
Small-scale radio multiplex licence

Application form – Part A (public)

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

Cheshire East DAB Ltd

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

East Cheshire

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 East Cheshire polygon is amongst the largest to be advertised in this round, covering an area of 604km² to the south of Manchester. It includes the larger population centres of Altrincham (52,419) and parts of Sale (134,122) to the west across to Macclesfield (51,482) to the east. The affluent Cheshire towns of Prestbury Alderley Edge and Wilmslow, known as the 'Golden Triangle', are at the centre of the area with Knutsford and the rural Cheshire villages of Chelford, Lymm, Mobberley and the Peovers to the south.

Our proposition is founded on three principles:

1. Delivery of a reliable, consistent and high-quality DAB service to as much of the indoor population of the Cheshire East Polygon as possible;
2. Working to the original DCMS/Ofcom objective to make DAB affordable for community radio, small independent commercial stations and start-up services.
3. Achieving the above within a sustainable, long-term business plan.

Because of the unusually large geographic area within this polygon we have opted for a 2-site SFN with transmitters at Altrincham and Macclesfield, the two large population centres at the north east and south west. These will deliver a solid signal in the key areas with an area of overlap in the middle of rural Cheshire around Chelford.

Altrincham is on the southwestern edge of the Greater Manchester Urban Area, immediately south of the town of Sale, and 8 miles (13 km) southwest of Manchester city centre. It lies in the northwest corner of the Cheshire Plain, just south of the River Mersey. The most densely populated part of the town is around the town centre, with the less populated areas and more green space further from the centre of town in villages such as Bowdon and Hale.

Macclesfield is in the east of Cheshire, on the River Bollin, a tributary of the River Mersey. It is close to the county borders of Greater Manchester to the north, Derbyshire to the east and Staffordshire to the south. It is near the towns of Stockport to the north, Buxton to the east, and Congleton to the south. It is 38 miles (60 km) to the east of Chester, the county town.

To the west of the town lies the Cheshire Plain. To the east is Macclesfield Forest.

There is an unserved area where the River Bollin has formed a wide valley at Wilmslow

which remains beyond reach of both our transmitters. Knutsford also presents challenges with its narrow, built-up town centre roads, Princess Street (also known locally as Top Street) and King Street lower down (also known as Bottom Street), forming the hub of the town.

We intend to continue seeking a solution to these holes in our indoor coverage which may lead to an additional site at a time appropriate to the business.

Overspill is low and well within the agreed parameters.

- 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)
Altrincham	SJ776876	70	180deg ETN - 2 element Yagi	New	100
Sutton Common	SJ933676	75	315deg ETN - 3 element Yagi	New	50

- 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.

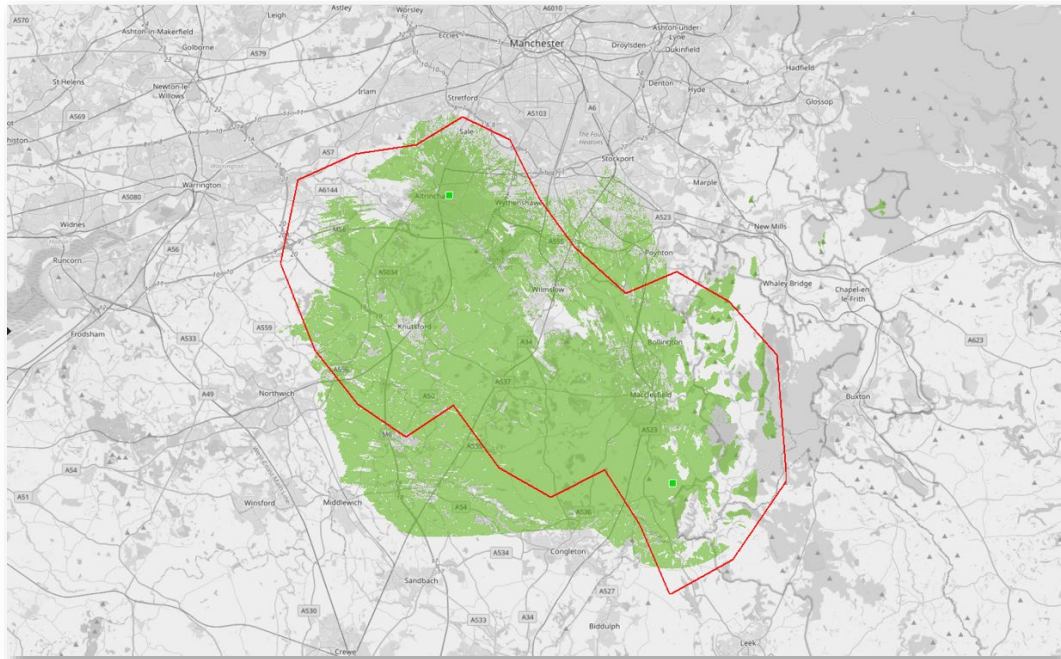
[Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

A full coverage prediction map for the whole transmitter network is included in the annex. It shows the 63 dB μ V/m field strength (as well as the 54 dB μ V/m and 38dB μ V/m contours).

The ward-level tables indicate that at 63 dB μ V/m field strength;

- the number of people falling outside the polygon does not exceed 30% of the total population within the advertised licence area; and
- the proposed coverage does not overlap more than 40% of the population within the relevant local radio multiplex service's licensed area.

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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.	ATDI HTZ Communications v22 6.9 x64
Detail the terrain model used by the software and its resolution.	DTM: Ordnance Survey terrain data – 50 metre resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Infoterra clutter data to 50m resolution
What propagation algorithm has been used?	Model pre-set – Fresnel • Diffraction geometry – Deygout 94-2 • Subpath attenuation – coarse integration • FZ fraction 0.8 • Earth radius (sea and land) - 8,500km
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.	Ofcom-provided population data has been used along with that from the 2011 Census which is included within ATDI's modelling software
Have your predictions been generated by a commercial organisation? If so, by whom?	Coverage predictions have been generated by Viamux using HTZ Communications software from ATDI.

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):

Cheshire East DAB Ltd

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

13470652

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:

Archway House, Station Road, Chester, United Kingdom, CH1 3DR

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

Yes

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
Silk FM Ltd	Archway House, Station Road, Chester, United Kingdom, CH1 3DR	UK	None	N/A
Phil England	2 Hayfield Close Macclesfield SK10 2UW	UK	Director: Media Excellence Ltd; Cheshire East DAB Ltd; Wigan and St Helens DAB Ltd; Liverpool DAB Ltd	None
First Local DAB Ltd	36 Cartier Close, Old Hall. Warrington, WA5 8TD	UK	None	N/A
Canalside Community Radio Ltd	Unit 2 Clarence Mill, Clarence Road, Bollington, Macclesfield, England, SK10 5LX	UK	None	N/A

Details of participants

- 3.6 Complete the table, 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.

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

(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
Silk FM Ltd	62.5	125	62.5	62.5
Phil England	12.5	25	12.5	12.5
First Local DAB Ltd	12.5	25	12.5	12.5
Canalside Community Radio Ltd	12.5	25	12.5	12.5
Comments				

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):

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
Cheshire East DAB Ltd	Archway House, Station Road, Chester, United Kingdom, CH1 3DR	Silk FM Ltd

Details of persons who control the applicant

- 3.8 Complete the table, 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:

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
Silk FM Ltd	Archway House, Station Road, Chester, United Kingdom, CH1 3DR	Cheshire East DAB 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:

(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 individual is a director or designated member
N/A	N/A

- 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:

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

Full name of body corporate listed in 3.8	Body corporate controlled
N/A	N/A

- 3.11 In relation to each body corporate identified in response to question 3.8, complete the table, 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.

(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 3.8	N/A			
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A	N/A	N/A	N/A	N/A
Comments Silk FM Ltd holds no shareholding in any other companies except the applicant. Silk FM Ltd is wholly owned by Dee 106.3 Ltd. Dee 106.3 Ltd does not own >50% of shares in any company. No shareholder in Dee 106.3 Ltd owns >50% of the shares in the company. The two directors of Silk FM Ltd are Ron Smith and Chris Hurst. Ron Smith owns >50% of the shares in Landsmith Ltd. Chris Hurst does not own >50% shares in any Ltd company.				

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	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
A body whose objects are wholly or mainly of a religious	No	N/A

nature; ²		
An individual who is an officer of a body falling within (b) or (c);	No	N/A
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	N/A
An advertising agency or an associate of an advertising agency	No	N/A

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")?

No

(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

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.

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

(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 (Dates)	Details (Licensed Areas)
(a)			
(b)			
(c)	CR000160BA/4	2008 - current	Canalside Community Radio (Bollington)
(c)		2004 - 2009	Swansea & S Wales Local Multiplex
(c)		2002 - 2009	Bradford & Huddersfield Local Multiplex
(c)		2004 - 2009	Stoke on Trent Local Multiplex
(c)		2002 - 2009	Central Scotland Multiplex
(c)	AL100192BA/2	1991 - 2000	Signal Radio Ltd
(c)	AL100192BA/2	1992 - 2006	Imagine FM Ltd
(c)		2000- 2009	Signal 1 Stoke on Trent
(c)		2000- 2009	Signal 2 Stoke on Trent
(c)		2000- 2009	Imagine FM Stockport
(c)		2000- 2009	Wish FM Wigan and St Helens
(c)		2000- 2009	Swansea Sound

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(c)		2000- 2009	Wave Swansea
(c)		2000- 2009	Valleys Radio - S Wales Valleys
(c)		2000- 2009	Q96 Paisley
(c)		2000- 2009	Wave 102 Dundee
(c)		2000- 2009	Wire FM - Warrington
(c)		2000- 2009	The Wave Blackpool
(c)		2000- 2009	The Pulse Bradford
(c)		2000- 2009	Pulse Classic Gold Bradford
(c)		2000- 2009	Peak FM Chesterfield
(c)		2000- 2009	The Wolf Wolverhampton
(c)		2000- 2009	Peak FM Chesterfield
(c)		2000- 2009	Tower FM Bolton and Bury
(c)		2000- 2009	Juice FM - Liverpool
(c)		2000- 2009	Talk 107 Edinburgh
(c)		2000- 2009	Central Radio
(c)	CR000034BA/3	2009 - 2017	Pure FM - Stockport
(c)	DL000094BA/5	Current	Multiplex - NE Wales and W Cheshire
(c)	AL100840BA/2	Current	Silk FM
(c)	AL000274BA/3	Current	Dee 106.3
(c)	DP000165BA/2	Current	Dee on DAB and Love 80s – Liverpool & Manchester
(d)			
(e)			
(f)			
(g)			
(h)			
(i)			

- 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	N/A	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.

Cheshire East DAB Ltd will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms. A confidential spreadsheet that sets out detailed income and outgoings with a 36-month cash flow forecast is included in the annex.

Capital Investment - £60,000

Our core ambition is to be able to offer service providers a low cost, easy to access, high quality digital broadcast platform and to ensure its long-term sustainability. To achieve this, the capital investment we are making has been carefully weighed to provide sufficient funds to meet the needs of establishing the platform and to ensure carriage fees are attractive and sustainable for service providers over the longer term. This principle has guided the number and choice of transmission sites – to keep both the capital and operational cost of transmission to a minimum.

The main capital investment is in the choice of multiplexing & transmission supplier. We have selected Viamux to provide the professional services (project management, site surveys, network design, configuration, installation and training) and the multiplexing/transmission equipment.

Operating Costs - £32,000 (per annum)

Transmission

The costs associated with transmission (rental, rates, electrical power consumption, internet provision) are the single most important ongoing operating expenditure for a multiplex company. Our selection of transmission sites is a cost-effective choice that balances delivering the largest audience whilst ensure carriage fees remain attractive to service providers.

Technical Support & Maintenance

Ongoing technical support for maintaining the multiplex and transmission equipment will be provided by Viamux (by way of an annual support & maintenance contract).

Small-Scale DAB Management Software

We will also subscribe to Optimux - a low-cost cloud-based control panel that simplifies the management and monitoring of a small-scale DAB networks. For a low-cost monthly fee, Optimux will allow us to implement cloud encoding - making it quick, easy and cheap to add new services to a multiplex. It will also provide us with invoicing and direct debit collection to streamline the payment of carriage fees. Optimux will also monitor the multiplex and immediately alerts us to any issues and notify service providers regarding their audio.

Administration

The usual administration costs with operating a business of this size are included (insurance, legal and accountancy services) as is the annual Ofcom licence fee.

VAT

We expect for turnover to remain below the VAT registration threshold which will mean all carriage fees will be free from VAT. We expect many service providers will not be VAT registered and that an uplift of 20% would be a very real additional cost to them and a possible impediment to them participating in small-scale DAB.

Funding

The company will be funded through a combination of equity and primarily a shareholder working capital loan. Cheshire East DAB Ltd will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms.

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

a) Share capital

The company will be capitalised at £200

b) Loan stock

A working capital investment loan of £60,000 will be provided by the shareholders. We anticipate this loan being repaid within 3 years. Further funding is available, if required.

c) Leasing/HP facilities (capital value)

There is no requirement for Leasing/HP facilities.

d) Bank overdraft

There is no requirement for a Bank overdraft.

e) Grants and donations

There is no requirement for grants or donations.

f) Other (please specify)

None

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 (£)
Silk FM	62.5%	£37,500
Phil England	12.5%	£7,500
First Local DAB Ltd	12.5%	£7,500
Canalside Community Radio Ltd	12.5%	£7,500

- 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 required funding is confirmed and available. Evidence that sufficient funds are available to each investing shareholder is available on request.

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.)

Collaboration

Cheshire East DAB Ltd is a strongly local applicant group with collaboration at the heart of its ethos. It brings together partner organisations and individuals – each making a unique contribution by way of relevant skills and/or knowledge:

- Silk FM the community-orientated broad music station for Macclesfield which has been successfully operating in the area since 1998.
- Chris Hurst is a director of the successful small-scale DAB multiplex application companies for both Edinburgh and Cardiff.
- Canalside Community Radio – the Ofcom-licensed community radio station in Bollington which has been successfully operating in the area since 2008.

General Management

Cheshire East DAB will manage the day-to-day operation of the multiplex service - managing commercial, financial and operational matters.

Launching, establishing and maintaining a DAB multiplex requires technical

competence, operational expertise, financial stability, and an aptitude to manage third party relationships successfully.

Technical & Admin Operation

Our contractor Viamux will provide training, professional services and the small-scale DAB solution. Their software, Optimux, has been specifically developed for the day-to-day management of small-scale DAB multiplexes. Using the dashboard makes it easy for non-technical personnel to manage, monitor and report on all aspects of a multiplex network as well as providing invoicing capability and direct debit collection to simplify the payment of carriage fees. Every aspect of the day-to-day management of a small-scale multiplex has been incorporated into Optimux.

Viamux will be responsible for the launch of the multiplex and Cheshire East DAB for its subsequent day to day operation; in particular:

- Overseeing bit rate variations, enhancements or projects required by service providers, such as EPG provision, temporary services and data developments.
- Working with service providers and the transmission subcontractor to maximise multiplex functionality and efficiency.
- Monitoring and fault reporting, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes.
- Developing new revenue streams.

Cheshire East DAB will oversee any multiplex re-configurations and these will be undertaken in line with our policies and contractual agreements with service providers. We will be responsible for ongoing financial management of the multiplex; accounts, IT, admin, legal, customer service.

Team

All members of the wider team share a track record of successfully establishing and operating radio stations. The combined experience of the stakeholders give us an excellent understanding of what is required in Cheshire East – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

Key Personnel

Chris Hurst

Chris Hurst has worked in commercial radio for over 30 years. He's been a director and Ofcom licence holder for over 23 years. Chris was the Local Radio Managing Director of the LSE quoted Wireless Group PLC with responsibility for 10 local stations and 3 local multiplexes until it was acquired in 2002 by LSE quoted UTV Media PLC he continued in the position until 2009 at which point he had responsibility for 17 analogue radio stations, 7 digital stations and 4 local multiplexes. In 2009 he took a shareholding in Dee 106.3 Ltd and became its CEO a position he continues to hold. The Dee Radio Group went on to acquire Silk FM Ltd.

Chris is a strong believer and supporter of DAB and the Dee Radio Group has launched digital services Dee on DAB, Love 80s Liverpool and Love 80s Manchester. Love 80s Manchester broadcasts on the small-scale trial multiplex in Manchester and is the only small-scale service in the UK that publishes RAJAR. The Dee Radio Group co owns the local multiplex for NE Wales and West Cheshire and Chris is a director of the holding company Muxco NE Wales and West Cheshire Ltd.

Chris was a consultant general manager of community station Pure 107.9 between 2009 and 2017 during which time Pure successfully applied for a grant to establish the Great Manchester Community Radio Alliance which ran for a number of years.

Chris is actively engaged in the radio industry as a whole and sits on the RadioCentre Advisory Group.

Chris attended Harvard Business School in 2005.

Nick Wright

Nick Wright is Trustee and Station Manager of Canalside Community Radio. His radio career started at hospital radio in Macclesfield in 1977. This was followed, in 1981, with a period of production work at Piccadilly Radio and Signal Cheshire. He joined Macclesfield's Silk FM in 1993 as full-time presenter and also covered sport. Additionally, Nick was responsible for production and live outside broadcasts.

After leaving Silk in 2004 he went on to form the area's first community station, Canalside, which started broadcasting to north east Cheshire in 2005.

The station has won numerous awards over the years. These include positive action awards both locally and regionwide. Canalside presenters and shows have also won a number of Community Media Awards.

Phil England

Phil has decades of experience in the radio industry. This started with a commercial role at Signal Radio in the 1980's. After his early success Phil held various commercial roles at the station before moving to the then Marcher Sound in Wrexham as Sales Director. Around this time Phil was responsible for bringing together the group that were eventually to win the Chester licence as Dee 106.3. Phil was responsible for pre-launch sales at the new Wigan station Wish FM. This role crossed over into neighbouring Wire FM in Warrington. After two years with Wish Phil was part of the successful licence applicants for a new Bolton and Bury station Tower FM. From pre-launch to leaving three years later Phil held a variety of positions and became Managing Station Director. After this Phil launched his successful and still operating sales training and support business Media Excellence Ltd. This work takes Phil all over the UK and Ireland and there have been contracts for dozens of stations including work for Bauer, Global and T&C, now nation radio. Phil has hosted seminars promoting effective use of radio to literally thousands of businesses. More recently since 2017 Phil has operated Zest Liverpool a DSP service. Currently as well as interests in a number of SSDAB multiplexes Phil is a founding shareholder in The Local

Radio Support Company.

John Dash

John's media career spans over forty years working in UK radio. As a result he has, uniquely, been twice honoured with the prestigious Fellowship of the Radio Academy where he also served as Deputy Chair and CEO.

His career began as a producer/presenter at Yorkshire's Pennine Radio before he moved back to his home area in South Wales as a presenter and Sports Editor with Gwent Broadcasting. He spent a few years on air, and was Head Of Music, with 2CR on the South Coast before returning to South Wales, to Red Dragon Radio, initially as a presenter then as Programme Director.

Subsequently he was Programme Director at Piccadilly Radio in the nineties; he took regional dance station Galaxy 101 to a record audience high at the turn of the millennium; he was PD for the ntl Station Of The Year, Wave 105, in the noughties and was then Local Radio Group Programme Director for UTV Radio GB. He's also been Programme Director at Radio Clyde and Regional Content Director for Bauer Yorkshire.

In more recent times his freelance work has included supporting the management teams at KCLR 96FM in Ireland, BBC Radio Wales, BBC Radio Cymru, BFBS, Media Sound Holdings (now Total Sense Media), Manx Radio, BBC Radio Merseyside, BBC Radio Manchester, BBC Radio Surrey, Mansfield 103.2 and BFBS.

John also makes radio programmes, most recently this has included receiving two grants from the Audio Content Fund to produce Caring For Carers, broadcast on around 100 UK local radio stations, and Fighting With Pride, following the emotionally charged stories of those kicked out of the military for being gay.

John is also CEO of creative and communications agency, The Local Media Network, and of Care Radio, the UK's first station dedicated the UK's millions of carers, paid and unpaid.

He's also a Director of Lifetime Radio, an ambitious audio therapy service for dementia patients being trialled at the Manchester Royal Infirmary, and of Quest Media, a newspaper and radio media company based in Ashton-under-Lyne.

He's a judge for the Community Radio Awards, the Independent Radio News Awards, the BBC Local Radio Gillard Awards, the Audio & Radio Industry Awards and the Radio Academy's 30 Under 30 awards.

He's held charitable positions including Wales Chairman of the Variety Club Children's Charity, and he is currently the UK Chair of the charity Radio Lollipop which provides play and audio therapy for sick children in hospital.

We believe that this highly experienced team has all the relevant expertise and local knowledge to deliver all aspects of launching and running a successful small-scale operation.

- 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	Viamux	Viamux is a leading supplier of small-scale DAB solutions. It was established in 2017 by the Niocast Digital team - who have been operating the successful Trial Manchester small-scale multiplex for the past six years. Viamux have installed systems in the UK & Republic of Ireland. More info: www.viamux.com viamux the small-scale DAB solution specialists
Ongoing maintenance of the transmission equipment	Viamux	
Installation of the Multiplexing equipment	Viamux	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux	

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:

Cheshire East DAB Ltd intends to launch the multiplex in less than 6 months from award of licence.

Upon award Cheshire East DAB Ltd will immediately advance negotiations regarding the proposed transmission site(s). Following the procedure set out in Ofcom's Technical Policy Guidance, we will also liaise with other radio multiplex licensees on any impact our proposed transmitters might have. Once completed, Cheshire East DAB Ltd will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

Cheshire East DAB Ltd will send final site details to Ofcom for clearance and evidence of liaison and agreement with those other radio multiplex licensees. Given the time taken to co-ordinate services we recognise the importance getting the final transmitter plans to Ofcom as quickly as possible.

Our timeline then focuses on the following key stages:

- Building and installing the DAB multiplex and transmission chain;
- Finalising carriage agreements with the service providers;
- Commissioning and testing the transmitter equipment for compliance with Ofcom's Digital Radio Technical Code; and
- Providing Ofcom with evidence of compliance with the licence and the Digital Radio Technical Code

Viamux has confirmed the availability of all equipment and services to meet our timescales.

- 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.

The GANTT chart (included in the annex) sets out the precise, key stages in the implementation of the multiplex together with the timeline.

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):

- Canalside Community Radio – Ofcom licence number CR000160BA/4

Canalside is a 12.5% shareholder in the Applicant Group and holds a seat on the Board.

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.

Small-scale radio multiplex licence: Application form (Part A)

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Silk FM	DSP	Application Partner
Canalside Community Radio	C-DSP	Application Partner
Zest North West	DSP	Emails/Heads of Terms
Care Radio	DSP	Emails/Heads of Terms
Cheesy FM	DSP	Emails/Heads of Terms
Radio Alty	DSP	Emails
Love 80s Cheshire	DSP	Application Partner
Love 90s Cheshire	DSP	Application Partner
Asian Sound Radio	DSP	Emails
Rise	DSP	Emails/Heads of Terms
Lymm Radio	DSP	Emails/Heads of Terms
Like One	DSP	Emails/Heads of Terms
Like Pop	DSP	Emails/Heads of Terms
Mighty Radio	DSP	Emails/Heads of Terms
Churnet Sound Radio	DSP	Emails/Heads of Terms
Strawberry Radio	DSP	Emails/Heads of Terms
Raw Radio	DSP	Emails/Heads of Terms
Blue Sky Radio	DSP	Heads of Terms
Charitable Radio	DSP	Heads of Terms
Gaydio	DSP	Heads of Terms
Life Radio	DSP	Heads of Terms
Madchester	DSP	Heads of Terms
Moms Spaghetti	DSP	Heads of Terms
Retro Zest	DSP	Heads of Terms

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:

Ethos

Cheshire East DAB Ltd is conscious of its responsibility to ensure fair and effective competition, at all times. We believe that when competition works well, service providers are motivated to maximise audience share and are better able to secure funding on the basis of their service offering - its uniqueness, its audience and the value it delivers. Alongside established brands, competition delivers greater choice for listeners and a better outcome for the public. It also ensures the long-term sustainability of service providers. Constrained only by capacity, our small-scale DAB platform will remain accessible to new entrants – a place where innovative formats will be encouraged and nurtured.

Proven

The shareholders in Cheshire East DAB Ltd bring together a track record of successfully establishing radio stations and DAB multiplexes. Working closely with Viamux who have successfully supported the Trial Manchester multiplex over the past six years - providing a platform for existing community and commercial services as well as maintaining a 'launch pad' for a large number of new programme services.

Our unique approach will foster a healthy and vibrant radio 'ecosystem' – not only embracing existing commercial and community stations but also new entrants, pop-ups and experimental concepts. Cheshire East DAB Ltd will deliver unprecedented choice for listeners in a carefully controlled, transparent way. Our ambition is to always ensure that our multiplex enriches the listener experience by complementing, rather than competing with, local and national ensembles.

Leadership

An award of this licence to Cheshire East DAB Ltd ensures that the multiplex is operated by a locally-led community radio company supported by experienced individuals who have successfully implemented and operated DAB multiplexes. All stakeholders are committed to small-scale DAB and have the financial stability to support that ambition. Our team is hugely experienced and well resourced, with significant practical digital radio expertise.

Delivery

Launching a small-scale DAB platform is a significant undertaking and we have been

encouraged by the number of positive responses to our plans. We have openly discussed our transmission plans, carriage terms and indicative fees. Cheshire East DAB Ltd has engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. Each service provider will enter into a Carriage Agreement - the key terms of which are identical for all service providers. All fees charged will be pro-rata to capacity contracted by each service provider.

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 on behalf of the applicant:

CHRIS HURST

Date of application:

28 August 2021

I am authorised to make this application on behalf of the applicant in my capacity as Company Director.