
Small-scale radio multiplex licence

Application form – Part A (public)

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

BBD Digital Ltd

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

Blackburn, Burnley & Darwen polygon – north-west macro area

1. Overview

BBD Digital coverage extends to 74% of the polygon population

Our field strength reaches the principal population centres in the area

The know-how of our team and associates ranges from in-depth and unrivalled local knowledge to SFN operational expertise

Proven business expertise of our board members has allowed us to take a pragmatic view towards balancing coverage aspirations with essential cost control

Five CDSP services are participants in BBD Digital

Seven radio services will apply for C-DSP licences – the mandated reserve capacity is for six

We have engaged extensively with 55 potential service providers

Our developed policy will allow us to trade fairly in a competitive environment

2. Extent of proposed coverage area

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

The extent of our proposed coverage equates to 74% of the Ofcom licence area polygon population

The polygon area in general

At 545 km² the Blackburn, Burnley and Darwen polygon is not a large area but it does represent an area which is fragmented.

The variation in terrain height is substantial, ranging from 105m to 409m with no fewer than eight valleys scoring their way across the polygon area. From a signal coverage perspective, this complicates an already difficult situation where in the main, the population concentrations are peppered along each valley with many areas of habitation having a population that is sub 20,000 adults.

Devoid of escarpments of any significance, the gentle rolling landscape at altitude means that the textbook location for most transmitting stations would end up placing them furthest from the population hubs being sought. In plotting this area using circa 100W e.r.p. there was evidence of Fresnel zone intrusion.

The large number of TV relay and other communications masts on most hill tops bears testament to the challenges this area presents in trying to reach small populations isolated by terrain.

With the low transmitting powers prescribed for small-scale DAB, the requirement not to induce the risk of outgoing interference and the need to keep capital costs to a financially viable level, delivering coverage for this area requires an approach that necessitates compromise.

Our technical plan for coverage

We have developed a coverage plan that starts with serving the two primary population centres in the north of the polygon area, Blackburn and Burnley. Importantly here, two of the area's three Ofcom licensed community radio services are based. From this point we have progressively sought to build out around the areas in a way that prioritises reception opportunities by the numbers of population covered. In this connection it is further noted

that the M65 dissects the northern part of the polygon area as the road snakes its way from west to north-east.

Within 3.5 km either side of the motorway 70% of the polygon population live.

To indicate both the relevance and scale of population both by area and by Ofcom licensed community radio licensed services, the table below illustrates the extent to which both are skewed heavily to the north of the polygon.

Location	<i>Ofcom licensed Community Radio services</i>	Adult population	% of polygon pop. 349,992 adults	Community Radio coverage as % of polygon population
Blackburn	<i>Blackburn CR</i>	94,400	27.0%	23.6%
Burnley, Nelson & surrounds	<i>Pendle CR</i>	96,480	27.6%	15.8%
Accrington & Surrounds	<i>none</i>	49,600	14.2%	none
Rawtenstall	<i>Rosendale CR</i>	18,480	5.3%	4.7%
Remainder of polygon	<i>none</i>	91,032	26.0%	none

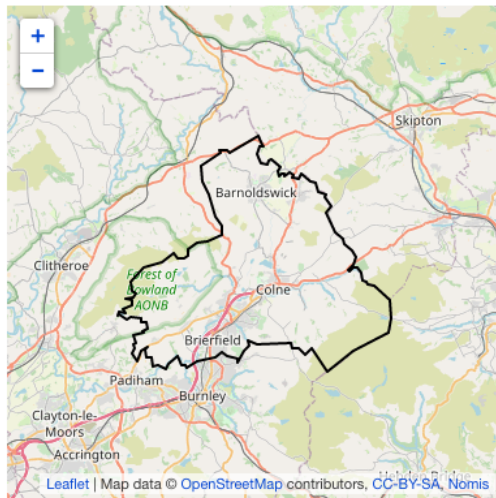
The target area sought

Taking full account of the terrain, the population spread and the location and scale of the Ofcom licensed community radio services, Phase 1 of our technical plan (i.e. transmission facilities established within 18 months of award) will reach **74%** of the polygon population covering, primarily, localities in the north of the Ofcom polygon area. Specifically, Blackburn, Burnley, Accrington and most of Darwen.

Once established, we propose to extend our transmission roll-out progressively towards other localities prioritising reception opportunities by size population. We fully appreciate that this intention cannot be considered when the coverage criterion is being assessed as part of the application process, but we say it here as a matter of public record.

Areas beyond the advertised licence area

Pendle Community Radio serves an area described in its Key Commitments as: *Nelson and the surrounding areas of Pendle Borough (as shown in the licensed coverage area map)*. We note that the polygon perimeter line cuts across Nelson, and Pendle Community Radio's legitimate coverage area. Pendle Borough itself extends to include Colne and Barnoldswick, see borough map below:



Map showing the outline of Pendle Borough with Barnoldswick to the north and Burnley to the south.

We would propose to reach all of Nelson and as far as Colne and Barrowford because Pendle Community Radio's target audience of Asian/British Asian makes up 18.8% of the borough's population and these individuals could be deprived of a community radio service in a digital world. It should be noted that the area of northern Nelson and up to Colne is a 'hinterland' falling between two polygons, covered by neither. Indeed, it might be argued whether this proposed coverage is in fact actually beyond the intended area of the polygon.

With this addition in mind, our coverage self-assessment suggests this licence application remains comfortably within Ofcom's overspill and overlap limits.

A digital path for Rossendale Community Radio

Rossendale Community Radio (Rawtenstall) is aligned with another applicant group. The remoteness of this radio station's coverage area in relation to the population centres of Blackburn and Burnley (some 8 miles away) isolates this service. In addition, the impact this service makes on the polygon population as a whole is tiny (4.7%).

Should BBD Digital be awarded the multiplex licence, we would propose to enter into discussion with Rossendale Community Radio and offer a matched funding arrangement for a Rossendale DAB relay. We fully appreciate Ofcom's position in the assessment process and that the regulator cannot take into account our gesture, but we make it here in good faith.

Summary

With challenging terrain and a population spread that is biased towards the north of the polygon area, BBD Digital's proposal delivers a predicted coverage of 74% of the adult population, with further transmission expansion plans in the future.

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

Site Name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Blackburn	SD 69587 26715	23m	Omnidirectional	New	100W
Burnley	SD 82740 38440	10m	Omnidirectional	New	100W
Accrington	SD 75580 29541	14m	Omnidirectional	New	30W

- 2.3 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dB μ V/m field strength and the advertised small-scale DAB licence area contour. [Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

Please see: [Coverage Prediction Map Annex 1](#).

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

Provide the name and version of the prediction tool used.	HTZ Communications V23.0 release 1456
Detail the terrain model used by the software and its resolution.	ADTI SRTM 2003 30 x 30 spatial sampling
Detail the ground cover (clutter) data used by the software and its resolution.	ATDI 50m precision Extracted from satellite photography 1999-2001
What propagation algorithm has been used?	Deygout 94-2 with coarse integration Fresnel Zone fraction 0.8
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	2011 Census
Have your predictions been generated by a commercial organisation? If so, by whom?	Digris AG

3. Ability to establish the proposed service

Applicant's details

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

BBD DIGITAL LTD

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

13301411

3.3 For UK registered companies, the address of the applicant's registered office stated on Companies House. For non-UK registered companies, the principal office address:

140 East Parade, Bradford BD1 5EE

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

Yes

If no, please submit the up to date document and indicate you have done so in the checklist in Section 7 of Part B of the application form.

Ownership and control of company which will hold the licence

Details of officers

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Blackburn Community Radio	140 East Parade Bradford BD1 5EE	UK	N/A	
Blackburn Youth Zone	140 East Parade Bradford BD1 5EE	UK	N/A	
Burnley College	140 East Parade	UK	N/A	

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

	Bradford BD1 5EE			
Lee Roe	140 East Parade Bradford BD1 5EE	UK	Director Ribble FM CIC <i>Broadcaster</i> Director Burnley Community Radio Ltd <i>Broadcaster</i> Director Lancashire Radio Ltd <i>Broadcaster</i> Director Ribble Media Group Ltd <i>Broadcaster</i> Director Community Media Association <i>Media</i>	Director Ribble FM CIC
Radio Hospitals Blackburn	140 East Parade Bradford BD1 5EE	UK	N/A	
Rajan Parmar (AKA Raj Parmar)	140 East Parade Bradford BD1 5EE	UK	Director: Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire) <i>Broadcasting</i> Director: Spice Entertainment Ltd <i>Hospitality</i> Director:	Executive Director Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)

			<p>Infocus Digital Media Ltd</p> <p><i>Media</i></p> <p>Director:</p> <p>Leeds Digital Media Ltd</p> <p><i>Media</i></p> <p>Director:</p> <p>Bradford Digital Media Ltd</p> <p><i>Media</i></p> <p>Director:</p> <p>Credible Focus Ltd</p> <p><i>Media</i></p> <p>Director:</p> <p>Bolton and Bury DAB Ltd</p> <p><i>Media</i></p> <p>Trustee</p> <p>Alan Foster Trust</p> <p><i>Charity</i></p>	
Simon Brierley	140 East Parade Bradford BD1 5EE	UK	<p>Director</p> <p>GMNA Media Ltd</p> <p><i>Broadcaster</i></p> <p>Director</p> <p>Burnley Community Radio Ltd</p> <p><i>Broadcaster</i></p>	<p>Membership Director</p> <p>East Lancashire Chamber of commerce</p> <p>Freelance Presenter</p> <p>BBC Radio Lancashire</p>
Usha Parmar	140 East Parade Bradford BD1 5EE	UK	<p>Director:</p> <p>Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)</p>	<p>CEO</p> <p>Bradford City Radio Ltd T/A Sunrise</p>

			<i>Broadcasting</i> Director: Spice Entertainment Ltd <i>Hospitality</i> Director: Infocus Digital Media Ltd <i>Media</i> Director: Leeds Digital Media Ltd <i>Media</i> Director: Bradford Digital Media Ltd <i>Media</i> Director: Credible Focus Ltd <i>Media</i> Director: Bolton and Bury DAB Ltd <i>Media</i> Trustee: Rishi's Vision <i>Charity</i> Trustee: Jai Maa Bhameshwari Kali Mandir <i>Charity</i>	Radio (Yorkshire)
Comments:				
As entities Burnley College and Radio Hospitals Blackburn are not registered with Companies House. This means there is no relevant Companies House information available.				

Details of participants

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

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

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Blackburn Community Radio	3,000	£3,000.00	5%	5%
Blackburn Youth Zone	3,000	£3,000.00	5%	5%
Burnley College	3,000	£3,000.00	5%	5%
Infocus Digital Media Ltd	29,999	£29,999.00	49.9983%	49.9983%
Lee Roe (Burnley Community Radio)	3,000	£3,000.00	5%	5%
Pendle Community Radio	1	£1.00	0.0017%	0.0017%
Radio Hospitals Blackburn	1	£1.00	0.0017%	0.0017%
Simon Brierley	17,999	£17,999.00	29.9983%	29.9983%
Comments:				
<p>Infocus Digital Media Ltd is owned by Usha Parmar (50%) and Raj Parmar (50%).</p> <p><u>Institutions beneficially entitled to shares/voting powers:</u></p> <p>Burnley College and Radio Hospitals Blackburn (as shown above) have such an entitlement. On award they would each nominate an individual to hold their entitlement. As a temporary measure Usha Parmar will hold these shares on their behalf.</p> <p><u>Pendle Community Radio:</u></p> <p>An apparent dispute within ECLAP Ltd and Pendle Community Radio has sent mixed messages back to BBD Digital within hours of submission of this licence application to Ofcom. We have, and continue to, extend a fully inclusive approach to this community radio service which was fully accepted and ratified by a Memorandum of Understanding signed by the Station Manager, an officer of the company. Separately, an individual who, by his own admission, is not a director of ECLAP Ltd, the parent company, has suggested that the signed MoU is no longer valid. We are employing our best endeavours to resolve this situation, but as things stand we are unclear of the exact position of our relationship with Pendle Community Radio.</p>				

Details of relationships of control

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
Ribble FM	140 East Parade Bradford BD1 5EE	Lee Roe
Burnley Community Radio Ltd	140 East Parade Bradford BD1 5EE	Lee Roe
Infocus Digital Media Ltd	140 East Parade Bradford BD1 5EE	Usha Parmar and Raj Parmar
Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)	Sunrise House, 55 Leeds Road, Little Germany, Bradford BD1 5AF	Usha Parmar
Bradford Digital Media Ltd	140 East Parade Bradford BD1 5EE	Infocus Digital Media Ltd
Spice Entertainment Ltd	Sunrise House, 55 Leeds Road, Little Germany, Bradford BD1 5AF	Usha Parmar and Raj Parmar
GMNA Media Ltd	140 East Parade Bradford BD1 5EE	Simon Brierley

Details of persons who control the applicant

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

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Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
Infocus Digital Media Ltd	140 East Parade Bradford BD1 5EE	BBD Digital Ltd Bradford Digital Media Ltd
Usha Parmar and Raj Parmar	140 East Parade Bradford BD1 5EE	Infocus Digital Media Ltd

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

Full name of individual	Name of body in which individual is a director or designated member
Usha Parmar	Bradford City Radio T/A Sunrise Radio (Yorkshire) Spice Entertainment Ltd Infocus Digital Media Ltd Leeds Digital Media Ltd Bradford Digital Media Ltd Credible Focus Ltd Bolton and Bury DAB Ltd
Raj Parmar	Bradford City Radio T/A Sunrise Radio (Yorkshire) Spice Entertainment Ltd Infocus Digital Media Ltd Leeds Digital Media Ltd Bradford Digital Media Ltd Credible Focus Ltd Bolton and Bury DAB Ltd

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

Full name of body corporate listed in 3.8	Body corporate controlled
Infocus Digital Media Ltd	Bradford Digital Media Ltd

- 3.11 In relation to each body corporate identified in response to question 3.8, complete the table overleaf, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, in the body corporate concerned (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.8. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Name of body corporate identified in response to question 3.8				
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Infocus Digital Media Ltd	29,999	£29,999.00	49.9983%	49.9983%
Comments:				
Infocus Digital Media is owned by Usha Parmar (50%) and Raj Parmar (50%)				

Involvement of the applicant in specified activities

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

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

A body whose objects are wholly or mainly of a religious nature; ²	YES	Usha Parmar is a Trustee of Rishi's Vision (Charity) and a Trustee of Jai Maa Bhameshwari Kali Mandir (Charity)
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

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

(a) Is the applicant a current licensee of Ofcom?

No

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

No

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

Yes

(d) Does the applicant control an existing Ofcom licensee?

No

(e) Is the applicant controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a "participant")?

Yes

(f) 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)?

² Please refer to Sections 3 to 5 of Ofcom's religious guidance note at: https://www.ofcom.org.uk/_data/assets/pdf_file/0028/88219/Guidance-for-religious-bodies.pdf for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

No

(g) 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

(h) 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

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

No

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

	Licence number(s) (if known)	Details
(a)	N/A	
(b)	N/A	
(c)	CR012146 AL0000258 AL0000292 AL000323 DP101454BA/1 CR000099 CR101582BA/1 RSL AL000037BA/2 DP000061BA ANALOGUE COMMERCIAL	Blackburn Community Radio since 2020 Simon Brierley, MD from 2009 to 2019 Simon Brierley, MD from 2005 to 2019 Simon Brierley, MD from 2011 to 2019 Lancashire Broadcasting Pendle Community Radio since 2007 Ribble FM since 2016 Mela FM (RSL in Manchester) June 2001 Bradford City Radio T/A Sunrise Radio (Yorkshire) 1989 to date Bradford City Radio T/A Sunrise Radio (Yorkshire) (Bradford & Huddersfield Multiplex) 2004 to date Usha Parmar, Launch Director, Club Asia London Ltd 2002 – 2004

	DP000061B	Masti Radio (Bradford & Huddersfield Multiplex) 2004 – 2013
	DP000061BA	Glasgow Small-scale Multiplex Trial service 2016 – 2020
	DP000061BA	Manchester Small-scale Multiplex Trial service 2016 to date
(d)	N/A	
(e)	Usha Parmar	Bradford City Radio T/A Sunrise Radio (Yorkshire) 1989 to date.
(f)	N/A	
(g)	N/A	
(h)	N/A	
(i)	N/A	

- 3.15 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom's consideration of whether or not the applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we consider to be relevant to the applicant's eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.
- If you have no information to provide, please respond "N/A".

N/A

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

No

If yes, please provide the following details:

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

Financial and business plan

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

Agreed and confirmed funding together with a clear expenditure plan and capital costs tailored to deliver coverage to the majority of potential listeners in the area, BBD Digital can establish the proposed service

Population coverage, the cost of coverage and funding the establishment of a small-scale multiplex service, are inextricably linked.

A low-cost outlay serving the two primary areas Blackburn and Burnley falls short of the coverage criteria and provides a weak offering to service providers. It will likely fall short of Ofcom's assessment of the extent of coverage.

Conversely, a high-cost outlay circa + £100,000 may reach more of the polygon population but substantial CAPEX and OPEX levels will make the multiplex service unsustainable to operate during early years and will likely fall short in Ofcom's assessment of the establishment of the service licence award criteria.

Our proposal – three sites covering **74%** of the polygon population.

This is a necessary compromise but one that results in financial sustainability while reaching large numbers of listeners.

High-level estimation of costs:

<u>Item</u>	<u>Cost £s</u>
Network planning, equipment procurement and	
Installation (including contingency):	£53,500
Pre operational costs	£6,000
<u>Total:</u>	<u>£59,500</u>

Our explanation behind these cost assumptions is set out in Annex 2. Assessment of Costs and Revenues.

In accordance with 1.29 in the Overview to the Part A application form, BBD Digital confirms that Annex 2 is a non-confidential document.

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

a) Share capital

BBD Digital Ltd will be funded by share capital of £60,000 as set out in answer to 3.17 above

b) Loan stock

N/A

c) Leasing/HP facilities (capital value)

N/A

d) Bank overdraft

N/A

e) Grants and donations

N/A

f) Other (please specify)

N/A

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

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Blackburn Community Radio	5%	£3,000.00
Blackburn Youth Zone	5%	£3,000.00
Burnley College	5%	£3,000.00
Infocus Digital Media Ltd	49.9983%	£29,999.00
Lee Roe (Burnley Community Radio)	5%	£3,000.00
Pendle Community Radio	0.0017%	£1.00
Radio Hospitals Blackburn	0.0017%	£1.00
Simon Brierley	29.9983%	£17,999.00
<u>Comments:</u>		

The most recent statutory accounts for Blackburn Community Radio Ltd, Blackburn Youth Zone, Infocus Digital Media and Pendle Community Radio (East Lancashire Community Project) are available at Companies House.

Radio Hospitals Blackburn (Charity number 703165) statutory accounts are available on the Charities Commission website.

Burnley College is a Further Education college and is not registered with Companies House as it sits within the public sector.

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

All Funding is Confirmed

Relevant expertise and experience

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

The BBD Digital team of directors and associated specialists have between them, more than adequate skills and experience to demonstrate to Ofcom that they have the ability to establish the proposed service

From this team, four experienced directors will share responsibility for both overseeing and managing first-hand the day-to-day operation of the Blackburn, Burnley and Darwen radio multiplex. In particular using their thorough first-hand understanding of the requirements of programme service providers they will take the lead in ensuring that the multiplex will carry a full range of programme services and that the mux continues to be run on an operationally sound basis.

Importantly, their previous relevant experience outlined briefly below will be supplemented by the support of a transmission partner who will plan, implement, build-out, test and maintain the transmission aspects of the service going forward.

Simon Brierley

Simon Brierley has been a pioneering leader in East Lancashire radio for over 21 years. An employee of East Lancashire's commercial station 2BR (Burnley, Pendle and Hyndburn) from launch in 2000, he was Managing Director of The Bee (Blackburn, Darwen and Accrington) from launch in 2005. He also became MD of 2BR in 2009 and ran both FM licences until their acquisition in 2019.

Under his leadership, Simon delivered the successful growth of 2BR from a single transmitter FM service to a county-wide multi-licence brand with split content and a regional output on DAB on the Lancashire Multiplex. Significantly, 2BR was delivering record audience and profitability at the time of its acquisition two years ago by Global Radio.

In his role as Managing Director, Simon had full autonomy for the strategy, growth and day to day operation of 2BR. His duties included customer service and commercial sales, negotiation of carriage agreements, commissioning and design of FM transmission options for new and existing frequencies, liaison with the regulator and ensuring regulatory compliance, full P&L responsibility, and even basic maintenance and repair of the Chorley FM relay.

It is clear that with this skill set and a comprehensive, unrivalled knowledge of the East Lancashire marketplace that Simon is well placed to lead and deliver the SSDAB multiplex for this polygon.

In addition to being a Director of BBD Digital Ltd, Simon is a Director of Burnley Community Radio Ltd and GMNA Media Limited which will run a C-DSP and DSP respectively on the multiplex. He is also Membership Director of East Lancashire Chamber of Commerce and maintains strong connections with the East Lancashire public and private sector.

Lee Roe

Lee Roe is a Director of Ribble FM Ltd, which is the FM Community Radio station in Clitheroe which overlaps this polygon.

Lee has worked in the Community Radio sector with Ribble FM for over five years, now leading the organisation. Under his leadership, Ribble FM has established itself as a well-respected source of entertainment and information in its region, and significantly as a source of community support and engagement – particularly through the 18 months of COVID.

In his role at Ribble FM, Lee has amassed considerable experience of engaging with the regulator and ensuring compliance. His strong technical background enabled him to complete the studio and transmission build for the community station. His day-to-day role now includes commercial negotiation and managing of stakeholders, financial oversight and revenue and overhead management.

In addition to being a Director of BBD Digital Ltd and Ribble FM Ltd, Lee is a Director of Burnley Community Radio Ltd. Born and raised in Burnley, Lee is passionate about replicating the successful Ribble FM model in Burnley with a C-DSP service that he will lead.

Usha and Raj Parmar

Usha and Raj spearhead the Executive team at Sunrise Radio (Yorkshire) where as director/shareholders they utilise on a daily basis, a wide range of governance, compliance, broadcasting, general managerial and leadership skills.

These range from management and administration of sales contracts to overseeing programming and presenter direction, studio management, project management, accounting, sponsorship and airtime sales, marketing, website design and maintenance, creating social media initiatives and through other businesses – project, event and logistics management.

Usha and Raj have made their mark over a number of years as highly successful radio station operators and their proven track record shows that they are more than capable of contributing to the management and establishment of the multiplex and are able to conduct successful relationships with those seeking carriage.

Together they have led Sunrise Radio (Yorkshire) as early adopters of DAB radio broadcasting. In 2004 two Sunrise services were carried on the Bradford and Huddersfield multiplex. Today the company holds a DSP licence and in addition to broadcasting on the 'relevant' local DAB multiplex, Sunrise was one of the first radio companies to reach audiences via the Manchester and Glasgow small-scale DAB trial multiplexes.

Last year Usha and Raj founded Infocus Digital Media Ltd, a company that is the digital arm of the Sunrise Radio (Yorkshire) analogue radio service. They were awarded the nearby Bradford small-scale radio multiplex licence in July this year.

Digris UK – transmission partner

The level of work required in SFN transmission management is fully appreciated by BBD Digital. To this end we propose to contract-out this specialism. Our preferred partner in this field is Digris Ltd.

Digris is a newly formed UK organisation but in mainland Europe Digris AG, a Swiss company, is a powerhouse in the establishment and operation of what is known in the UK as Small-scale DAB.

Founded in 2012 Digris specialises in DAB+, operating a network of transmitters throughout Switzerland and France. It operates 19 Single Frequency Networks and

over 60 DAB+ transmitters ranging in power from 6 Watts to 50 kW ERP (MFNs and SFNs).

Digris works closely with the WorldDAB group and has invested in the Open Digital Radio solution. This has allowed rapid implementation of new features as they become standardised (UTF-8 FIG2 label, EDI, LSN linking, service announcement, data-over-dab etc).

The company is also very closely associated with Unikom Radios (the Union of non-commercial local radio stations). Established in 1983, Unikom is an umbrella organisation that represents its members to Ofcom – Switzerland. It also promotes innovation, training, diversity and public service.

Digris has been selected by Swiss Ofcom to deploy a 4th DAB network for French speaking residents. The build-out starts with a 27 transmitter SFN planned for commissioning this Autumn.

On appointment Digris will conduct network planning activities, installation, multiplexer management and 24/7 monitoring and maintenance of the transmission system.

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

Function	Responsible party	Previous experience
Installation of transmission equipment	Digris Ltd	Please see 3.21 (above)
Ongoing maintenance of the transmission equipment	Digris Ltd	Please see 3.21 (above)
Installation of the Multiplexing equipment	Digris Ltd	Please see 3.21 (above)
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Digris Ltd	Please see 3.21 (above)

Timetable for coverage roll-out

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

BDD Digital, award to operationally live in 10 months

In creating our project plan timeline we recognise two separate circumstances which have the potential for disruption.

The plan adopted by BDD Digital mitigates both of these.

1. UK hardware supply chain facing stress

With the expectation of 22 multiplex licences being awarded by Ofcom simultaneously (the whole NW macro area) it is reasonable to assume that during the months that follow, there will be a severe strain on the UK transmission hardware supply chain. This can be expected to lead to product shortages, higher prices and delivery delays.

2. Skill shortage in the satisfactory installation of S.F.N.s

There remains a risk that the work of installation and testing of Single Frequency Network transmission systems, to operate within required technical parameters, has been underestimated. This, coupled with the knowledge that there are fewer than a handful of appropriately qualified individuals based in the UK, suggests delay and disruption await many well-meaning Round 1 and Round 2 applicants.

The choice made by BDD Digital in a transmission partner operating under a Swiss parent company and the experienced engineers who will be engaged in our procurement and installation work, insulates BDD Digital to a great extent.

In order to accurately assess the length of time it will take to reach full operational capability we have identified seven facets to achieve a successful launch.

Company housekeeping

Premises/sites

A.C.I.

Connectivity /Distribution/Synchronisation

Customer and Carriage

Conclusion procedures/compliance

Mast/TX equipment and Multiplexer

Our high-level Gantt chart lists 26 key activities drawn from the seven facets above. While many individual activities (shown in green) will be resolved within four to eight

weeks, certain activities will take longer to conclude. For example, we have adopted a worst-case scenario in terms of time spent resolving any potential risk of undue interference. Although we note Ofcom's new process may be fully implemented by this date, we have still allowed up to 5 months. Additionally for frequency clearance we have allowed up to 7 months. We have shown any such overruns in yellow on the plan.

Supported by the Gantt chart, submitted as **Annex 3**, which illustrates those activities, dependant upon predecessor activities being concluded, we are led to our assessment that without overruns, we can expect to be operationally live in 10 months from award.

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

Please see Gantt Chart Annex 3.

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

Involvement of C-DSP providers

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

NO

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

N/A

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

Five C-DSP services are participants in the applicant body BBD Digital Ltd

Both Ofcom licensed community radio services Blackburn Community Radio and Pendle Community Radio hold shares in BBD Digital.

The details relating to these services are set out below:

Blackburn Community Radio (CR012146) – Director/Shareholder (5%)

Burnley College Radio - Director/Shareholder (5%)

Burnley Community Radio - Shareholder (5%) via Lee Roe who is also a Director.

Pendle Community Radio (CR000099) - Shareholder (1 Share)

Radio Hospitals Blackburn - Director/Shareholder (1 Share)

Demand or support from programme providers

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

Seven services in the BBD Digital line-up will apply for C-DSP licences		
Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Evidence to support service line-up is shown in confidential <u>Appendix 11.</u>		
Blackburn Community Radio	C-DSP	Participant- MOU
Burnley College Radio	C-DSP	Participant - MOU
Burnley Community Radio	C-DSP	Participant -MOU
Pendle Community Radio	C-DSP	Participant - MOU
Radio Hospitals Blackburn	C-DSP	Participant - MOU
Asian FX	DSP	Signed Heads of Agreement
Asian Radio Live	DSP	Signed Heads of Agreement
Bengali Radio Live	DSP	Signed Heads of Agreement
Cosoro Radio	DSP	Signed Heads of Agreement
Drystone Radio	C-DSP	Signed Heads of Agreement
Great Music No Ads Radio	DSP	Signed Heads of Agreement
Juice Radio	DSP	Signed Heads of Agreement
Leeds Dance Community Radio	DSP	Signed Heads of Agreement
Legacy Radio	DSP	Signed Heads of Agreement
Marefa Radio	DSP	Signed Heads of Agreement
Mighty Radio	DSP	Signed Heads of Agreement
Mom's Spaghetti	DSP	Signed Heads of Agreement
Real life Radio East Lancs	DSP	Signed Heads of Agreement

Ribble FM	DSP	Signed Heads of Agreement
Strawberry Radio	DSP	Signed Heads of Agreement
Sunrise Radio	DSP	Signed Heads of Agreement
Sunrise Radio Gold	DSP	Signed Heads of Agreement
The Groove	DSP	Signed Heads of Agreement
45 Radio	C-DSP	Expression of Interest
News Radio	DSP	Expression of Interest
Panjab Radio	DSP	Expression of Interest
Voice of Islam	DSP	Expression of Interest

5. Fair and effective competition

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

Industry and local press together with social media have helped us initiate relationships with 27 potential service providers.

Our dealings and transactions have been transparent and our proposed implementation of a detailed trading policy, common to all services, will serve us well during the licence period.

Leading up to the advertisement for this polygon area we established our website which sets out our intention to apply for this licence. In addition, we contacted Blackburn Community Radio, Pendle Community Radio and Rossendale Radio with a view to exploring a partnership. Following an introduction to Simon Brierley the former station director of local commercial radio service 2BR he was invited to the board of BBD Digital. Joining forces, his local knowledge helped to draw-out more potential local service providers including Burnley College Radio, Burnley Community Radio, Drystone Radio, Great Music No Ads Radio, Radio Hospitals Blackburn, Real life Radio East Lancs and Ribble Radio.

Following Ofcom's advertisement and our redoubling of efforts we reached out to more potential local services by having articles published in Radio Today and the Lancashire Telegraph newspaper (see overleaf).

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BBD DIGITAL SMALL SCALE DAB

New consortium to apply for East Lancashire DAB multiplex









A new consortium consisting of local radio stations and Infocus Digital Media, the digital arm of Sunrise Radio in Yorkshire, has been created to apply for the East Lancashire small-scale DAB licence.

Infocus Digital Media has partnered with community station Blackburn's 102.2, Radio Hospitals Blackburn, Burnley College and Clithorpe-based Ribble FM to form BBD Digital.

The new SSDAB platform will reach some 350,000 adults in and around the three core areas and BBD Digital says its ambition is to provide an affordable long-term digital future for many existing broadcasters (community and commercial), as well as new entrants.

BBD Digital is the second company to announce its intention to apply for the East Lancashire licence, with [East Lancs Digital going public last week](#).

Quotes


Simon Brierley, Head of Development at Blackburn's 102.2 and previously Managing Director at East Lancashire commercial stations 2BR and The Bee explains: "After a challenging 16 months for all of the community radio sector, it's great to be focused on growth and expansion onto DAB.

"At Blackburn Community Radio, we firmly believe there is a gap in the market for super-local radio, and BBD Digital's plans will allow us to cater for the audiences that have been under-served by recent changes in the commercial sector."


Andrew Graham, Chairman of Radio Hospitals Blackburn said: "We've been serving the patients of East Lancashire for over 67 years. During that time we've adapted and evolved in how we serve our patients and growing onto DAB in East Lancashire is just the next step in that evolution for us. We can't wait to get on!"

Karen Buchanan, Principal of Burnley College said "Burnley College is delighted to be involved with this bid to bring community-focused radio back to DAB in East Lancashire. With Burnley College Radio now in its 4th


Today's radio news




Classic FM Live returns to London's Royal Albert Hall
4 hours ago 229



Fire Radio and Sam FM Bristol to rebrand as Hits Radio
5 hours ago 2,110



Greg James works out Radio 1's Summer Break Out password
6 hours ago 2,990



Community radio station Link FM in breach for not logging
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Radio stations join forces to apply for East Lancs DAB Multiplex licence

By Shulab Khan

Reporter and columnist



Radio stations join forces to apply for East Lancs DAB Multiplex licence

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0 comment

A consortium of local radio stations are set to apply for the **Blackburn, Burnley and Darwen SSDAB Multiplex licence.**

Blackburn's 102.2, Radio Hospitals Blackburn, **Burnley** College, Ribble FM and Infocus Digital Media, the digital arm of Sunrise Radio in Yorkshire, have come together to apply for the licence as advertised by Ofcom.

The new SSDAB platform will reach some 350,000 adults in and around the three core areas and the ambition applicants say 'is to provide an affordable long-term digital future for many existing broadcasters (community and commercial), as well as new entrants'.

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By August, 55 potential service providing organisations had been contacted and presentations made virtually to potential participants 27 of whom have joined the BBD Digital line-up.

Our social media activity has a presence on Facebook, Instagram and Twitter.

Measures taken in our dealings with prospective C-DSPs and DSPs

Moving on to the negotiation process, our dealings with all prospective digital sound programme providers have been level, open and transparent. Our Heads of Agreement form is standardised with common terms. It shows indicative prices for carriage whether these be a heavily discounted carriage cost for community radio (C-DSPs) or showing more modestly discounted charges for locally-based DSPs. The full standard indicative price is also shown in the agreement, for comparison.

Measures we will take during the licence period

Our website will showcase our finalised carriage charges and the process for applying for carriage. We will pledge on the website that we will not charge more than the rate-card rate shown.

To promote competitive entry, applications for carriage will not be assessed purely on economic grounds.

To this end we have developed a trading policy. Our policy for trading in a fair and competitive environment embodies four overarching thresholds and our application process will be a three-stage process. Our thresholds include aspects such as localness, extent of appeal and robustness of the proposal. Applicants will be encouraged to make their case in the submission of their expressions of interest. Our process includes sifting and reviewing applications and placement on a waiting list. Upon conclusion, uniform carriage agreements with shared basic terms will be issued to service providers.

A full copy of our policy can be made available to Ofcom on request.

We believe that in adopting this structured approach we will demonstrate fairness in a manner that will stand up to scrutiny.

Overall, by embodying all the elements above, BBD Digital can be seen to have developed a rigorous framework with defined areas of activity. This framework when taken as a whole, should, we trust, be seen to have been constructed in a manner calculated to ensure fair and effective competition in the selection and engagement of programme services for carriage on the BBD Digital – Blackburn, Burnley and Darwen small-scale DAB radio multiplex.

6. Declaration

- a) I hereby apply to Ofcom for the grant of a licence for the small-scale radio multiplex licence described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- b) I further declare and warrant:
 - i) that the applicant is not a disqualified person within the meaning of that expression as defined in Part 2 of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under section 145 of the Broadcasting Act 1996;
 - ii) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests;
 - iii) 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
 - iv) that no director or person concerned directly or indirectly in the management of the Licensee is the subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- c) I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influence Ofcom's judgement as to whether the directors and substantial shareholders involved in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

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

SIMON BRIERLEY

Date of application:

27 August 2021

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

Company director