Group structure

- Sheffield Community Media Ltd - community benefit society established 2012 supported by 112 community shareholders, holds equipment assets and premises
- Sheffield Local Television Ltd - wholly owned subsidiary licensed since 2014 to operate the digital TV channel for Sheffield (Sheffield Live! TV - Freeview 7 /Virgin 159)
Broadcast partner

Commedia Sheffield - independent not-for-profit company limited by guarantee established in 2002 and licensed to operate a community radio service for Sheffield (Sheffield Live! 93.2fm and the online media platform sheffieldlive.org)
Mission and activities

- Achieving community benefit through access to community news and information, support for independent and volunteer producers, providing a platform for local talent and community voices, delivery of training in media, communications and related skills, and support for social enterprise.
Achievements since launch /1

- 4,000 original video news items about Sheffield, part of a lasting archive
- 50+ original local TV programme series with a total of over 2,000 episodes
- Over 150 social and media enterprises received business and marketing support
Achievements /2

- Over 300 individuals p.a. gain volunteering, work experience and training opportunities
- 16,000 social media followers (Fb and Tw) with over 100,000 impressions/month
- TV reach (Freeview) 100,000 monthly viewers, 40,000 monthly viewing hours
Achievements /3

- Launch in February 2020 of new local TV relay site at Grenoside, adding 45,000 households to Freeview coverage
- Major contract secured to 2023 for delivery of social enterprise support services
- Increased revenues from consultancy, service provision and advertising
Covid-19 response

- Moved to remote production (except news)
- News output on Covid-19 / public health
- Co-production of Covering Covid-19 series
- Hourly broadcast of public health messages
- Live broadcast of virtual Council meetings
- Broadcast of online festivals and events
- Estimated 40% increase in TV audience
Strategic priorities in the year ahead

- Explore relocation options to develop facilities, co-working and social space
- Establish supporters scheme, new ‘open’ share offer and SCM community bonds
- Opportunity to develop a Small-Scale DAB multiplex for Sheffield/Rotherham
Small-Scale Digital Audio Broadcasting: Next generation community media

- What is SSDAB?
- The licence opportunity
- Business model
- Partnerships
- Next steps
What is SSDAB?

- New tier of “small” coverage DAB services
- Using affordable open source technology
- Receivable by listeners via household, in car and mobile DAB receivers
- Each SSDAB ‘multiplex’ can carry 25 sound programming services (radio channels)
The licensing opportunity

- 240 locations to be licensed by Ofcom
- One SSDAB multiplex licence per location
- Each capable of carrying 25 radio channels
- SCM submitted EOI to Ofcom Sept 2018
- Sheffield/Rotherham in the first tranche
- Applications by 23 November 2020
**Business model - Capital**

- Capital costs - transmission equipment, multiplexer, network installation
- Estimated capital requirement £75k including provision for working capital
- Met by:
  - Grants, social investment loans, SCM community shares and SCM bonds
Business model - Operations

- Costs - transmission site rentals, data circuits, maintenance, management
  - Estimated operating costs £35-40k
- Income - fees for carriage of community and other digital sound programme services
  - Estimate revenues at 85% occupancy £60k
Partnerships

- Joint initiative between SCM and:
  - Commedia Sheffield / Sheffield Live! 93.2fm
  - Pakistan Muslim Centre / Link FM
  - Redroad FM (Kiveton Park / Rotherham)
- New company to apply for the licence, majority control and asset locked to SCM
Next steps

- Further technical evaluation
- Develop the business plan
- Promote to potential customers
- Legal and partnership agreements
- Securing funding and investment
- Complete the licence application
Further information

- Comments and observations
- Expressions of interest
- Offers of support
- Write to:
  - scm@sheffieldlive.org