
Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

Belfast FM Ltd

Proposed service name:

Belfast 89

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)

BELFAST LISBURN SMALL SCALE DAB

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

Joseph McCormack

Belfast FM Ltd t/a Belfast 89

The Merrion Business Centre

58 Howard Street

BELFAST BT1 6PJ

Tel: 0289033 0089 - 07970 430 155

email: joe@belfast89.com

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1. Overview

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

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

If you encounter any issues using these forms, please contact broadcast.licensing@ofcom.org.uk.

The purpose of this form

- 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).
- 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):

Belfast FM Ltd

2.2 Company registration number stated on Companies House:

Company Registration No: NI612622

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:

Registered Office: The Merrion Business Centre, 58 Howard Street, BELFAST BT1 6PJ

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	Joseph McCormack
Job title	Director/Chair
Address	Belfast FM Ltd The Merrion Business Centre, 58 Howard Street, BELFAST BT1 6PJ
Telephone	028 9033 0089
Mobile phone	07970 430155
Email	joe@belfast89.com

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

www.belfast89.com

- 2.7 How will the service be financed? If the applicant is receiving, or is likely to receive, any form of funding and/or financial assistance to establish and maintain the service, please provide details of who is providing that funding/financial assistance and the extent of it.
- If you are receiving funding from, or on behalf of, a source that could be considered a political organisation or a religious body, you must set out the nature of that organisation here.

The service will be financed by advertising revenue and other commercial activities generated by the existing Belfast 89 service on FM.

Belfast FM Ltd. has no political or religious affiliations.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

- 2.8 Complete the following table, expanding it if necessary, to provide the following details for each director or designated member of the applicant (i.e. the body corporate that will hold the licence):

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Joseph McCormack	Belfast FM Ltd., The Merrion Business Centre, 58 Howard Street, BELFAST BT1 6PJ	UK	Director - Lagan SSDAB Ltd Broadcasting services	None
David Sloan	Belfast FM Ltd., The Merrion Business Centre, 58 Howard Street, BELFAST BT1 6PJ	UK	Director SD Farms Ltd - Agricultural/ Farming business	None
Lisa Johnston	Belfast FM Ltd., The Merrion Business	UK	None	Tour Guide:

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

	Centre, 58 Howard Street, BELFAST BT1 6PJ			Belfast City Sightseeing Ltd, Unit 14 Duncrue Industrial Estate, Duncrue Road, Belfast, BT3 9PB
Lisa Flavelle-Stephens	Belfast FM Ltd., The Merrion Business Centre, 58 Howard Street, BELFAST BT1 6PJ	UK	Director Quiet Arch Ltd (Record Label)	Associate Lecturer Belfast Metropolitan College & Freelance voice over Artist, Podcast Producer & DJ
George Lavery	Belfast FM Ltd., The Merrion Business Centre, 58 Howard Street, BELFAST BT1 6PJ	UK	None	None
William Howe	Belfast FM Ltd., The Merrion Business Centre, 58 Howard Street, BELFAST BT1 6PJ	UK	None	None

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

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

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

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

Full name of the entity	Address
N/A	N/A

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

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

Full name of entity	Address	Affiliates
N/A	N/A	N/A

Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A	N/A	N/A

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

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

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

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

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

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

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

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

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

Involvement of the applicant in specified activities

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

Activity/involvement	Yes 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	NO	

nature, or which is affiliated to such a body		
A body whose objects are wholly or mainly of a religious nature; ²	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	

Details of applications, licences and sanctions

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

Yes

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

Licence number	Name of multiplex
CR100062WT/1 renewed until 2025	Belfast 89FM

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

Yes

² 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.

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

Licence number	Name of service or multiplex
CR100062WT/1 renewed until 2025	Belfast 89

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

No (delete as appropriate).

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

Dates licence was held or dates of involvement	CR100062WT/1 renewed until 2025	Name of service or multiplex

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

Yes (delete as appropriate).

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

Licence number	Name of service or multiplex
CR100062WT/1 renewed until 2025	Belfast 89

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex

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

No (delete as appropriate).

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

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

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

No (delete as appropriate).

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

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

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

No (delete as appropriate).

If yes, please provide the following details:

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

- 2.26 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom’s consideration of whether or not the applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom

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subsequently becomes aware, and which we do consider to be relevant to the applicant's eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

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

N/A

3. The proposed service

About this section

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

Belfast 89

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.

Belfast and Lisburn SSDAB

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).³

³ 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.

The Merrion Business Centre
58 Howard Street
BELFAST BT1 6PJ

- 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.

Belfast 89
CR100062WT/1 renewed until 2025

- 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.**

It is proposed to serve primarily those aged 55 and over in the Belfast and Lisburn areas. The most up to date census data available is for 2021, and official figures from the Northern Ireland Statistics and Research Agency estimate the total population of the Belfast City Council area to be 345,418 with 146,452 for Lisburn. Residents aged 55 and over represent 27%, namely 132,813 people. With life expectancy rising dramatically in recent decades, this section of the population is a growing one.

The number of people aged 65+ rose by 24% between 2011 and 2021. Belfast City Council predicts that the figure for all those in the 55+ age group is likely to increase to over 30% by 2030. The Council has accordingly identified the need to be prepared for an increasingly ageing society and to plan for how this will affect our city economically, socially and culturally.

We appreciate that the 55 and over age grouping is a disparate one, ranging from the relatively carefree with few responsibilities, having retired or looking forward to doing so with an adequate pension and good health - to those counting every penny. The editorial focus of Belfast89 FM is correspondingly wide, covering subjects of general relevance in which older people will share the same interest as everyone else, to issues of particular concern which need exploration and discussion.

Turning to specifics, our existing field of contributor expertise available is a fertile one, the target community having within it, individuals who have extensive life experience, contacts, and free time through retirement. The enthusiasm to contribute to society in a way that will add a feisty quality to the sound and mission of Belfast FM will continue.

Belfast89 FM on Small Scale DAB is ideally placed to be the medium for information on topics such as healthy living (over half of those 65 and older have life-limiting illnesses, according to NISRA figures), benefits (almost £200m is not claimed, according to the NI Assembly's Public Accounts Committee), fear of crime, consumer advice (scams are of particular concern to this age group), and leisure pursuits.

- 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.**

Belfast FM Ltd is a company limited by guarantee and will operate its proposed C-DSP service on a not-for-profit basis. With any profit at the end of the financial year we will continue to reinvest in training new volunteers and supporting current volunteers, maintain our broadcast equipment, improving the future provision of the radio station and support community events and organisations which will aid the mental health and wellbeing of the over 55s in the Lisburn and Greater Belfast communities. Belfast FM Ltd will continue to provide leadership and accountability of the station.

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.**

Our aim will be to combat loneliness, relieve isolation and provide companionship to older people living in the Belfast and Lisburn area. The over 55 demographic is overlooked and underserved by the mainstream media. A fact Ofcom recognised when it awarded a radio licence to Belfast FM Ltd. From July 2015 our mission has been to provide local news, views, public information, companionship, a social presence and an opportunity for social exchange to the older people of the city. We have cultivated a sense of community and provided volunteering and training opportunities. Music from their youth benefits older people's psychological wellbeing by reducing depression and anxiety symptoms. Older people regard radio as a trusted companion and according to RAJAR the over 55s in the city listen to around 30 hours per week.

Age Friendly Belfast estimates that over 10,000 older people live in isolation in the city. Age NI believe that 1 in 3 older people in Northern Ireland feel lonely. One in five adults in NI receive anti-depressant medication with 90% prescribed to those over 55. The 2021 census shows a remarkable 24% increase in the number of people over 65 in the province since 2011. This is what our target community say: - "my mother sadly passed away and when we went to remove her belongings from the home, we found that her radio was still switched on... she had been listening to Belfast89 " - " I attended a funeral yesterday and was listening to someone speak about the deceased. The mourners were told that although the final three months of this man's life had been spent in the RVH the one thing that had cheered him up every day was listening to Belfast89 "- "I am a carer for my elderly parents... I feel overwhelmed at times by the burden. Listening to Belfast89 makes every day so much more bearable ". Belfast FM Ltd won the 2023 Social Enterprise of the Year title at the recent Belfast Chamber Business Awards.

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

Belfast 89 has been broadcasting continuously since 2015 and will continue to encourage listenership to engage with our programming throughout the broadcast day.

We already facilitate this engagement by offering listeners various ways to get involved with on air discussions and provide their views on the issues important to them.

Listenership engagement is already at a high level with morning magazine programmes regularly attracting over 70 listeners contacting the station via WhatsApp, email, SMS and phone calls.

Belfast 89 presenters regularly invite guests into the studio to promote events targeting the over 55s across the broadcast footprint.

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).

Regulatory compliance issues continue to be the responsibility of the Board of Belfast 89. The station has been broadcasting continuously on FM since 2015 and well-established protocols to ensure compliance are in place. The Board member with responsibility for compliance is Head of Programming Lisa Flavelle-Stephens.

- 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.

Lisa Flavelle-Stephens has over 30 years' experience in the radio industry and been involved in production, presentation, staff training and station management throughout this time.

As Head of Programming at Belfast 89, Lisa is also responsible for training each new volunteer on a one-to-one basis in all matters relating to compliance, Broadcasting Code of Practice and on-air training. New on-air volunteers are subject to supervision and additional training is provided as necessary.

Existing volunteers are also subject to regular refresher training.

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.

- **Head of Programming;** Primary responsibility for ensuring volunteer familiarity and compliance with the OFCOM Broadcasting Code, The BCAP Code: the UK Code of Broadcast Advertising, and the Phone-paid Services Authority Code of Practice
- **The Board of Belfast FM Ltd t/a Belfast 89:** Overall responsibility for all regulatory compliances.

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.

All induction training for new volunteers is provided on a one-to-one basis in all matters relating to compliance, Broadcasting Code of Practice and on-air training. This applies to on-air presenters, producers and admin/commercial volunteers. New on-air volunteers are subject to supervision and additional training is provided as necessary.

Existing volunteers are also subject to regular refresher training.

4.5 Will the training described in response to question 4.4 be mandatory for all staff and volunteers? If not, outline who will receive it.

Yes - This is current practice and will be kept under regular review.

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.

Systems are already in place at Belfast 89 to ensure compliance with the codes and rules when the service is broadcasting live content. All station output is recorded and required by the current licensing conditions. This output is regularly monitored by the Head of programmes who has primary responsibility for all regulatory compliances.

All on-air presenters are already fully trained in the OFCOM Broadcasting Code and the station's internal Code of Practice and there are well established processes in place to ensure that programme guests are aware of the rules. In the event of a breach in compliance during a live broadcast, there would be an immediate on-air apology and a switch to music.

All on-air presenters and production people are very familiar with this protocol.

- 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.

As a matter of policy, Belfast 89 does not use any pre-recorded programming material provided by a third-party source. Audio clips provided by external sources for use as inserts to live programming are subject to review for compliance by the production team in advance of use. All on-air presenters and production people are very familiar with this protocol.

- 4.7 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.

Belfast 89 maintains excellent relationships with many organisations who are also involved in supporting the needs and well being of the over 55s across Belfast. These include the Trussell Trust (Food banks), the Samaritans, the Dean of Belfast's Black Santa Appeal, the Hospice shop network in the city and Belfast City Council. Similar relationships will be built with similar organisations across the Lisburn & Castlereagh City Council area. Information on these activities is published from time to time on the station website.

All our volunteers are embedded in their local communities throughout the city and are always listening to the needs of neighbours and friends. Volunteers regularly provide feedback to the Board and the programming team with suggestions on content relevant to the over 55s.

Belfast 89 also carries out an annual Listenership Survey which tracks our listeners' views on programme content, listening habits and the personal views of listeners across the city. The survey is carried out on-line and the 2022 survey had a sample size of around 300 respondents.

The results inform the Board on areas improvements can be made, where in the city our listeners are using primary postcode data, how they listen (in car, at home, smart speaker), when they listen and for how long. All data is gathered anonymously included

The information collected on these surveys is not published and is collected specifically for internal analysis. GDPR compliances are in place.

Board Chair has overall responsibility this area of activity which is ongoing.

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

English

4.9 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.**

All volunteers involved in Belfast FM Ltd. t/a Belfast 89 have English as their mother tongue.

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 influ-

ence Ofcom's judgement as to whether the directors and any other individuals and/or bodies corporate with substantial involvement in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

Full name (BLOCK CAPITALS) of the applicant or person authorised to make the application of behalf of the applicant:

JOSEPH McCORMACK

Date of application:

10th Nov 2023

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

Company secretary / company director / designated member (in the case of a Limited Liability Partnership)

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