot receive emails larger than 35MB. If your application email exceeds this limit, please send your supporting documents in a separate email(s), clearly indicating the applicant's name in the subject line of the email.

## Provision of information

- 1.25 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are 'fit and proper' to hold a licence and are not disqualified from participation in a licence.

- 1.26 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 applications

- 1.27 Part A of the application form (i.e. this document) will be published by Ofcom on our website as soon as practicable following the closing-date for applications. Because this is the 'public' part of the application form, and Ofcom is legally required to publish applications for public comments, no questions should be answered by means of the submission of a confidential annex. Part B of the application form will remain confidential.
- 1.28 Ofcom may take into account any comments received from the public, which can be made to it with respect to Part A of the application submitted.
- 1.29 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee, which may include personal data, on the Ofcom website and/or in other relevant publications.
- 1.30 When a licence is granted, the name of the service and public contact details for the licensee will be published on the Ofcom website. These are the details supplied by the applicant in the application form. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the team by email ([smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk)).
- 1.31 Ofcom considers issued small-scale radio multiplex licences to be public documents and copies of licences will be made available to third parties on request, noting that personal data apart from the name of the licensee may be redacted.

## Data protection

- 1.32 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 more information about how we handle your personal information and your corresponding rights.

## Keeping up to date with broadcasting matters

- 1.33 We strongly recommend that you subscribe to receive Ofcom's regular email updates on broadcasting matters. These include a [monthly radio licensing update](#) that lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month. To subscribe to these updates, please visit [www.ofcom.org.uk/email-updates](http://www.ofcom.org.uk/email-updates) and select 'Broadcasting'.

## 2. Extent of proposed coverage area

### About this section

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

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

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

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

South Hertfordshire is a largely affluent area within the Green Belt immediately North of London. It comprises the City of St Albans and the large towns of Watford and Hemel Hempstead plus smaller towns of Hatfield, Harpenden, Borehamwood and Welwyn Garden City and numerous villages. Despite the general affluence there are pockets of relative and absolute deprivation within the local communities, evidenced in recent years by the growth of food banks. The area has been populated for more than 2,000 years and has many reminders of its Roman heritage as St Albans was the site of Verulamium, one of the largest cities in Roman Britain. Excellent local schools and the many local independent businesses including restaurants, cafes and pubs combined with good train services to London make the area popular for commuters so property prices are very high. Radlett is apparently the most expensive place for property prices outside of London.

There is also an excellent local university – the University of Hertfordshire in Hatfield – and two Further Education colleges, Oaklands in St Albans and Welwyn Garden City and West Herts College in Watford and Hemel Hempstead. The major commercial activity in South Hertfordshire is the Film and Television industry. The area is home to “Britain’s Hollywood” in Borehamwood where Elstree Studios (Star Wars, The Crown) and BBC Elstree (home of Eastenders) have been joined this year by Sky Elstree studios which is investing over £2 Billion in new productions there over the next few years. Plus at Leavesden outside Watford is Warner Brothers studios where the Harry Potter films were made. Many local outside locations also frequently appear in films and television productions including in Hemel Hempstead and St Albans.

There are many thriving local community organisations across the area, particularly those supported by a number of Community Volunteer Service (CVS) organisations. There are two local FM Community Radio stations, MIX92.6 in St Albans and Vibe 107.6 in Watford but the lack of further FM frequencies around London has prevented any more being licenced. Both have confirmed they will work with us if our application is successful although they are making their own application. However there are a number of well established online Community stations who are supporting our application and several more local groups keen to develop new stations specifically because of the opportunity SSDAB will offer for them to go on air. So our application includes Radio Dacorum from Hemel Hempstead (which has been broadcasting online for 11 years) plus a new startup we are supporting from Borehamwood (BECR).

We are also working with other groups who are planning to start – or re-start – community radio services, including The Pulse – the Watford based hospital radio service and the University’s radio station CRUSH. We are in contact with a number of other local organisations interested in starting services including the two FE colleges. We are being helped to identify and work with other potential services by two local academics with extensive experience of Community Radio, Dr Josephine Coleman from Brunel University and Dr Jonathan Marsh from the University of Hertfordshire (see their CVs attached). Additionally we are working with our technical contractor Digris to contact commercial services for whom they provide distribution to other SSDAB operators to invite them to consider carriage on our new network.

Our main objective for our planned coverage is to try to ensure we provide strong signals across the editorial areas of our local community radio services. We are very aware of the potential effect of electricity costs of ongoing operations so have carefully considered the balance of transmitter powers and coverage in planning our network. Our St Albans site aims to cover St Albans and Hatfield while our Watford site will cover Watford and the SW of the polygon. We have also chosen to put a transmitter in Hemel Hempstead to try to cover the town’s difficult terrain as the town centre is in a “black hole” for radio and television transmissions and to support our partners at Radio Dacorum.

### **Population covered**

We are confident that we will provide a strong signal to the core populations in St Albans, Watford and Hemel Hempstead plus most of the smaller towns and villages around them. We will also cover most of the major roads in the area including the M1, M25, A41 and A414.

### **Unserved Areas**

We will not be able to provide a strong signal to the East so reception in Hatfield and Welwyn Garden City and on the A1/A1M so reception in that area will be patchy. If at some future point there is sufficient demand and finances allow, we would aspire to improve the coverage. We have been discussing with the University who have indicated their willingness to host a filler transmitter in future to better serve the Welwyn and Hatfield area. This would also support their ambitions to re-start their own radio



service. We would aspire to implement this in the future if the opportunity arose to do so and favourable economic conditions exist to support it.

### **Sustainability**

The economic pressures placed on this area conspire against further relay transmitters at this stage. We need to be able to demonstrate that we can attract enough radio services to support our ongoing costs before any plans to expand. The additional operating cost burden, including site rentals, would make attempting to build additional transmitters to serve the remaining unserved population could be an unwise proposition during the early years of this new company.

### **The following table summarises the extent of our predicted coverage:**

	<b>Adults 15+</b>	<b>Percentage</b>
Advertised area population:	507,549	100%
Predicted coverage inside polygon:	307,947	60.6%
Predicted coverage outside polygon:	9,352	1.8%
Local DAB Multiplex: Herts, Beds & Bucks:	2,008,567	100%
Predicted coverage inside LRMS:	307,753	15.3%
Local DAB Multiplex: LRMS London:	10,102,817	100%
Predicted coverage inside LRMS:	317,082	3.1%

### **Co-block protected areas**

The South Hertfordshire polygon meets the macro area boundary line across a small arc. Fortunately, the Chiltern Hills provide natural screening of outgoing interference. Because of this, Hertfordshire Digital Broadcasting Limited would not cause any significant interference above 38 dB $\mu$ V/m to small-scale DAB polygons outside of the macro area.

If required, we can provide Ofcom with our 38 dB $\mu$ V/m coverage prediction.

### **Potential for hole-punching**

As the final frequency block that could be allocated to South Hertfordshire polygon is currently unknown, we have assessed and designated all three sites as 'Amber'. Of particular concern is the St Albans site. With this in mind, we have considered that further mitigation may include reducing the power. Operating this site at just 15 watts ERP would only reduce the population coverage inside the polygon by 1.7% although we believe the proposed power levels and multi-tier antenna designs considered would mitigate most risk providing a frequency within sub-band II is allocated.

Our full 'hole-punching' assessment will be subject to a survey of multiplex signal strengths around the sites. Hertfordshire Digital Broadcasting Limited would carry out if it is awarded the licence, and once the allocated sub-band and frequency is known.

## **Conclusion**

Our predicted coverage reaches 307,947 adults (60.6%) inside the South Hertfordshire polygon. Overspill has been constrained to just 1.8%.

The plan affords flexibility in case of any necessary ACI mitigation or restrictions required by Ofcom due to spectrum re-use or international clearance matters.

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

Site name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
St Peter's Church, St Albans	TL 15035 07620	30 m	Co-linear +6dB	New	30 w
YMCA Charter Place, Watford	TQ 11029 96574	54 m	Co-linear +6dB	New	100 w
High Street Green Water Tower, Hemel Hempstead	TL 07273 08393	28 m	Co-linear +6dB	New	50 w

Digris, our technical partner, has a decade of experience operating DAB Single Frequency Networks. Their proprietary intelligent router platform (located at each transmitter site) continuously monitors ensemble multiplexer timestamps and network parameters. It establishes a secure Virtual Private Circuit back to the ensemble multiplexer headend and is able to compensate for conditions such as severe network jitter. It also provides automatic switching to backup infrastructure in the event of a fault, or maintenance.

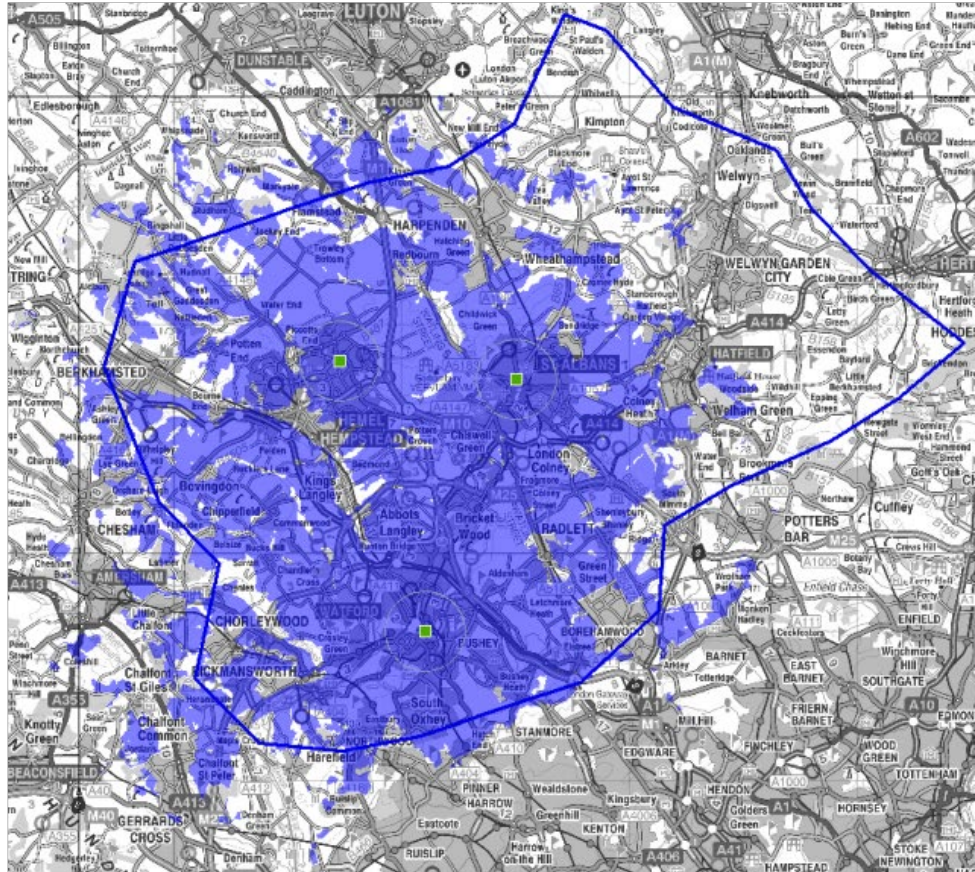
Digris has invested in specialist DAB test equipment which is required to accurately measure all parameters needed to optimise the SFN. RF probes can be installed in the network so that these essential parameters can be monitored 'off-air' remotely.

Digris Ltd is able to offer this comprehensive service due to the operational maturity and economy of scale established by highly experienced personnel in Switzerland. New DAB

networks are simply added to the existing Ensemble Multiplexing and Network Monitoring Systems that have been established in the UK, and with full backup and engineering support provided from the Network Operation Centre in Switzerland, to provide constant cover.

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

### Hertfordshire Digital Broadcasting Limited - Predicted Coverage (63dBuV/m)



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

Provide the name and version of the prediction tool used.	HTZ Communications Version 23.3 release 1488
Detail the terrain model used by the software and its resolution.	ATDI SRTM 2003 30 x 30 spatial sampling
Detail the ground cover (clutter) data used by the software and its resolution.	ATDI 50m precision Extracted from satellite photography 1999-2001
What propagation algorithm has been used?	Deygout 94-2 with coarse integration Fresnel Zone fraction 0.8
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	2011 Census
Have your predictions been generated by a commercial organisation? If so, by whom?	Rash Mustapha Digris Ltd

## 3. Ability to establish the proposed service

### About this section

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

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

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

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

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

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

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

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

### Applicant's details

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

Hertfordshire Digital Broadcasting Limited

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

14916648

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

3.4 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 7 of Part B of the application form.**

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

### Details of officers

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

Full name of individual	Correspondence address	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Clive Glover	48 High Street, Hemel Hempstead, Herts HP1 3AF	England	Director, Radlett Festival Ltd (Co No 07440378)  Trustee, Radlett Society & Green Belt Association (Charity No 280877)	
Simon Aulton	48 High Street, Hemel Hempstead, Herts HP1 3AF	England	Chief Executive Officer  Community Action Dacorum (Charity No: 288080 Company No: 01745852)	
Steve Tanns	48 High Street, Hemel Hempstead, Herts HP1 3AF	England	Director, Boreham Wood & Elstree Community Radio (Co No 14859665)	

## Details of participants

- 3.6 Please complete the table overleaf, expanding it if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the “participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
<b>Comments</b>				
N/A (Company Ltd by Guarantee so no shareholders)				

## Details of relationships of control

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

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
N/A		

## Details of persons who control the applicant

- 3.8 Complete the table overleaf, expanding it if necessary, to list all persons/bodies corporate who control the applicant, or control any person/body corporate with control over the ap-



plicant. Please include persons or bodies that control the applicant (or body corporate with control over the applicant) jointly i.e. acting together in concert with third parties (e.g. because of a shareholder’s agreement). Please note that some of this information may repeat information provided above on shareholders and other participants in the applicant:

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
N/A		

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

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

Full name of individual	Name of body in which individual is a director or designated member
N/A	

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

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

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

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

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

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

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

### Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	Yes	Clive Glover is a member of Hertsmere Conservative Party
A body whose objects are wholly or mainly of a religious nature; <sup>1</sup>	No	

1 Please refer to sections 3 to 5 of Ofcom’s [religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

An individual who is an officer of a body falling within (b) or (c);	No	
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

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

- a) Is the applicant a current licensee of Ofcom?  
**No** (delete as appropriate).
- b) Has the applicant ever held an Ofcom broadcasting licence before?  
**No** (delete as appropriate).
- c) Has anyone involved in the proposed service held an Ofcom broadcasting licence or been involved in an Ofcom-licensed broadcast service before?  
**Yes** (delete as appropriate).
- d) Does the applicant control an existing Ofcom licensee?  
**No** (delete as appropriate).
- e) Is the applicant controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a "participant")?  
**No** (delete as appropriate).
- f) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?  
**No** (delete as appropriate).

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

**No** (delete as appropriate).

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

**No** (delete as appropriate).

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

**No** (delete as appropriate).

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

	Licence number(s) (if known)	Details
(a)	CR000090BA/6	Community Radio licence for Verulam Community Radio Ltd, broadcasting as MIX92.6 (St Albans)
(b)		
(c)		
(d)		
(e)		
(f)		
(g)		
(h)		
(i)		

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

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

N/A

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

**No** (delete as appropriate).

If yes, please provide the following details:

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

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## Financial and business plan

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

Set up cost comprises mainly the capital costs of transmitters and associated items (antennas, routers etc) and installation. This is estimated as a total of £30,300. However Digris has already purchased a number of transmitters and will allocate three of them to us along with associated items and installation. They will then lease the network to us for seven years.

On approval of our application Clive Glover will make a Director's loan of £9,000 repayable over 3 years with an interest payment of £450 in the 3<sup>rd</sup> year. Radio Dacorum via Chairman Simon Aulton and BECR through Station Manager Steve Tann will both make payments of £9,000 as a pre-payment to secure their station's carriage for 5 years. Radio Dacorum's contribution will be provided by Community Action Dacorum from existing funds and BECR's contribution will be covered by a grant from the newly formed Hertsmere Creative Media Fund which is being funded by an annual contribution of £100,000 from the profits of the two new Platinum Stages at Elstree Film Studios. The Film studios are owned by the Council but the CMF is not yet open for applications until later this year as there is a consultation being carried out currently by external consultants on exactly how it will operate. There is some risk involved but we have been assured that BECR is the kind of project likely to be favoured by the Fund so are confident. We are happy to provide evidence related to these funding sources if requested.

This total of £27,000 will cover the ongoing costs of operating the three transmitter sites (rental, electricity, broadband and insurance) plus payments to Digris for renting the transmitter network and operations (multiplexing, monitoring and maintenance of transmitter sites). The other major ongoing costs will be for contracts, administration and finance which will be contracted to Community Action Dacorum who already carry out such functions for their own activities.

Our income will be from radio services being carried on the Digital Radio network. We have created a rate card (copy enclosed) based on the "going rate" set by various other SSDAB operators with quality options on bitrates and reduced rates for C-DSP services over DSP ones. We have adopted a conservative assumption of starting up with 10 services but increasing to 20 after the first year of operations. We expect that we would be able add perhaps an extra 4 or 5 services later should there be further demand but have not included the income from them in our forecasts.

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

- a) Share capital
- b) Loan stock

- c) Leasing/HP facilities (capital value)
- d) Bank overdraft
- e) Grants and donations
- f) Other (please specify)

As explained in 3.17, £9000 will be a Director’s loan by Clive Glover, £9000 will be a forward payment by Radio Dacorum towards 5 years of carriage on the SSDAB network and another £9,000 will be another forward payment for carriage by Boreham Wood & Elstree Community Radio financed by a grant from the Hertsmere Borough Council’s Creative Media Fund.

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

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Clive Glover		£9,000
Steve Tann for BECR		£9,000
Simon Aulton for Radio Dacorum		£9,000

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

If we are awarded the licence then Clive Glover will make a £9,000 repayable Director's loan and the two radio services will each make payments of £9,000 as forward payments for carriage for 5 years. In the case of BECR they will be applying for a grant from the Hertsmeere Creative Media Fund when it opens for such applications later in 2023 (expected to be in September). This total of £27,000 will cover operational costs including the leasing of transmitters over the first two years after which income from customers will cover operational costs and provide a surplus. Digris will cover any shortfall in startup funding by rescheduling some payments.

## Relevant expertise and experience

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

CVs of those involved

Allocation of roles – admin, finance, general management, contracts

Clive Glover will manage the startup phase for the first two years. He has extensive experience in management and administration from a 32 year career in the Civil Service plus 30 years as a Director including 20 years as Chairman of Verulam Community Radio. He has been involved in Community Radio in the UK since the 1980s as one of the first members of the Community Radio Association (now Community Media Association).

Simon Aulton who is Chief Executive Officer of Community Action Dacorum and Radio Dacorum will manage finance and contracts through Community Action Dacorum who will be contracted to provide such services through their existing Administration, contracts and finance staff. Simon trained as a chemist before moving in to the third sector and has worked in charities for 24 years in various roles supporting sector development, specialising in youth charities. Simon has worked in growth and development for The Scout Association was the Deputy CEO at The IARS International Institute, a London based think tank working across Europe. Simon was a Director of Partnership for Young London an umbrella body supporting youth organisations in the capital.



**Steve Tann** is retired but has taken on the role as Manager of Boreham Wood & Elstree Community Radio (BECR). He was the IT and change Manager at the London Borough of Barnet Council, working there for 22 years in a number of support and managerial roles in the IT department. He is qualified as an Electronic Engineer and IT Change Manager. He is experienced in managing teams and individuals. Steve will assist in setting up administrative systems to deal with contracts and finance operations.

**Rashid Mustafa**, Chief Technical Officer at Digris UK will manage all aspects of technical installations including the three transmitter sites and ongoing operations all of which will be contracted to Digris.

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

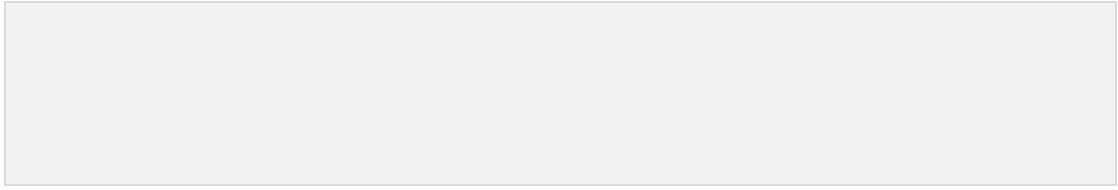
Function	Responsible party	Previous experience
Installation of transmission equipment	Digris Ltd	<p>Digris Ltd is a UK organisation but in mainland Europe Digris AG, a Swiss company, is the market leader in the establishment and operation of what is known in the UK as 'small-scale' DAB.</p> <p>Founded in 2012 Digris specialises in DAB, operating transmitter networks throughout Switzerland and</p>

		France. The company currently operates more than 40 multiplexes with over 70 DAB transmitters ranging in power from 6 Watts to 50 kW ERP (MFNs and SFNs) carrying more than 400 radio services.
Ongoing maintenance of the transmission equipment	Digris Ltd	
Installation of the Multiplexing equipment	Digris Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Digris Ltd	

## Timetable for coverage roll-out

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

We are planning to be operational within 12 months of the licence award. The key areas of potential delay are in obtaining planning permissions from both Watford and Dacorum Councils plus the process of the Diocesan Faculty Procedure for St Peter’s Church in St Albans (which is instead of planning permission). There may be a limitation in access to the YMCA building in Watford if the Peregrine Falcons return in 2024 as they are a protected species so cannot be disturbed in Spring and early Summer. The other main identified potential delay will be in reaching agreements with site owners. We will be mitigating this by starting negotiations during the period of assessment of applications so we can agree terms by the time of the announcement of winners.



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

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

### About this section

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

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

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

### Involvement of C-DSP providers

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

**No** (please delete accordingly)

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

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

Simon Aulton is Chairman of Radio Dacorum which intends to provide its service as a C-DSP.

Steve Tann is Manager of Borehamwood & Elstree Community Radio which intends to provide its service as a C-DSP

We expect these services to fill two of the five slots reserved for local C-DSP services with MIX92.6 and Vibe 107.6 taking two more. We expect the 5<sup>th</sup> reserved C-DSP slot to be taken by The Pulse, Watford

## Demand or support from programme providers

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

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
MIX92.6	C-DSP	Email
Vibe 107.6	C-DSP	Email
Radio Dacorum	C-DSP	Email
The Pulse (Watford)	C-DSP	Email & phone
Tring Radio	DSP	Email and phone
Boreham Wood & Elstree Community Radio (BECR)	C-DSP	Email
CRUSH (University of Hertfordshire)	C-DSP	Phone
Angel Radio	DSP	Email
Swinging Radio 60s	DSP	Email
Radio Caroline	DSP	Email

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NME1	DSP	Email and phone
Diverse FM	C-DSP	Email
RadioLAB	C-DSP	Email & Phone

## 5. Fair and effective competition

### About this section

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

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

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

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

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

We have contacted a number of local community and commercial online radio stations operating in Hertfordshire by email and by phone to invite them to express interest. We have also contacted some stations operating on other SSDAB networks around the country. We have provided them with details of our fair assessment process (document attached) and our provisional rate card (document attached). We have set up a website [www.hertfordshiredigital.wordpress.com](http://www.hertfordshiredigital.wordpress.com) which has a form to contact us. We issued a Press Release to local newspapers and which was published in the Radio Today online newsletter on 8 June 2023. Our press release was also published by some local newspapers including the Herts Advertiser (St Albans) and the Borehamwood Times. Digris has also contacted existing DSP services which it distributes to SSDAB networks around the country.

Following the Radio Today and local press publication our website had 383 views by 115 visitor within a week to 16 June.

We have drawn up an application form for potential radio station customers and a fair competition policy which prioritises local services and which we will require them to complete before approving them for carriage. Copies of these documents are provided with this application.



## 6. Declaration

### About this section

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

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

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

CLIVE GLOVER

**Date of application:**

28 June 2023

**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.