

# Small-scale radio multiplex licence

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## Application form – Part A (public)

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

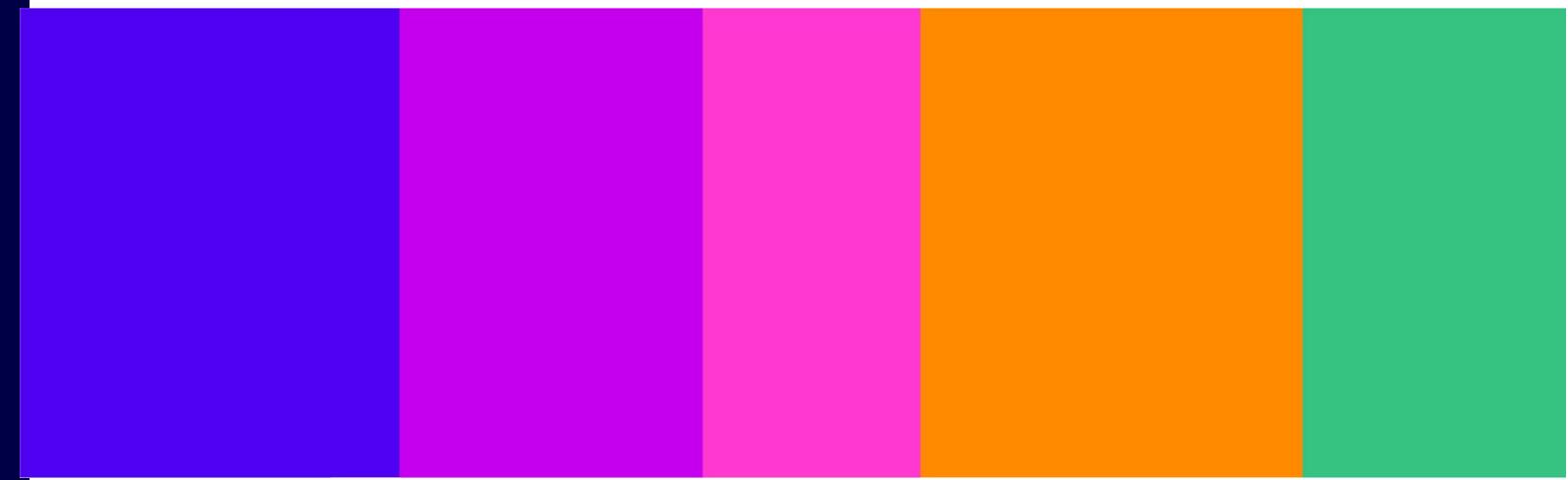
UlsterMUX Limited

Multiplex licence area being applied for (note this must be a small-scale multiplex area *currently being advertised* by Ofcom):

Enniskillen

## Application form

Publication date: 28 January 2025



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# 1. Overview

## The purpose of this form

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- 1.1 You should complete this form if you are applying for a licence to provide a small-scale radio multiplex service (a 'small-scale radio multiplex licence'). A small-scale radio multiplex service is the means by which DAB digital radio stations ('digital sound programme services') are broadcast, and can transmit around ten stereo digital sound programme services (or a significantly higher number if the DAB+ standard is utilised). The 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 separately.
- 1.2 Small-scale radio multiplex licences are awarded by Ofcom in a competitive process. Applications are judged against specified criteria, and Ofcom awards the licence to the applicant which it considers best meets the criteria.

## How to complete the form

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- 1.3 There are detailed instructions on how to complete this form, and information on the next steps in the application process, in our [guidance notes](#) for licence applicants and licensees. Please read this guidance and the frequently asked questions carefully before completing this form.
- 1.4 If you still have a query having read the guidance and FAQ, you can contact Ofcom's Broadcast Licensing team by email ([smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk)). The team cannot provide advice or pre-approve applications but can answer general questions.
- 1.5 Please download this form and fill it in on a computer. If completing by hand, please use block capitals and black ink.
- 1.6 Please answer all the questions as fully as possible, use extra sheets if required and provide the supporting documentation listed at Section 7 of Part B of the application form. Sufficient information must be supplied about the applicant and the proposed service to enable Ofcom to consider the application in accordance with the statutory criteria for the granting of small-scale radio multiplex licences. Ofcom may need to request further details from you before a licence can be granted.
- 1.7 Ofcom reserves the right to reject applications made using an old version of the form.
- 1.8 Ofcom will accept handwritten application forms, but they must be filled in using block capitals and black ink.
- 1.9 Ofcom reserves the right to reject application forms that are illegible.
- 1.10 You must answer all questions in the application form and respond "N/A" to any questions that do not apply to the applicant.
- 1.11 Ofcom reserves the right to reject applications which do not meet the following criteria:
  - ) The declarations in Section 6 of this form and in Section 8 of Part B of the application form must both be signed and dated.

- ) The person who signs and makes the declaration on behalf of the applicant must be:
    - ) 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.
  - ) All supporting documents as requested in the checklist at Section 7 of Part B of the application form must be supplied in legible form and translated into English where applicable.
- 1.12 If you are completing the form as an agent, i.e. you are acting on the applicant's behalf, please note that you cannot sign it on your client's behalf, and that the person signing the form needs to have personally checked the truth and completeness of the responses given. If your client wishes you to be Ofcom's main contact in relation to the application, please make this clear in an accompanying letter, and provide evidence of your authority to act on behalf of the applicant. The form should be filled in so as to include information about the applicant, not the agent. If Ofcom has further questions once the application has been submitted, we will direct these to the applicant, not to the agent, but we will accept responses from the agent.

## How to submit the form

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- 1.13 We prefer application forms and required supporting documents to be submitted by email to [smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk). Handwritten applications and required supporting documents should be scanned and attached to the email.
- 1.14 You should receive a response from [smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk) confirming that your application has been received by Ofcom. If you do not receive a response, it is likely your application has not been received and you should contact Ofcom's Contact Centre on 0300 123 3333 and ask to leave a message for the Broadcast Licensing team, who will respond to your message as soon as possible.
- 1.15 If the applicant cannot submit the application form and/or the supporting documentation by email, the applicant may submit the application and/or the supporting documentation by post to:
- Ofcom  
Broadcast Licensing  
Riverside House  
2a Southwark Bridge Road  
London  
SE1 9HA
- 1.16 Those applicants who submit their application by post will be sent an acknowledgement.

## Application fee

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- 1.17 A non-refundable application fee of £500 is payable by bank transfer.
- 1.18 Applications will not be assessed until the application fee has been received in Ofcom's bank account.

- 1.19 Ofcom requests that applicants pay the application fee by bank transfer and that immediately after the applicant has instructed their bank to make the payment, confirmation of payment is emailed to [ofcom.remittances@ofcom.org.uk](mailto:ofcom.remittances@ofcom.org.uk).
- 1.20 To ensure that Ofcom can identify the payment, it must include a payment reference which is the applicant's postcode followed by the applicant's name (or as much of the name as is possible to provide within the character limit set by the bank) as provided in response to question 3.1 of this application.
- 1.21 The bank details to be used to pay the application fee are:
- Account Name: Office of Communications
- Bank details: Lloyds Bank, 69-73 Borough High Street, London SE1 1NQ
- Account number: 00782415
- Sort code: 30-97-90
- BIC: LOYDGB21351
- IBAN: GB05 LOYD 3097 9000 7824 15
- SWIFT: LOYD GB 2L

## Supporting documentation

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- 1.22 You must provide a range of supporting documentation when submitting this application form. Please refer to the checklist at Section 7 of Part B of the application form for full details. Please note that failure to supply the necessary documents will delay your application.
- 1.23 Ofcom reserves the right to reject applications with which the necessary documents are not supplied in legible form.
- 1.24 Please note that Ofcom cannot receive emails larger than 35MB. If your application email exceeds this limit, please send your supporting documents in a separate email(s), clearly indicating the applicant's name in the subject line of the email.

## Provision of information

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- 1.25 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are 'fit and proper' to hold a licence and are not disqualified from participation in a licence.
- 1.26 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 applications

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- 1.27 Part A of the application form (i.e. this document) will be published by Ofcom on our website as soon as practicable following the closing-date for applications. Because this is the 'public' part of the application form, and Ofcom is legally required to publish applications for public comments, no questions should be answered by means of the submission of a confidential annex. Part B of the application form will remain confidential.

- 1.28 Ofcom may take into account any comments received from the public, which can be made to it with respect to Part A of the application submitted.
- 1.29 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee, which may include personal data, on the Ofcom website and/or in other relevant publications.
- 1.30 When a licence is granted, the name of the service and public contact details for the licensee will be published on the Ofcom website. These are the details supplied by the applicant in the application form. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the team by email ([smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk)).
- 1.31 Ofcom considers issued small-scale radio multiplex licences to be public documents and copies of licences will be made available to third parties on request, noting that personal data apart from the name of the licensee may be redacted.

## Data protection

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- 1.32 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 more information about how we handle your personal information and your corresponding rights.

## Keeping up to date with broadcasting matters

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- 1.33 We strongly recommend that you subscribe to receive Ofcom's regular email updates on broadcasting matters. These include a [monthly radio licensing update](#) that lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month. To subscribe to these updates, please visit [www.ofcom.org.uk/email-updates](http://www.ofcom.org.uk/email-updates) and select 'Broadcasting'.

## 2. Extent of proposed coverage area

### About this section

Under section 51(2)(a) of the 1996 Act, we are required to consider the extent of the coverage area an applicant proposes to achieve within the area which has been advertised. This section therefore asks you to describe the coverage you are proposing to achieve. Further questions on the detailed technical arrangements for the proposed service, including questions on the transmission site(s) that you intend to use and your plans for how the multiplexing and distribution of your service will be arranged are contained in Part B of the application form.

Before completing this section of the form, you should read carefully the notes on 'Extent of proposed coverage area' in Section 4 of Ofcom's [guidance notes for licence applicants and licensees](#).

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

- 2.1 Please provide a summary, fully consistent with the more detailed information about transmission sites supplied separately in Part B, of the coverage area proposed to be achieved by your technical plan. This should include a description of the target area you are seeking to serve within the advertised licence area, and also any areas you are aiming to serve outside the advertised licence area for this small-scale radio multiplex service. (You may refer to your coverage prediction in the response you provide):

The proposed Fermanagh small-scale DAB multiplex will deliver reliable indoor digital radio coverage across a substantial portion of central and southern County Fermanagh, using two transmission sites located at Rigg and Cloughtogle. Both sites will use new, non-directional antennas, mounted at between 14 and 16 metres above ground level, each transmitting at 100W ERP.

predicted indoor coverage, includes:

- Comprehensive coverage of Enniskillen, the main urban hub in the county
- Strong indoor signal in surrounding towns and communities such as:
  - o Lisbellaw
  - o Tempo
  - o Tamlaght
  - o Bellanalack
  - o Drumcoo
  - o Boho
  - o Letterbreen
  - o Clabby
  - o Arney
  - o Maguiresbridge

- o Carrybridge
- o Monea
- o Drumcard

The indoor footprint is expected to reach approximately 28,000–30,000 residents, providing robust signal access in homes and workplaces throughout the region.

#### Vehicular Coverage

Vehicular reception is expected to exceed the indoor coverage area, with consistent in-car reception along key routes such as:

- A4 (Enniskillen to Belfast)
- A32 (Enniskillen to Omagh)
- A509 (towards Derrylin and the Cavan border)

This extended reach will benefit commuters, logistics providers, and visitors exploring the Fermanagh Lakelands.

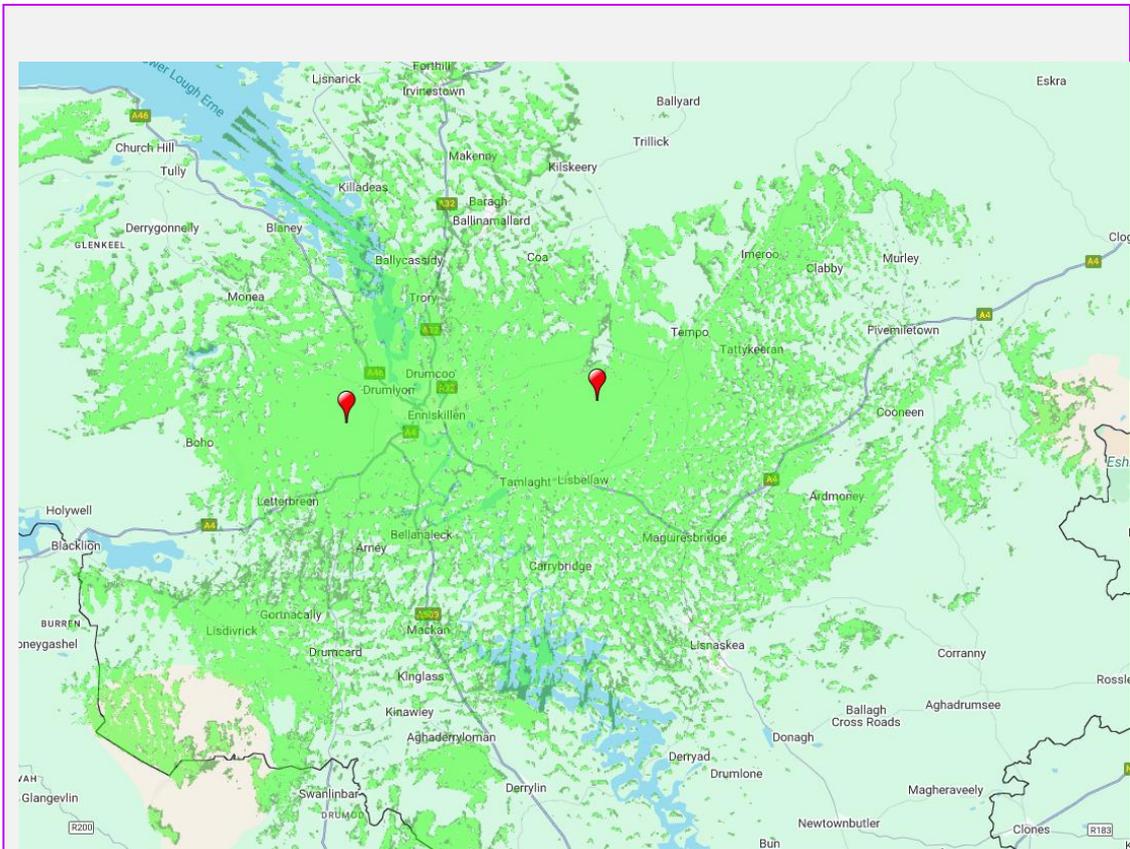
#### Terrain & Overspill Considerations

Despite the use of omnidirectional antennas, the mountainous terrain in the south-west of the polygon, particularly around Doon and Cuilcagh, provides a natural barrier to signal propagation beyond the intended area. This significantly reduces the potential for overspill into non-border regions of the Republic of Ireland, ensuring alignment with international spectrum coordination expectations. We also do not envisage any co-channel Interference to the area covered by the Newry Polygon which operates on the same frequency (and for which UlsterMUX is the current licence holder) from our proposed transmitter locations.

2.2 Please provide summary details of the sites required to achieve this coverage by completing the table below (add additional rows as required):

Site name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Rigg	NV 30189 08847	14	0	NEW	100
Cloughtogle	NV 41255 08936	16	0	NEW	100

2.3 Please provide below a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dBµV/m field strength and the advertised small-scale DAB area contour. [Advertised small-scale DAB areas in GIS format](#) are available on the Ofcom website. In the interests of transparency, you **must** embed an inline map image within this form (even if you also submit a map as a separate supporting file).



A detailed KMZ file illustrating our proposed coverage has been submitted alongside this application. For full transparency, this map will also be made publicly available on our website following submission and publication.

Even when combined with the existing coverage provided by the Newry multiplex, which we currently operate, the total coverage remains well below Ofcom's 40% population threshold. This clearly demonstrates our compliance with the spirit and letter of the small-scale DAB regulations, ensuring genuine localism rather than inadvertent regional overreach.

2.4 Please provide the following details of the prediction software used for your coverage assessments:

Provide the name and version of the prediction tool used.	TowerCoverage.com – online RF coverage mapping tool (latest web version as of April 2025).
Detail the terrain model used by the software and its resolution.	USGS/NASA SRTM 1 Arc-Second (~30 metre resolution) global terrain model.
Detail the ground cover (clutter) data used by the software and its resolution.	OpenStreetMap-based clutter classification with local vegetation/urban overlays; resolution varies regionally (~25–100 m accuracy).
What propagation algorithm has been used?	Longley-Rice (Irregular Terrain Model, ITM) – point-to-point mode with terrain and clutter consideration.
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	TowerCoverage is not SFN-aware; overlap areas were visually inspected and assessed manually using map overlays to confirm acceptable predicted gain zones.
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Population coverage has been estimated using OSNI data and postcode overlays via NISRA’s Small Area Population Statistics (SAPs) and local postcode sectors.
Have your predictions been generated by a commercial organisation? If so, by whom?	No. Coverage predictions were generated directly by UlsterMUX Ltd using TowerCoverage.com and in-house GIS assessment.

### 3. Ability to establish the proposed service

#### About this section

In Section 3, we are asking questions about the applicant company, its financial and business plan, the relevant expertise and experience of those who will be involved in providing the small-scale radio multiplex service, and the timetable for coverage roll-out. The answers to these questions will enable Ofcom to assess the application under section 51(2)(c) of the 1996 Act. Additional information is requested in Part B of the application form.

In the first 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 small-scale radio multiplex 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 small-scale radio multiplex licence.

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).

The remaining questions in Section 3 relate to the applicant's financial and business plan, the expertise and experience of those involved, and the planned timetable for launching the proposed multiplex service.

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

## Applicant's details

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

Ulstermux Ltd

3.2 Company registration number stated on Companies House (if applicable):

NI690043

3.3 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:

11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS

3.4 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 7 of Part B of the application form.**

## Ownership and control of company which will hold the licence

### Details of officers

3.5 Please 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
John Gartlan	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Ireland	Director (Net1 NI Ltd) Director (Eye Media Broadcasting Group Ltd)	CTO Net1 NI Ltd – ISP Operating in N. Ireland
Paul Milne	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Northern Ireland	Managing Director (Eye Media Broadcasting Group Ltd)	
Proinséas Ó Haonghusa (Francis Hennessy)	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Ireland		Activo (Specialising in the installation and maintenance of satellite TV, fibre, and broadband systems)
Richard Hendy	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Ireland		Senior engineer at Telent technology services UK & Ireland
Robert Murray	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Northern Ireland	Director (Bounce FM Ltd)	School Teacher (Retired)

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

## Details of participants

- 3.6 Please complete the table overleaf, expanding it if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the “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.

(If parts of this question are not applicable to the applicant – for example, because the applicant does not have shareholders – please respond “N/A” in the relevant parts of the table.)

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
John Gartlan	391	£11,377	39.1%	30%
Paul Milne	345	£10,017	34.5%	30%
Proinséas Ó Haonghusa (Francis Hennessy)	264	£7,701	26.4%	30%
Richard Hendy	0 (10 proposed)	£0 (in-kind)	0% (0.5 proposed)	5%
Robert Murray	0 (10 proposed)	£0 (in-kind)	0% (0.5 proposed)	5%
<p><b>Comments:</b> Ulstermux Ltd is an existing UK company (Company No: NI690043), with shareholding based on financial contributions made during 2023–2024 to fund the company’s successful multiplex licence bid and associated equipment purchases (notably for the Newry area).</p> <p>Richard Hendy and Robert Murray currently hold 5% of voting rights each under a governance arrangement recognising their unpaid contributions to engineering and community outreach. The company intends to formally allot a small number of shares (10 each) to them as recognition for this work. Share transfers or allotments will be filed accordingly with Companies House</p>				

## Details of relationships of control

- 3.7 Complete the following table, expanding it if necessary, to list any bodies corporate which are controlled *by* the applicant (or any director of the applicant, any person/body corporate with control over the applicant, or any body corporate controlled by a person/body corporate controlling the applicant). Please include bodies corporate under joint control – i.e. which are controlled acting together in concert with third parties (e.g. because of a shareholder’s agreement):

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
Eye Media Broadcasting Group Ltd	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Paul Milne
Bounce FM Ltd	37 Thornhill, Banbridge, Co. Down, BT32 4LT	Robert Murray

## Details of persons who control the applicant

- 3.8 Complete the table overleaf, expanding it if necessary, *to list all persons/bodies corporate who control the applicant*, or control any person/body corporate with control over the applicant. Please include persons or bodies that control the applicant (or body corporate with control over the applicant) jointly i.e. acting together in concert with third parties (e.g. because of a shareholder’s agreement). Please note that some of this information may repeat information provided above on shareholders and other participants in the applicant:

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
John Gartlan	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Holds 30% of voting rights; director
Paul Milne	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Holds 30% of voting rights; director
Proinséas Ó Haonghusa (Francis Hennessy)	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Holds 30% of voting rights; director

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
Richard Hendy	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Holds 5% of voting rights; director
Robert Murray	11 Lisnacroppan Road, Rathfriland, Newry, Northern Ireland, BT34 5NS	Holds 5% of voting rights; director

3.9 Complete the following table, expanding it if necessary, to list other bodies in which any individual listed in response to question 3.8 is a director or designated member:

(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 individual is a director or designated member
John Gartlan	Net1 NI Ltd (NI611838) Eye Media Broadcasting Group Ltd (NI701168)
Paul Milne	Eye Media Broadcasting Group Ltd (NI701168)

3.10 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled (including jointly controlled) by any body corporate listed in response to question 3.8:

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

Full name of body corporate listed in 3.8	Body corporate controlled
Paul Milne	Eye Media Broadcasting Group Ltd
Robert Murray	Bounce FM Ltd

3.11 In relation to each body corporate identified in response to question 3.8, 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, 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 3.8. 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 3.8**

N/A				
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
<b>Comments:</b>				

**Involvement of the applicant in specified activities**

3.12 Please state below whether the applicant, or any individual or body corporate identified in questions 3.5 to 3.11 is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	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	

<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

3.13 Please answer 'yes' or 'no' to the following questions about the applicant (i.e. the body corporate that will hold the licence):

) Is the applicant a current licensee of Ofcom?

**Yes**

) Has the applicant ever held an Ofcom broadcasting licence before?

**Yes**

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

**Yes**

) Does the applicant control an existing Ofcom licensee?

**Yes**

) Is the applicant 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**

) 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**

) 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**

) 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**

) 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**

3.14 If the response to any of the questions (a) to (i) in 3.13 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details
(a)	DS104815WT/1	Newry Small Scale DAB
(b)	DP105195BA/3	Eye Media – Wild Country Radio
(c)	CDP104771BA/1	Bounce Digital (CDSP Newry)
(d)	CR102136	Bounce FM (2017-2022)
(e)		
(f)		
(g)		
(h)		
(i)		

3.15 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 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 – To the best of our knowledge, neither the applicant nor any of the individuals listed have been involved in any regulatory breaches, dishonesty, or compliance matters that would affect their fitness to hold a broadcast licence.**

3.16 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

## Financial and business plan

- 3.17 Please provide a high-level estimate of the costs you believe will be required to establish the multiplex service.

### **UlsterMUX – Financial and Business Plan**

UlsterMUX, if successful in our application, will establish and operate the multiplex and transmission system entirely as an in-house project, with the exception of antenna rigging and electrical works, which will be contracted to qualified external specialists. This model enables substantial cost savings, as all directors have agreed not to charge for their time or services related to the multiplex or transmitter setup.

As a result, the majority of the setup cost is hardware-related only. In our previous (2022) Newry multiplex application, this approach resulted in a total setup cost of just over £25,000. While 2025 costs may vary slightly due to inflation or equipment availability, we do not expect a similar scale of expenditure, supported by internal expertise and the reuse of existing equipment assets where possible.

#### Equipment & Infrastructure

The technical requirements for this multiplex are modest. UlsterMUX already owns:  
RF amplifiers suitable for the proposed ERP

DAB modulators compatible with the intended configuration

The only additional equipment required to bring the multiplex on air will be:

Critical mask filters

Band III DAB antennas

Hardware routers and EDI buffer mini-computers

MASK FILTERS - £1800

ANTENNAS - £400

MINI COMPUTERS - £200

These items represent a modest and manageable capital cost, and procurement has been scoped accordingly.

#### **Transmission Sites**

Broadcasting will utilise two existing Net1 NI Ltd core sites, where long-term access has been secured. Under the agreement with Net1 NI Ltd:

No site rental charges will be incurred by UlsterMUX for at least the first 4 years.

UlsterMUX will cover electricity costs only (approx. £1900 per annum)

This arrangement significantly reduces ongoing operational costs and integrates efficiently with existing ISP infrastructure.

### **Ongoing Operational Costs**

Based on current agreements and forecasts, we anticipate annual running costs in the region of:

Site electricity (2 sites @ approx. £950 each/year)

Backhaul & IP connectivity

Ofcom regulatory fees

Insurance & contingency

Estimated annual total: £2900

All costs associated with this Ofcom application have already been funded and are not included in the above projections.

### **Funding Approach**

UlsterMUX intends to fund the Fermanagh multiplex entirely through existing revenue streams, including:

Our successful SSDAB multiplex in Newry, operational since 2024

Outsourced multiplexing services provided to other SSDAB licensees across the UK

These activities generate sufficient income to cover both setup and first-year running costs without the need for external financing or director loans.

### **Commercial Model and Carriage Fees**

We recognise that the population coverage of this proposed multiplex in Fermanagh is modest compared to urban areas and other areas of the UK. However, UlsterMUX believes this makes the case even stronger for an accessible and inclusive platform to support digital radio in areas which have been neglected up until now.

To that end, we will implement a community-first, low-barrier carriage model.

#### **C-DSP Services**

Free carriage will be offered to any C-DSP operator that establishes its base within the coverage polygon. The operator of Bounce Digital who is a director of Ulstermux will explore the setup of an Enniskillen CDSP similar to the operation currently available on the Newry multiplex

C-DSPs based elsewhere in Northern Ireland may join via DSP licensing, with reduced-rate DSP carriage available

#### Local DSP Services

Annual carriage fees of less than £1,000 will apply to local DSP services

This ensures affordability while contributing to core operational costs

We are also offering a very competitive rate for commercial FM and or National Stations to join for under £1500 per year

We have already received several expressions of interest from both C-DSP and DSP operators wishing to join the platform. We also have a high interest from licensed stations across the Irish border for whom at the time of this application, there is no defined avenue for them to become customers, despite the Media Bill having passed the lawmaking stage.

We believe it is vital for multiplex operators in Northern Ireland to have the ability to carry stations from the Republic of Ireland, reflecting the deep cultural, social, and economic ties across our shared island. Services such as RTÉ's Mini MUX and Raidió na Gaeltachta's availability on Freeview within Northern Ireland already show the importance and public demand for cross-border broadcasting.

Preventing multiplexes from carrying services from the Republic may risk breaching the spirit — and potentially the terms — of the Belfast/Good Friday Agreement, which recognises the importance of cross-community and cross-border cooperation. Furthermore, given the relatively low likelihood of stations from Great Britain seeking carriage in Northern Ireland, allowing Republic of Ireland services would substantially improve the chances of small-scale DAB success locally, enhancing both cultural diversity and economic viability.

#### **Not-for-Profit Ethos and Reinvestment**

UlsterMUX is a community-based, not-for-profit organisation. Any surplus generated will be reinvested into:

Hardware upgrades

Enhanced system resilience

Community outreach and education

#### **VAT**

We do not anticipate exceeding the UK VAT registration threshold and therefore do not plan to register for VAT, unless future growth requires it.

3.18 Please indicate how the costs outlined in 3.17 (above) will be met, under the following headings:

- ) Share capital - Yes – UlsterMUX Ltd is funded through existing shareholder investment and retained earnings.
- ) Loan stock - No – No loan stock will be used.
- ) Leasing/HP facilities (capital value) - All equipment purchases will be made outright; no leasing or hire-purchase arrangements.
- ) Bank overdraft - No – The applicant will not utilise an overdraft facility.
- ) Grants and donations - No – No grants or donations are being used to fund this project.
- ) Other (please specify) - Ongoing revenue from UlsterMUX’s existing Newry multiplex and outsourced multiplexing services.

3.19 Expanding the table if necessary, please list the providers of the funding which will be used to establish the service, and the amount of funding that each will provide. For incorporated investing shareholders, please provide a copy of the most recent statutory accounts if they are not currently available on Companies House.

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
UlsterMUX Ltd (Company Reserves)	N/A	£2400 (for equipment) + £2900(operating costs) = £5300

3.20 All of the funding identified above should be confirmed. If any funding has not been confirmed, or if there are any pre-conditions before the funding is released which have not yet been met, provide an explanation of what needs to be done, the dates by which it needs to be carried out, and any steps the applicant needs to take to ensure the funding is confirmed and/or released.

The funding required to establish and operate the Fermanagh multiplex has been allocated and is managable UlsterMUX Ltd currently holds cash in company reserves, which is immediately available in our bank account and earmarked for this project upon licence issue.

In addition, UlsterMUX has recently completed contracted multiplexing operations for two other SSDAB licensees, with a third pending from a recent round 6 award which will more than generate the remaining funding requirements when complete. Discussions are also currently in progress with two additional SSDAB operators regarding provision of similar service agreements.

These income streams, together with existing reserves, will provide more than sufficient funds to cover both the setup costs (estimated at £2400) and year-one operational costs (estimated at £2900).

There are no pre-conditions or outstanding steps required to release any of this funding.

## Relevant expertise and experience

- 3.21 Please provide details of who will be responsible for the day-to-day general management of the multiplex service (for example, dealing with programme service providers and contractual matters). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

### **Richard Hendy (Director)**

A highly experienced telecommunications engineer, Richard has worked across both the private and public sectors since 1997. His career highlights include:

Deployment of Ireland's first DVB-H trial with O2 (NTL/Arqiva)

Technical oversight of the national TETRA network for An Garda Síochána

Keynote speaker at the 2013 EU Presidency on cross-border radio interoperability

He currently works with Telent supporting mission-critical public safety communications. Richard has also supported community radio infrastructure, including transmission in both parts of Ireland.

Richard was also a key technical contributor to the successful launch of the Newry SSDAB multiplex in 2024

### **John Gartlan (Director)**

John holds a degree in Electronic Engineering and brings over 30 years of experience in systems integration, broadband deployment, and radio infrastructure. Notable achievements include:

Early SDWAN development with Matsushita Kotobuki (1999)

Founding Technical Director of Adelphi Net1 (Ireland) and Net1 (NI), delivering rural broadband

Operation of over 170 wireless sites across Ireland

John has supported stations such as Dundalk FM, Newstalk, and Spirit Radio and is a long-time advocate for DAB rollout in Ireland.

He was a core part of the team that successfully launched the Newry SSDAB multiplex in 2024.

### **Paul Milne (Director)**

Paul began his radio career in 1982 and has worked extensively in broadcasting, commercial media, and publishing. His experience includes:

Involvement in the 2006 Ofcom FM licence application with The Quay 100 consortium

Founder of Local Eye Publishing, managing all aspects of print and digital media operations

Contributor to community radio in promotion and content creation through his publishing ventures

Paul brings deep knowledge of local markets, commercial radio operations, and community engagement.

He played a central role in the strategic development and successful launch of the Newry SSDAB multiplex in 2024.

### **Proinséas Ó hAonghusa (Francis Hennessy) – Director**

Proinséas brings a deep-rooted passion for radio, digital communications, and networking. He has extensive experience in computer programming, web development, and wireless networking, and has carried out freelance infrastructure work across Ireland in support of communications networks.

A committed advocate for digital broadcasting, Proinséas possesses advanced knowledge of radio technologies including Eureka-147, DAB+, and DRM. He was the founder of SaorDAB Labs, a group that actively campaigned in the early 2020s for the continuation and expansion of DAB services in the Republic of Ireland. He is proud that the group's work and his own lobbying efforts may have played a part in influencing the return of DAB broadcasting trials in the region.

In his current professional role with Actavo, Proinséas is involved in the deployment and support of technical infrastructure across a broad range of communications and utilities projects. His hands-on engineering experience, combined with his

digital expertise and innovative mindset, make him an invaluable asset to UlsterMUX’s engineering and planning operations.

Proinséas played a key role in the successful launch of the Newry SSDAB multiplex in 2024.

**Robert Murray (Director)**

With a radio career dating back to the 1970s, Robert has held multiple Ofcom licences including:

Numerous RSLs in the Banbridge area

A full-time FM licence for Shine FM (2007)

Ongoing operation of Bounce Digital as Managing Director

Robert offers a deep understanding of community radio, Ofcom procedures, and local engagement.

Based on the success of CDSP Bounce Digital – Robert has expressed a willingness to work with local stakeholders in Fermanagh to start a similar CDSP service there.

Robert was also part of the leadership team that launched the Newry SSDAB multiplex successfully in 2024.

3.22 Please provide details of who will be carrying out the installation and on-going maintenance of your multiplexing / transmitter equipment (or the name of your proposed transmission and multiplex provider if you intend to use a third-party organisation for these services). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section [Part B] of the application form.)

Function	Responsible party	Previous experience
Installation of transmission equipment	John Gartlan – Richard Hendy	Newry SSDAB and day to day work experience
Ongoing maintenance of the transmission equipment	Richard Hendy	Newry SSDAB and day to day work experience
Installation of the Multiplexing equipment	John Gartlan	Newry SSDAB and day to day work experience
Day-to-day technical management and maintenance of the multiplexing equipment.	John Gartlan - Proinséas Ó hAonghusa	Newry SSDAB and day to day work experience

## Timetable for coverage roll-out

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- 3.23 Please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing:

UlsterMUX is in a strong position to begin rollout quickly following licence award. The majority of the required equipment for this two-site multiplex is already available in-house, including RF amplifiers, modulators, routers, and associated hardware. The only outstanding items are Band III DAB antennas and critical mask filters, which have an estimated lead time of approximately five weeks from Italy.

We propose to place the final equipment orders upon approval of the technical plan. Subject to this approval, we anticipate an on-air date within two months, with full coverage as proposed achieved shortly thereafter. This schedule allows for equipment delivery, installation, and final system testing.

- 3.24 In addition, please provide, as an annex to be submitted with this application, an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service.

## 4. Involvement of C-DSP providers; demand or support from programme providers

### About this section

Section 51(2)(ca) of the 1996 Act requires Ofcom to take into account the desirability of awarding a small-scale radio multiplex licence to a body corporate that is providing – or proposing to provide – a C-DSP service in the locality being advertised (or involving such a person as a participant in the licence-holding company).

Section 51(2)(f) of the 1996 Act requires Ofcom to take into account evidence that the applicant has support from providers interested in having their existing or planned programme services carried on the proposed multiplex.

Note that we do not require applicants to provide us with a full line-up of services they intend to provide, or details about the content of those services.

### Involvement of C-DSP providers

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- 4.1 Is the applicant body proposing to provide its own C-DSP service on the multiplex?

**No – but see below**

- 4.2 If the answer to the above question is ‘yes’, please provide a name and brief details of this proposed service. If the service is already licensed by Ofcom, the licence number should be provided:

- 4.3 If the answer to the above question is ‘no’, please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. In this context, a “participant” refers to a person who holds or is beneficially entitled to shares in the applicant or possesses voting power in the applicant. If the service is already licensed by Ofcom, the licence number should be provided. Please refer to the nature of the participation (e.g. shareholding or agreement in relation to voting power):

Bounce Digital, of which Robert Murray is also a director is exploring the setup of a sister CDSP station to Bounce Digital offering local news and information for the Enniskillen area by leveraging interested parties in the Enniskillen area to participate

## Demand or support from programme providers

- 4.4 Please provide in the table below (expanding the table if necessary) the names of providers (or prospective providers) of community or local digital sound programme services who have expressed their demand or support for the provision of the proposed multiplex service in the area to be served by the multiplex service. For reasons of transparency, the response to this question *must be answered below and should not be provided as a separate annex*. The evidence of the demand or support, such as signed heads of terms or emails, should be provided as a confidential annex, and relate only to the specific multiplex being applied for.

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
ERNESIDE RADIO	C-DSP	See 4.3 above
WILD COUNTRY	DSP	HEADS OF TERMS
EIREWAVE	DSP	HEADS OF TERMS
PANJAB RADIO	DSP	HEADS OF TERMS
ENERGY 106	DSP	HEADS OF TERMS
RADIO LISBURN LIVE	DSP	HEADS OF TERMS
CLASSIC HITS RADIO NI	DSP	HEADS OF TERMS
THE WAVE	DSP	HEADS OF TERMS
BLAST XTRA	DSP	HEADS OF TERMS
BLAST COUNRTY	DSP	HEADS OF TERMS
BLAST ROCK	DSP	HEADS OF TERMS
BLAST DANCE	DSP	HEADS OF TERMS
BELFAST 89	DSP	HEADS OF TERMS
NORTHERN SOUND RADIO	IRELAND REGIONAL	HEADS OF TERMS
RADIO NOVA 100	IRELAND REGIONAL	LETTER

## 5. Fair and effective competition

### About this section

Section 51(2)(g) of the 1996 Act requires Ofcom to assess whether, in contracting or offering to contract with programme service providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of community and local digital sound programme services.

In assessing applications, we need to have confidence that the prospective small-scale radio multiplex licensee has approached a wide range of potential service providers. Negotiations that have taken place between the applicant and potential service providers need to have been demonstrably fair, and the terms of any contract for service provision must be fair and non-discriminatory.

Applicants should note there is one further question relating to fair and effective competition in Part B of the application form.

- 5.1 Please detail the measures that have already been taken, and will be taken before and during the licence period, to demonstrate that, in contracting or offering to contract with programme services providers, the applicant has acted in a manner calculated to ensure fair and effective competition in in the provision of such services.

For example, how have you sought to engage a broad range of prospective service providers including those not directly involved as participants in the application and those who have decided not to proceed to express an interest or agree heads of terms at this stage, and how have you sought to make prospective service providers aware of your proposals and potential terms for carriage?

UlsterMUX is committed to ensuring fair and effective competition at every stage of our engagement with programme service providers. We believe that a transparent, inclusive, and level playing field fosters a vibrant and diverse broadcasting ecosystem, allowing programme services to thrive and better serve audiences across the Enniskillen and wider Fermanagh area.

#### Engagement with Programme Service Providers

We have actively engaged with a wide spectrum of potential service providers in the region, including:

Existing and online community broadcasters

Prospective C-DSP applicants operating within or near the advertised polygon

Local commercial and not-for-profit DSP operators

Specialist services aimed at niche or underrepresented communities

Services from adjoining counties across the border

Outreach has included direct communication, open invitations via sector contacts, and discussions at industry events. We have made clear our intention to operate a community-focused, equitable multiplex and invited interest on an open-access basis.

### **Transparent Terms and Cultural Incentives**

To encourage broad participation and ensure fairness, we have adopted the following policies:

A publicly available rate card outlining carriage costs and terms, applicable to all DSP and C-DSP services.

Three reserved C-DSP slots, available on a first-come, qualification-based model to community broadcasters operating from within the polygon.

Uniform carriage agreements for all programme services to ensure consistency and fairness in our commercial dealings.

In addition, a 20% discount will be applied to any service that broadcasts at least 80% of its weekly content in either the Irish Language or Ulster Scots. This initiative is designed to support cultural and linguistic diversity and reflects the unique heritage of the region.

### **Ongoing Commitment to Fair Access**

If awarded the licence, UlsterMUX will:

Maintain an open-door policy for any future applicants seeking carriage

Publish any changes to our rate card or carriage terms transparently

Review pricing and access annually in consultation with service providers

Promote equality of opportunity for community, minority, youth, and faith-based services to join the platform

We are committed to ensuring the multiplex remains accessible, inclusive, and competitive throughout the duration of the licence, serving as a genuine platform for local voices.

## 6. Declaration

### About this section

This form must be submitted by the body corporate which will hold the licence. The declaration must be certified by a company director or the company secretary, and covers all information provided by in the applicant in both Part A and Part B of the application form. The declaration must also be dated.

- ) I hereby apply to Ofcom for the grant of a licence for the small-scale radio multiplex licence described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- ) I further declare and warrant:
  - ) that the applicant is not a disqualified person within the meaning of that expression as defined in Part 2 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 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;
  - ) 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 Licensee is the subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- ) 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 substantial shareholders involved 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 person authorised to make the application of behalf of the applicant:**

JOHN GARTLAN

**Date of application:**

24/04/2025

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

Company director

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