



Sheffield Community Media Group

Forward Plan 2020 - 2023

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 establish 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

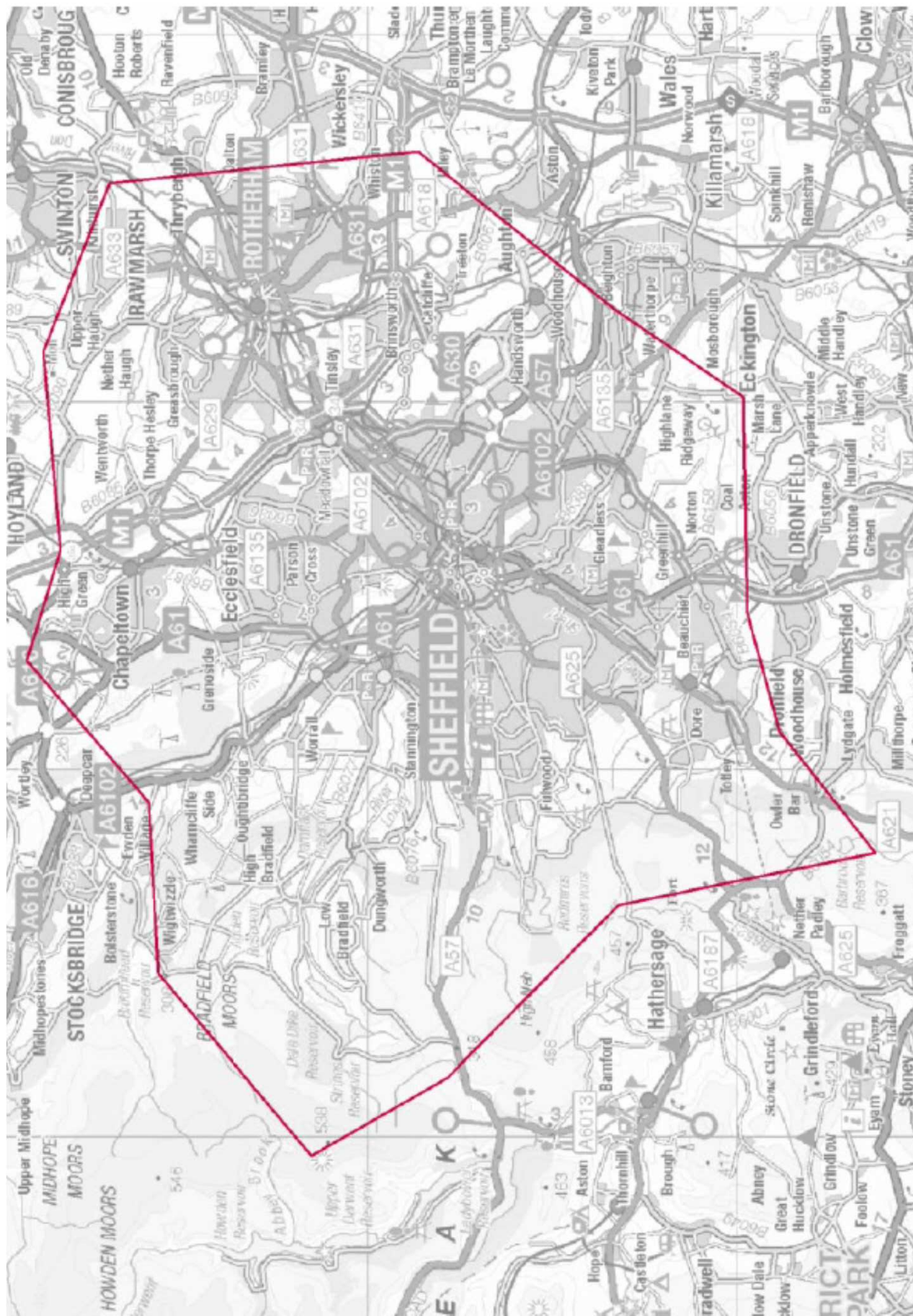


What is SSDAB?

- ▶ 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