
Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

Merseyside Dementia FriendlY Radio CIC

Proposed service name:

Merseyside Dementia Friendly Radio

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

Liverpool DAB Ltd

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

MERSEYSIDE DEMENTIA FRIENDLY RADIO,
96 MOSCOW DRIVE,
STONEYCROFT,
LIVERPOOL,
L13 7DL
07768139708
nat@mdfr.co.uk

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1. Overview

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

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

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

The purpose of this form

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

Provision of information

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

Publication of information about applications and licensed services

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

Data protection

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

Keeping up to date with broadcasting matters

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

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

Merseyside Dementia Friendly Radio CIC

2.2 Company registration number stated on Companies House:

12460675

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:

96 MOSCOW DRIVE,
STONEYCROFT,
LIVERPOOL,
L13 7DL

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

Yes

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

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

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

Full name	NATHAN GAVIN
Job title	DIRECTOR
Address	96 MOSCOW DRIVE, STONEYCROFT, LIVERPOOL, L13 7DL
Telephone	07768139708
Mobile phone	07768139708
Email	nat@mdfr.co.uk

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

<https://www.mdfr.co.uk>

- 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.

Funding for the station will come from grant funding, crowdfunding, donations from the public and from fees related to radio and broadcast training. We will also hire out studio/recording facilities to podcasters/voice artists.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
NATHAN JAMES GAVIN	96 MOSCOW DRIVE, L13 7DL	ENGLAND	N/A	SELF EMPLOYED AUDIO ENGINEER
XIAOXIAO HAU	33 GALIUM DRIVE, BELLE VALE, LIVERPOOL, L27 1AD	ENGLAND	N/A	LECTURER

¹

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

ROY LESLIE FODEN	1A GARDEN COTTAGES EATON ROAD. WEST DERBY LIVERPOOL L12 3HQ	ENGLAND	N/A	RETIRED
DEAN McSHANE	37 AXBRIDGE AVENUE, SUTTON LEACH, WA9 4NZ	ENGLAND	N/A	SENIOR LECTURER
GLENYS JUNE HUNT	5 AVONDALE ROAD, HOYLAKE, WIRRAL, CH47 3AR	ENGLAND	N/A	RETIRED

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

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
NATHAN GAVIN				20
XIAOXIAO HAU				20
GLENYS HUNT				20
DEAN MCSHANE				20
ROY FODEN				20
Comments				

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

Details of applications, licences and sanctions

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

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

No

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

Licence number	Name of multiplex

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

No

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

Licence number	Name of service or multiplex

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

No

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

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

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

No

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

Licence number	Name of service or multiplex

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

No

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

Licence number	Name of service or multiplex

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

No

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

Licence number	Name of service or multiplex

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

No

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

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

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

No

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

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

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

No

If yes, please provide the following details:

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

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

Merseyside Dementia Friendly 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 Limited

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

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

The studio will be located within the Liverpool SSDAB polygon

- 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.

N/A

- 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.**

Our target community is people who live within the Liverpool City Region, whose lives are affected by dementia.

According to the most recent public health statistics 27,600 people within Liverpool city alone have been diagnosed with dementia, with an unknown figure of undiagnosed and/or waiting to be diagnosed.

The station also aims to help carers, paid staff or unpaid family or friends of people living with dementia. Therefore this figure, plus carers would benefit from this radio station.

People living with dementia can experience memory loss/distortion, issues around perception, motor function, low mood and anxious/challenging behaviour. Dementia can also lead to increased isolation and loneliness.

Target audience:

People living with dementia

Carers, paid staff or unpaid family or friends

Dementia based groups (dementia cafes, day centres etc)

Nursing and Allied Health Care Professionals

- 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.**

The majority of funding will come from donations, grants and sponsorship and will be supplemented by hiring out studio use to third parties. Once the expenses of running costs, equipment and services are accounted for, any excess will be used to provide information and training for people living with dementia, their carers and the wider community. All non-routine expenditure over £200, such as purchase of additional equipment, will be subject to the majority approval of the Directors at a quorate meeting.

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.**

Networking within the city region has forged strong links in which established dementia-focussed groups can use our service as a form of reminiscence/nostalgia based therapy.

We have already built a strong network and knowledge base of local dementia-focussed services, groups and organisations that will enable correct and efficient sign-posting. We will do this by having regular on-air signposting and through our website and social media channels.

People whose lives are affected by dementia will be invited to work with us directly to shape the content of the station and take up roles on and off-air, giving them a sense of agency, belonging and comradeship, thus helping to combat feelings of isolation and loneliness.

Through networking with the local Dementia Action Alliance groups, the Alzheimer's Society, Dementia Together Wirral, Mersey Care, Liverpool John Moores University, Liverpool University, Hope University and other local organisations, we will provide a variety of dementia awareness opportunities.

The station has volunteers trained to deliver 'Dementia Friends' training and with support from the local university (Liverpool John Moores) can deliver 'Playlist for Life' sessions with the current ambassador programme within the local area.

We will focus on key annual dementia dates, such as 'Dementia Action Week' and 'World Alzheimer's Day' to engage in local events and conferences to promote the benefits of music as an intervention for people living with dementia and carers.

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

The station aims to facilitate discussion and the expression of opinion through the use of music, historical segments and discussion topics - all aimed at reminiscence and nostalgia.

Our social media presence will also give people the chance to feedback and get involved in discussions. We aim to help with signposting and provide useful information via both the broadcast and social media during key dementia dates throughout the year (such as Dementia Action Week) which will all promote discussion.

- 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 would welcome people living with dementia and/or carers to become actively involved in the running of the station or participating in the radio shows, which may include practical training.

Practical training would be done by inviting interested parties to come into the studio before a session to be shown relevant pieces of equipment and get a basic understanding of each piece of equipment's functions. They would then be invited to sit in on recording and/or editing sessions to gain an understanding of the core concepts involved and to see them in a practical setting. We would then follow this up with a session of either one-on-one, or a small group setting to answer questions and give participants the opportunity to get some 'hands-on' experience. This would then be followed by additional small, focussed training sessions and sitting-in on recording/editing sessions, until all parties were satisfied that the participants were ready to undertake a supervised role in a session and then eventually an unsupervised role.

Trainees would also be sent third party instructional material to learn and hone their skills at home.

We would also welcome any volunteers who wish to help run and/or facilitate the operation of the station, after appropriate training.

We are aware of local universities, colleges and charities within the region in which work experience and education can be beneficial to their careers. We would offer support for students with an interest in media and/or the local community in any radio training needs wherever possible.

- 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.**

As our station has an ethos of community-centric programmes, the station will promote and work alongside established dementia based organisations, charities and service-user/carer-led groups. Station volunteers are trained as dementia champions, along with having people with lived experience on the board of directors. The network created through the city's Dementia Action Alliance has given us the scope to work collaboratively within the community with people living with dementia, carers, paid staff and unpaid family or friends, dementia-based groups (dementia cafes, day centres etc) and nursing and allied health care professionals.

As a company, we will have a physical presence at public events at which we will educate and train people regarding dementia and music. Whilst our actual broadcast is specifically intended to be dementia friendly, and therefore will not contain specific information about details of the condition, it will feature signposting towards services, social activities and relevant organisations within the city region.

- 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.**

Nat Gavin (Director):

Overseeing many of the operations involved with running Merseyside Dementia Friendly Radio as an internet radio station since September 2019

Local Organiser for Playlist for Life; a dementia and music charity

A long history and extensive training in audio technology.

Dean McShane (Director):

Registered Mental Health Nurse and Mental Health Senior Lecturer.

Studying a PhD in the use of immersive technology for People living with dementia.

Dementia Ambassador with the Alzheimer's Society

Volunteer with music and dementia charity Playlist for Life.

Glenys Hunt (Director):

Retired solicitor who has a background in both science and law.

Involved in many charitable activities in her work through Soroptimist International in supporting women and girls

Xiaoxiao Hau (Director):

Completing her doctorate research on music and dementia at the University of Liverpool.

Involved in many charitable activities and professional events in dementia research and care.

Invited to speak at many notable events, as well as directly advising key organisations in this field.

Roy Foden (Director):

Retired nurse, having worked in general and mental health nursing for 40 years.

Lives with Lewy Body dementia and Parkinson's disease.

Co-founder and co-producer of two peer support groups for people living with dementia and carers.

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.**

In our existing board of directors, we have one person living with dementia (who is an active member within the local dementia community), two former carers and two dementia-focussed academics, meaning our existing management team is already composed of people from our target audience.

We will expand upon this by using our already established links with the local dementia community to ensure we have ongoing participation from relevant interested parties.

Accountability

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

Our target community will be able to contact us directly via social media, email and telephone. We will also seek out feedback via regular focus groups and through attending dementia-related meetings such as Service User's Reference Forum, Lived Experience Network 4 Dementia, Dementia Action Alliance and inviting questions and comments. We will also invite one-to-one conversations at dementia events.

All feedback will be noted and discussed in regular board meetings.

- 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.**

All criticism and suggestions will be considered by the management and any action considered appropriate will be taken. All comments will be welcome.

Suggestions and criticism regarding the surface level contents of the station, such as the mood/genre/era of music or style of presenting etc, will be discussed amongst the station/programme managers to implement any necessary changes.

Any criticisms regarding compliance will be processed by our compliance team.

Any significant criticisms or negative feedback will be discussed at board level with the necessary changes implemented.

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
Merseyside Dementia Friendly Radio (the on-air name of the programme service as in question 3.1 of this application)>	Merseyside Dementia Friendly Radio <i>is a radio service intended to serve</i> NOTE: The next 3 headings below are the components of the 'character of service'. Those whose lives are affected by dementia <i>in</i> The Liverpool SSDAB polygon> NOTE: this can be all, or a subset of, the area covered by the radio multiples service described in the next column> (<i>"the target community"</i>) <i>by</i>		<Liverpool DAB (as per the licence advert): as in question 3.2 of this application, specify if small-scale or local multiplex the radio

	<We will produce and broadcast music and spoken word content that is dementia friendly, will elicit nostalgia and reminiscence, provide reality orientation and self care reminders, and will signpost listeners to dementia related groups, services, activities and organisations. describe in no more than 50 words> <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> <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> ● <i>the facilitation of discussion and the expression of opinion,</i> ● <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> ● <i>the better understanding of the particular community and the strengthening of links within it.</i> <i>Members of the target community shall contribute to the operation and management of the service.</i> <i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i>		station plans to broadcast on>
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4. Compliance of the service

About this section

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

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

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

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

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

Legal and broadcast compliance training was delivered to four of our directors (including the person mentioned in question 2.3 of part B) by Jason Rosam on Wednesday, 5th July 2023. Jason is a council member of the Community Media Association and has four decades of experience in radio broadcasting.

- 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.

While the compliance officer hasn't had direct experience adhering to Ofcom's codes and rules due to the unique nature of our station, they have been actively managing and operating the radio station for over three years. During this time, they have overseen the development and implementation of our own policies and ethics, ensuring that our content and operations align with our mission and principles.

While we do not feature advertising, we make every effort to ensure that our content meets the highest ethical and quality standards, which includes considering the relevant Ofcom codes as a reference point. Our decision-making process involves referring to industry standards, even though we do not currently directly fall under Ofcom's regulatory framework.

Our station's commitment to ethical content and our dedication to serving our target audience, particularly those affected by dementia, have driven our compliance efforts. We maintain a strong focus on delivering content that is respectful, informative, and appropriate for our audience.

While the compliance officer may not have formal experience within the Ofcom regulatory context, their extensive experience in managing our station's operations and content, coupled with our adherence to our own policies and ethical considerations, equips them to lead our compliance efforts effectively as we seek to align with Ofcom's regulatory requirements.

- 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.

Compliance Officer:

Job Title: Compliance Officer

Description: The Compliance Officer is responsible for overseeing and ensuring that the radio station's operations, content, and advertising adhere to the relevant regulatory codes and rules. They develop and implement compliance policies, monitor regulatory changes, provide guidance to different departments, and conduct regular compliance audits.

Compliance Committee Member:

Job Title: Compliance Committee Member

Description: Members of the Compliance Committee work collaboratively to develop, review, and enforce compliance policies, procedures, and controls. They assess programming, advertising, and content to ensure alignment with regulatory requirements. The committee convenes to discuss compliance concerns, address potential issues, and provide ongoing compliance training.

Programme Manager:

Job Title: Programme Manager

Description: The Programme Manager oversees the content planning, creation, and scheduling. They work closely with show producers, on-air talent, and compliance personnel to ensure that programming content is in line with regulatory codes. They review scripts, segments, and show content to verify compliance before broadcasting.

Show Producer:

Job Title: Show Producer

Description: Show Producers are responsible for developing and producing radio show content. They collaborate with on-air talent, ensuring that discussions, music, and segments comply with broadcasting codes. Show Producers review and edit content to meet regulatory standards and liaise with the Compliance Committee for content approval.

On-air Talent Coordinator:

Job Title: On-air Talent Coordinator

Description: The On-air Talent Coordinator works with presenters, DJs, and announcers to provide guidance on content development and presentation. They communicate compliance requirements, review content scripts, and ensure that on-air talent is aware of regulatory guidelines. They facilitate communication between on-air talent and compliance personnel.

Audio Engineer:

Job Title: Audio Engineer

Description: Audio Engineers handle technical aspects of content production. They ensure that audio quality, editing, and effects meet compliance standards. Audio Engineers work closely with Compliance personnel to verify that sound bites, music, and effects comply with broadcast regulations.

Marketing Compliance Specialist:

Job Title: Marketing Compliance Specialist

Description: The Marketing Compliance Specialist focuses on ensuring that all marketing materials and advertising campaigns meet regulatory requirements. They review advertising content, promotional material, and campaigns to verify that they align with relevant codes. They work with the Compliance Officer to address any compliance concerns.

Digital Content Manager:

Job Title: Digital Content Manager

Description: The Digital Content Manager oversees the online presence of the radio station, including websites, social media, and streaming platforms. They ensure that digital content, articles, posts, and streaming comply with relevant codes. They collaborate with compliance personnel to address any online content compliance issues.

- 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.

Our station is committed to ensuring that all staff members involved in the operation of the radio station receive comprehensive training in compliance procedures. Our approach to formal training encompasses a combination of initial onboarding, ongoing education, and reference materials.

1. Onboarding and Initial Training:

Upon joining our team, all staff members, including compliance staff, presenters, and producers, will undergo an onboarding process that includes an overview of our compliance policies and the regulatory landscape. This initial training will introduce them to our station's mission, values, and the importance of adhering to industry standards.

2. Ongoing Education:

To ensure that compliance knowledge remains up-to-date, we will provide regular seminars, workshops, and training sessions that focus on specific compliance topics. These sessions will cover areas such as content guidelines, decency standards, and ethical considerations. By keeping our staff informed about changes in regulations and best practices, we can adapt our programming to meet evolving compliance requirements.

3. Compliance Manuals and Resources:

We are in the process of developing comprehensive compliance manuals that will serve as detailed references for staff. These manuals will include clear instructions, examples, and case studies to help staff members understand compliance expectations. Additionally, we will maintain an easily accessible digital repository of compliance-related resources that staff members can refer to at any time.

Our commitment to compliance training is rooted in our desire to maintain the highest ethical and quality standards in our content while respecting the sensitivities of our audience. We understand that well-trained staff are key to creating programming that aligns with industry codes and best practices.

By combining comprehensive initial training, ongoing education, accessible resources, and practical exercises, we aim to equip our staff members with the knowledge and tools needed to contribute to the success of our station while upholding our commitment to responsible broadcasting.

- 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.

Compliance training will be mandatory for all staff.

- 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 recognise the significance of thorough training for staff responsible for content creation, even though our programming is primarily pre-recorded and edited. While we do not intend to broadcast live interviews or shows, our commitment to compliance remains steadfast, particularly in content accuracy, ethics, and the responsible promotion of dementia-friendly resources.

1. Content Creation and Editing Training:

Our team of presenters, producers, and content creators will receive specialised training in content creation and editing. This training will focus on ensuring that the information we provide through signposting and informational features is accurate, up-to-date, and adheres to industry standards. Emphasis will be placed on sourcing information from reputable sources and verifying the relevance of information before broadcast.

2. Ethical Considerations:

Training will underscore the importance of ethical considerations in our content. Our staff will be guided on the responsible portrayal of dementia-related groups, services, events, and organisations. This includes providing unbiased, accurate information and avoiding potential conflicts of interest.

3. Script Review and Approval:

All pre-recorded content involving presenters and guests will undergo thorough script review and approval by designated compliance staff. This review process ensures that the content aligns with our station's values and ethical considerations, while also adhering to any regulatory codes that pertain to content accuracy and appropriate signposting.

4. Continuous Education:

We will provide regular updates and training sessions to our staff to ensure that they are aware of changes in compliance regulations, ethical considerations, and best practices. This continuous education will contribute to the overall quality of our content.

In summary, our approach to training acknowledges the importance of accurate, ethical, and compliant content creation. By focusing on responsible promotion, ethical considerations, and adherence to industry standards, we aim to deliver informative, relevant, and high-quality content that reflects our commitment to dementia-friendly initiatives and responsible broadcasting.

- 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.

Ensuring Compliance for Pre-Recorded Material:

We are committed to upholding the highest standards of compliance for all pre-recorded content that will be broadcasted. This includes material obtained from third-party sources, streamed content, and content produced by our station. Our approach to ensuring compliance encompasses careful content curation, thorough editing, and adherence to ethical and regulatory guidelines. It has always been our practice to avoid any content relating to current events, current political situations and even current pop culture references, and will continue to do so.

1. Content Selection and Sourcing:

Before including any third-party content or streamed material, our team will conduct meticulous vetting to ensure its accuracy, relevance, and alignment with our station's values. Content that does not meet these criteria will not be included in our broadcasts.

2. Ethical Considerations:

Content obtained from external sources will be reviewed to ensure ethical considerations are met. We will ensure that material from third-party sources adheres to responsible representation and accurate information portrayal.

3. Script Review and Approval:

All content produced by our station, including pre-recorded features, will undergo a comprehensive script review and approval process. This process involves designated compliance staff who will verify that the content aligns with industry standards, ethical considerations, and regulatory codes.

4. Compliance Training Integration:

As mentioned earlier, our staff will undergo specialised training in content creation, ethics, and compliance. This training will directly inform the process of curating, editing, and producing pre-recorded content. Our staff's compliance knowledge will be integral to ensuring that all material meets regulatory standards.

5. Ongoing Quality Control:

We are committed to continuous improvement. Regular quality control checks will be conducted on pre-recorded content before broadcast. This includes re-evaluation of the accuracy, relevance, and ethical considerations of the content.

6. Response to Regulatory Changes:

In the event of regulatory changes, our content review process will be adjusted accordingly. Our staff will remain informed about regulatory updates and will incorporate any necessary changes to ensure that pre-recorded material remains compliant.

In summary, our approach to ensuring compliance for pre-recorded material is multi-faceted and encompasses rigorous content selection, adherence to ethical standards, and a robust review and approval process. By providing staff training, ensuring ongoing quality control, and responsive adaptations to regulatory changes, we are confident that our pre-recorded content will consistently meet the requirements outlined by Ofcom's codes and rules.

- 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.

We are dedicated to maintaining ongoing compliance with our Key Commitments as they relate to our broadcast content. Our primary commitment is to inform and elicit reminiscence in members of the local community who are affected by dementia. In doing so, we are committed to delivering relevant, accurate, and responsible programming. To ensure the consistent delivery of these Key Commitments, we have established a comprehensive monitoring process.

1. Designated Compliance Officer:

We have a designated Compliance Officer responsible for overseeing the adherence to our Key Commitments. This individual has a deep understanding of our station's mission, values, and regulatory obligations.

2. Monitoring Schedule:

Our Compliance Officer conducts regular monitoring of our broadcast content to ensure that it aligns with our Key Commitments. Monitoring will be carried out on an ongoing basis, with a schedule that includes daily spot checks on random segments and periodic comprehensive reviews of representative programming.

3. Monitoring Criteria:

Our Compliance Officer will use a set of predetermined criteria to assess the alignment of our broadcast content with our Key Commitments. These criteria will be based on Ofcom's codes and regulations, as well as our own station's internal guidelines.

4. Documentation and Reporting:

The Compliance Officer will maintain thorough documentation of monitoring activities, noting instances of compliance and areas for improvement. This documentation will serve as a basis for internal assessments and discussions.

5. Continuous Improvement:

Incorporating feedback from monitoring, our Compliance Officer will collaborate with relevant departments to implement necessary improvements to ensure that our Key Commitments are consistently met.

6. Public Transparency:

To ensure transparency, we will provide a summary of our monitoring activities and compliance outcomes on our station's website. This summary will be updated on a regular basis, reflecting our commitment to accountability and responsiveness.

7. Staff Education:

We will conduct regular training sessions for staff involved in content creation and production to ensure they are fully aware of our Key Commitments and the importance of upholding them.

In summary, our approach to ensuring ongoing compliance with Key Commitments involves proactive monitoring, systematic documentation, and a commitment to continuous improvement. Through the dedication of our Compliance Officer, transparent reporting, staff education, and responsive adjustments, we are confident in our ability to deliver programming that adheres to our Key Commitments and meets the expectations of our audience and regulatory authorities.

- 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.

We are deeply committed to upholding our Key Commitments in all aspects of our operations, including off-air social gain activities. To ensure the consistent delivery of these Key Commitments, we have developed a comprehensive monitoring and reporting process that aligns with our dedication to social responsibility.

1. Designated Social Gain Officer:

We will appoint a designated Social Gain Officer responsible for overseeing the adherence to our Key Commitments related to off-air social gain activities. This individual will have a profound understanding of our station's mission and values, as well as a passion for fostering positive social impact.

2. Monitoring and Reporting Framework:

Our Social Gain Officer will implement a monitoring and reporting framework tailored to our off-air social gain activities. This framework will encompass regular assessments of our initiatives and their alignment with our Key Commitments.

3. Evaluation Schedule:

Monitoring will be conducted on an ongoing basis, with a schedule that includes regular reviews of our social gain activities. Our Social Gain Officer will conduct assessments on a quarterly basis to evaluate the progress and effectiveness of our initiatives.

4. Measurable Metrics:

Our Social Gain Officer will establish specific measurable metrics that align with our Key Commitments. These metrics will be used as a basis for evaluating the impact and success of our social gain activities.

5. Documentation and Reporting:

Our Social Gain Officer will maintain comprehensive documentation of monitoring activities and outcomes. This documentation will include the progress made, lessons learned, and areas for improvement.

6. Public Transparency:

To ensure transparency and accountability, we will publish an annual report summarising our off-air social gain activities and their alignment with our Key Commitments. This report will be accessible on our station's website and shared with relevant stakeholders.

7. Collaboration and Improvement:

Our Social Gain Officer will collaborate with community partners, stakeholders, and internal teams to drive continuous improvement in our off-air social gain activities. Feedback and insights gained through these collaborations will guide our adjustments and enhancements.

8. Staff Involvement:

We will ensure that all staff members are aware of our off-air social gain activities and the associated Key Commitments. Regular communication and training sessions will reinforce the importance of delivering meaningful impact.

In summary, our approach to ensuring ongoing compliance with Key Commitments for off-air social gain activities involves rigorous monitoring, transparent reporting, collaboration, and a commitment to social responsibility. Through the dedication of our Social Gain Officer, measurable metrics, and transparent reporting practices, we are confident in our ability to create meaningful positive impact in alignment with our Key Commitments.

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 compliance team members are fluent in English.

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

NATHAN GAVIN

Date of application:

22/09/2023

I am authorised to make this application on behalf of the applicant in my capacity as company director

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