



# Community Digital Sound Programme (C-DSP) licence

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## Application form – Part A (public)

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

The Panjabi Centre Ltd

Proposed service name:

Desi Radio

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)

West London

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

Ajit Singh Khera, The Panjabi Centre, 30 Sussex Road, Southall, UB2 5EG,  
info@desiradio.org.uk

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# 1. Overview

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

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

If you encounter any issues using these forms, please contact [broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk).

## The purpose of this form

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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

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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

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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](mailto: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

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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

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

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

## 2. Applicant's details

### About this section

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

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

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

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

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

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

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

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

### Applicant information and contact details

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

The Panjabi Centre Ltd

2.2 Company registration number stated on Companies House:

03387854

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:

30, Sussex Road, Southall, UB2 5EG

- 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	Mr Ajit Singh Khera
Job title	Director
Address	30, Sussex Road Southall UB2 5EG
Telephone	020 8574 9591
Mobile	07466773580
Email	info@desiradio.org.uk

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

www.desiradio.org.uk

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

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

Desi Radio has been on air since 2002 and broadcasting on 1620 AM. Desi Radio generates income through advertising, fundraising events, donations and grants. We do not receive or intent to receive any funding from political or religious organisations.

## 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 <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Ms Amarjit Kaur Khera (Chair)	30, Sussex Road, Southall, UB2 5EG	UK		
Mrs Jain Sidhu (Secretary)	30, Sussex Road, Southall, UB2 5EG	UK		
Mr Benjamin Schofield (Treasurer)	30, Sussex Road, Southall, UB2 5EG	UK		
Mr Manjinder S Chahal (Director)	30, Sussex Road, Southall, UB2 5EG	UK		
Mr Ajit S Khera (Director)	30, Sussex Road, Southall, UB2 5EG	UK	City West Digital Ltd Dunscrest Ltd Sworsdhine Ltd	
Mr Kulvant Singh (Director)	30, Sussex Road, Southall, UB2 5EG	UK		
Mr Jasvir Singh (Director)	30, Sussex Road, Southall, UB2 5EG	UK		

- 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.

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

2.10 N/A

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



- 2.11 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
City West Digital	105 Birkbeck Road, Beckenham BR3 4SR

- 2.12 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

- 2.13 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		

- 2.14 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		

- 2.15 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		

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

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

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

### Involvement of the applicant in specified activities

2.17 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; <sup>2</sup>	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	

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

### Details of applications, licences and sanctions

2.18 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
CR000061	Desi Radio 1602AM
DP102995BA/1	Desi Radio – London Trial Multiplex

2.19 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
CR000061	Desi Radio
DP102995BA/1	Desi Radio – London Trial Multiplex
Not Known	Various RSLs

2.20 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
2002	CR000061	Desi Radio

2.21 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
CR000061	Desi Radio
DP102995BA/1	Desi Radio – London Trial Multiplex

2.22 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
CR000061	Desi Radio

2.23 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

- 2.24 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

- 2.25 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

- 2.26 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

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

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

N/A





# 3. The proposed service

## About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. Holders of an existing analogue community radio licence to be a simul-cast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

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

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

## Your proposed service and target community

3.1 What is the proposed service name?

Desi Radio

3.2 On which radio multiplex service do you intend to broadcast? If the relevant radio multiplex licence has not yet been awarded, please state the name of the area that the multiplex service is intended to cover, as defined in the multiplex licence advertisement.

West London – SS DAB – City West Digital

3.3 Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 3.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).<sup>3</sup>

The Panjabi Centre Ltd, 30, Sussex Road, Southall, UB2 5EG

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

- 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.

CR000061

- 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.**

Our target audience is the Panjabi speaking people in west London, providing for different faith communities, nationalities and ages.  
Desi Radio aims to encourage, promote and develop a sense of community among Panjabi people by breaking barriers of religion, cast, politics and gender.  
The aim is also to raise awareness of Panjabi language and culture through the provision of a community broadcasting service and access to facilities for learning, education, production and cultural events. Desi Radio is a project of the Panjabi Centre, a cultural centre based in Southall, established in 1997.

- 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 Panjabi Centre as a charity has been registered since 1997. Our accounts have been certified by chartered accounts on a yearly basis.  
We have a total of fourteen members who operates the Panjabi Centre. Any money that is spent is authorised by any two directors at one time.  
All profits are solely for the running of the Panjabi Centre/Desi Radio.

## 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 service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

Desi Radio plays a vital role in keeping the Panjabi culture and language alive which is practised daily, and the station is effective in bringing people together because of its inclusive and diverse community involvement. The importance of non-sectarian approach is emphasised, in particular the inclusion of Panjabi speakers from Sikh, Christian, Hindu and Muslim communities. The inclusive approach is seen as a strength in comparison to some other radio stations that also carry Panjabi language and music.

The facilitation of discussion and the expression of opinion.

We provide in house training to new volunteers to make programs and to present live on air.

Our training provides the volunteers to develop new skills, build their self-esteem, learn to socially engage with other volunteers and the members of the community. The better understanding of the particular community and the strengthening of links within it.

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

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

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

Every Sunday we hold two hours of live debate on the radio on a specific subject. We also have live interviews with guests such as Politicians, Doctors, Solicitors, Mental health experts, HMRC officers, Police officers, promote new artists, poets, and Film producers etc to provide information and open the telephone lines for our audience to participate.

- 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.**

The Panjabi Centre is open to the public for radio training purposes. We train people to present on Desi Radio.

Our target audience participate through the phone lines, WhatsApp message service, emails and drop in. Our centre is open seven days a week from 7am till 6pm.

We hold public events throughout the year where members of community come in to participate.

We hold Dinner and Dance parties twice a year where about four hundred people participate in each function.

In summer we organise the festival of *Teeyan* which is women and children only event. This is held on consecutive four Saturdays in open field where women come to sing and dance.

- 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.**

Through our programming and music, we attempt to break barriers of religion, gender, cast and political divisions.

Our shared collective history and our music plays a big roll to rediscover our collective past and memories.

- 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.**

We obtained grants from the Social European Fund to provide media training.

We still provide regular training in the Panjabi Centre for new presenters. We collected stories on women's life from childhood which were published in a book form and recorded. The title of the publications was "Songs of Separation". And the book was launched in the House of Commons. We also did a project on "Phulkari" (Punjabi traditional weaving and needlework) Phulkari embroidery includes the depiction of animals and geometric forms in addition to flowers. We organised an exhibition of Punjabi Cultural artefacts at the Dominion Centre in Southall. This exhibition was attended by member of the community and school children.

A group of women from the Panjabi Centre attended a project Erasmus+ in Cyprus, Austria and UK. Erasmus+ project "*Speaking Out Loud!*" was aimed at building the capacities of women who are involved in community media (volunteers as well as staff members).

We raise awareness of our common history, geography, literature, song and dance to overcome our barriers and create a more integrated and cohesive Punjabi community.

## Participation

- 3.12 How do you propose to ensure that members of your target community(ies) are given opportunities to participate in the operation and management of the service? **Answer in fewer than 400 words.**

All our members and management team are from the local community. Our presenters are also from the local community, and we provide them the radio training and support them to present programs on air.

## Accountability

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

We get people to come to the Panjabi Centre which is in the heart of the community and is open seven days a week from 7 am till 6 pm or they can call in the reception or studio to give their suggestions and raise their concerns.

- 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.**

We have Desi Radio management team that operates daily from the Panjabi Centre premises.  
We have Directors and Members meetings in which decisions are taken as regards to the matters relating to our management and people's suggestions from the public.

## 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	Desi Radio
Service Description	<p>Desi Radio intends to serve the Panjabi community in West London.</p> <p>Our radio service will provide news, information, education and entertainment in our local area for the Panjabi speaking community.</p> <p>Our service will provide our Panjabi speaking community with a voice.</p> <p>We provide a live service from 7 am till 6 pm every day.</p> <p>The Panjabi Centre /Desi Radio confirms that the radio station will continue broadcasting to the West London Panjabi community through the delivery of Panjabi music and Panjabi language speech programs.</p> <p>We will continue to promote both a better understanding among, and cultural links with, our target audience - the Panjabi community.</p> <p>We will promote the inclusion of disadvantaged groups and offer training to those not engaged by the station formally.</p> <p>Our programs will continue to facilitate discussion as well as the expression of opinion.</p> <p>Integral to our structure is the assurance of accountability while members of our target community continue to contribute to the operation of the service.</p> <p>We will achieve the above through two planks. One through the day-to-day operation of the radio station Desi Radio, and two through the activities of The Panjabi Centre a charitable organisation formed 1997. The radio station is a project of The Panjabi Centre and as such the radio station is the conduit that</p>



	<p>allows The Panjabi Centre to provide outreach and undertake its charitable work.</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 because 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 doing so, shall achieve the following objectives:</p> <p>The facilitation of discussion and the expression of opinion.</p> <p>We provide in house training to new volunteers</p> <p>Our training provides volunteers to new develop new skills, build their self-esteem, gain confidence, socialising skills, and learn to socially engage with the community.</p> <p>The better understanding of the particular community and the strengthening of the facilitation of discussion and the expression of opinion.</p> <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	<p>West London – SS DAB – City West Digital</p> <p>&lt;ENTER THE RADIO SERVICE MULTIPLEX SERVICE (as per the licence advert): as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on&gt;</p>

# 4. Compliance of the service

## About this section

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

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Regulation of Premium Rate Services Order

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

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

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

The Compliance Officer's knowledge of compliance derives from experience of the regulatory codes applicable to our current Desi Radio AM, together with understanding all other regulations and codes of practice. The Directors also have regular meetings and read Ofcom emails and discuss any changes to the regulation codes applicable to our Desi Radio service.

- 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.

As above in 4.1

- 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.

Our Compliance Officer is our Programme Controller (currently Ajit Singh Khara who has been in this role since 2002). Our Assistant Programme Controller

monitors live programmes as they are transmitted. Our Technical Supervisor/Office Manager, who is in day-to-day control of the studio and works with our presenters, also monitors the programme output throughout the day. Other members of the core team also monitor the output throughout the day, either in the office or whilst working at home. They are all up to date with Ofcom regulatory requirements. Our presenters provide us with the feedback where they believe there could have been an issue that the senior team should investigate further.

- 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.

New and current presenters receive regular compliance training from the Compliance Officer and team. New presenters receive compliance training as part of their onboarding and are encouraged to come and ask questions during their probation period. Files are kept in the office and studio containing relevant information and updates. Presenters are expected to familiarise themselves with the content of the files and note changes. The programme team, monitoring the live output and will provide feedback to presenters if there are any concerns. New presenters always have an experienced person with them in the studio for the first few shows to ensure that they are comfortable in a live, on-air situation. Interviews and phone ins are only carried out by the most experienced staff.

Desi's success in applying these measures and be seen by our record over more than 20 years on air.

- 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.

The training mentioned will be mandatory for all staff and volunteers involved in live on-air content. Although Desi voice tracks at certain times, there are no pre-recorded shows or external content that needs to be complied.

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).

- ) 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.

As mentioned in previous answers, Desi Radio provides full and rigorous training before presenters are allowed on air followed by regular updates to ensure that live presenters are fully aware of their responsibilities. All live shows are monitored by senior staff during transmission. Guests are researched and fully briefed before going on air, so that our producer knows their likely responses before they enter the studio.

We are fully aware that even with the best planning and training, things can go wrong during live shows and producers and presenters are aware of what remedial action would be appropriate in such a situation.

- ) 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.

N/A

We produce all our content in house and, other than voice-tracked content, all content is live.

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.

- ) Our programmer controller, Ajit Singh Khera, and assistant programmer, Anita Matharoo, are responsible for presenter recruitment and training and each show has a theme that is in tune with Desi's key commitments. Music and content are related to each show style in the schedule and each scheduled show is designed to deliver the Key Commitments over the course of the day.
- ) Our staff member Amar Bhandari monitors the output on the radio, and we take immediate action if any of the Ofcom codes are violated if Key Commitments are not being delivered. Both Ajit and Amar have been working on Desi Radio station since 2002.
- ) Throughout live broadcast hours. Amar is also responsible for building voice tracked segments.
- ) The schedule has altered little since Desi launched over twenty years ago and daytime programming is stripped across the week, so listeners know what to expect and when. Some specialist Panjabi music shows are broadcast in the evenings and at weekends.
- ) The full programme schedule is available on the Desi Radio website at <https://desiradio.org.uk/desi-radio/>

Desi has been fulfilling its Key Commitments without fail, since launching as a community radio service in the early 2000s.

- 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.

- a) The Directors of the Panjabi Centre are committed to ensuring that all social gain activities are delivered as per Desi's promise. Regular board meetings include planning and ensuring delivery of activities
- b) The Directors of the Panjabi Centre monitor this as Desi Radio is the arm of the organisation required to deliver activities on behalf of the Centre, which is at the heart of the Panjabi community in west London (the biggest Panjabi community in Europe).

- c) Monitoring is continuous with some events based around fixed Panjabi dates/festivals and some, like social events, slated to happen a minimum number of times a year. Training is carried out as and when required so that new blood is always available to the team. Training for women is prioritised as they have often been underrepresented in the community and young people are also encouraged.
- d) All training and social gain activities are promoted on air on Desi Radio
- e) As well as on air coverage of social gain and training activities, Desi's close connections with the local community enable details to be spread quickly as well as information being available in the Panjabi Centre itself.

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

Panjabi and some 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.**

Four members who are both fluent in Panjabi and English

# 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:
- ) 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;
  - ) 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
  - ) 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
  - ) 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:**

AJIT SINGH KHERA - DIRECTOR

**Date of application:**

28 May 2025

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](#).**