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# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

Wythenshawe Community Meda

Proposed service name:

Wythenshawe FM 97.2

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)

Stockport

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

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# 1. Overview

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

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

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

## The purpose of this form

- 1.1 You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.
- 1.2 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.
- 1.3 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.
- 1.4 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.
- 1.5 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).
- 1.6 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

- 1.7 Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are ‘fit and proper’ to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.
- 1.8 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

- 1.9 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.
- 1.10 In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in Section 2 of Part B of the application form), which may include personal data, on the Ofcom website and/or in other relevant publications. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email ([broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk)).
- 1.11 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.
- 1.12 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

- 1.13 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

- 1.14 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.
- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

## 2. Applicant's details

### About this section

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

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

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

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

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

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

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

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

### Applicant information and contact details

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

Wythenshawe Community Media

2.2 Company registration number stated on Companies House:

07260414

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:

Room G24, Forum Learning, Forum Square, Wythenshawe, Manchester, M22 5RX

- 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	Chris Paul
Job title	Company Secretary
Address	Room G24, Forum Learning, Forum Square, Wythenshawe, Manchester, M22 5RX
Telephone	07874 862 647
Mobile phone	07962 802 648
Email	<a href="mailto:mrchrisjpaul@gmail.com">mrchrisjpaul@gmail.com</a>

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

<https://www.wfmradio.org>

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

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

The service will be financed alongside the existing FM service by grants and trading revenue from public bodies, grant making trusts, stakeholders, advertisers and customers. The marginal cost of the service is just £1800 per annum after year one (which will cost £1850) – because the 24/7 content is already being produced and has been successfully financed since 2006, and this can easily be financed from known and expected resources.

## 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	Address <sup>1</sup>	Country	Other officerships held	Other employment
Kath Forden	c/o WCM	UK		Retired
Eddie Flanagan	c/o WCM	UK	Officer of Manchester Gregorians FC (amateur football club)	CEO Forum Trust
Colin Owen	c/o WCM	UK		Retired  (Head Information Governance at NHS hospital trust)  Show Sec Steward
Dennis Phillips	c/o WCM	UK		Retired  Football Referee
Irene Lawrance	c/o WCM	UK		Retired
Chris Paul	c/o WCM	UK	Deputy Chair and Trustee Walk The Plank Chair Walk The Plank Trading (Outdoor Arts)	Field Research for National Centre for Social Research
Wakas Sajjad	c/o WCM	UK		Finance Officer Forum Trust

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



- 2.9 Complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the applicant (“participants”).

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				
There are no beneficial owners.				

- 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.

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:

Full name of entity	Address	Affiliates
N/A		

### Details of persons who control the applicant

Complete the following table, expanding it if necessary, to list all persons who control the applicant, together with their affiliates.

Full name of individual or body	Address	Affiliates
N/A		

- 2.12 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:

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

2.13 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:

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

2.14 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.

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				

### Involvement of the applicant in specified activities

2.15 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 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	Yes	Eddie Flanagan (Trustee) and Wakas Sajjad (Treasurer) work for Wythenshawe Forum Trust which delivers services on behalf of Manchester City Council

A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	Yes	Colin Owen (Trustee) and Chris Paul (Company Secretary) have previously been local election candidates. Other members' may have political affiliations eg as members.
A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	Yes	Kath Forden (Trustee) is active in the Church of England and a political party locally.
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	

## Details of applications, licences and sanctions

2.16 Is the applicant (i.e. the body corporate that will hold the licence) a current licensee of Ofcom?

**Yes**

Licence number	Name of multiplex
CR000024	Community FM Licence and related RSLs. Will be Stockport.

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

**No**

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

**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.

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

**No**

2.20 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**

2.21 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**

2.22 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**

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

**No**

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 simulcast 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?

Wythenshawe FM 97.2

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.

Stockport

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 5.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).<sup>3</sup>

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

At same postcode as Registered Office, in the Wythenshawe Forum, M22 5RX

- 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.

Wythenshawe FM 97.2 – CR000024

- 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 coverage area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

Our service is aimed primarily at residents and businesses and schools and organisations in the five Wythenshawe wards with the Manchester City Council area; and also those with strong affinity to this area and living in nearby wards in the Manchester, Trafford and Stockport council areas. Through our existing FM service we will continue to reach those in this target community who may be digitally excluded while the DAB service will improve the signal and level of service for indoor listeners in some parts of the patch.

- 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.**

WCM is a registered charity and company limited by guarantee whose rules require not-for-profit operation in every regard, including the delivery of social gain in an area which historically includes some of the most multiply deprived Output Areas in the UK.

## 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.**

Wythenshawe Community Media has very recently worked with SSE, the School for Social Entrepreneurs (of which our CEO is a Fellow) and with their chosen research company to interrogate the community and social value of our activity.

Around 35 of our community volunteers and around 15 community partner organisations completed an initial multiple choice quantitative survey and more than 20 across the two cohorts went on to complete self-administered in-depth qualitative interviews.

The research organisation also carried out a site visit, spoke with our Board of Trustees, and took part in an hour-long live radio show which included their researchers interviewing our CEO and our Chair of the Board.

We are waiting for the full publication of results but it very clear that the results are overwhelmingly positive and show a very strong social value and high levels of appreciation from volunteer presenters, other team members, local stakeholders, and partner CVOs.

Positive aspects captured include:

- Providing strong By the People For the People positive news and information
- Giving volunteers a strong sense of contribution
- Giving volunteers transferrable skills including literacy, numeracy, ICT and comms
- Providing local community and voluntary sector organisations with support
- Countering misinformation and damaging tropes about their area
- Enhancing the sense of place of the Town of Wythenshawe
- Throughout the Coronavirus pandemic providing reliable information
- Enhancing the personal health and happiness of those who engaged with WFM.

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

Wythenshawe FM 97.2 already provides substantial opportunities for discussion and the expression of opinion from volunteer presenters, members of the community at large, entertainers and notable people from all walks of life, single issue campaigns, elected politicians and candidates.

The station has an increasing proportion of speech content and when opportunity allows will carry political discussions, including hustings, as well as interviews one by one with the main candidates in upcoming elections, in line with Ofcom guidance for election time.

The station is actively developing new shows and refurbishing older formats to enhance opportunities for discussion and expression of opinion. Our Faith Show is due a comeback, we have an Advice and Guidance show with career information and coaching, a Film Show, the Buzz which includes topical features and interviews, and a resumed local news team.

WFM hope that the extension of our services through the DAB multiplex will strengthen our contributions in discussion and expression.

- 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.**

Wythenshawe FM 97.2 has a proud history of involving local communities in our By the People For the People philosophy and in walking our talk. This extends back around 24 years now. Throughout this time WFM have done all we can to invite all those who are already interested in being on the radio, and also those who don't know they are yet, to take part including when they have been our studio guests.

We have used many different means of including people in the service and inducting them; including sampler projects such as Radio in a Day, short sessions in schools and community centres, long formal courses including in partnership with the FE/HE sector, and, when funds for training are scarce, on the desk coaching and support, pairing potential presenters with experienced hands.

Whichever means is used WFM ensure that presenters are familiar with Ofcom rules, guidance and expectations, get frequent reminders and refreshers, and receive topical notices when there are particular requirements eg during the short campaign in elections.

WFM intend to build on this wealth of experience and continue to develop and innovate. For example recently our Trustee Content Lead and our Volunteer Support freelancer have developed a series of short videos with HOW TO information in areas where volunteers need reminders and support.

Through Covid WFM introduced Myriad Anywhere allowing volunteers to pre-record and broadcast from home with ease and supported this with training. By the end of the pandemic, after an initial slump in hours, we were broadcasting more original material.



- 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.**

Wythenshawe FM 97.2 have been providing better understanding of our target community and strengthening links within it since our earliest trial broadcasts, RSLs and as one of the first generation of Community Radio Stations.

We will continue to develop these contributions under the DAB service.

- 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.**

Wythenshawe FM 97.2 have a wealth of relevant experience in terms of social gain, the third sector, training and education. This extends through the volunteer presenters at large, the freelancers, the CEO and the Board of Trustees.

Our CEO has been leading and managing social gain, training and education within the third sector for 40 years.

We are happy to provide CVs of key participants if required.

## 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.**

Our Board of Trustees is entirely composed of individuals born, bred and/or long term resident in our target communities.

Our volunteers meet regularly for information sharing, to obtain their input and to ensure their lived experience of our target communities is represented and influential.

Our listeners and participants have a wealth of channels to keep us honest and on point.

## Accountability

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

From time-to-time Wythenshawe FM 97.2 have carried out listener surveys, showing that around 20% of those within our area listen regularly, and we are planning to learn from our experience with SSE and their research contractors and to seek both quantitative and qualitative input from our listeners in future.

WFM have active social media accounts in most public channels, encourage contact by telephone and email and in socials including live calls while we are on air.

Our website is a work in progress and will be enhanced over coming months and years.

- 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.**

Wythenshawe FM 97.2 have more than 20 years' experience of successfully delivering fully compliant and popular FM radio services under our ongoing By The People, For The People philosophy. Inherent in this is active listening to the community as represented in the WFM volunteer presenter cohort with their membership and/or lived experience and networks within the communities we serve. Volunteers are invited to open meetings approximately once per month (around ten a year) and to social activities.

Through their preparation and broadcasting activity many volunteers are in frequent contact with the community, with organisations in the area including voluntary, community and business, and with other stakeholders not least in health, the Forum Centre, and the Housing Trust(s). 80% of the board and the Company Secretary are or have been volunteer presenters and 100% have strong and enduring community links.

From time-to-time Wythenshawe FM 97.2 conduct research – formally and informally with both volunteers and the community at large – with listener surveys suggesting almost 20% of the total community listen regularly. We have open social media channels of all kinds and welcome suggestions, feedback and (rarely it seems) complaints through these and by telephone including live on air.

Most recently our CEO worked with the School for Social Enterprise and a social research company to profile our social value including through qualitative and quantitative surveys with volunteer presenters and other community representatives including stakeholders and community and voluntary organisations.

Pre-Covid times Wythenshawe FM 97.2 held regular community events, roadshows and outside broadcasts which will resume over time and the board, staff and volunteers believe we have the finger on Wythenshawe's pulse. The station's output is available at bedside in our local hospital and the team are in discussion with the Foundation Trust to resume our Hospital Heartbeat programming and increase that finger on the pulse with patients, visitors and NHS frontline and administrative workers.

## 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	Service Description	Schedule	Multiplex
<p><b>WYTHENSHAWE FM 97.2</b></p>	<p><i>Wythenshawe FM 97.2 is a radio service intended to serve residents, businesses, schools and other organisations in the public, community and voluntary sectors delivering their services in Wythenshawe and surrounding areas and those with an affinity with these areas.</i></p> <p><i>Wythenshawe is a Town in Manchester comprising five wards and surrounded by similar linked communities. These communities, in the largest council estate in Europe, have experienced very high levels of multiple deprivation, among the highest in England and Wales and the whole of the UK, though the mix of tenures is changing.</i></p> <p><i>Wythenshawe FM 97.2 does community radio By the People, For the People, providing information, positive news, entertainment, giving a sense of pride and belonging, countering negative tropes in other media, and giving opportunities for contribution, gaining transferrable skills and experience, and enhancing health and happiness through volunteering.</i></p> <p><i>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above.</i></p> <p><i>The Licensed Service has the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and shall achieve these objectives:</i></p> <ul style="list-style-type: none"> <li><i>• the facilitation of discussion and the expression of opinion,</i></li> <li><i>• 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</i></li> <li><i>• the better understanding of the particular community and the strengthening of links within it.</i></li> </ul> <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></p>	<p><b>24/7</b></p>	<p><b>STOCKPORT</b></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).

The applicants have been running Wythenshawe FM 97.2 as a service of an independent charity since 2010 and before that the station was an early adopter and first generation community radio station for the previous ten years under the auspices of Radio Regen. The person named at 2.3 in Part B was the founder CEO of the independent charity from the beginning and has steered Wythenshawe Community Media through licence transfer and several licence renewals and also through substantial change in the delivery model.

They are fully trained as a radio presenter, familiar through that training with the relevant codes and rules which Wythenshawe FM 97.2 must comply with and has led on both compliance and disciplinary issues throughout their tenure. In addition to work with WCM they served as an elected member on a large city council for eight years and was a member of various quasi-judicial committees and panels including in premises and taxi licencing, planning and highways, and personnel appeals. They have been a member of the College of Mediators for many years, serving as a community, family, workplace and restorative mediator since 2010.

The Trustee leading on Content and the Volunteer Support lead are also both experienced broadcasters with the former including BBC Radio Manchester in their CV and are both well able to assist in monitoring and ensuring compliance. All volunteers, whether joining and being inducted by the longer, formal route or by fast-track methods, particularly post-Covid during which pandemic Ofcom supported additional training in remote and pre-recorded broadcasting, are thoroughly trained in compliance.

Through this universal compliance training Wythenshawe FM 97.2 has experienced very few incidents where compliance has been challenged and these have been speedily and successfully remedied by the team, supported by a skilled and experienced charity board.

- 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.

The person named has taken overall responsibility for compliance issues successfully since September 2010 when they joined the company as CEO.

- 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.

Board of Trustees – ultimately responsible for compliance and discipline, including development and maintenance of policies and protocols, and arranging any necessary appeals. The Board often exercises this responsibility through the Finance Sub Committee which is able to convene quickly and process business efficiently.

CEO – as above. Involved in all licencing, compliance and discipline issues that escalate beyond day-to-day volunteer support and training.

Trustee Content Lead (TCL) – a member of the Board of Trustees and leading on both content development and day-to-day oversight. Main conduit for third party content. Experience includes presenting and producing in BBC Local Radio. Supervises VSL below.

Volunteer Support Lead (VSL) – another experienced broadcaster and producer who supports and guides volunteers on a day-to-day basis, liaises with the station’s technical support freelance, works with TCL and CEO on compliance and supervises ROT recording.

- 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.

The applicant intends to continue to train staff and volunteers in compliance procedures into the DAB service in line with some 20 years of successful operation of the FM service.

- 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.

Yes. The volunteers and trainees who are learning and being inducted but have not yet completed full training are closely supervised by the compliance team or senior volunteer presenters delegated responsibility by them.

- 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.*

Wythenshawe FM 97.2 will continue to ensure compliance with codes and rules for the DAB service as we have done continually over two decades of FM only operation.

This will include:

Excellent Initial training and Induction of volunteer presenters

Regular refresher and update training of volunteer presenters.

Briefing of guests, particularly those inexperienced in these matters.

Immediate correction and apology as standard response to non-compliance.

Retraining and support as necessary.

- 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.*

Pre-recorded material from volunteer presenters will have compliance assurance as detailed in section (a) above.

Third Party material such as IRN News, health news features, radio airplay chart show, and material produced under audio content fund or similar is generally sourced from producers familiar with the codes and rules and scrupulously compliant with these.

In the rare cases where this is not the case, for example our broadcast in 2021 of six dramatic pieces commissioned by Manchester International Festival for web streaming, all the material is checked and judged against the codes and rules. Under those rules context, time of day and audience are considered and if for example strong language is included in a drama our Content Lead and Company Secretary will decide if a warning or notification or acknowledgement should be included or the material be edited.

- 4.7 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to what you will broadcast on the station, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

The Board's Finance Sub Committee which meets four to six times per annum will receive reports from the Company Secretary and/or Trustee Lead on Content monitoring Key Commitments that relate to content, as a standing item at each meeting, reporting up to full Board.

- 4.8 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to the station's off-air social gain activities, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

The Board's Finance Sub Committee which meets four to six times per annum will receive reports from the Company Secretary and/or Trustee Lead on Content monitoring Key Commitments as a standing item at each meeting, reporting up to full Board.



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

Primarily English with Ofcom community radio compliant musical content on general and specialist shows in other languages from time to time according to the artists concerned. WFM 97.2 currently have Irish and African programming and may programme shows for other locally relevant diasporas from time to time. This will also be primarily delivered in the English language but may include spoken and musical content in various languages so long as the presenters are guided and content monitored as needed for compliance.

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.**

Should WCM agree in future for programmes to be delivered in languages other than English compliance team members will ensure that through a flexible combination of training, guidance and monitoring this content will be compliant.

## 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 bod-

ies 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:**

CHRISTOPHER JOSEPH PAUL, COMPANY SECRETARY OF WYTHENSHAW COMMUNITY MEDIA

**Date of application:**

13 JULY 2023

I am authorised to make this application on behalf of the Charity and CLG Wythenshawe Community Media in my capacity as Company secretary.

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