

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):

Bridge Radio Limited

Proposed service name:

BRFM DAB

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)

Medway and Swale

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

Karen Murray, BRFM Bridge Radio Ltd, c/o East End House, Oak Lane, Minster, Isle of Sheppey, Kent. ME12 3QR. 07807653425, office@brfm.net

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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 propriety to hold a C-DSP licence.

Before completing this section of the form, you should read [Ofcom's guidance on the definition of 'control' of media companies](#). Throughout this section, "control" has the meaning it is given in Part I of Schedule 2 of the Broadcasting Act 1990.

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

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

Applicant information and contact details

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

2.2 Company registration number stated on Companies House:

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:

2.4 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	Linda Murray
Job title	Director / Company Secretary
Address	63 Scoccles Road, Minster, Isle of Sheppey, Kent. ME12 3RU
Telephone	01795 580998
Mobile	07785268064
Email	lin@murraytugs.com

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

www.brfm.net

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 funded by on air Advertising and Sponsorship. Donations made to the station could also contribute to the financing. Any grants will be specifically applied for for individual projects and therefore not directly funding this service. The station does not directly apply to political or religious bodies for funding.

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
Linda Murray	63 Scoccles Road Minster on Sea Isle of Sheppey Kent ME12 3RU	United Kingdom	Director - Marine Services Business	Semi - Retired
Nicholas Murray	East End House Oak Lane Minster on Sea Isle of Sheppey Kent ME12 3QR	United Kingdom	Director – Marine Services Business	Semi - Retired
Keith Baldock	12 Gaze Hill Ave Sittingbourne Kent ME10 4SH	United Kingdom		Retired

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				
N/A				
N/A				
Comments				
No persons with shares or significant control.				

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
N/A

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
Cr-107 BRFM Bridge Radio Ltd	Will be sited on Medway and Swale Multiplex (Minster Site) if successful application.

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
CR -107	BRFM Bride Radio Ltd

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
2006 to date	Cr-107	BRFM Bridge Radio Ltd

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
CR-107	BRFM Bridge Radio Ltd

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
CR-107	BRFM Bridge Radio Ltd

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".

All Directors of BRFM Bridge Radio Ltd are fit and proper to hold a licence and will continue with FM and DAB should it be granted.

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?

BRFM DAB

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.

Medway and Swale

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

BRFM Studio, East End House, Oak Lane, Minster on Sea, ME12 3QR

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.

- 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.

95.6 BRFM - CR000107

- 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 is the general adult population (35+) residing in the Medway Unitary Authority and the Borough of Swale, which is the service area of the Medway & Swale small-scale DAB multiplex.

The community is primarily defined by a shared need for hyper-local information and social cohesion. They are reliant on the service for real-time traffic and travel updates concerning the M2/A2 and Sheppey Crossing. The programming serves their interest in accessible local governance news (covering both Medway and Swale Councils) and provides a vital platform for local charities and community groups to achieve social gain. The music format is tailored to their preference for Adult Contemporary classics, establishing the station as a trusted companion for the local community.

- 3.6 How will you ensure that your proposed C-DSP service is run on a not-for-profit basis? Please give details of specific measures or arrangements in place to ensure this, and how any profit will be wholly and exclusively used for securing or improving the future provision of the service, or for the delivery of social gain. **Answer in fewer than 400 words.**

The commitment to running the BRFM C-DSP service as a not-for-profit entity is guaranteed through a combination of legal structure, financial restrictions, and governance accountability, as mandated by Ofcom's licensing requirements.

The most fundamental assurance is that the applicant body, Bridge Radio Limited/BRFM, is constituted as a non-profit distributing body corporate. The station's governing documents (Articles of Association) explicitly state that the organisation has no shareholders, and its primary object is the delivery of social gain to the Medway & Swale community through broadcasting. Consequently, the Articles prohibit any revenue surplus from being distributed to directors or members. Instead, any profits must be reinvested entirely back into the service for development, training, equipment, and covering DAB carriage costs.

Financially, the service is subject to strict Ofcom limits on the income generated from on-air advertising and sponsorship. This regulatory condition ensures that the majority of the station's funding is sourced from non-commercial avenues, such as grants, fundraising, the Community Radio Fund, and donations. All revenue is used strictly to cover operational costs and to achieve the service's defined Key Commitments and Social Gain objectives for the community.

Finally, accountability is ensured through regulatory oversight. The Directors and officers are subjected to Ofcom's "fit and proper" test, and BRFM is required to submit annual financial and social gain reports to Ofcom. This provides an ongoing mechanism for regulatory review, guaranteeing transparency and adherence to the non-profit mandate dedicated to serving the Medway and Swale community.

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 BRFM C-DSP service will bring significant Social Gain to the Medway & Swale community, which is a core requirement for a Community Digital Sound Programme licence. This benefit is realized through comprehensive communication, community platform provision, and local skill development.

The service directly addresses the lack of dedicated, hyper-local media serving both the Medway Towns and the Swale Borough simultaneously. It provides essential Local Communication and Information Utility by delivering timely, dedicated news bulletins focused on the activities of the Medway Council and Swale Borough Council, as well as local health and safety matters. Crucially, it provides a vital public utility service by offering real-time, frequent traffic and travel updates specific to key commuter routes, including the M2, A2, and the Sheppey Crossing, promoting safety and efficiency for local workers and commuters. Furthermore, dedicated airtime will be allocated for Public Service Announcements (PSAs) covering emergency alerts and public health campaigns.

The service acts as a unifying platform through Community Cohesion and Voice Platform features. It provides a democratic space for local charities, non-profit organisations, schools, and community groups to promote events, appeal for volunteers, and discuss local issues, often provided free or at minimal cost. This strengthens the local social fabric and helps promote local identity by featuring interviews with local figures, musicians, and artists, celebrating the culture unique to Medway and Swale. It also runs programmes that facilitate public debate and feedback on local governance, promoting active citizenship.

Finally, BRFM is deeply committed to Education, Training, and Skill Development by using its infrastructure to develop local talent. It provides extensive, structured volunteering opportunities for local residents of all ages, offering hands-on, vocational training in areas like broadcast presentation, news gathering, studio engineering, and digital content creation. This helps individuals gain marketable media skills, build confidence, and improve their employability within the Medway & Swale area, while also providing a positive environment for youth development.

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

The BRFM C-DSP service will facilitate discussion and the expression of opinion across the Medway & Swale community through dedicated, interactive speech programming and accessible communication platforms.

The primary mechanism will be live, presenter-led programming that actively encourages audience participation. This includes regular phone-in segments, text message/WhatsApp interaction, and social media engagement, providing immediate, low-barrier channels for listeners to share their perspectives on local matters.

The content will focus on topics of high local relevance, particularly those involving the Medway Council and Swale Borough Council decisions, community safety, local infrastructure (e.g., Sheppey Crossing, A2 traffic), and public health initiatives. By featuring local civic leaders, politicians, and community experts for interviews, the service will provide a platform for informed debate and allow residents to directly question or comment on local policy.

This commitment ensures the service acts as a true community forum, amplifying diverse local voices and strengthening civic dialogue within the Medway & Swale area.

- 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.**

BRFM will ensure members of the Medway & Swale target community can gain access to the facilities used to provide the service and receive training through a structured, multi-faceted approach focused on accessibility, open recruitment, and structured skill development.

Access to Facilities

Access will be facilitated to minimise geographical barriers across the Medway and Swale area. The core studio facilities are maintained at an accessible location within the primary service area (Swale/Isle of Sheppey). The station will use internet-based technology to allow audio contribution from approved community hubs or volunteers' homes. BRFM maintains an open recruitment policy that is actively promoted across the Swale area through both on air and online advertising. Furthermore, access to the studios will be scheduled flexibly to accommodate volunteers who are working, studying, or have family commitments, including evening and weekend slots, ensuring maximum community participation.

Structured Training and Skill Development

Training is a core component of the station's Social Gain commitment and will be delivered systematically to build competence and confidence. All new volunteers undergo a mandatory induction covering safeguarding, studio etiquette, and an overview of the station's mission and technical systems. Training is then offered in structured tiers, allowing volunteers to progress from basic operational skills to advanced production techniques. Tier 1 (Basic Operation) focuses on the core tools, such as using the mixing desk, the station's playout system, and compliance rules for live and recorded speech, ensuring basic self-sufficiency for presenting shows. Tier 2 (Production Skills) covers digital audio editing, news gathering methodology, field recording, and remote interviewing techniques. Tier 3 (Advanced Skills) focuses on programming strategy, digital marketing, and the technical aspects of equipment maintenance. This training is delivered by experienced volunteers and professionals. Volunteers who successfully complete modules will receive documentation of their training, which can be an asset for their CVs and future employment prospects in the Medway and Swale area, as well as further afield. This comprehensive approach ensures that community members cannot only access the facilities but also possess the necessary skills and confidence to utilise them effectively, thereby directly contributing to local employability and civic participation.

- 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 BRFM C-DSP service will actively provide a better understanding of the target community and strengthen internal links within the Medway & Swale area through dedicated, interactive programming and deep local engagement.

The service provides better understanding by hosting interviews and features from a wide cross-section of the population, including local groups and business leaders, to reflect the diversity of opinions and experiences across the large multiplex area. Crucially, by providing dedicated news coverage of the local area and hot topics within it, the station helps residents in one area understand the key developments occurring in another, fostering a collective awareness of regional governance.

Links will be strengthened by facilitating direct communication through live phone-ins, interactive polls, and social media integration, enabling dialogue between residents and decision-makers on local issues. The service also promotes collective action by dedicating substantial free airtime to local charities and community appeals, helping to link groups and individuals across geographical boundaries for shared social gain initiatives.

- 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.**

BRFM has been operating as a community asset for nearly 20 years, with a highly diverse range of presenters and volunteers from many socioeconomic backgrounds. Many have formed highly relevant local links within the community or have gone on to higher-level positions within the commercial and charity markets. BRFM thrives on developing those who take part in presenting shows and rely on learnt experience to deliver hyper-local, dedicated content.

At the time of this application BRFM are in the process of applying for their next FM licence which will see them carrying on the community work they do for the next ten years.

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.**

BRFM does not operate with a traditional Management structure; instead, members of the volunteer team often perform a wide range of tasks, providing management support in addition to their duties. The operation of BRFM is sufficiently stable, as direct day-to-day management is performed by a single paid member of staff, with support from other volunteer positions.

Accountability

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

BRFM provides direct methods of contact with the station, including Telephone, Email and a contact form on our website. Direct participation through several high-profile "Roadshow" operations at key events within the area we serve allows the target community to talk to us directly, which is then fed back into our programming decisions. We also undertake listener surveys to judge how the station is perceived by the local community.

- 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.**

BRFM take a proactive approach to handling suggestions and/or criticism of our service, with volunteer staff and directors acting to respond to all communication of this type within a timely and GDPR compliant manor, all comments are considered on their own merit, and decisions may be taken to adjust programming dependant on the perceived level of risk to the station brand and its effect on the local communities we serve.

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	BRFM
Service Description	<p>BRFM</p> <p>The target audience comprises the general adult population (35+) of all socioeconomic backgrounds.</p> <p>The target community can be identified as the community who reside within the borough of Swale and the Medway Unitary authority area who can be identified by their interest in forging strong links to their community, their civic interest, dependence on local infrastructure and have a desire to extend community cohesion to other community groups</p> <p>The purpose of the BRFM C-DSP service is to provide hyper-local news, essential travel utility, and community cohesion across Medway & Swale. Its functions include broadcasting Adult Contemporary music and facilitating civic engagement and social gain through local news reporting and community group promotion.</p> <p>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).</p> <p>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:</p>

	<ul style="list-style-type: none"> • 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. <p>Members of the target community shall contribute to the operation and management of the service.</p> <p>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</p>
Transmission Schedule	24/7
Multiplex	Medway and Swale Small-Scale

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).

Mr Keith Baldock has been compliance officer for BRFM Bride Radio Ltd since 2006, No training was given but he has achieved and worked closely with staff to ensure content complies with the relevant regulatory codes and rules.

- 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.

Past compliance contact, in the first instance, goes to Mr Keith Baldock. From there if there are any issues to follow up, he works closely with the station manager and studio manager (if needed) to investigate and compile information needed to resolve any issue. January 2023, a compliance request from the Ofcom standards team was received and Mr Baldock forwarded the request. Audio and correspondence were collated and sent back. (Complaint not upheld)

- 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.

Director – Compliance officer, initial compliance request received – passes to Station Manager
Station Manager – working with compliance officer and if needed the studio manager, the request is investigated and audio collected if needed for investigation. Station Manager corresponds with original compliance contact and follows up if any further information is needed.
Station Manager & Studio Manager – day to day running of presenters and on-air content observed. One to one training and work experience are informed of regulations and Key Commitments of station from day one.

- 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.

All volunteers (including trainees) are shown regulatory guidelines and are given a presenter pack which includes the stations Key Commitments and Memorandum and Articles of Association. This also includes a Staff structure and their contact details. All volunteers are made aware of what on air content is acceptable and procedures should something happen by accident.

- 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.

All volunteers receive on air training and are made aware that there is a structure in place for compliance. Initial compliance procedures are the responsibility of Director/Compliance Officer, Station Manager and Studio Manager.

- 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.

The day-to-day broadcasting scheduled is set by the Station Manager, ensuring anything explicit isn't programmed and all Key Commitment Features are in place each day. The Studio Manager is available for presenter/guest help and advice should anything non-compliant happen and all volunteers are taught the procedure and who to report it to should the need arise.

- 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.

All content pre-recorded in house is checked before broadcasting. All outsourced pre-recorded content is provided by volunteers with extensive experience in radio broadcasting. They are aware of Ofcom rules and broadcasting codes and are only broadcast in the evenings out of the live on-air hours. Should any concerns be raised the content is taken off air and complaint made to original provider.

- 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.

Every show is scheduled with Key Commitment features and presenters inform studio and station managers of new content and interviews they will be inserting. All broadcast audio is recorded (as per regulation) and additional publicising of interviews can be found on social media and listen again. The day to day running and broadcasting is monitored by the studio Manager and if any actions are required, it is dealt with by the station Manager. More information can be found on the website which includes individual shows, local events and complaints procedures if needed.

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.

Off air social gain is monitored via the interaction with our social media sites and the community roadshows attended. Community interaction is a mainstay for the station and an increase in requests for public events to be attended backs up the broadcasting content. All information of events are made available on the website and social media sites. The Social media sites are monitored as to content and interaction and feedback to presenters if needed is given.

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.**

All members are fluent in English as a first language and content will comply with Ofcom's codes and rules.

5. Declaration

About this section

This form must be submitted by the applicant named in response to question 2.2. An agent may not sign the form.

The person authorised to make the declaration on behalf of the applicant must print their name and must be one of the following :

- A director of the company or the company secretary where the applicant is a company.
- A designated member where the applicant is a Limited Liability Partnership.

The declaration must also be dated.

- 5.1 I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- 5.2 I further declare and warrant:
- a) that I am not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under Section 145 of the Broadcasting Act 1996;
 - b) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests; and
 - c) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
 - d) that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- 5.3 I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might 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:

Linda Murray

Date of application:

01/03/2026

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](#).