

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):

Welwyn Hatfield Radio LTD

Proposed service name:

Welwyn Hatfield 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)

South Hertfordshire

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

Welwyn Hatfield Radio LTD. 2 Wren Wood, Welwyn Garden City, Hertfordshire, AL7 1QG.
01707 527331. hello@welwynhatfieldradio.com

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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 ap-

plying 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):

Welwyn Hatfield Radio LTD

2.2. Company registration number stated on Companies House:

13489527

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 Wren Wood, Welwyn Garden City, Hertfordshire, AL7 1QG

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

Yes

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

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

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

Full name	Joshua Hornsey
Job title	Managing Director
Address	2 Wren Wood, Welwyn Garden City, Hertfordshire, AL7 1QG
Telephone	01707 332102
Mobile	07710 577331
Email	josh.hornsey@welwynhatfieldradio.com

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

<https://www.welwynhatfieldradio.com>

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

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

Director's donation for the first year of broadcasting, alongside advertising revenue & local business donations to reduce the amount of director's donations needed & to continue past the first year. No income will be generated from political organisations or religious bodies.

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	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Joshua Hornsey	2 Wren Wood, Welwyn Garden City, Hertfordshire, AL7 1QG	United Kingdom		Stage Crew - Trafalgar Theatre
Alan Pleasants	2 Wren Wood, Welwyn Garden City, Hertfordshire, AL7 1QG	United Kingdom	Trustee - Diverse FM Trustee - Luton and Dunstable Hospital Radio (ceased broadcasting and closing of charity in progress)	Sales Manager - Champers Wholesale
Aidan Kirwan	2 Wren Wood, Welwyn Garden City, Hertfordshire, AL7 1QG	United Kingdom		Operations Manager - Shaw Trust

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

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

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

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

Full name of the entity	Address
N/A	

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

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

Full name of the entity	Address	Affiliates
N/A		

Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		

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

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

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

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

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

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

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

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

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



Involvement of the applicant in specified activities

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

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

2.17.

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?

No

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

Licence number	Name of multiplex

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

No

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

Licence number	Name of service or multiplex

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

Yes

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
2001 - Present	CR000089	Diverse FM
2000 - November 2024	Not known	Luton & Dunstable Hospital Radio

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

No

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

Licence number	Name of service or multiplex
N/A	

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

No

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

Licence number	Name of service or multiplex

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

No

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

Licence number	Name of service or multiplex
N/A	

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

No

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

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

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

No

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

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

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

No

If yes, please provide the following details:

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

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

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

N/A

3. The proposed service

About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. Holders of an existing analogue community radio licence to be a 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?

Welwyn Hatfield 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.

South Herts DAB

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).¹

3 Firway Close, Welwyn, Hertfordshire, AL6 0RE

¹ 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.

N/A

- 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.**

Welwyn Hatfield Radio primarily serves the residents of Welwyn Hatfield and its surrounding areas, focusing on both geographic and interest-based characteristics to connect with the local community. Geographically, the station's core audience includes the diverse population within the borough of Welwyn Hatfield, as well as nearby regions. This area is rich in cultural diversity, and the station aims to reflect this variety through its programming, ensuring it resonates with the different demographic groups living here.

In terms of community interests, Welwyn Hatfield Radio is inclusive and broad in its appeal. The station's programming caters to a wide range of tastes, combining community-focused content with a diverse mix of music that spans different eras, from the 80s to contemporary hits, as well as lesser-known tracks. This diverse musical selection helps to engage listeners across generations and cultural backgrounds. Additionally, the station offers local artists, musicians, and DJs a platform to showcase their talent, enriching the local music scene and fostering creativity in the community.

Beyond music, the station is dedicated to promoting community engagement and providing information relevant to local life. Welwyn Hatfield Radio acts as an informational hub for local events, news, and initiatives, helping to strengthen community ties and encourage participation in local activities. The station is also committed to outreach and inclusion, providing opportunities for marginalized and hard-to-reach groups, such as NEET (Not in Education, Employment, or Training) young people, unemployed individuals, travellers, and BAME communities. By offering training and radio broadcasting opportunities, the station seeks to build capacity, empower these groups, and help them develop valuable skills.

Overall, Welwyn Hatfield Radio aims to be a community-driven station that reflects the area's diversity, promotes local talent, and fosters civic engagement, ensuring that all voices are heard and that everyone has the opportunity to be part of the station's growth.

- 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.**

Over the past 17 months, the station has been ran as a hobby station with the owners paying privately for the required equipment. We have had some interest in advertising, so are of the impression that we will be able to get enough money to keep the station sustainable . Once the station starts profiting we will use this money to secure another year on air.

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.

Youth & Community Development: We are committed to fostering opportunities for youth and community members through collaboration with local schools and colleges. By holding assemblies and talks about our work, we aim to engage local young people and encourage them to participate, whether by presenting shows, assisting with social media, or contributing to our website. We also offer mentorship and training programs to help build skills and provide pathways to employment in the media industry. Through these initiatives, we hope to inspire local youth to explore new hobbies and gain valuable experience that could lead to future career opportunities.

Collaborating with Charitable Organizations: Welwyn Hatfield Radio is dedicated to supporting local charitable organizations by offering free advertising to raise awareness of their missions. This not only helps nonprofits reach a wider audience but also encourages community involvement and participation in local causes. Through these partnerships, we can highlight key initiatives, mobilize volunteers, and support charitable events, strengthening the community's commitment to social good.

Supporting Local Arts and Music: We provide a platform for local talent, particularly musicians, DJs, and artists, to promote their work and showcase their skills. Many community members aspire to be radio presenters, but opportunities can be limited. By offering a space for people to get involved, we help turn passion into opportunity. What begins as a hobby or part-time involvement often leads to more significant career prospects in media and broadcasting, benefiting individuals and the wider community by enriching the local arts scene.

Promoting Public Events: We actively engage in promoting and participating in local events, acting as a key communications hub for the community. By highlighting local initiatives, festivals, and public gatherings, we aim to strengthen community bonds and bring people together. Our station serves as a vital platform for sharing information about events, from small community projects to larger regional

activities, ensuring that everyone has the opportunity to get involved and contribute to the vibrancy of the area.

Building Capacity and Skills: Our station provides training in broadcasting, media production, and digital skills to local community members, particularly targeting those who are underrepresented or facing barriers to employment. By offering capacity-building programs, we aim to equip individuals with skills that are directly transferable to the workplace, helping to improve employability and build confidence.

Collaborations with Local Schools, Nonprofits, and Businesses: By forming partnerships with schools, nonprofits, and local businesses, we will be able to broaden our reach and extend our support to a wider audience. These collaborations will enable us to offer more comprehensive programs, including internships, work placements, and community projects. Working together, we can make a stronger impact, enhancing the community's access to educational, social, and professional opportunities.

Through these efforts, Welwyn Hatfield Radio will deliver meaningful benefits to our target community by promoting local talent, encouraging civic participation, providing youth development opportunities, and supporting charitable causes. Our commitment to capacity building and community engagement ensures that we are a positive force in the area, helping to create a more connected, empowered, and vibrant community.

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

Our service will try to encourage open dialogue and the exchange of viewpoints through various interactive formats. We will look to organize live call-in sessions and community-focused programs that enable listeners to express their opinions on various subjects. Furthermore, our online platforms serve as a venue for feedback, inviting the public to interact with us and share their insights. We also host local discussions and interviews, welcoming individuals from various backgrounds to present their perspectives. By providing these avenues for conversation, we foster an environment where community members can articulate their thoughts freely, ensuring that all voices are acknowledged and valued.

- 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.**

To ensure that members of our target community can easily access the facilities used to provide our service, and receive the necessary training, we have designed a flexible and inclusive approach:

Accessible Technology: Our service operates via a cloud-based platform through MediaSite, allowing individuals to broadcast remotely from home with minimal equipment. The basic setup requires just a Chromebook or iPad, a headset for better audio quality, and a reliable internet connection. This makes it easy for anyone, regardless of their physical location or mobility, to participate. By using this system, we eliminate barriers such as the need for transport or the requirement to be in a physical studio, offering greater accessibility for younger individuals, those with limited mobility, or anyone facing logistical challenges.

Training and Support: We offer practical, hands-on training for new presenters, ensuring they are ready to go live on air following basic compliance checks and a short training session. This training is designed to be straightforward and accessible, catering to both experienced individuals and those with no prior broadcasting experience. We also provide ongoing support, ensuring that presenters feel confident and equipped to use the system.

Open to All Communities: Our project is designed to be open and accessible to all members of the community, regardless of age, gender, ethnicity, religion, or any other characteristic. We actively promote the project to reach diverse groups, ensuring that everyone has the opportunity to participate and benefit from our services. This inclusive approach is central to our mission of fostering a sense of belonging and community engagement.

Encouraging Community Groups: We encourage local individuals and community groups to get involved by offering dedicated slots for them to broadcast programs

that represent their specific interests, cultures, and needs. Whether it's a youth group, a cultural community, or a local charity, we aim to provide a platform for all voices. This approach ensures that the service reflects the diversity of our target community and actively engages with people from different backgrounds.

Outreach and Awareness: Since first launching as a hobby station, we have hosted events in the town centre to raise awareness of the station, which has been positively received by the local community. As we move towards expanding to DAB, we aim to reach even more people, further enhancing access to the station and encouraging greater participation from all sectors of the community.

Through these initiatives, we ensure that our service is accessible, inclusive, and actively engages with the diverse communities we serve, empowering individuals to contribute and learn through the platform.

- 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.**

Our service aims to deepen community understanding and enhance local relationships through several essential strategies:

Local Programming: We develop content that showcases the cultural, social, and historical dimensions of our area, enabling residents to connect with their collective identity.

Community Engagement: We actively involve community members through surveys, focus groups, and discussions to gain insights into their needs and challenges. Platforms such as community forums and social media groups facilitate continuous feedback and idea exchange.

Partnerships: We work in collaboration with local businesses, schools, and organizations to highlight community talent and initiatives. These partnerships cultivate connections and support joint projects.

Support for Local Arts and Talent: By promoting local artists and musicians, we celebrate the creative spirit within the community, bringing people together through shared artistic endeavours.

Celebrating Successes and Inclusivity: We honour individual and group accomplishments through annual community events, fostering a sense of pride and belonging. Our programs prioritize diverse representation, ensuring that everyone feels appreciated and included.

Collectively, these initiatives create a more informed, engaged, and unified community where individuals feel empowered to connect and collaborate.

- 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.**

Our team possesses extensive expertise in fields that are closely aligned with social benefit and community influence. The station has been in operation as a hobby for 17 months, during which we have fully adopted the fundamental principles of community radio. Two of our directors bring a combined total of 40 years of experience in community radio, with one having held the position of chairman and the other serving as a management and training coordinator. Their profound knowledge of radio ensures that our station is firmly anchored in the values of community participation, inclusivity, and local impact.

Furthermore, our third director has made significant contributions to local charitable endeavours, collaborating with various nonprofit organizations to advance community initiatives. This engagement has provided them with essential insights into the community's needs and the effective use of media to facilitate positive transformation.

Collectively, our management team strive to amplify local voices, encourage social inclusion, and offer educational opportunities that promote community growth through our shared experience using our past experiences.

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.**

We are committed to ensuring that members of our target community have numerous opportunities to participate in the operation and management of our service. Our approach emphasizes accessibility, inclusivity, and ongoing engagement, fostering an open and supportive environment where individuals, regardless of background or experience, can make meaningful contributions.

Facilitated Access to Participation: Our station is designed to be easily accessible, with most roles requiring minimal equipment and experience. We provide comprehensive training and ongoing support, empowering new participants to engage in presenting, producing, or assisting with behind-the-scenes tasks. This ensures that community members can build skills and confidence as they become involved.

Defined Pathways for Engagement: We have streamlined the process for participation through a contact form on our website, allowing individuals to sign up or inquire about available roles. This form is actively promoted across our communication channels, including social media and during broadcasts. We will also run regular on-air adverts inviting local residents to join the team, whether in presenting, administration, or other roles.

Social Media and Community Outreach: We recognize the importance of meeting community members where they are. Our social media platforms will highlight involvement opportunities, share success stories, and encourage individuals to reach out directly to us.

Community Engagement at Events: Our team actively participates in local events, offering face-to-face interactions with residents to invite them to join the station. Personal engagement at these events fosters trust and enthusiasm, encouraging people to take the next step toward participation.

Steering Groups and Management Committees: To further promote involvement, we will create steering groups based on different skills and areas of interest, such as programming, marketing, and technical support. These groups will provide clear pathways for engagement, allowing participants to contribute meaningfully based on their expertise. We will actively encourage participation in these groups, ensuring that all voices are heard and valued in decision-making processes.

Additionally, we will involve community members in our management committee, fostering a sense of ownership and responsibility.

Continuous Support and Mentorship: Once individuals join the station, we prioritize their development through mentorship and ongoing training. This ensures they feel supported in their roles and are encouraged to advance their skills, making long-term contributions to the station's growth and success.

By ensuring accessible participation, fostering clear communication, and offering continuous support, we guarantee that every member of our target community has the opportunity to contribute to the station's operation and management.

Accountability

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

We offer several accessible ways for members of our target community to contact our service and influence its operation:

Messaging Platforms: Our studio has a dedicated WhatsApp number, allowing community members to send direct messages quickly and easily. This channel is ideal for instant feedback, suggestions, or questions.

Phone Line: Our phone line offers a personal, direct way for listeners to call in, share their thoughts, or raise any concerns, ensuring immediate engagement.

Email: We provide an official email address for those who prefer written communication, offering a structured way for people to submit ideas, concerns, or inquiries.

Social Media: Our active social media profiles on platforms like Facebook, Twitter, and Instagram allow community members to engage with us in real-time through direct messaging and public comments. This helps us maintain an ongoing conversation with our audience.

Online Feedback Forms: Our website features easy-to-use online forms, enabling people to share feedback, ideas, or concerns at their convenience.

Steering Groups and Management Committee: Community members will also have the opportunity to influence our operations through their involvement in steering groups and our management committee. These groups will be responsible for guiding key decisions and ensuring the station remains accountable to the community.

Complaints Policy: To ensure transparency and accountability, we will have a formal complaints policy, available on our website. This will provide clear procedures for submitting and resolving any concerns raised by community members.

By offering these varied communication channels and actively encouraging input, we ensure that our target community can meaningfully influence the station's operations, content, and overall impact.

- 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 treat suggestions and criticisms from our target community as a vital part of enhancing our service. Here's how we ensure they are taken seriously and acted upon:

As mentioned above, we offer multiple ways for community members to provide feedback, including phone calls, emails, social media, and online forms. This ensures everyone can share their thoughts in a way that works best for them.

Review and Evaluation: All feedback is carefully reviewed and assessed by our team. We look for common themes, recurring concerns, and any opportunities for improvement to guide our next steps.

Prioritizing Feedback: We evaluate the feedback based on its relevance and potential impact. Critical issues or suggestions with broad community support will be prioritized and addressed as quickly as possible.

Acknowledgment and Response: We make sure to acknowledge all feedback, letting community members know their input is valued. Constructive criticism is met with thoughtful responses, and we keep people informed about how their feedback is being used.

Incorporation into Planning: Feedback is integrated into our ongoing planning and decision-making processes. We use community suggestions to shape new programs, improve content, and make other service enhancements.

Active Community Involvement: For feedback related to programming or local issues, we may invite community members to participate in discussions or decision-making processes, ensuring their voices are directly involved in shaping the service.

Ongoing Improvement: We continuously gather feedback and use it to make incremental improvements to our service, ensuring we are always evolving based on community input.

Through this structured approach, we ensure that community suggestions and criticisms are not only heard but acted upon, resulting in meaningful improvements to our service and stronger community engagement. This will be followed up in line with the organisation's complaint policy & procedures.

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	Welwyn Hatfield Radio
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<p>Service Description</p>	<p>Welwyn Hatfield Radio is a radio service intended to serve</p> <p>NOTE: The next 3 headings below are the components of the ‘character of service’.</p> <p>Residents of the borough <i>in</i></p> <p>Welwyn Hatfield NOTE: this can be all, or a subset of, the area covered by the radio multiples service described in the next column> (“<i>the target community</i>”) by</p> <p>Providing a community-focused station for the local area, offering engaging content and opportunities for involvement. We aim to enrich the community and create new hobbies, which give experience for potential job opportunities, with national media companies, filling a long-standing gap in local media.</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>
<p>Transmission Schedule</p>	<p>24/7 with up to date programme schedule available at https://welwynhatfieldradio.com/all-shows/</p>
<p>Multiplex</p>	<p>South Herts DAB</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 Phone-paid Services Authority Code of Practice

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

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

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

Joshua Hornsey has read the Ofcom compliance codes and rules as detailed above and has read the compliance checklist for radio broadcast content he has signed up to the Broadcast and On Demand Bulletin. Welwyn Hatfield Radio is receiving consultancy guidance from the multiplex operator (notably Chris Hurst who is a multiple Ofcom licence holder of many years)

- 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.

Josh has been broadcasting on Ofcom licensed stations for the past 9 years, with a thorough understanding of the broadcast code.

- 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.

It is the duty of the Station Manager to ensure that all staff is adhering to Ofcom's regulations. The management team will make sure every member of staff is aware of and has signed a compliance agreement before any work is assigned. The management team oversees and provides input on all compliance procedures. A Broadcasting Guide (Welwyn Hatfield Radio's Handbook) is provided to all presenters. After going over every written material, they have a chance to talk and pose questions.

- 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.

We run regular training for all staff and volunteers and presenters on a regular basis at the end of our team meetings over the year. We have a dedicated core team which are now settled into the role of a presenter and understand compliance and broadcasting rules, as we have been running to Ofcom standards since launch as an internet station.

- 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.

Training is mandatory for staff and volunteers, whether they are on air or not and they will have all received it before going on air

- 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.

All of our presenters have undergone comprehensive training as previously detailed. Additionally, we have established guest guidelines: upon entering our virtual studio, guests must read and acknowledge the rules. These guidelines address essential elements of the broadcast code, such as the use of appropriate language, non-discrimination, the avoidance of offensive material, and the prohibition of making unsubstantiated claims.

If we determine that a guest may not fully grasp these rules or could potentially breach the code, we will promptly remove them from the broadcast. We will also offer a clear rationale for this decision, ensuring they comprehend the reasoning behind the action taken.

- 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.

Any shows aired on Welwyn Hatfield Radio that are not exclusive shows (syndicated) to us will be produced by someone who has a signed agreement with us which states they are aware of the Ofcom rules for DAB & state they are responsible for any content played in the timeslot for their show. Any pre recorded shows from Welwyn Hatfield Radio presenters will be produced with the same rules live shows are. Random audits will take place on all content by management whether it is produced in house or externally.

- 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.

We will run weekly checks to ensure we are delivering on our key commitments which is a core responsibility of the Station Manager and the general management team.

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.

Welwyn Hatfield Radio will ensure that ongoing compliance with our Key Commitments that relate to the station's off-air social gain activities is on track to be achieved. Every activity is monitored and guided by experienced volunteers and overseen by Joshua Hornsey, the managing director. These activities are pre designed and volunteers conducting the events/workshops/trainings are also briefed and the compliance requirements revisited and reminded.

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.**

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:

JOSHUA HORNSEY

Date of application:

19/12/24

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

Company director

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