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):

Seerah Academy (Radio Seerah)

Proposed service name:

Radio Seerah

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 <u>currently being advertised</u> by Ofcom as shown in the multiplex licence advertisement)

Leicester Digital Partnership CIC

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

Publication date: 1 June 2021

Contents

1. Overview

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

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

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

The purpose of this form

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

1.2   A digital sound programme service intended for broadcast by means of a local or small-scale radio multiplex service requires either a C-DSP licence or a local DSP licence. Ofcom's published guidance notes set out some of the key issues that potential applicants need to consider in deciding which type of licence is suitable for them. In summary, C-DSP services are not run for financial gain and are required to provide social gain. C-DSP licences therefore include strict conditions to ensure that happens, and provide less flexibility than a local DSP licence. However, they do provide access to capacity that small-scale radio multiplex service providers are required to reserve solely for C-DSP services.

1.3   A C-DSP licence will be required even if the same programme service is also provided on any other platforms (e.g. FM, satellite), as separate licences are required for those.

1.4   As noted above, small-scale radio multiplex services will have reserved capacity for C-DSP services. Issue of a C-DSP licence does not, however, guarantee carriage on a small-scale (or local) radio multiplex service. That is a matter for agreement between the C-DSP licensee and the multiplex service provider, and there may be more C-DSP licences issued in a locality than there are reserved slots on the small-scale radio multiplex service. Note that a C-DSP service does not necessarily have to broadcast using reserved capacity. It can use unreserved capacity on a small-scale radio multiplex service or capacity on a local radio multiplex service, again subject to agreement with the multiplex service provider.

1.5   An application for a C-DSP licence will be accepted only once Ofcom has advertised the licence for the small-scale radio multiplex service upon which the proposed C-DSP service is intended to be provided. There is no closing-date by which an application for a C-DSP licence must be submitted (i.e. it can be submitted at any time after the licence for the relevant small-scale radio multiplex licence has been advertised).

1.6   You can find further information about how to determine if a service requires a C-DSP licence in Section 2 of the guidance notes for applicants and licensees.

Provision of information

1.7   Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are 'fit and proper' to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.

1.8   It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

Publication of information about applications and licensed services

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

1.10   In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in Section 2 of Part B of the application form), which may include personal data, on the Ofcom website and/or in other relevant publications. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email (broadcast.licensing@ofcom.org.uk).

1.11   Ofcom considers issued C-DSP licences to be public documents and copies of licences will be made available to third parties on request albeit, other than the Key Commitments which are tailored to the service, C-DSP licences are standard form documents. A brief description of the licensed service will be published on the Ofcom website, along with the Key Commitments which form part of the licence.

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

Data protection

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

Keeping up to date with broadcasting matters

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

1.15   To sign up to receive these communications, you must visit <u>the email updates area of our website</u> 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):

Seerah Academy (Radio Seerah)

2.2   Company registration number stated on Companies House:

08881831

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:

First Floor Room 26 Melbourne Hall, Melbourne Road, Leicester, LE2 0GU

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

Yes

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

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

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

Full name	[See attached agents authorisation letter]
Job title	
Address	
Telephone	
Mobile phone	
Email	

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

https://radioseerah.com/

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

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

> Our funding comes from a combination of grants, donations, on-air advertising and sponsorship, service level agreements with statutory and other non-profit organisations, and fundraising events, such as community festivals. We will not need to apply for any additional funding relating to the C-DSP licence, and anticipate that our regular sources of income will cover the additional costs of the service. Our agreement with Leicester Digital Partnership is for free connection and carriage on the Leicester Multiplex for the life of the licence, which incurs no cost for Radio Seerah.

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
Yusuf Fakirbhai Patel	First Floor Room 26, Melbourne Hall, Melbourne Road, Leicester, LE2 0GU	United Kingdom	None	Machinist
Rahimabanu Sheikh	First Floor Room 26, Melbourne Hall, Melbourne Road, Leicester, LE2 0GU	United Kingdom	None	Teaching Assistant
Ahmed Yusuf Sidat	First Floor Room 26, Melbourne Hall, Melbourne Road, Leicester, England, LE2 0GU	United Kingdom	None	Vehicle Technician

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[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 proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				
Seerah Academy is a company limited by guarantee.				

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

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		

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

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

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

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

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

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

2.15   In relation to each body corporate identified in response to question 2.12, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially

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

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

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

Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	

A body whose objects are wholly or mainly of a religious nature;[2]	Yes	Seerah Academy (Radio Seerah) objects are to 'promote the Seerah and teachings of all the Prophets of God contained in the books of Islam', and is licenced to broadcast content of a religious nature on 1575AM in Leicester (CR101765BA/1).
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

Details of applications, licences and sanctions

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

Yes

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

Licence number	Name of multiplex
CR101765BA/1	Radio Seerah

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

Yes

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[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.

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

Licence number	Name of service or multiplex
CR101765BA/1	Radio Seerah

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

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

Dates licence was held or dates of in-volvement	Licence num-ber (if known)	Name of service or multiplex
2019-Pesent	CR101765BA/1	Radio Seerah
2010-2019		Various RSLs

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

Yes

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

Licence number	Name of service or multiplex
CR101765BA/1	Radio Seerah

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")?

No

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

Licence number	Name of service or multiplex

N/A	

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

   No

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

Licence number	Name of service or multiplex
N/A	

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

   No

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

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

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

   No

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

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

N/A				

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

No

If yes, please provide the following details:

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

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

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

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

Your proposed service and target community

3.1   What is the proposed service name?

Radio Seerah

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.

Leicester Digital Partnership

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

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[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.

First Floor Room 26 Melbourne Hall, Melbourne Road, Leicester, LE2 0GU

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.

CR101765BA/1 Radio Seerah

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

Radio Seerah serves the diverse Muslim and wider community of Leicester. There is a growing community of people of Guajarati, Indian, Pakistani, Bangladeshi, Arab, Somali, Turkish, Pashto and Malaysian heritage living within the Greater Leicester Urban Area. These communities are increasingly dispersed across this area, but they are mainly located in the following neighbourhoods: Spinney Hills, Highfields, St Mathews, Charnwood, Evington, Evington Valley, North Evington, Thurnby Lodge, Belgrave, Leicester City Centre, and Humberstone. The target Muslim population that Radio Seerah serves is approximately 40,000 people. Our programmes are delivered in various languages, including, English, Urdu, Guajarati, Hindi, Bengali, Punjabi, Somali, Arabic, Kerio, Turkish and Pashto. These are culturally diverse communities, many of whom have recently arrived in Leicester, and are therefore not well served by other existing community, commercial or public service media. Radio Seerah aims to provide programmes of a religious, educational and informative nature, in languages and forms that are understood and trusted by the groups we serve. Radio Seerah's experience is that we better serve our listeners by making programmes that are thoughtful, entertaining and interactive for all communities, age ranges, social and economic dispositions, and particular for the Muslim communities.

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.**

> As an existing Community Radio service provider on 1575AM in Leicester, Radio Seerah will incorporate the C-DSP into our existing management and governance processes. The C-DSP will be a simulcast of our existing broadcast service. Radio Seerah is staffed by both paid and voluntary personnel. Alongside the Directors and governors of Seerah Academy, who all serve ten voluntary hours per week towards the operational development of Radio Seerah, there are two paid station manager posts, a volunteer trainee station manager position, and one paid apprentice position. Seerah Academy has been registered as a not-for-profit organisation since 2014. Any funds we generate are, as in previous years, reinvested back into the radio station to ensure that accommodation and studio equipment remains fully operational and well maintained, and that volunteers continue to have access and support for training to produce programmes. The fundraising activities we undertake to support the work of Radio Seerah is used to support running costs, up-grades, maintenance and volunteer workshops, particularly to strengthen our social gains objectives. Accounting procedures have been in place since 2014 to meet all financial measures for a not-for-profit company operating a community radio station, and are regularly reported to Ofcom and published by Companies House.

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.**

Radio Seerah covers the following themes in our programmes: to provide an educational radio service that will be both engaging and interactive for general listeners, and particular for the Muslim communities. We are an established social platform for networking and partnership interests in the Muslim community, and for the residents of the Greater Leicester Area. Radio Seerah promotes education, health and social matters, employability and skills matters, environmental issues, concerns related to crime, as well as domestic issues. We achieve this across the full balance of our programming output, and by using discussion-style programmes themed around locally relevant issues and topics, as are relevant to our listeners. Radio Seerah works towards the development of an accountable form of active citizenship, contributing to social development through discussion between residents and citizens, and through engagement with prominent local leaders. Broadcasting to the Muslim audience needs careful planning as this 'community of communities' is diverse, coming from different ethnicities, cultures, backgrounds, languages, denominations. Each comes with varying needs and cultural reference points. Radio Seerah aims, therefore, to strike a middle ground whereby we play a wide variety of faith related material from all over the world. Radio Seerah's principal social gain is demonstrated in the provision of a full-time community radio service that brings members of the South Asian and wider communities together, creating a greater sense of awareness and knowledge of the diversity and similarity between those co-existent communities. About forty-nine per cent of the population of Leicester is made up of people from Asian, African or Caribbean or mixed-race backgrounds, and about five per cent are white but not British, according to the 2011 Census. We expect this to change with the publication of data from the 2021 Census. Radio Seerah highlights and showcases all the differing organisations and events specific to the Muslim communities in Leicester. We have good working relationships with Leicester City Council, Leicester CCG, NHS Departments, Police, local Mosques and community centres, with whom we work on collaborative projects and provide on air information to the community based on the social needs of our listeners. During the Covid-19 pandemic we provided support for information about public health matters and the vaccine, and we support the provision of information from local GPs and NHS departments to promote better health, to reduce obesity, to promote winter vaccines, diabetes testing, mental health awareness, along with many other public education, health and wellbeing projects.

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

Radio Seerah provides members of our target community with the opportunity to raise their voices on various issues of public concern, particularly around matters that are related to the socio-economic and religious life of residents of the Greater Leicester Area. Radio Seerah supports participation in the civic life of the community by encouraging discussion and debate in our programmes, and by offering opportunities to ask questions directly to representatives from the education, health and police services. Radio Seerah is recognised for its essential role in disseminating public information, minimising misinformation, and by enabling volunteers and listeners to actively take part in dialogue on these issues. Working with our partner organisations, our programmes aim to develop more precise and clear insights into vital matters, such as health, wellbeing, community cohesion, education and inter-faith understanding, so that our listeners can make their own informed decisions. Radio Seerah address both local and national issues in our programmes, though we try to ensure that this is done in a culturally and locally relevant way by involving local specialists and experts in those fields. We run programmes on issues such as legal advice, immigration, law, and housing, to name a few. We include programming, for example, that has an emphasis on women's experience within the Muslim community, discussing how women are affected by job related issues, marital issues, childcare and so on. Radio Seerah is a trusted platform that sits alongside other community and civic organisations in Leicester, and we are able to facilitate accountable discussion of issues relevant to our listeners. Radio Seerah helps our listeners to feel more engaged in the societal fabric and life of Leicester, and builds confidence so our communities use their full potential.

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**.

Radio Seerah is supported by a wide range of community members from all the target communities that we actively seek to serve. This includes all forms of operational and governance roles within the station and academy. The volunteer roles we offer range from the operational roles, including radio presenters and producers, but also admin support, studio managers, publicity and marketing roles, community outreach work, outside broadcasting, technical support, IT support, social media and website support, and so on. We offer opportunities for volunteers to take part in the management and governance of the station by being part of our programming and steering committees, participating in task groups, and as members of the Board of Directors. We recognise the important role that a community radio station plays in providing opportunities for volunteers and community members to gain skills through their involvement with their community radio station, and we ensure that the skills acquisition and learning that volunteers undertake is recognised within the all the activities of Radio Seerah and the Seerah Academy. We are experienced at supporting the personal development of our volunteers and community members, and through Seerah Academy we validate that learning and skills development so that volunteers can gain recognition in their employment or education. In addition, we offer a high level of mentoring and volunteer support, encouraging on-going training of volunteers so they gain the skills that enable them to take on roles of responsibility within the organisation. As well as having community members on the Board of Directors, we encourage volunteers to take part in the administration and governance of Radio Seerah, by involvement with a range of sub committees and task groups, so that they can gain experience of decision making within the station. By encouraging community members to take an active role in the operations and development of Radio Seerah, we are likewise supporting active participation in the communities that Radio Seerah serves.

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**.

Radio Seerah's programmes are geared towards providing music and discussion that has an appeal to our target community. We focus on the aesthetic tastes and interests of our listeners by inviting regular feedback, both in person at associated community events, and through the social media platforms that we use. While Radio Seerah has a focus on the Muslim population of the Greater Leicester Area, we consider it important that we promote integration between communities through our programmes. We therefore use the station as a forum for interfaith dialogue and understanding, with regular programming aimed at bringing partner faith organisations together to discuss topics of general concern to our listeners. As the Covid-19 pandemic has demonstrated, many people are in need of pastoral support and guidance, combined with a general fear of racial and religious division and exclusion. Radio Seerah provides solutions-focussed support to listeners in our programming, with the aim of facilitating positive social and personal benefits, such as mental health awareness and physical wellbeing. Radio Seerah's programmes strengthen the links within, and between, Leicester's diverse communities by provide choices and options to our listeners, who appreciate the practical solutions we discuss in relation to their concerns.

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**.

Radio Seerah has been on air full-time since 2019, and is managed by an experienced senior volunteer team. Before that we were involved in several regular RSL broadcasts observing Ramadan. We have supported and trained a number of organisations and individuals who have gone onto run RSL broadcasts themselves, and we have worked with local authorities and statutory bodies, and other voluntary organisations, to support the Muslim diaspora communities of Leicester through the provision of information. We have also run a number of media training projects for young people, and have formed partnerships with local schools, in which we introduce students to the responsibilities of radio broadcasting. The volunteers within the Radio Seerah have many skills which have been utilised over the years to support our work, not just our broadcasting and programme making work. Our volunteers include people who are solicitors, NHS professionals, Head teachers, web design professionals, presenters and producers. A number of our group have worked with other charitable organisations to support disadvantaged communities. Our management team regularly attend training and development events, such as those run by Ofcom relating to compliance with the Broadcast Code, and the Community Media Association, so we are up to date with the most recent social gain requirements for community radio.

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**.

> Radio Seerah's current volunteers largely come from the local Muslim community that we serve. We encourage people to get involved with the station by asking them to take part in whatever aspect of the station they feel comfortable with. A lack of experience in radio programme making, however, is not a barrier, as we encourage volunteers to participate in the following ways: by being directly involved in interviewing guests, programme presentation, office tasks, liaising with voluntary groups and charities, liaising with schools and youth clubs, and so on. Volunteers are also encouraged to participate via on air promotions, and they are mentored so that as they become more familiar with our social purpose, they can contribute independently to the programming output. In addition, listeners are able contribute by responding to social media messages, completing surveys, replying to e-mail and SMS text messages, or in by person visits to our studio and at events and festivals that we attend. We keep information updated on our website about how to contact the station team, and what roles are available on our management steering committee. The station management team regularly send callouts that advertise for public participation related to specific topics we are covering. The events and activities that we attend in the community are regularly broadcasted, and we encourage other community organisations to provide input into the programming. There are several community groups who have regular programmes on the station. In addition, we have good relationships with local broadcasters with other media groups, media trainers and lecturers from local colleges, universities, and other radio stations. We regularly invite prominent speakers to give lectures and training on a voluntary basis to our volunteers, which we publicise using our social media platforms. Volunteers are provided with regular training in radio production, such as script writing, speech, news reading, editing, and radio production, and voice over work, so they don't need prior experience before making their contribution. Some members of our target community have undiscovered talent, which could be a good voice, reciting, writing, or other creative arts. Radio Seerah provides dedicated programs which seek to discover these talents through various on-air talent and competition programs.

Accountability

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

> We encourage feedback and interaction from our listeners and their representatives via regular daily on-air messages, and we provide contact information on our website and social networking services. We encourage listeners to engage with use via email, telephone, SMS and letter. Our attendance at local and community events, such as civic events, community gatherings and religious events, provide opportunities for face-to-face discussion. We regularly attend events organised by partner organisations, where we talk about the work of Radio Seerah, and where we seek opinions and feedback from listeners. In addition, we have close links with civic and public service organisations, such as local charities and not-for profit organisations, Reaching People and Health Watch Leicester, for example, provide us with feedback from their service users. These organisations help us to obtain a more general picture of our service. We hold regular meetings and training events for our volunteers, and now that the pandemic has eased, we are inviting listeners and representatives from relevant local statutory, charitable and community organisations, including local NHS and public health bodies, to our meetings and broadcast public events. These events are an excellent forum for gathering opinion about our services, which we discuss at our regular management team meetings.

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**.

> Radio Seerah believes that a conversation with listeners and supporters enhances our programmes, and that feedback from our supporters in the Muslim community, and the general community, is an important means for understanding how our service is being received, and whether our social gain objectives are being met. Queries from a member of the public or representative of a public body are acted on by delegated members of our management team, who are trained to provide a timely and appropriate response, which is in line with our published complaints procedure. Most matters that are raised in this way are straightforward and usually require only an acknowledgement or brief explanation. However, where a matter is raised that is more important, or where further action is appropriate, it will be formally considered by the management team. In addition to seeking to resolve the query, we use the experience of providing feedback to learn how to engage more fully with members of our community, and thereby generate further interest and goodwill. Serious matters of a safeguarding nature are be dealt with in line with Radio Seerah's safeguarding policy. Correspondents with Issues related to programming that can't be resolved internally advised to relate their concerns to Ofcom.

Draft Key Commitments

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

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

ANNEX TO LICENCE

LICENSED SERVICE NO   tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
<ENTER THE SERVICE NAME (the on-air name of the programme service as in question 3.1 of this application)**>**	Radio Seerah *is a radio service intended to serve* NOTE: The next 3 headings below are the components of the 'character of service'. **Radio Seerah offers a distinctive service for the diverse Muslim and wider ethnic minority communities within the broadcast area the Greater Leicester Area. Radio Seerah provides locally produced relevant programming, promoting the cultural diversity and aspirations of the target audiences, including the diverse religious beliefs in**		**Leicester**

	Leicester and Leicestershire *"the target community"* by providing access to programme making for people who are affected by health and wellbeing challenges, ensuring there are opportunities for people to broadcast who would not typically take part in radio programming given the range of their social needs. *The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).* *The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:* • *the facilitation of discussion and the expression of opinion,* • *the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and* • *the better understanding of the particular community and the strengthening of links within it.* *Members of the target community shall contribute to the operation and management of the service.* *The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.*		

4. Compliance of the service

About this section

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

- The Ofcom Broadcasting Code

- The BCAP Code: the UK Code of Broadcast Advertising

- The Phone-paid Services Authority Code of Practice

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

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

4.1   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).

Each member of the station management team has experience of developing compliant broadcast content, and have dealt with editorial complaints and questions in their role as senior volunteers. Radio Seerah hosts and facilitates regular training and engagement sessions for volunteers, both in-person and online. Our senior station managers have over ten years community radio training experience, and have supported training for compliance with many varied volunteers, using many different media formats, including broadcast, print and online. Radio Seerah's training is designed to be accessible and memorable, given the diverging needs of our volunteers, so volunteers are encouraged to follow-up with questions and regular planning sessions with more experienced programme volunteers.

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 station manager has over sixteen years' experience presenting and developing community radio programming, running RSLs, and managing Radio Seerah as a full-time community radio station. The station manager also has over seventeen years' experience working as a religious minister. Each member of the station management team has experience of developing compliant broadcast content, and have dealt with editorial complaints and questions in their role as senior volunteers. Each are familiar with the Ofcom Broadcast Code, The BCAP Code and the Phone-paid Services Authority Code of Practice, and have undertaken regular in-house training, online training, and have attended compliance-focussed events facilitated by Ofcom and the Community Media Association. The Station Manager delivers compliance training to all members and volunteers on a regular basis and is supported in this role by other senior members who have worked in Radio and other media industries. Our training sessions are updated regularly to include all new information regarding 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.

> There are five members from the station management team who are responsible for compliance. The team consists of: the station manager, who has overall compliance responsibility; the programming manager, who has day to day compliance responsibility, training responsibility, and ensures all programmes are in compliance with the Ofcom Broadcast Code requirements. Our volunteer support manager ensures that all presenters and volunteers have been trained and suitable informed about their responsibilities for compliance. Between each of these roles they maintain all records of programming planning and output, monitors content, and ensure that responses to programming enquiries are acted on. In addition a senior volunteer looks at the IT systems and broadcast transmission systems to ensure they are well maintained and operate within the parameters of the licence. Lastly, we have a senior volunteer responsible for financial compliance, who ensures that all accounting strictly adheres to Ofcom Codes, works closely with the Seerah Academy accountant, and ensure that all reporting is up to date. The Ofcom Broadcasting Codes are always available and accessible for everyone involved. All presenters are volunteers and are given appropriate compliance training as part of their induction, which includes advising guests about appropriate conduct, and screening pre-recorded and syndicated content for compliance.

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.

> The Station Manager and members of the senior volunteer teams provides training to all presenters and volunteers before they start presenting live programmes. This training includes going through the regulatory rules of the Ofcom Broadcasting Code, BCAP Code and Phones services codes and Radio Seerah guidelines. The training is mainly in-house, but sometimes an outside body is used. Meetings are held with all presenters on a regular basis to provide updates and to address any concerns regarding compliance and other matters that programme teams may have. Radio Seerah has developed a handbook for all presenters detailing the good and bad practices of presenting, and we make use of online resources and training guides provided by associated support organisations, such as the CMA. Regular updates and opportunities to discuss compliance planning issues are made available to all volunteers, and the contract details for the senior station management team are widely circulated. After completion of induction and training all presenters and volunteers are required to confirm, by signing an agreement form, that they understand the regulations of broadcasting and advertising codes.

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.

> As detailed in section 4.4, induction training is mandatory for all new volunteers. Additional training is provided as required depending on the role, but is mandatory for all volunteers that will present on-air. All volunteers must sign our Volunteer Agreement before their role and involvement with Radio Seerah is confirmed. By signing the Agreement each volunteer agrees to abide by the rules and values of Radio Seerah, including amongst other things, to comply with the Broadcasting Code, other legislation and station policies.

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.

> Only experienced presenters are permitted to undertake live broadcasts by themselves, and with the authority of the station manager, who will take a decision having reviewed the presenters training record, experience and other aspects of the presenter's development needs. Initially, this will be under the supervision of a more experienced presenter. The station manager will make checks to ensure that the presenter understands the requirements of the Broadcasting Code, and understands how to deal with problems that might occur when on-air, including compliance breaches and the actions of guests.

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.

> Music and pre-recorded features may only be loaded into our playout system by the station manager, or by an experienced volunteer, following compliance checks. Only a small number of experienced presenters are permitted to use their own music collections and their shows are closely monitored by the station manager for compliance with the Broadcasting Code and station policies. Some programmes and features are produced by outside sources, for example syndicated shows. We only schedule shows from reputable and reliable sources, however, series and shows of this nature are reviewed by the programme manager before we agree to broadcast them. All volunteers must sign our Volunteer Agreement before their role and involvement with Radio Seerah is confirmed, which includes both live and pre-recorded programming checks. By signing the agreement each volunteer consents to abide by the rules and values of Radio Seerah including, amongst other things, to comply with the Broadcasting Code, other legislation and station policies.

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

> The Radio Seerah station manager is responsible for ensuring that compliance with our Ofcom Key Commitments is kept. Compliance with these commitments is reviewed at station management meetings, and a written summary is included within our annual report and accounts, which is made publicly available on our website. News stories about our activities are published on our website and social media accounts. Selected features are retained within our website archive to demonstrate how we have fulfilled our commitment to public engagement with religious programming, education and wellbeing programming, and to our wider social gain commitments.

4.8   Please set out how you will ensure ongoing compliance with your Key Commitments that relate to the station's off-air social gain activities, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

> The Radio Seerah station management team are responsible for ensuring that compliance with our Ofcom Key Commitments is kept. Compliance with these commitments is reviewed at directors meetings, and a written summary is included within our annual report and accounts, which is made publicly available on our website. News stories about our activities are published on our website and social media accounts. Selected features are retained within our website archive to demonstrate how we have fulfilled our commitment to health and wellbeing programming and to our social gain commitments.

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

> English, Urdu, Guajarati, Hindi, Bengali, Punjabi, Somali, Arabic, Kerio, Turkish and Pashto.

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.**

> Many presenters are fluent in English as a second language, and Urdu, Guajarati, Hindi, Bengali, Punjabi, Somali, Arabic, Kerio, Turkish and Pash-to as a first language. We are experienced at providing multilingual support to volunteers and programme makers, who may need additional clarification of terms and specific references to cross-cultural expressions.

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 t**he form.**
>
> The person authorised to make the declaration on behalf of the applicant must print their name and must be one of the following:
>
> * A director of the company or the company secretary where the applicant is a company.
>
> * A designated member where the applicant is a Limited Liability Partnership.
>
> The declaration must also be dated.

5.1   I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.

5.2   I further declare and warrant:

a)   that I am not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under Section 145 of the Broadcasting Act 1996;

b)   that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests; and

c)   that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and

d)   that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.

5.3   I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influ-

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

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

Rob Watson

Date of application:

30th March 2022

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

designated agent (see accompanying letter)

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