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# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

Wirral Christian Media Limited

Proposed service name:

Flame Christian & Community Radio (Flame CCR)

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

Liverpool DAB

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

Norman Polden, Managing Director, Wirral Christian Media Limited,  
122 Mill Lane, Greasby, Wirral CH49 3AR,  
phone 0151 678 0435,  
email [flameccr@gmail.com](mailto:flameccr@gmail.com)

Publication date: 1 June 2021

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# 1. Overview

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

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

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

## The purpose of this form

- 1.1 You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.
- 1.2 A digital sound programme service intended for broadcast by means of a local or small-scale radio multiplex service requires either a C-DSP licence or a local DSP licence. Ofcom’s published guidance notes set out some of the key issues that potential applicants need to consider in deciding which type of licence is suitable for them. In summary, C-DSP services are not run for financial gain and are required to provide social gain. C-DSP licences therefore include strict conditions to ensure that happens, and provide less flexibility than a local DSP licence. However, they do provide access to capacity that small-scale radio multiplex service providers are required to reserve solely for C-DSP services.
- 1.3 A C-DSP licence will be required even if the same programme service is also provided on any other platforms (e.g. FM, satellite), as separate licences are required for those.
- 1.4 As noted above, small-scale radio multiplex services will have reserved capacity for C-DSP services. Issue of a C-DSP licence does not, however, guarantee carriage on a small-scale (or local) radio multiplex service. That is a matter for agreement between the C-DSP licensee and the multiplex service provider, and there may be more C-DSP licences issued in a locality than there are reserved slots on the small-scale radio multiplex service. Note that a C-DSP service does not necessarily have to broadcast using reserved capacity. It can use unreserved capacity on a small-scale radio multiplex service or capacity on a local radio multiplex service, again subject to agreement with the multiplex service provider.
- 1.5 An application for a C-DSP licence will be accepted only once Ofcom has advertised the licence for the small-scale radio multiplex service upon which the proposed C-DSP service is intended to be provided. There is no closing-date by which an application for a C-DSP licence must be submitted (i.e. it can be submitted at any time after the licence for the relevant small-scale radio multiplex licence has been advertised).
- 1.6 You can find further information about how to determine if a service requires a C-DSP licence in Section 2 of the [guidance notes for applicants and licensees](#).

## Provision of information

- 1.7 Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are 'fit and proper' to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.
- 1.8 It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

## Publication of information about applications and licensed services

- 1.9 Information provided in **Part A** of the application form will typically be published by Ofcom in our Monthly Radio Update publication the month following the submission of your application. This may take longer if the application is received late in the month. Information provided in **Part B** will not be published.
- 1.10 In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in Section 2 of Part B of the application form), which may include personal data, on the Ofcom website and/or in other relevant publications. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email ([broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk)).
- 1.11 Ofcom considers issued C-DSP licences to be public documents and copies of licences will be made available to third parties on request albeit, other than the Key Commitments which are tailored to the service, C-DSP licences are standard form documents. A brief description of the licensed service will be published on the Ofcom website, along with the Key Commitments which form part of the licence.
- 1.12 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, new applications, licences revoked, licence transfers, and changes to licensed services during the past month.

## Data protection

- 1.13 We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003. Please see Ofcom's [General Privacy Statement](#) for further information about how Ofcom handles your personal information and your corresponding rights.

## Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.
- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

## 2. Applicant's details

### About this section

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

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

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

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

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

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

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

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

### Applicant information and contact details

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

Wirral Christian Media Limited

2.2 Company registration number stated on Companies House:

07577812

2.3 For UK registered companies, the address of the applicant's registered office stated on Companies House.

For non-UK registered companies, the principal office address:

122 Mill Lane, Greasby, Wirral CH49 3AR

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

**Yes** (delete as appropriate)

**If no, please submit the up to date document and indicate you have done so in the checklist in Section 4 of Part B.**

- 2.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary, a director or (if an LLP) designated member.

(If you are an agent completing the form on behalf of the applicant please do not enter your details here – see paragraph 2.25 of the [guidance notes](#)).

|              |                                            |
|--------------|--------------------------------------------|
| Full name    | Norman Polden                              |
| Job title    | Managing Director                          |
| Address      | 122 Mill Lane,<br>GREASBY, Wirral CH49 3AR |
| Telephone    | 0151 678 0435                              |
| Mobile phone | 07957 895430                               |
| Email        | flameccr@gmail.com                         |

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

www.flameradio.org

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

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

Donations from listeners.

Grants.

## Ownership and control of the company which will hold the licence

### Details of officers, participants and shareholders of the applicant

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

| Full name of individual | Correspondence address <sup>1</sup>          | Country of residence | Other officerships held (and nature of the business concerned)                                                                                                | Other employment |
|-------------------------|----------------------------------------------|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Norman Roy Polden       | 122 Mill Lane, Greasby, Wirral               | UK                   | Institution of Electronics (education)                                                                                                                        | none             |
| Alan George Hollinshead | 12 Bentfield Close, Higher Bebington, Wirral | UK                   | Institution of Electronics (education)<br>Swift Solutions Wirral Ltd (electricians)<br>AandP Business Solutions Ltd (utilities)<br>Relate 101 Ltd (education) | none             |
|                         |                                              |                      |                                                                                                                                                               |                  |

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

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

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

|                                                                                       |  |  |  |  |
|---------------------------------------------------------------------------------------|--|--|--|--|
|                                                                                       |  |  |  |  |
| Comments                                                                              |  |  |  |  |
| Wirral Christian Media Limited is registered as a Company Not Having a Share Capital. |  |  |  |  |

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

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

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

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

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

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

## Details of persons who control the applicant

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

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

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

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |

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

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

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

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

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

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

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

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

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

## Involvement of the applicant in specified activities

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

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

<sup>2</sup> Please refer to Sections 3 to 5 of [Ofcom's religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

|                                                                                                                                                                            |    |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--|
| A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c); | No |  |
| An advertising agency or an associate of an advertising agency                                                                                                             | No |  |

## Details of applications, licences and sanctions

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

**Yes** (delete as appropriate).

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

| Licence number | Name of multiplex                                        |
|----------------|----------------------------------------------------------|
| CR155          | Community Radio analogue licence, medium wave (1521 kHz) |
|                |                                                          |
|                |                                                          |

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

**Yes** (delete as appropriate).

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

| Licence number | Name of service or multiplex                                                                                        |
|----------------|---------------------------------------------------------------------------------------------------------------------|
| DSPS licence   | Manchester SSDAB as provided by Niocast <a href="http://www.niocast.com">www.niocast.com</a> June 2017 to June 2018 |
|                |                                                                                                                     |
|                |                                                                                                                     |

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

**No** (delete as appropriate).

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

| Dates licence was held or dates of involvement | Licence number (if known) | Name of service or multiplex |
|------------------------------------------------|---------------------------|------------------------------|
|                                                |                           |                              |
|                                                |                           |                              |
|                                                |                           |                              |

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

**Yes** (delete as appropriate).

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

| Licence number | Name of service or multiplex                                       |
|----------------|--------------------------------------------------------------------|
| CR155          | Community Radio analogue service on 1521 kHz medium wave to Wirral |
|                |                                                                    |
|                |                                                                    |

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

**No** (delete as appropriate).

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

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
|                |                              |
|                |                              |
|                |                              |

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

**No** (delete as appropriate).

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

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
|                |                              |
|                |                              |
|                |                              |

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

**No** (delete as appropriate).

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

| Licence number<br>(or equivalent) | Name of service or<br>multiplex | Details of the investigation |
|-----------------------------------|---------------------------------|------------------------------|
|                                   |                                 |                              |
|                                   |                                 |                              |
|                                   |                                 |                              |

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

**No** (delete as appropriate).

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

| Licence number<br>(or equivalent) | Name of service<br>or multiplex | Nature of the<br>breach | Sanction im-<br>posed | Date sanction<br>imposed |
|-----------------------------------|---------------------------------|-------------------------|-----------------------|--------------------------|
|                                   |                                 |                         |                       |                          |
|                                   |                                 |                         |                       |                          |
|                                   |                                 |                         |                       |                          |

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

**No** (delete as appropriate).

If yes, please provide the following details:

| Full name | Date of conviction/action<br>(dd/mm/yy) | Penalty |
|-----------|-----------------------------------------|---------|
|           |                                         |         |
|           |                                         |         |
|           |                                         |         |

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

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

N/A

## 3. The proposed service

### About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. Holders of an existing analogue community radio licence to be a simulcast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

In this section, you will also need to set out how your service will provide social gain, community participation and how you will be accountable to the target community. This is in line with statutory requirements for the granting of C-DSP licences. **The information provided in this section is also the basis on which decisions are made.**

If you hold, or intend to hold, multiple C-DSP licences, the answers given in this section and the intended delivery of your Key Commitments must apply to the locality in which your proposed service will broadcast (as set out in the Draft Key Commitments in this application form).

### Your proposed service and target community

3.1 What is the proposed service name?

Flame CCR (Christian & Community Radio)

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

Liverpool DAB

3.3 Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 5.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).<sup>3</sup>

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

St Paul's Road, Rock Ferry, Birkenhead

This is within the predicted coverage area of Liverpool DAB (small-scale multiplex).

- 3.4 If the proposed service is a simulcast or corresponding service of an existing licensed radio service, please list that below and provide the licence number.

Simulcast of our existing Community Radio (CR155) broadcast to Wirral

- 3.5 What is the target community of the service? Please include the geographical area that you wish to serve in addition to the interests or characteristics that define your target community. The area you wish to serve must be geographically located within the coverage area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

Liverpool DAB coverage is expected across the Liverpool City Region with significant strength to the North, East and South. The predicted coverage map includes New Brighton, Wallasey, Hoylake and Birkenhead on Wirral.

In 2019 Ofcom approved our request (submitted May 2019) to extend our Community Radio licence to cover New Brighton, Wallasey and Birkenhead but unfortunately we were unable to establish a suitable FM transmission site. 75% of the Wirral population live in this area. This community still wants to be able to access Flame CCR broadcasts so we now want to cover this area with DAB.

It was not possible to get enough people together to ask for a Wirral multiplex so we have had to rely on a Liverpool DAB. Fortunately Wirral is close enough geographically to Liverpool to have coverage from the Liverpool DAB onto the Wirral. Because of this geography, parts of Liverpool can receive our medium wave, albeit at poor quality, so providing Flame CCR to the whole of Liverpool on DAB would be an improvement.

- 3.6 How will you ensure that your proposed C-DSP service is run on a not-for-profit basis? Please give details of specific measures or arrangements in place to ensure this, and how any profit will be wholly and exclusively used for securing or improving the future provision of the service, or for the delivery of social gain. **Answer in fewer than 400 words.**

Wirral Christian Media Limited is a registered charity (Wirral Christian Media established in 2000) with the charitable act of providing radio service. Income is donations from listeners, plus grants. All monies have been put into studio and service provision and improvements to service ... this will continue. Our annual report to the Charities Commission shows this.

## Social gain

- 3.7 What community benefits will your service bring to your target community(ies) and, if applicable, the general public. Please include summaries of evidence to support your answer, including details about other organisations you intend to work with. **Answer in fewer than 500 words. Please do not provide names of individuals in your answer.**

Service content is as described for Flame CCR in our Community Radio licence.

Over the past 13 years Flame CCR has met its key commitments as shown in our Key Commitments Annual Report Form (latest dated January 2023). We have every reason to expect that we will be able to continue to meet our key commitments.

Churches Together organisations in the Liverpool area, as well as on Wirral, are supportive of us as are a number of local charities whose activities we publicise. We work with Together for the Harvest (TFH, Merseyside part of the Evangelical Alliance). We also interface to the Liverpool Mission in the Economy (MitE) which works alongside local businesses and churches of all denominations and also Liverpool City Council to provide chaplaincy services. They cover the north-west of England.

We have links with Local Solutions which provides support for carers and works with schools on bullying and advice on debt management. We also have links with Youth for Christ which works with local schools (junior and secondary).

We have links with the Christian Institute and with Christian Concern, who give advice on the legal aspects of broadcasting. We broadcast material from them on social and legal issues.

We are Members of the Community Media Association (CMA).

A team member is a folk singer who performs at many local folk clubs and gives opportunities for music by local musicians to be played on Flame CCR. Liverpool has a rich musical heritage (Beatles etc) and we feature much local music, and interviews with local musicians.

A number of volunteers within the existing Flame team come from Liverpool, as well as Wirral, including people who got involved with Flame after we started full time broadcasting. People involved in our broadcasts as programme contributors, interviewees, musicians, poets etc also come from Liverpool, as well as Wirral.

The Christian community extends across all of Wirral and the Merseyside region, with family and friendship links, plus work links.

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

We have programmes where current issues, on many topics of a secular as well as religious nature are discussed freely on-air. Phone contact with our live presenters is also a way in which public opinion gets on air. People's stories and life experiences are aired in interview programmes.

- 3.9 How will you ensure that members of your target community(ies) can gain access to the facilities used to provide your service, and receive training in using these? In particular,

please set out how this will be done practically, formally and/or informally. **Answer in fewer than 400 words.**

We have a recording studio as well as a broadcasting studio so interviews can be recorded for later broadcast with people who do not want to go live on air. The recording studio is also a place where people can train to become live presenters.

We major on giving broadcasting opportunities to disabled people including blind people. A number of the Flame team are disabled. Our studio is designed to enabled disabled people to broadcast.

Some programmes are expressly for children, others for elderly. Links with schools are via Youth for Christ. Other links are with the Older People's Parliament (one team member is a member of the University of the Third Age). Many team members are over 50.

Some programmes are specifically on Domestic Violence, Poverty, health matters, local heritage, politics and economics, as well as Bible teaching.

Local musicians (all genres of music) and local poets and local authors feature in our broadcasts. Some music and poetry is performed live.

Guests are welcome in our live on air programmes.

Remote broadcasting from home is also possible over internet links and one presenter does their regular broadcasting from home. This capability will be extended as our coverage grows.

Presenters also record interviews with the public on modern recording devices (including mobile phones) for later broadcast.

3.10 How will your service provide better understanding of your target community and the strengthening of links within it? **Answer in fewer than 200 words.**

Our aim, proven over 13 years of full-time Community Radio operation, is to provide bridges between the individual churches and denominations across the area. We make people within the Christian community aware of what is happening within that community. We work with Churches Together across the area (Wirral and Liverpool) and the Liverpool Mission in the Economy (MitE).

A bridge is also provided between the Christian community and the wider community, and vice versa. Information flow is provided on local charities, for example Domestic Violence, Christians against Poverty, Street Pastors, Foodbanks, Age Concern, the major Health Charities etc. Information is also provided from the local Council.

During the recent COVID epidemic we stayed on air providing essential local information. We would do the same in any future similar situation.

- 3.11 Please summarise the relevant experience of the group or its members in activities related to the provision of social gain or other relevant non-broadcast areas (such as third sector, training or education). **Answer in fewer than 200 words.**

We have been broadcasting 24x7 for 13 years and in that time have built many links with local organisations and have gained a reputation for accessibility to all people of all ages. Work experience has been provided for local schools and colleges, and we have worked with Age Concern and with Carers organisations.

## Participation

- 3.12 How do you propose to ensure that members of your target community(ies) are given opportunities to participate in the operation and management of the service? **Answer in fewer than 400 words.**

Informal links are maintained directly with local churches, via Churches Together, via Church leaders breakfasts, via the University of the Third Age. These have been established over the past 13 years and maintained.

Over the 13 years we have majored on giving broadcasting opportunities to disabled people including blind people. A number of the Flame team are disabled..

Some programmes are expressly for children, others for elderly. Links with schools are via Youth for Christ. Other links are with the Older People's Parliament (one team member is a member of the University of the Third Age). Many team members are over 50.

Some programmes are specifically on Domestic Violence, Poverty, health matters, local heritage, politics and economics, as well as Bible teaching.

Local musicians (all genres of music) and local poets and local authors feature in our broadcasts. Some music and poetry is performed live.

## Accountability

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

Phone, e-mail, text messages, contact form on website, facebook groups, twitter, social media ... plus direct meeting up within the community (shopping etc).

- 3.14 How will suggestions and/or criticisms from members of your target community(ies) be considered and acted upon? **Answer in fewer than 300 words.**

Over 13 years of operation we have had very few direct criticisms. The few that we have had we have responded to, including giving people the opportunity to respond on air (in a “right to reply” format).

Listeners are free to suggest programme content, including music choice (often via direct contact with live presenters).

Programme ideas often come from people associated with team members, most of whom are part of our target community.

Flame CCR is represented at meetings of church leaders and general meetings in the local society (e.g. those initiated by the voluntary sector).

Flame CCR team members make presentations at local clubs and societies (e.g. women’s meetings, men’s meetings etc).

## Draft Key Commitments

Below is an example of the licence annex where the Key Commitments appear. Should a licence be awarded, the entries you provide below will form the Key Commitments section of your licence. Holders of a community radio analogue licence that is to be simulcast, or a corresponding service, are expected to provide key commitments that are in line with their existing service(s). As such, applicants may refer to the existing key commitments of the relevant simulcast or corresponding service(s) to ensure that the draft below is in line with those of the existing service(s).

Please provide entries where specified in **BOLD** below. The information you enter here should reflect your answers to Sections 3 and 4 of the Part A of your completed Application Form. This will form the basis of your Key Commitments alongside the mandatory text in italics. Do not amend the text in italics as every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.

### ANNEX TO LICENCE

**LICENSED SERVICE NO**                      tbc

| Licensed Service | Service Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Transmission Schedule | Multiplex                                      |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|------------------------------------------------|
| <FLAME CCR>      | <p><b>&lt;FLAME CCR&gt;</b> <i>is a radio service intended to serve</i></p> <p>NOTE: The next 3 headings below are the components of the 'character of service'.</p> <p><b>&lt;THE CHRISTIAN COMMUNITY &gt;</b> <i>in</i></p> <p><b>&lt;WALLASEY, NEW BRIGHTON AND BIRKENHEAD (WIRRAL)&gt;</b> <i>by</i></p> <p>&lt; Flame CCR is for Wirral's Christian community, promoting awareness and encouraging interaction between the Christian community and the community at large, and</p> |                       | <b>&lt;LIVERPOOL DAB (small-scale DAB)&gt;</b> |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |  |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | <p>welcoming participation in its broadcast activities. It entertains and educates on Christian issues, and provides information about community activities.</p> <p>The service broadcasts:</p> <ul style="list-style-type: none"> <li>• Music. The main type of music broadcast over the course of each week is Christian music, (various genres).</li> <li>• Speech. The main types of speech output broadcast over the course of each week are: local and community news, information, interviews and features.</li> <li>• The service provides original output for a minimum of 48 hours per week.</li> <li>• The service provides locally-produced output for a minimum of 13 hours per day..&gt;</li> </ul> <hr/> <p><i>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</i></p> <p><i>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</i></p> <ul style="list-style-type: none"> <li>• <i>the facilitation of discussion and the expression of opinion,</i></li> <li>• <i>the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and</i></li> <li>• <i>the better understanding of the particular community and the strengthening of links within it.</i></li> </ul> |  |  |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

**C-DSP licence: Application form (Part A)**

|  |                                                                                                                                                                                                                                                               |  |  |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></p> |  |  |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

## 4. Compliance of the service

### About this section

This section asks you to describe the compliance arrangements for the proposed licensed service, i.e. the arrangements which the applicant will put in place to ensure that the content it proposes to broadcast will comply with the relevant regulatory codes and rules for programming and advertising. These include:

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Phone-paid Services Authority Code of Practice

Condition 17 of a C-DSP licence requires that you have compliance procedures in place, and this section asks that you demonstrate your ability to meet this licence condition.

Before completing this section of the form you should read Section 4 of the [C-DSP guidance notes](#), where you will also find links to the codes and rules listed above.

- 4.1 Please give details of all compliance training (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e. the individual who holds overall responsibility for compliance of the service) has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

Norman Polden is Flame CCR station manager. He founded Flame in April 2000. He is a Chartered Engineer (C.Eng).

Prior to the first Flame RSL broadcast Norman attended Premier Radio provided training on Radio Authority standards, radio licensing and music licensing (2000). From 2002 Norman was on the Executive of the Christian Broadcasting Council (CBC) and worked with Peter Wilson (Chairman of CBC) on broadcasting standards. During that time Flame (2000 to 2007) successfully undertook 14 RSL one month broadcasts, under Norman's management. Norman successfully applied for a full time broadcasting licence (awarded in 2007) and has managed Flame CCR in its full time broadcasting since 2009. In that time he has kept aware of Ofcom's emerging broadcasting standards, and its codes and rules.

In those early days advice on broadcasting standards was available from Stoke City Radio who were one of the pilot Community Radio stations (full time from 2002). Also from Flame team members who had been involved with UCB and also with Forces Broadcasting.

During full-time broadcasting Norman has maintained links with the Christian Institute and with Christian Concern, who give advice on the legal aspects of broadcasting. Membership of the Community Media Association (CMA) and attendance at their conferences has also maintained insight into Ofcom regulations.

Norman has been Interested in SSDAB since its early days, and attended the Luton SSDAB conference in 2016. From this Flame CCR broadcast on the Manchester DAB (Niocast) pilot in 2017/2018. This provided experience of SSDAB and the broadcasting standards involved.

- 4.2 Please give details of any practical compliance experience (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e the individual who holds overall responsibility for compliance of the service) has with respect to the relevant codes and rules.

Please see our answer to section 4.1 above.

During full-time broadcasting Norman has kept Flame compliant with the Ofcom Broadcasting Code. Annual reports have been submitted to Ofcom. A transmission site move has been managed appropriately in conjunction with Ofcom engineers. Ofcom has been informed of any service affecting technical problems.

With regards to the BCAP and the PSA Codes, whilst we do not presently receive funding by these means we are fully aware of the requirements. We will comply with these guidelines as and when we are in that situation.

During full-time broadcasting no issues have been raised by our listeners with Ofcom.

Since the Charity formation (2001) and the Company formation (2007) Flame CCR has provided annual accounts and reports to the Charity Commission and to Companies House.

- 4.3 For each role within your compliance team please provide job title and a brief description of the functions of the role specific to ensuring compliance of the proposed service. Please do not give names of individual members of staff – this question relates to job roles rather than currently employed individuals.

Flame CCR is a small station with an average of 40 volunteers. Of these 7 are people giving significant time per week (volunteer hours). Consequently “compliance” rests on the shoulders of 4 people.

- Overall responsibility ... Station Manager ... ensuring that the proportion of original programmes and locally-produced programmes meet the key objectives (from the station log). Ensuring that new volunteers understand and conform to the Flame CCR broadcasting guidelines and standards (in our Charter of Service). Ensuring operation meets the Ofcom Broadcasting Code, BCAP and PSA Codes, safety standards, Company regulations, Charity regulations, legal & governmental requirements. Maintaining the Business Plan. Interfacing to landlords for our premises. Interface to the Christian Community and the wider community.
- Broadcast programmes and schedule ... Administrator ... ensuring that imported programmes and locally-produced programmes meet the Ofcom Broadcasting Code, BCAP and PSA Codes, ensuring that our range of programmes are representative of our local community, publishing our broadcasting schedule.
- Technical aspects (transmission and internet) ... Technical team member 1 ... ensuring our transmission equipment (transmitter and antenna) meet Ofcom’s engineering requirements, ensuring our internet output meets international standards.
- Technical aspects (audio) ... Technical team member 2 ... ensuring our audio quality satisfies our listeners.

- 4.4 How does the applicant intend to formally train staff in compliance procedures? Please include details of the compliance training that will be given to those responsible for live programming, including compliance staff, presenters and producers.

In 2009 a “Charter of Service” annex was added to the Flame Business Plan (updated over time). This annex, available to Flame team members, defines the Flame CCR aim, objects, ethos and nature, statement of beliefs and basis of faith, and key priorities in broadcasting. It also defines programme content and music policy. Included are broadcasting guidelines to presenters (good things to do – bad things not to do), plus details of social media involvement, right to reply and offensive words.

A subset of this document (“Radio Presenter Agreement”) is made available to each person joining the Flame team and presenters are expected to sign it before undertaking significant broadcasting time on air.

Before allowing a person to go solo as a Presenter, they are encouraged to learn presenter skills (including compliance) in our recording studio. Then when appropriate they become the second person with an experienced presenter live on air. Only when they seem to be appropriately confident and competent are they allowed to go solo.

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

Yes. All volunteers are trained as above (section 4.4).

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

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

We lean towards broadcasting pre-recorded programmes so that we can be sure that standards are met. Live broadcasting is kept to a minimum with trusted experienced people.

Live guests and phone-ins only happen with experienced mature presenters. Guests are briefed as to the standards we expect. During phone-ins a second person monitors the audio and cuts-off if standards are not respected.

As a Christian radio station we expect volunteers to conform to a higher standard of morality and lifestyle. We aspire to be “family friendly”. We try to set an example to other media as to how broadcasting really should be.

Our publicity leaflets have a modern version of the Reith display at Broadcasting House – our version was written by a Canon of Chester Cathedral and simply says , as a six word media motto ALWAYS COMMUNICATE, SOMETIMES CHALLENGE, NEVER CORRUPT. We take this motto seriously.

- b) Set out in detail below how the applicant intends to ensure that pre-recorded material will comply with Ofcom’s codes and rules. Pre-recorded content could include, for example, material obtained from, or streamed from, third party sources as well as content produced by the licensee.

Pre-recorded material, from third-parties, and locally produced material, is checked by team members before broadcast. The Station Manager, and the Administrator, have the responsibility of ensuring all programmes meet standards.

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

Our key commitments were established 13 years ago and so have been thoroughly tested against real operation and reporting to Ofcom. Our method will continue in use and our reports will continue.

Our broadcasting schedule is standardised and controlled by the Administrator. It is set in line with our key commitments. The Station Manager controls the production of locally produced programmes, the Administrator and the Station Manager search for appropriate programmes from external sources, both with the aim of maintaining the required number of original programme hours/week.

All of our station output (broadcast programmes, music, jingles etc) is automatically logged. This includes output from remote locations. These logs are assembled and stored on a monthly basis and are analysed at least every quarter. From this the individual parameters are determined (e.g. original programme hours/week, percentage of locally produced programmes). If necessary corrective action is put in place so that the annual figures concord with the Key Commitments which are expressed on an annual basis. The Station Manager is responsible for this. The information is provided to Ofcom in the Finance Report, and it is also included in our Annual Report to the Charity Commission.

Also monitored are volunteer hours (and hence the value of volunteer in-kind support) via a standard booking in procedure. Again the Station Manager is responsible for this. The information is provided to Ofcom in the Finance Report, and it is also included in our Annual Report to the Charity Commission.

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

Our key commitments were established 13 years ago and so have been thoroughly tested against real operation and reporting to Ofcom. This method will continue in use and our reports will continue.

We have established communication channels with the local community, through team members, via informal meetings. Also WhatsApp communication and facebook (social media). Liaison will continue and is the Station Manager and the Administrator's responsibility.

The result of this liaison with the local community is (a) interviews, and (b) live guests on our broadcasts. The broadcast shows with live guests are also recorded, polished and repeated, and are made available as podcasts via our website (LISTEN AGAIN). The interviews are edited, polished and made into a 60 minute Chat Room programme which is broadcast many times and also put on LISTEN AGAIN. Our experience is that these accessible podcasts (LISTEN AGAIN) are very popular with the guests, plus their friends, and give good publicity for the organisations the guests are involved in.

Our detailed broadcasting schedule is easily accessible on our website.

Live presenters and standard promos regularly indicate our willingness to involve people from the local community.

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

English.

4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.

**Please do not give names of individual members of staff.**

All.

## 5. Declaration

### About this section

This form must be submitted by the applicant named in response to question 2.2. An agent may not sign **the form**.

The person authorised to make the declaration on behalf of the applicant must print their name and must be one of the following :

- A director of the company or the company secretary where the applicant is a company.
- A designated member where the applicant is a Limited Liability Partnership.

The declaration must also be dated.

- 5.1 I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- 5.2 I further declare and warrant:
- a) that I am not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under Section 145 of the Broadcasting Act 1996;
  - b) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests; and
  - c) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
  - d) that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- 5.3 I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influ-

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

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

NORMAN ROY POLDEN

**Date of application:**

30th September 2023

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

company director

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