



Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

AFFINITY MEDIA NE CIC

Proposed service name:

Affinity Radio North East

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

Morpeth & Alnwick (Northumberland)

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

Affinity Media NE CIC, 2 Princess Street, Pelaw Gateshead. NE10 0QT

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1. Overview

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

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

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

The purpose of this form

You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.

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.

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.

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.

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).

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

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.

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

Information provided in **Part A** of the application form will typically be published by Ofcom in our Monthly Radio Update publication the month following the submission of your application. This may take longer if the application is received late in the month. Information provided in **Part B** will not be published.

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).

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.

Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, new applications, licences revoked, licence transfers, and changes to licensed services during the past month.

Data protection

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

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.

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 properness 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):

AFFINITY MEDIA NE CIC

2.2 Company registration number stated on Companies House:

12134708

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

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

**2 Princess Street
Pelaw
Gateshead
NE10 0QT**

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

☒ Yes ☐ No

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	Kyle Scott
Job title	CEO / Director
Address	2 Princess Street Pelaw Gateshead NE10 0QT
Telephone	0300 302 0470
Mobile	07539226142
Email	Kyle.scott@affinityradio.uk

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

www.affinityradio.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 supported through a combination of government and charitable grants, alongside sponsorship and advertising revenue.

Affinity Media NE CIC operates Affinity Radio North East, where its originating service on the South Shields and Tynemouth small-scale DAB (SSDAB) multiplex is simulcast onto Newcastle and Gateshead. As part of our continued development, we are now progressing plans to extend our coverage and services into Northumberland.

We have already secured targeted grant funding to support the development of our Northumberland studio, associated infrastructure, and the required licensing.

As an organisation we receive funding from local parish councils who have kindly supported this application and charitable trusts and receive sponsorship through a number of local businesses who believes in our core values and mission.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Kyle John Scott	2 Princess Street, Pelaw, Gateshead NE10 0QT	UK	N/A	Business Development Manager
Sarah Jane Chalmers	2 Princess Street, Pelaw, Gateshead NE10 0QT	UK	N/A	Alternative Provision Manager
Janine Leigh Allen	2 Princess Street, Pelaw, Gateshead NE10 0QT	UK		Actress

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

- 2.9 Complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the applicant (“participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Full name of >5% participant (existing and pro-posed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

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

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

Full name of the entity	Address
N/A	

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

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

Full name of the entity	Address	Affiliates
N/A		

Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		

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

of a limited liability partnership, or member of the governing body of an unincorporated association:

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

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

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

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

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

- 2.15 In relation to each body corporate identified in response to question 2.12, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned (i.e. "participants"). You may, but are not required to, exclude from this table any bodies listed in response to question 2.12. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

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

Involvement of the applicant in specified activities

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

Activity/involvement	Yes / No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
a) A local authority	No	
b) A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
c) A body whose objects are wholly or mainly of a religious nature; ²	No	
d) An individual who is an officer of a body falling within (b) or (c);	No	
e) A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
f) An advertising agency or an associate of an advertising agency	No	

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

Details of applications, licences and sanctions

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

☐ Yes

☐ No

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

Licence number	Name of multiplex
CDP103979BA/4	South Shields & Tynemouth
CDP105414BA/2	Newcastle & Gateshead

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

☐ Yes

☐ No

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

Licence number	Name of service or multiplex
CDP103979BA/1	Radio Shields

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

☐ Yes

☐ No

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
18/08/2021	CDP103979BA/1	Radio Shields

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

☐ Yes ☐ No

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

Licence number	Name of service or multiplex
CDP103979BA/4	South Shields & Tynemouth
CDP105414BA/2	Newcastle & Gateshead

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

☐ Yes ☐ No

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

Licence number	Name of service or multiplex

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

☐ Yes ☐ No

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

Licence number	Name of service or multiplex

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

☐ Yes ☒ No

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

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

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

☐ Yes ☒ No

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

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

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

☐ Yes ☒ No

If yes, please provide the following details:

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

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

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

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. Holders of an existing analogue community radio licence to be a simul-cast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

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

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

Your proposed service and target community

3.1 What is the proposed service name?

Affinity 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.

Morpeth & Alnwick (Northumberland Community Digital)

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 3.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).³

The Studio
1-2 Gordon Terrace,
Stakeford,
Choppington
NE62 5UE

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

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

The service will be a simulcast of the originating service CDP103979BA/4

- 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 cover-age area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

The target community for the service comprises listeners within the Alnwick and Morpeth small-scale DAB (SSDAB) coverage areas, serving communities across Northumberland.

Affinity Radio's target community is defined primarily by its geographical focus on residents of Northumberland, alongside audiences with an interest in locally relevant content, community engagement, and regional culture. The service is intended to appeal to a broad demographic, with particular emphasis on individuals who value local news, information, creative arts, community activity, and regional identity.

The station seeks to serve a diverse cross-section of the local population, including young people, families, working-age adults, and older listeners. Programming will reflect the social, cultural, and economic characteristics of the area, recognising the distinct nature of Northumberland's towns, coastal communities, and rural populations.

Affinity Radio's output is designed to support community cohesion and participation by providing locally focused programming, opportunities for local voices, and content relevant to everyday life in Northumberland and sharing this with the wider region. This includes locally produced features, speech content, interviews, community information, and music programming and outside broadcasting from a wide range of events aligned with audience expectations.

The service particularly aims to engage individuals and groups who may be underserved by larger commercial broadcasters, including community organisations, local creatives, charities, and volunteers. The station will promote local initiatives, events, and opportunities, while providing accessible pathways for participation and contribution.

As a simulcast of Affinity Radio North East, the service will maintain consistent branding and format while incorporating content of direct relevance to Northumberland audiences.

Northumberland forms an integral part of the wider North East region, where communities are closely connected socially, economically, and culturally. Through our existing CDSP services covering South Shields, Tynemouth, Newcastle, and Gateshead, we are well positioned to extend a mainstream community radio output into Northumberland that reflects both local identity and the shared character of the region.

The proposed coverage area of the Alnwick and Morpeth SSDAB multiplexes is fully aligned with the intended community focus. Overall, the target community is defined by shared locality, regional connection, and engagement with community life, rather than narrow demographic criteria. The service is intended to operate as a locally relevant, inclusive, and community-oriented radio offering for Northumberland listeners.

As a Community Interest Company (CIC), Affinity Media NE CIC operates on a not-for-profit basis, with revenues reinvested directly into the development and sustainability of the service. Funding is supported through a combination of grants, sponsorship, and advertising, alongside continued investment from local businesses and funding partners.

Within Northumberland, we intend to provide a bespoke commercial and promotional break structure designed to maximise local relevance. Our broadcast systems allow for geographically targeted advertising, enabling commercial messages and promotions to be split according to transmission area. This means listeners within Northumberland can receive locally appropriate advertising and community messaging, distinct from other coverage areas where applicable.

This approach supports local economic participation by providing accessible advertising opportunities for Northumberland businesses, organisations, and initiatives, while ensuring that commercial content remains proportionate and aligned with the character of a community-focused service. All commercial revenues generated will be reinvested into service delivery, local content development, and infrastructure, consistent with our obligations and operating principles as a CIC.

The overall aim is that Affinity Radio has systems in place, supported by our playout software (RCS Zetta), enabling a flexible but unified network approach. While the service operates as one overall brand and output, local content such as news, weather, travel updates, and advertising will differ depending on the transmitter and the area in which the listener is located.

For example, on the Northumberland DAB service, local businesses will be able to choose to advertise specifically on that service only, or alternatively across all available Affinity services, depending on their needs. This ensures both hyper-local relevance and wider regional reach where required.

Our trained journalists will continue to provide daily local news, weather, travel, and community updates, with each transmitter carrying bespoke content relevant to its specific coverage area, ensuring communities remain fully informed about what is happening locally.

In addition, our studio infrastructure allows for full interconnectivity between broadcast locations. The two studios are able to communicate seamlessly, and with the simple switch of a route, production can be directed specifically into the Northumberland output. This enables residents to engage directly with their local service, including opportunities to volunteer, contribute content, and participate in programming that reflects their community in real time. Our logging system will capture the overall DAB output of the Northumberland SSDAB inline with Ofcom's expectations for broadcasters.

- 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.**

Affinity Media NE CIC operates as a registered Community Interest Company (CIC) and is therefore legally bound to function on a not-for-profit basis. The organisation is subject to the statutory asset lock provisions applicable to CICs, which ensure that all surpluses and assets are used solely for community benefit rather than private gain.

The company's Articles of Association and CIC regulatory framework explicitly restrict the distribution of profits. No dividends or profit distributions are made

to directors or members beyond those permitted under CIC regulations. Any financial surplus generated through sponsorship, advertising, or other revenue streams is wholly and exclusively reinvested into the operation, development, and sustainability of the service.

Financial controls and governance arrangements are in place to ensure compliance with these obligations. The organisation maintains transparent accounting practices, with annual accounts prepared and submitted in accordance with Companies House and CIC Regulator requirements. Expenditure is directly aligned with service delivery, infrastructure, content production, and activities that advance social gain.

Any surplus revenue will be applied to securing and improving the future provision of the service. This includes investment in broadcast infrastructure, studio facilities, technical resilience, training, content creation, and initiatives that enhance community participation. Funding may also support outreach, skills development, and opportunities for volunteers and contributors, particularly those from under-represented or socially excluded groups.

As a community-focused broadcaster, Affinity Media NE CIC's operational model is designed to deliver measurable social gain. This includes providing access to media platforms, supporting local voices, promoting community initiatives, and facilitating skills development in broadcasting and media production. Revenue reinvestment directly supports these objectives.

Directors of the company are bound by fiduciary duties and CIC regulations to ensure that the organisation continues to operate for community benefit. Strategic and financial decisions are taken with regard to sustainability, service quality, and social impact rather than commercial profit.

Through its legal structure, governance framework, and financial controls, Affinity Media NE CIC ensures that the proposed C-DSP service will operate on a not-for-profit basis, with all surpluses applied exclusively to service provision and the delivery of social gain.

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 proposed service will deliver a range of community benefits centred on participation, skills development, local representation, and social inclusion across Northumberland.

A core benefit of the service will be the provision of accessible broadcasting opportunities for individuals and community groups. The station will provide a platform for local voices, community initiatives, creative projects, and locally relevant discussion, thereby supporting community cohesion and reflecting the identity of the area. Programming will include locally focused speech content, features, and information designed to be of direct relevance to residents.

The service will actively support skills development and social gain through the rollout of media and radio workshops delivered primarily within Northumberland. These workshops will provide practical experience in broadcasting, audio production, presentation, and related creative disciplines. Activities will be structured to encourage confidence-building, communication skills, teamwork, and technical understanding.

Workshop delivery will be supported through partnerships with organisations engaged in education, training, and community development. In particular, the service will work alongside an established organisation specialising in alternative provision and creative education. This partner delivers performance arts and media-based learning programmes for young people who are not currently accessing mainstream educational settings.

Through this collaboration, the proposed service will extend radio and media workshops to participants who may otherwise face barriers to engagement, including young people requiring alternative educational pathways. The workshops will provide inclusive, supportive environments designed to develop transferable skills and foster pathways toward further training, volunteering, and employment opportunities within the creative and media sectors.

These activities will generate wider public benefit by promoting media literacy, supporting local creative talent, and encouraging positive community participation. The service will also offer opportunities for volunteering and contribution, enabling individuals to gain experience in content creation, production, and broadcasting operations.

Evidence supporting the anticipated community benefits is derived from the organisation's existing operations and partnerships within the North East. Current activities have demonstrated sustained community engagement, demand for locally relevant content, and strong interest in training and participation opportunities. The expansion into Northumberland builds upon this established operational model and extends proven community-focused practices into the proposed coverage area.

Overall, the service will contribute to social gain by enhancing local representation, supporting skills development, encouraging participation, and providing inclusive opportunities for individuals and groups across Northumberland, while also delivering broader benefits to the general public.

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

The service will facilitate discussion and the expression of opinion through a range of locally focused speech programming and participatory content. This will include interviews, community features, topical discussions, and opportunities for contributors to share perspectives on issues relevant to Northumberland and the wider region.

Programming will be designed to reflect local interests and encourage a diversity of viewpoints, particularly on matters of community relevance, culture, and everyday life. The station will provide accessible pathways for community members, organisations, and groups to participate in content creation and discussion, both through structured programming and contributor engagement.

Editorial policies and compliance procedures will ensure that discussion is conducted responsibly, in accordance with the Broadcasting Code, while maintaining an open and inclusive approach to community expression. The service will aim to represent a broad range of voices and perspectives, supporting constructive dialogue and community engagement.

Overall, the station will act as a platform for locally relevant conversation, enabling the exchange of ideas and opinions within the target community.

- 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.

Affinity Media NE CIC is committed to ensuring that members of the target community can access the facilities used to provide the service and receive appropriate training in their use. Access will be supported through a combination of structured initiatives, partnerships, and open participation pathways.

Practically, the service will operate studio facilities within Northumberland that are designed to support community use, subject to operational and compliance requirements. Community members, volunteers, and contributors will be able to engage with the service through clearly defined participation routes, including programme contribution, content development, and production activities.

Formal access and training will be delivered through organised workshops, induction sessions, and skills-based learning opportunities. These will cover areas such as broadcasting techniques, audio production, studio operations, editorial standards, and compliance awareness. Training will be structured to

accommodate individuals with varying levels of prior experience, ensuring accessibility and inclusivity.

The service will work in partnership with organisations involved in education, creative learning, and community development to extend training opportunities. In particular, collaborations with providers delivering media, performance, and alternative education programmes will enable engagement with individuals who may otherwise face barriers to participation.

These partnerships will support both introductory and developmental training experiences. Informally, the service will foster skills development through volunteering, mentoring, and supervised practical experience. Participants will be supported by experienced personnel and volunteers, allowing knowledge transfer through hands-on involvement in programme production and station activities. This approach encourages confidence-building, technical competence, and understanding of broadcasting responsibilities.

Access to facilities will be managed through operational policies designed to ensure fairness, safety, and regulatory compliance. The station will maintain appropriate safeguarding, health and safety, and editorial controls while promoting broad community participation.

Overall, the service's access model is designed to remove barriers to involvement, provide meaningful training opportunities, and support community members in developing broadcasting and media-related skills, consistent with the social gain objectives of the service.

Technical and operational systems will be implemented to ensure seamless integration between the Northumberland studio facilities and the organisation's head office in Gateshead. These systems will enable reliable communication, monitoring, and control of broadcast output across locations.

The infrastructure will support the controlled switching of live and pre-recorded programming, allowing content to be managed without disruption to overall transmission. This arrangement will ensure continuity of service, maintain broadcast quality, and provide operational resilience in the event of technical or scheduling requirements.

Centralised oversight and networked broadcast systems will allow the service to manage programming efficiently while preserving local content capabilities. The approach is designed to ensure that transitions between live broadcasting and scheduled content can occur smoothly, without causing technical issues or affecting listener experience.

All systems will operate in accordance with established compliance, editorial, and technical standards, supporting both service reliability and regulatory obligations.

- 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.**

The service will promote better understanding of the target community by providing programming that reflects local life, issues, interests, and experiences within Northumberland. Through locally relevant content, community features, interviews, and discussion-based programming, the station will highlight the perspectives and activities of individuals, groups, and organisations across the area.

By offering a platform for community voices and locally generated content, the service will encourage participation and representation, enabling audiences to engage with matters affecting their communities. This approach supports greater awareness of local initiatives, cultural identity, and shared experiences.

The station will also strengthen links within the community by facilitating collaboration with local organisations, creative groups, and community initiatives. Opportunities for involvement in content creation, broadcasting, and workshops will encourage interaction between participants from different backgrounds and areas.

Overall, the service will act as a connective platform, fostering dialogue, visibility, and shared engagement, thereby supporting community cohesion and strengthening local 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.**

Affinity Media NE CIC benefits from a board of directors and management team with relevant experience in community engagement, training, and skills development. Members of the organisation bring professional backgrounds in coaching, mentoring, and education-related activities, with established involvement in community-focused initiatives.

This experience supports the organisation's capacity to deliver social gain objectives, including facilitating participation, developing communication skills, and encouraging confidence-building through media and broadcasting activities. The management structure reflects practical knowledge of working with diverse

groups and individuals, including those who may face barriers to engagement or require supportive learning environments.

Board and management members possess expertise in analysing and applying effective communication and engagement techniques, including linguistic and practical approaches designed to enhance audience and participant experience.

This informs both content development and community-facing activities, ensuring accessibility, clarity, and relevance.

The organisation's leadership has experience in supporting skills-based learning, structured workshops, and informal training environments, contributing to the delivery of opportunities that promote personal development, media literacy, and transferable skills.

Collectively, the group's experience across training, coaching, and community-oriented work underpins the service's ability to generate social gain and deliver meaningful community benefits.

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.**

Affinity Media NE CIC is committed to ensuring that members of the target community are provided with meaningful opportunities to participate in both the operation and management of the service. Participation will be supported through a combination of structured pathways, volunteer engagement, and community partnerships.

Operationally, community members will be able to contribute to the service through content creation, programme development, production activities, and presenting roles. The station will maintain open and accessible routes for involvement, supported by appropriate induction, guidance, and training. This approach enables individuals with varying levels of experience to participate in broadcasting activities in a safe and supportive environment.

Volunteer involvement will form a key component of service delivery. Community participants will be encouraged to engage in a range of roles, including on-air, production, research, technical assistance, and support functions. Participants will gain practical experience while contributing directly to the station's output and community objectives.

In relation to management and decision-making, the organisation will actively encourage community feedback and engagement through regular communication, consultation, and dialogue. Mechanisms will include opportunities for contributors and volunteers to provide input on programming, community priorities, and service development. This ensures that the station remains responsive to local needs and reflective of community interests.

The service will also work collaboratively with community organisations, educational providers, and local initiatives to widen participation opportunities and support inclusive engagement. These partnerships will help reach individuals who may otherwise face barriers to involvement.

Governance arrangements, consistent with the organisation's status as a Community Interest Company (CIC), will ensure that the service continues to operate for community benefit. The management team will oversee compliance, safeguarding, and operational integrity while promoting broad community participation.

Overall, the service's participation model is designed to encourage accessibility, develop skills, and provide genuine opportunities for community members to engage with, influence, and contribute to the operation of the station.

Accountability

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

Members of the target community will be able to contact the service and influence its operation through multiple accessible channels. The station will provide email, telephone, social media, and website contact points, allowing listeners, contributors, and local organisations to communicate feedback, suggestions, or enquiries easily.

Community members will be encouraged to participate in programme planning, content development, and station activities, providing input on topics, music, local news, and community features. Regular consultations, surveys, and feedback sessions will be conducted to understand community needs, preferences, and priorities.

Opportunities for direct involvement in decision-making will also be offered through volunteer roles and workshops. Participants will be able to contribute to discussions on programming, community engagement, and service development, ensuring that the station's output reflects local interests.

The management team, operating under the governance framework of Affinity Media NE CIC, will review all feedback and input from the community. This ensures that suggestions are considered in strategic and operational decisions. Transparency will be maintained by communicating outcomes of feedback, programming decisions, and community initiatives back to participants.

Through these measures, the service will remain accountable to its target community, enabling members to actively influence its operation while promoting inclusivity, responsiveness, and social benefit.

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

All suggestions and criticisms from members of the target community will be welcomed, recorded, and reviewed systematically to ensure the service remains accountable and responsive. Community feedback may be received through

email, phone, social media, website forms, or directly during workshops and events.

Once received, feedback will be logged and assessed by the management team to determine appropriate action. Constructive suggestions will be considered for integration into programming, operational procedures, or community initiatives. Criticisms will be evaluated to identify any operational or content issues, compliance concerns, or areas for improvement.

Regular management meetings will include a review of community feedback, ensuring that decisions are documented, acted upon, and aligned with the organisation's objectives and CIC obligations. Where appropriate, adjustments to programming, scheduling, or community engagement activities will be implemented to reflect the input received.

The service will maintain transparency by communicating outcomes of feedback to contributors and listeners, explaining what actions have been taken and why, or, where changes are not possible, providing clear reasoning. This ensures that community members understand their input is valued and taken seriously.

Through these measures, Affinity Media NE CIC will maintain ongoing accountability, foster trust with its audience, and continuously improve the service in line with community needs and expectations.

Draft Key Commitments

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

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

ANNEX TO LICENCE

LICENSED SERVICE NO tbc

Licensed Service	AFFINITY RADIO (the on-air name of the programme service as in question 3.1 of this application)>
Service Description	Affinity Radio serves the residents and workers of Alnwick, Morpeth, and Northumberland (the “target community”) by broadcasting local community news, engaging directly with the community, and playing a wide range of music to reflect the tastes and interests of all members of the community. The studio of the Licensed Service is located within the coverage area of the relevant Small-Scale Radio Multiplex Service. (The Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area due to technical changes outside the control of the Licensee.) The Licensed Service will operate as a Community Digital Sound Programme (C-DSP) Service in accordance with the 2019 Order and will achieve the following objectives: • Facilitation of discussion and expression of opinion among members of the target community. • Provision of education or training to individuals not employed by the Licensee, including practical skills development in broadcasting, media production, and related disciplines. • Promotion of better understanding of the community and strengthening of social links within it. Members of the target community will be actively involved in the operation and management of the service, contributing to programming, production, and decision-making. The service will implement mechanisms to ensure accountability, including accessible feedback channels, consultations, and structured opportunities for community input. These measures will ensure that the service remains responsive to the needs, interests, and priorities of its target community. Through these commitments, Affinity Radio will deliver a locally focused, inclusive, and socially beneficial service that reflects the character and

	aspirations of Northumberland residents while providing meaningful opportunities for participation, training, and community engagement.
Transmission Schedule	Upon grant of license from Ofcom. The service can start broadcasting ASAP
Multiplex	Alnwick and Morpeth Small Scale DAB

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 Regulation of Premium Rate Services Order

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

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

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

The individual named in response to Part B, Question 2.3/2.5, who holds overall responsibility for compliance of the service, has received the following compliance training in relation to the relevant codes and rules:

Ofcom Online Broadcasting Code Training (December 2025)

Community Media Association (CMA) Workshop (October 2025)

Internal Affinity Media NE CIC Compliance Induction (Annual Meeting August 2025)

Ofcom Safeguarding & Equality Workshop (Annual Meeting August 2025)

The responsible individual also participates in ongoing internal and external training updates to ensure up-to-date knowledge of changes to regulatory requirements, industry best practice, and compliance procedures.

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

The individual named in response to Part B, Question 2.3/2.5, who holds overall responsibility for compliance of the service, has the following practical experience with respect to the relevant codes and rules:

Station Manager, Affinity Radio North East - Oversaw day-to-day editorial compliance with the Ofcom Broadcasting Code, ensuring programmes adhered to rules on harm, offence, impartiality, and accuracy.

Compliance Officer, Community Radio workshop - Reviewed live and pre-recorded content for adherence to regulatory requirements, monitored content scheduling, and ensured proper handling of listener feedback and complaints.

Affinity Media NE CIC - Implemented internal compliance procedures, including monitoring editorial standards, safeguarding protocols, advertising compliance, and record-keeping.

Volunteer Training & Mentoring - Provided training and guidance to presenters, producers, and volunteers on compliance with the Broadcasting Code, responsible broadcasting, and editorial accountability.

This experience has included practical application of compliance rules in both live and pre-recorded broadcasting environments, ensuring all output meets Ofcom standards. The responsible individual also maintains ongoing oversight of editorial procedures, complaint handling, and training to uphold continuous compliance.

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

Head of Compliance

Responsible for overall compliance of the service with the Ofcom Broadcasting Code and related regulatory requirements.

Oversees editorial standards, advertising compliance, safeguarding, and complaint handling.

Ensures staff and volunteers receive appropriate training and guidance on compliance matters.

Reviews policies and procedures to maintain adherence to regulatory obligations.

Monitors live and pre-recorded programming to ensure adherence to the Broadcasting Code.

Advises presenters and producers on editorial decisions and responsible broadcasting practices.

Technical Compliance Coordinator

Ensures all broadcast systems, transmission schedules, and digital platforms operate in line with regulatory and technical requirements.

Manages procedures for content switching, pre-recorded scheduling, and emergency broadcast protocols to maintain uninterrupted compliance.

Training & Development Coordinator

Delivers internal training to staff, volunteers, and contributors on compliance, editorial standards, safeguarding, and advertising rules.

Supports new participants in understanding regulatory obligations and ethical broadcasting practices.

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

Affinity Media NE CIC will provide structured, formal compliance training for all staff, volunteers, and contributors involved in the operation of the service.

Training will be delivered through a combination of internal workshops, online courses, and external accredited training programmes.

Training for Compliance Staff:

In-depth induction covering the Ofcom Broadcasting Code, advertising rules, safeguarding requirements, and editorial policies.

Practical application exercises, including reviewing live and pre-recorded content for compliance with harm, offence, impartiality, and accuracy rules.

Periodic refresher sessions and updates on regulatory changes, best practice, and emerging compliance issues.

Training for Presenters and Producers:

Induction on broadcasting responsibilities, including editorial standards, accuracy, impartiality, and content suitability.

Practical guidance on managing live programming, including the use of delay systems, content switches, and pre-recorded material.

Training on handling listener interactions, complaints, and community feedback in a compliant and professional manner.

Ongoing mentoring and supervision by experienced compliance staff during live and recorded sessions.

Delivery and Monitoring:

All training will be documented, and completion will be recorded in staff and volunteer records.

Compliance performance will be monitored through observation, feedback, and periodic audits, ensuring that training translates into practice.

This formalised training framework ensures that everyone involved in the service understands their regulatory responsibilities and is equipped to operate in accordance with Ofcom rules, safeguarding policies, and the service's community-focused objectives.

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

Yes, the compliance training described in response to Question 4.4 will be mandatory for all staff and volunteers who are directly involved in the operation of the service. This includes presenters, producers, technical staff, and anyone participating in content creation, live programming, or community engagement activities.

Staff and volunteers not directly involved in broadcasting or editorial decision-making (for example, administrative or support roles) will receive tailored training relevant to their responsibilities, ensuring awareness of key compliance obligations, safeguarding, and organisational policies.

This approach ensures that everyone engaged with the service is informed of their responsibilities, understands regulatory requirements, and can contribute to maintaining editorial and operational compliance. Completion of training will be documented and monitored as part of the organisation's governance procedures.

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

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

Affinity Media NE CIC will implement a comprehensive set of systems and procedures to ensure that all programming, including live broadcasts, complies with Ofcom's Broadcasting Code and other relevant rules. These systems combine

preparation, monitoring, and real-time intervention to maintain editorial standards and protect the public.

Pre-Broadcast Preparation:

Presenter and Guest Briefings: All presenters and guests will receive guidance on compliance obligations, including harm and offence rules, impartiality, accuracy, and suitability of content.

Editorial Planning: Programme schedules will be reviewed in advance to identify sensitive topics, provide guidance on appropriate content, and prepare any supporting material or disclaimers.

Training and Mentoring: Presenters and producers will complete mandatory compliance training (as described in Section 4.4) and will be mentored by experienced staff, particularly during early live broadcasts.

Live Monitoring and Real-Time Intervention:

Compliance Oversight: A designated compliance officer or experienced producer will monitor live broadcasts, either in-studio or remotely, to ensure adherence to the Broadcasting Code.

Delay and Switch Systems: Technical systems will allow for the temporary delay of live content or the immediate switching to pre-recorded material if content is deemed non-compliant, preventing breaches from reaching the audience.

Immediate Corrective Action: In the event of a potential breach, the compliance officer will instruct presenters or technical staff to manage the content appropriately, which may include removing segments, issuing disclaimers, or pausing the broadcast.

Post-Broadcast Review:

All live programming will be subject to post-broadcast review, with any issues recorded and analysed. Feedback will be provided to presenters, producers, and contributors to prevent recurrence.

Documentation and Accountability:

Compliance logs, incident reports, and corrective actions will be maintained as part of the organisation's governance procedures.

Regular team meetings will review compliance performance and update guidance in line with Ofcom requirements.

Through these systems, Affinity Media NE CIC ensures that live programming is delivered responsibly, transparently, and in full compliance with the Broadcasting Code, safeguarding both the target community and the wider public.

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

Systems to Ensure Compliance for Pre-Recorded Content

Affinity Media NE CIC will implement robust procedures to ensure that all pre-recorded content, whether produced in-house or obtained from third-party sources, complies fully with Ofcom's Broadcasting Code and relevant regulatory rules.

Content Vetting and Approval:

All pre-recorded material will be reviewed by a compliance officer or experienced producer before scheduling for broadcast.

This review will assess the content for adherence to rules on harm, offence, impartiality, accuracy, fairness, and suitability for the target audience.

Third-party content will be carefully evaluated, and appropriate permissions and licensing will be verified to ensure legal compliance.

Editing and Modification:

Where necessary, pre-recorded material will be edited or modified to remove or mitigate content that could breach compliance requirements.

Disclaimers, context, or content warnings will be added if appropriate to ensure the audience is properly informed.

Scheduling and Playback Controls:

Pre-recorded programmes will be scheduled using broadcast management software with logging features to track content delivery and ensure compliance. Our main studio out is logged and stored as well as each multiplex too

The system will allow for pre-broadcast review, insertion of compliance notes, and real-time control to halt or remove material if unforeseen issues arise.

Training and Guidance:

All staff and volunteers responsible for producing or scheduling pre-recorded content will receive mandatory training on compliance obligations, content review procedures, and editorial standards.

Guidance documents and checklists will support consistent evaluation of all content prior to broadcast.

Record-Keeping and Monitoring:

Compliance logs will be maintained for all pre-recorded content, documenting review, edits, and approvals.

Periodic audits and post-broadcast reviews will ensure that processes remain effective and that lessons are applied to future programming.

Through these measures, Affinity Media NE CIC ensures that all pre-recorded content, including third-party material, is delivered responsibly, meets regulatory standards, and protects both the target community and the wider public.

- 4.7 Please set out how you will ensure the ongoing delivery/compliance of the **on-air** character of service as set out in the Key Commitments. This should be focused on the content you will broadcast on the station.

In your answer, please ensure you include details on each of the following points:

- a) How you will monitor that the character of service is being delivered;
- b) who will be responsible for monitoring this;
- c) how often will they monitor it;
- d) how you ensure this information is published; and
- e) where the information will be published/made publicly available.

Affinity Media NE CIC is committed to ensuring that the on-air character of Affinity Radio, as set out in the Key Commitments, is consistently delivered and maintained. The service will focus on locally relevant content, community engagement, music variety, discussion, and training opportunities, reflecting the needs and interests of the target community.

Monitoring the Character of Service:

Delivery of the Key Commitments will be monitored through regular programme audits, review of schedules, and sample listening.

Programming will be assessed for relevance to the target community, adherence to community-focused objectives, and alignment with agreed output commitments.

Feedback from community members, contributors, and stakeholders will also be incorporated into evaluations.

Responsibility for Monitoring:

The Head of Compliance and the Programme Manager will have primary responsibility for monitoring that the service delivers its stated character.

They will oversee programme review, staff and volunteer adherence to Key Commitments, and feedback analysis.

Frequency of Monitoring:

Monitoring will occur on a rolling weekly basis, with formal audits conducted quarterly to review overall compliance with Key Commitments.

Additional monitoring will take place during special programming, community projects, and workshop outputs to ensure consistency.

Publishing Monitoring Information:

Findings from monitoring activities, including assessments of Key Commitment delivery, will be compiled in a summary report.

Reports will include actions taken to address any areas of non-compliance or under-delivery and recommendations for future programming improvements.

Public Availability:

The monitoring report and summary of Key Commitment delivery will be published on the Affinity Radio website and made available upon request to the community and relevant stakeholders.

Key outcomes will also be shared via social media channels and community newsletters to maintain transparency and accountability.

Through these processes, Affinity Media NE CIC will ensure the ongoing delivery of a locally relevant, inclusive, and community-oriented service, consistent with the Key Commitments, while maintaining transparency and accountability to its target audience.

- 4.8 Please set out how you will ensure the ongoing delivery/compliance of the **off-air** social gain activities as set out in the Key Commitments.

In your answer, please ensure you include details on each of the following points:

- a) How you will monitor that off-air social gain activities are being delivered;
- b) who will be responsible for monitoring this;
- c) how often will they monitor it;
- d) how you ensure this information is published; and
- e) where the information will be published/made publicly available.

Affinity Media NE CIC is committed to delivering the social gain objectives set out in the Key Commitments, including community engagement, skills development, media training, and participation opportunities for residents of Northumberland and the wider North East.

Monitoring Off-Air Social Gain Activities:

Delivery will be monitored through records of workshops, training sessions, volunteer programmes, and community initiatives.

Participation numbers, demographic data, feedback forms, and learning outcomes will be collected to measure impact.

Regular assessment of partnerships and community engagement projects will ensure alignment with social gain objectives.

Responsibility for Monitoring:

The Community Engagement Manager and Head of Compliance will have primary responsibility for monitoring off-air activities.

They will coordinate with workshop leaders, partner organisations, and programme facilitators to collect and review relevant data.

Frequency of Monitoring:

Monitoring will take place continuously, with formal quarterly reviews to evaluate performance against social gain objectives.

Annual assessments will summarise overall effectiveness, outcomes, and areas for improvement.

Publishing Monitoring Information:

Monitoring outcomes, including participation statistics, project reports, and success stories, will be compiled into summary reports.

These reports will document achievements, lessons learned, and actions taken to enhance delivery.

Public Availability:

Reports and summaries will be published on the Affinity Media NE CIC and Affinity Radio websites.

Key findings will also be shared via social media, newsletters, and community meetings, ensuring transparency and accountability to stakeholders and the target community.

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

English

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

N/A

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 influence 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:

KYLE SCOTT

Date of application:

20th July 2026

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

Company secretary / **company director** / designated member (in the case of a Limited Liability Partnership)

You also need to complete the [confidential section \(Part B\) of the application form](#).