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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):

More Muzic Radio CIC

Proposed service name:

More Muzic Radio

Radio multiplex service(s) on which the proposed C-DSP service is to be provided (note this must be a small-scale multiplex area either previously advertised or currently being advertised by Ofcom as shown in the multiplex licence advertisement)

PETERBOROUGH

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

More Muzic Radio  
Matthew Page  
1 Hawthorn Drive, Whittlesey Peterborough PE7 1TH  
01733 204353 moremuzicradio@gmail.com

**Publication date:** 1 June 2021

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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):

More Muzic Radio CIC

2.2 Company registration number stated on Companies House:

13989699

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:

1 Hawthorn Drive,  
Whittlesey,  
Peterborough,  
PE7 1TH

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

**No**

**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	Matthew Page
Job title	Managing Director
Address	1, Hawthorn Drive, Whittlesey, Peterborough, PE1 7TH
Telephone	01733 204353
Mobile phone	07910 728717
Email	moremuzicradio@gmail.com

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

www.moremuzicradio.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.

Income is generated from fundraising, grants, membership and advertising

## 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 <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Matthew Kevin Page	1 Hawthorn Drive, Whittlesey, Peterborough PE7 1TH	UK		Rail Worker
Sally Ann Page	1 Hawthorn Drive, Whittlesey, Peterborough PE7 1TH	UK		Retired
Abbie Page	1 Hawthorn Drive, Whittlesey, Peterborough PE7 1TH	UK		Administrator
Frederick Randall	14 Victory Avenue, Whittlesey, Peterborough PE7 2 BA	UK		Retired

- 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

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



Comments				
N/A				

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

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

### Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		


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

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

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

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

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

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

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

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

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

### Involvement of the applicant in specified activities

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

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

<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.

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?

**No**

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

Licence number	Name of multiplex
N/A	

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

**No**

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

Licence number	Name of service or multiplex
N/A	

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**

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
N/A		

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

**No**

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

Licence number	Name of service or multiplex
N/A	

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

**No**

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

Licence number	Name of service or multiplex
N/A	

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

**No**

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

Licence number	Name of service or multiplex
N/A	

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

**No**

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

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

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

**No**

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

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

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

**No**

If yes, please provide the following details:

C-DSP licence: Application form (Part A)

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

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

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

N/A
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## 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?

More Muzic Radio

3.2 On which radio multiplex service do you intend to broadcast? If the relevant radio multiplex licence has not yet been awarded, please state the name of the area that the multiplex service is intended to cover, as defined in the multiplex licence advertisement.

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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.





MMR will continue to broadcast its popular request shows and the varied programme schedule will extend to the community outside of the existing online listenership providing an 'easy listening' mix of music and information.

- 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.**

More Muzic Radio CIC is an established organisation that has broadcast for over 2 years. It has recently been granted Community Interest Company (CIC) status and has no owners and no individual, company or other body which may exert control over it, and it operates for solely community interest purposes.

Members of a CIC are legally required to vote in the best interests of the company. There is also the option for the Directors to appoint additional Directors with particular skills or knowledge beneficial to the company. All the funds that have been donated or raised in the past have helped to maintain the service and the intention going forward is unchanged, with all monies used to support the service and running of the radio station. The future funding will support the provision of the necessary technical equipment and infrastructure for broadcast services to the community and surrounding area.

Main sources of income come from donations or grants, and through fundraising

Other types of fundraising include:

- An annual Quiz that includes a prize draw
- Local competitions and raffles
- Programme sponsorship (corporate)
- Online shopping donations via purchases via Easy Fundraising and Amazon Smile
- Various grants including: The National Lottery Community Fund

Going forward, MMR is planning more innovative ways of fundraising, as the Covid-19 pandemic has impacted fundraising sources since 2020. These will include more virtual events e.g., quizzes, sports challenges etc. and partnerships with companies and organisations.

## 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.**

MMR provides benefit through broadcasting to the local community and has been shown to improve the lives of listeners by providing music, entertainment, and local news and in-

formation. Listening to the station enables listeners to distract from their current circumstances and helps to meet their psychological needs.

The service will contribute to improving the general level of health and wellbeing in the local community, particularly the older generation by providing information and advice from relevant organisations.

There is evidence of community radio stations having an impact on the targeted community outcomes in the following ways:

- Boredom reduced by entertainment
- Loneliness reduced by social interaction
- Anxiousness / frustration reduced by being calming and reassuring
- De-personalisation reduced by making one feel like an individual
- Health and wellbeing awareness increased by providing information and advice

As outlined in 3.10 MMR intends to work with various community organisations, health organisations, local councils and local and national voluntary groups.

Many people choose a radio station primarily to listen to music and as a result MMR plans to include social action content in music led programmes.

Education and local interest will be provided by featuring people from the local community talking about subjects that interest them.

MMR will work closely with the many NHS and social care organisations within the target area. It is intended to promote specific health and wellbeing initiatives by focusing interviews and features around these issues.

It is also intended to broadcast live from local charity and cultural events, and encourage listeners to contact the station to talk about events that they are involved in.

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

MMR has a close relationship with various organisations in the local community with the aim of promoting local dialogue and discussion. The station regularly broadcasts interviews with members of the local community and plays requests during its shows.

The station provides updates and information about community matters together with national news and any other relevant communications. Factual features and interviews with members of the community will be broadcast, to enable provision of a broad range of information for the public. This will facilitate discussion and expression of opinion via interviews, news items, documentary style programmes, debates and phone-ins. There will also be the opportunity for on-line discussion through social media.

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.**

MMR is open to anyone over the age of 18 and is always open to approaches from volunteers to do a range of jobs. Existing volunteers are drawn from all backgrounds and walks of life, including a train service manager, housewife, transport manager, school caretaker, accountant, and many retired members.

With the proposed expansion of the service, MMR is aiming to attract more volunteers with an interest in a variety of roles such as fundraising, advertising and sponsorship, technical engineering, audio production, marketing and communications and management roles as well as presenting. Further opportunities would be created for volunteers to report on local stories and events and engage with the local community.

With the proposed introduction of SSDAB MMR aims to promote and provide information from a wider spectrum of organisations in the area with regular communications with the relevant point of contact. Services offered to them will include information about programming and opportunities to participate in interviews, receiving communication updates from them and promoting their messages.

MMR holds regular recruitment campaigns for volunteers with a view to taking on new members. A formal application process involves the completion of an application form, reference checking and DBS checking where necessary, informal interview and a review of training required for the proposed role. The training programme varies for each individual member dependent on their proposed role and/or personal capabilities.

The modules covered include:

- Induction
- Radio Software playout system
- Procedures for compliance with broadcasting codes and rules
- Technical training
- House style and procedures
- Shadowing other presenters
- Fundraising

To increase the engagement with outside organisations, MMR is considering offering training to interested individuals and professionals from the community to enable them to acquire broadcasting skills and participate in the production and broadcasting of programmes or programme inserts.

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.**

MMR has already developed a strong understanding of the needs of its target audience and its members are dedicated to meeting those needs and supporting the local community.

The station has become established in the local community and is committed to supporting all things local. It is expected that through SSDAB the station will extend its reach into the broader community. With this opportunity MMR will build relationships with the various local organisations, local councils, and local and national voluntary groups.

MMR will continue to build upon relationships with other communities, groups, and organisations within the Fenland district to provide better ongoing understanding of the needs of the target community and to strengthen links within it.

- 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.**

MMR currently has around 40 staff and volunteers who come from all backgrounds and walks of life with experience of the local community and a maturity that is shown in their conduct both on and off air. Collectively MMR has considerable experience and involvement within the local community.

It is intended to use this experience to develop programme schedules that can incorporate various subjects to be informative and educational to the listener.

In the past, the station has broadcast interviews and messages on behalf of charities and provided on-air coverage of charity fundraising events. It is intended to build on this legacy going forward which helps promote good causes and promotes local community stories that larger radio stations may ignore.

## 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.**

The service is provided to the community and is reliant on volunteers to support the station and provide its broadcast services. Volunteering will continue to be open to all individuals aged 18 or over, subject to satisfactory completion of standard volunteer recruitment checks, induction processes and appropriate training.

A large variety of roles will be open to members of the target community (and others), including on-air presentation, production, programme scheduling, journalism, fundraising, engineering and technical, administration, finance, and compliance. MMR already benefits from the experience and knowledge of its existing 40 unpaid volunteers, and it is expected that this number will increase should a SSDAB radio licence be granted.

There will be further opportunities to be part of the management team of the station for volunteers with the relevant skills that match with the job descriptions of the management roles.

MMR intends to actively encourage the target audience to become involved in its programming, whether as volunteers, members of listener panels or simply as guests on programmes. This represents an opportunity to broaden participation within the local community.

Opportunities to join MMR will be promoted on air, through the internal communications, on the station website and through social media i.e., Facebook.

Volunteer roles provide opportunities for members to develop technical skills and experience, build confidence and improve interpersonal skills, enhance skills in management, customer services and communication. Experience shows that volunteers appreciate the variety of opportunities available, often joining to undertake one role and then becoming more interested and involved in others. MMR will continue to work with local voluntary organisations.

It is appreciated, however, that long-term, regular commitments are not suitable for everyone, therefore less 'time-demanding' roles and project-based opportunities will also be offered.

## Accountability

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

All suggestions relating to improvement of the service are welcomed and considered by the station management. MMR encourages members of the community to contact the station via social media channels e.g., website, Facebook, Twitter or by phone.

The aim, going forward, is to continue to work with various organisations within the local community to obtain feedback on the service. These collaborations are considered key to providing a means of communicating to keep the service relevant to the needs of the community.

As MMR moves to DAB, it intends to set up listener groups together with growing existing and creating new relationships to expand its local network. The station will also continue to search for new ways to interact with its target audience.

The AGM and our other regular meetings will be held throughout the year, and members of the public will be invited to an annual 'open meeting' to encourage feedback and input from individuals and relevant organisations in order to further enhance future programming.

- 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.**

### Accountability to listeners

Radio is a medium that is forever evolving, and suggestions that offer new ideas are always welcome if they fall within the station's broadcasting key commitments.

Any suggestions and/or criticisms received from members of the target community will be distributed to members of the Compliance Team and station management, and, depending on the nature/severity, timely and appropriate action taken to resolve any issues. Details of the action will be recorded and communicated to the original informant, and on a wider basis if necessary.

In case of complaints, a documented complaints procedure is in place whereby the complaint will be anonymized and distributed to the management team for comment. A decision will then be taken immediately if required, or the matter discussed at the next open management meeting and a decision taken.

#### **Accountability to members**

Everyone who volunteers with MMR in any capacity is eligible for free voting membership, entitling them to actively participate in formal general meetings and to elect directors, in accordance with the governing constitution.

Feedback from members is encouraged and all suggestions from members, both formal (through regular members' meetings, training sessions etc.) and informal (e.g., via conversations, or by text/email etc.) will be considered by the station management, and any decisions communicated to the original informant, and on a wider basis if necessary.

#### **Accountability to the wider community**

There will be an annual 'open meeting' for the local community to provide any feedback and be involved in any discussions towards improving the service.

Suggestions will also be invited from relevant local statutory, charitable and community organisations.

## 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	Transmission Schedule	Multiplex
<b>MORE MUZIC RADIO</b>	<p><b>MORE MUZIC RADIO is a radio service intended to serve the local community</b></p> <p><b>THE TARGET AUDIENCE</b></p> <p>The target audience for More Muzic Radio is the population living in the Whittlesey and Fenland area and surrounding area covered by the multiplex provider. However, we are open to broaden our range of audience by promoting services beyond these specific communities.</p> <p><b>THE LOCALITY</b></p> <p>The Whittlesey and Fenland district, Cambridgeshire, England</p>	<p>MMR currently broadcasts 24/7 with 11 hours of live content and 13 hours of syndicated content.</p> <p>The intention is to reduce the amount of</p>	<b>PETERBOROUGH</b>



	<p><b>THE MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES</b></p> <p>The service will broadcast to local communities along with the wider community with emphasis on the promotion of healthy and fulfilling lifestyle.</p> <p>The text below is included in the Key Commitments in all C-DSP licences and does not need to be amended or augmented. 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.</p> <p>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely because of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</p> <p>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</p> <ul style="list-style-type: none"> <li>• the facilitation of discussion and the expression of opinion,</li> <li>• 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</li> <li>• the better understanding of the community and the strengthening of links within it.</li> </ul> <p>Members of the target community shall contribute to the operation and management of the service.</p> <p>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</p>	<p>syndicated content over time as the number of volunteers with broadcast experience increases.</p>	
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## 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).

Matthew Page (MP) is the named compliance officer in section 2.3 in part B. Whilst having no formal compliance training, he has downloaded and read copies of the Ofcom Broadcasting Code, the BCAP Code and the Phone-Paid Service Authority Code of Practice and has a self-taught working knowledge of their requirements.

MP intends to become a member of the Community Media Association, in order to attend relevant events and training, and will tap into their expertise and support networks. He has taken time to become familiar with Ofcom's Compliance Procedures and is aware of the Broadcasting and Advertising codes and rules. He is also keen to attend workshops and training courses organised by Ofcom, CMA, or other organisations in order to receive further compliance training going forward.

- 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.

MP has more than 40 years' experience in the music business as an agent, promoter, compere and DJ as well as more than 2 years' experience of running a radio station on the in-

internet platform. This provides a solid background in being aware of what is acceptable and unacceptable to a live audience.

MP currently holds overall responsibility for compliance of the internet service and has read and understood the Ofcom guidance. He has experience of organising, editing, scheduling, sales and presenting programmes and in over 2 years of operating and managing Moremusic Radio has received no comments or complaints regarding broadcasting standards.

- 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.

The Compliance Team consists of three members all of whom are also members of the Management Team.

Compliance officer

- Ofcom contact
- First point of contact for all compliance issues
- Leader of the Management Team
- Chief training officer
- Programme controller

Two Assistant Compliance officers

- Support Compliance Officer
- Provide advice on compliance in the absence of the Compliance Officer
- Members of the Management Team
- Assistant training officers

All members of the team will stay up to date with the current rules and regulations of broadcasting and advertising as per Ofcom's codes in order to provide training and guidance where required.

They will also be responsible for preparing charts and information boards to display in the studio to remind presenters of their obligations, to refer to when necessary and to assist with training.

- 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 Compliance Officer will ensure that the Compliance Team remain up to date with all relevant legal and regulatory requirements together with guidance issued by Ofcom from time to time.

All training will be conducted by the Compliance Officer or Assistant Compliance Officers to ensure consistency.

All staff and volunteers will be required to read and understand the broadcasting and advertising codes and to consult the Compliance Officers wherever they are uncertain. This will enable all staff and volunteers (not just producers and presenters) to monitor output and report any potential infringements.

Training will be provided as per Ofcom guidance wherever possible. All presenters will receive additional training in how to manage studio guests and live phone-ins. New and inexperienced presenters will be under supervision for a probationary period stipulated by the Compliance Officer.

Retraining and refresher courses will be conducted annually or more frequently if the Compliance team deem it necessary, or if there is a change in the rules or codes.

On completion of training the trainee will be required to sign a form confirming that they have understood the Broadcasting rules and Advertising Codes. These forms will be kept on file for future reference.

The Broadcasting Code and Compliance code chart will be on display in the studio for all staff and volunteers to consult and refresh their memory if necessary.

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

Training based on Broadcasting Rules, the BCAP Code; the UK Code of Broadcast Advertising and the Phone-paid Services Authority Code of Practice will be compulsory for all management, staff, and volunteers. This will enable all staff and volunteers (not just producers and presenters) to monitor output and report any potential infringements.

Evidence of training will be kept on file to document who received training, what training they received and when and where this training took place. These files will be kept by the Compliance Officer and made available for future reference.

- 4.6 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g., Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public).

- a) Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules when the service is broadcasting live content. Your response should include details of what you will do to prepare presenters and guests pre-broadcast and the process for ensuring that any non-complaint content is dealt with swiftly during the broadcast.

All broadcast output is logged and backed up on the station server for a minimum of 42 days. This ensures compliance with Ofcom regulations and allows content to be reviewed and used for training purposes.

Programme scheduling undertaken by the Compliance Team will ensure that content complies with Ofcom Codes. All presenters, before being allowed to present live on air, will be required to sign a statement confirming that they have received training and fully understand the Broadcasting rules and Advertising Codes. In addition, presenters will be required to consult the Compliance Team, before broadcast, if they are unsure about the appropriateness of any content. If the Compliance Team are unavailable or any doubt remains the content must not be broadcast

Presenters will be required to inform the Compliance Team, before going on air, of any live guests or phone-ins. Before entering the studio, guests will be briefed and required to confirm that they understand the Broadcasting rules and Advertising Codes. Any guest deemed unsuitable by the Compliance Team will not be granted access to the studio. Live phone-ins will be carefully monitored by the presenter and any call regarded as questionable will be terminated immediately.

Random samples of backed up content will be reviewed by the Compliance Team and discussed with presenters to provide feedback and maintain standards.

All station staff and volunteers will be encouraged to monitor output whenever possible and provide feedback on content and compliance. This encourages compliance awareness and builds on initial training.

Listener groups, with a wide cross section of the potential audience, will be set up and briefed to provide listener feedback and any comments/complaints regarding compliance issues. Regular consultation with listener groups will enable content to remain relevant and compliant going forward.

The Compliance Team and senior volunteers will be available during normal office hours for any feedback/complaints from staff, listener groups or Ofcom. Emergency contact numbers for the Compliance Team will be available on-site for any an out of hours complaints.

Disciplinary action and/or re-training is available where presenters are found to have not upheld the desired standards. A file will be kept for each presenter with a record of all complaints, infringements and remedial actions taken. A “three strikes and out” policy will be enforced for minor infringements and a “two strikes and out” policy will be enforced for major infringements. The Compliance Team will reserve the right to immediately suspend any member of staff or volunteer for serious breaches of compliance issues.

- 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 ex-

ample, material obtained from, or streamed from, third party sources as well as content produced by the licensee.

All broadcast output is logged and backed up on our server for a minimum of 42 days. This ensures compliance with Ofcom regulations and allows content to be reviewed and used for training purposes.

All providers of pre-recorded content will be vetted to ensure that they have compliance procedures in place which complement those of the station and will be required to confirm in writing that content is fully compliant. Pre-recorded content from new providers will be checked by the Compliance Team prior to broadcast.

Programme scheduling undertaken by the Compliance Team will ensure that content complies with Ofcom Codes. Providers of pre-recorded content will be required to consult the Compliance Team, before broadcast, if they are unsure about the appropriateness of any content. If the Compliance Team are unavailable or any doubt remains the content must not be broadcast

Random samples of backed up content will be reviewed by the Compliance Team and discussed with providers to provide feedback and maintain standards.

All station staff and volunteers will be encouraged to monitor output whenever possible and provide feedback on content and compliance. This encourages compliance awareness and builds on initial training.

Listener groups, with a wide cross section of the potential audience, will be set up and briefed to provide listener feedback and any comments/complaints regarding compliance issues. Regular consultation with listener groups will enable content to remain relevant and compliant going forward.

The Compliance Team and senior volunteers will be available during normal office hours for any feedback/complaints from staff, listener groups or Ofcom. Emergency contact numbers for the Compliance Team will be available on-site for any an out of hours complaints.

A file will be kept for each provider with a record of all complaints, infringements and remedial actions taken. A “three strikes and out” policy will be enforced for minor infringements and a “two strikes and out” policy will be enforced for major infringements. The Compliance Team will reserve the right to immediately withdraw any pre-recorded content for serious breaches of compliance issues.

- 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.

Presenters are made aware, during training, of the key commitments that relate to what will be broadcast. A clear statement of the key commitments will be displayed in the studio for reference and as a reminder to presenters.

The Compliance Team will monitor broadcast material to ensure ongoing delivery of the key commitments.

Twice-yearly feedback will be obtained from local organisations and listener groups regarding key commitments. Regular consultation with listener groups will also enable content to remain relevant to the key commitments going forward.

Where deviation from the key commitments is identified further training will be provided and regular staff meetings will be held where staff/volunteers and presenters are reminded of the key commitments.

- 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.

Staff and volunteers are predominantly drawn from the local community and programming is targeted to support and reflect the local community. Through various social media platforms and email MMR encourages the community to participate and engage with the programming. In this manner MMR expects to deliver and develop the station's off-air social gain activities.

Staff and volunteers are made aware, during training, of the key commitments that relate to the station's off-air social gain activities. A clear statement of the key commitments will be displayed in the studio for reference and as a reminder to presenters.

The Compliance Team will monitor broadcast material to ensure ongoing delivery of the key commitments that relate to the station's off-air social gain activities.

Twice-yearly feedback will be obtained from local organisations and listener groups regarding off-air social gain activities. Regular consultation with listener groups will also enable content to remain relevant to the key commitments going forward.

Where deviation from the off-air social gain activities is identified further training will be provided and regular staff meetings will be held where staff/volunteers and presenters are reminded of the key commitments.

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

English. Given the target community of the service outlined in 3.5 it is not anticipated that broadcast in any other language will be required.

- 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**

All Compliance Team members will be required to be fluent in English and will ensure that broadcast content is in English and complies with Ofcom's codes and rules.



## 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:**

MATTHEW PAGE

**Date of application:**

12<sup>st</sup> June 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**