

Small-scale radio multiplex licence award: Lincoln

Background

Ofcom has decided to award a new small-scale radio multiplex licence for Lincoln to Maxxwave Limited.

In considering the applications it receives for small-scale radio multiplex licences, Ofcom is required to have regard to each of the statutory criteria set out in section 51(2) of the Broadcasting Act 1996 as modified by the Small-scale Radio Multiplex and Community Digital Radio Order 2019. These are as follows:

1. the extent of the coverage area (within the area or locality specified in the Ofcom notice inviting applications) proposed to be achieved by the applicant in the technical plan submitted in its application; (section 51(2)(a))
2. the ability of the applicant to establish the proposed service; (section 51(2)(c))
3. the desirability of awarding the licence to an applicant that:
 - a. is a person providing or proposing to provide a community digital sound programme service in that area or locality, or
 - b. has as a participant a person providing or proposing to provide a community digital sound programme service in that area or locality; (section 51(2)(ca))
4. the extent to which there is evidence that, amongst persons providing or proposing to provide community or local digital sound programme services in that area or locality, there is a demand for, or support for, the provision of the proposed service; (section 51(2)(f)) and
5. whether, in contracting or offering to contract with persons providing or proposing to provide community or local digital sound programme services, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of those services. (section 51(2)(g)).

The legislation does not rate these requirements in order of priority, but it may be that Ofcom will regard one or more of the criteria as being particularly important in view of the characteristics of the licence to be awarded and the applications for it.

Assessment

On 10 September 2025, Ofcom published a notice inviting applications for licences to provide small-scale radio multiplex services in localities including Lincoln.

By the closing-date of 10 December 2025, Ofcom had received one application for Lincoln. This was from Maxxwave Limited ("Maxxwave"). Copies of the non-confidential parts of the application were

made available for public scrutiny on the Ofcom website, and public comment was invited as required under section 50(7) although no comments were received.

Ofcom colleagues assessed the detail of the application, including carrying out an assessment of the technical plan required to be submitted as part of all applications. The decision in relation to Lincoln was made at an Ofcom decision meeting on 20 March 2026. The meeting carefully considered the application and professional advice from Ofcom colleagues involved in assessing the application. The statutory criteria were applied to reach a decision on whether to award a licence to the sole applicant. Reasons for the decision to award a licence to Maxxwave are summarised below.

In relation to section 51(2)(a), the applicant proposed using one transmitter to provide its service. Ofcom calculations indicate that this would result in just under 56% of the adult population in the advertised licence area being able to receive the service. Ofcom's coverage predictions indicated that the proposed small-scale radio multiplex service would be available to under 40% of the population in the licensed area of the overlapping Lincolnshire local radio multiplex, and no overspill outside the advertised area was predicted. No further mitigations to address outgoing interference were considered to be necessary. Ofcom noted that, whilst coverage did not extend to some other significant population centres in the advertised area including Gainsborough and Market Rasen, the single transmitter was expected to achieve robust coverage of the largest population centre, namely the city of Lincoln.

In relation to section 51(2)(c), Ofcom considered the applicant's financial and business plan, technical plan, the timetable for coverage roll-out, and evidence of relevant expertise and experience. Ofcom noted that this is a relatively straightforward, single transmitter plan, the applicant owns the proposed site, and has been involved in previous successful small-scale multiplex launches. Ofcom therefore concluded there was a good prospect of the service being established within the 18-month period allowed by legislation.

In relation to section 51(2)(ca), the applicant does not itself propose to provide a C-DSP service in the advertised area, nor does it have as a participant a person proposing to do so. Ofcom noted that involvement of such a person is a desirable feature but not a necessity for applicants.

In relation to section 51(2)(f), Ofcom considered evidence of demand or support from persons providing or proposing to provide community or local digital sound programme services (C-DSP and DSP services) in the advertised area. The applicant did not provide evidence of demand and support from other C-DSP services, but did provide evidence from four other DSP services. Ofcom noted that this represented a somewhat disappointing level of interest and it would be important for the applicant to make further efforts to identify services interested in carriage on the multiplex between award and launch so as to support the long-term viability of the multiplex. However, it was noted there was some evidence of support for the service and that robust anticipated coverage of the city of Lincoln should provide a reasonable basis to attract more in future.

In relation to section 51(2)(g) and based on the evidence received, Ofcom was satisfied that the applicant had, in contracting or offering to contract with persons providing or proposing to provide community or local digital sound programme services, acted in a manner calculated to ensure fair and effective competition in the provision of those services. However, as noted above, the limited evidence of demand and support suggested further work was needed on outreach between award and launch.

It is noted that the award of a licence does not confer on the awardee the right to implement all elements of the technical plan submitted to Ofcom as part of the successful application. Ofcom will

treat proposals in that plan, on the basis of which the award was made, as things the successful applicant has committed to achieve within the 18-month period allowed between award and launch. However, for spectrum planning reasons, Ofcom may also require amendments to proposals between award and licence grant.

April 2026