

**join us
on a new
broadcasting
adventure**



digital radio for sheffield and rotherham

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1. Introduction

Shefcast Digital is a consortium of local and community-led media organisations from Sheffield and Rotherham.

We have come together with an ambitious plan to launch a new tier of local and community digital radio services.

Shefcast Digital brings together, in a new partnership, Sheffield Community Media Limited, a community benefit society supporting community media in Sheffield, together with three established community radio providers: Commedia Sheffield which operates Sheffield Live! community radio, Pakistan Muslim Centre (Sheffield) which operates Sheffield's Link FM and Redroad FM of South Rotherham.

We have formed this initiative in response to the opportunity to develop a new generation of digital community media and, in particular, to apply for the licence to operate the Small-Scale Digital Audio Broadcasting (SSDAB) service for Sheffield and Rotherham.

SSDAB represents a new tier of broadcasting in the UK bringing more choice to digital radio listeners and providing a digital platform for local and community radio services.

The first tranche of SSDAB licences have been advertised by Ofcom, the communications regulator and include a licence to operate a service covering the localities of Sheffield and Rotherham. Shefcast Digital has submitted its application to operate the Sheffield and

Rotherham SSDAB service and this is now the subject of a public consultation pending a decision on the licence award.

We have established Shefcast Digital as a locally-led and locally-owned not-for-profit initiative which seeks to operate for community benefit the SSDAB service for Sheffield and Rotherham and having the object to promote civic journalism and community media.

Shefcast Digital will seek to nurture and support a range of high quality digital radio services in Sheffield and Rotherham which respond to the diversity of interests, cultures and concerns of our communities.

This is the prospectus of Shefcast Digital. It sets out the background to our partnership and the SSDAB opportunity. It explains the rationale and the community benefit of the project. It presents our evaluation of customer demand and our preliminary roster of new broadcast services. And it describes our approach to delivery including technical plans, governance, key persons and finance.

This prospectus is supported by a detailed business plan and financial forecasts for the pre-start period and the first three years of broadcast operations, including income and expenditure, balance sheet projections and cash flow forecasts, accompanied by explanatory notes.

We invite you to join us on a new broadcasting adventure.

2. Partners

Shefcast Digital brings together leading community media providers in Sheffield and Rotherham in a joint initiative to secure, under community ownership, the rights to operate digital audio broadcasting infrastructure in Sheffield and Rotherham. Each of the founding partners already holds Broadcasting Act licences with Ofcom, the communications regulator, to provide community media services in the locality.

Sheffield Community Media Limited is a community benefit society established in 2012 and which, through its operating arm Sheffield Local Television Limited, holds the licence to operate the local television channel for Sheffield, Sheffield Live! TV. Sheffield Community Media (SCM) is a community business set up to engage people through community media and to establish the local TV channel for Sheffield. It formed Sheffield Local Television Limited, as a wholly owned subsidiary, to apply for the local digital TV licence advertised by Ofcom in 2012. It was the only locally owned and not-for-profit applicant and it was successful in winning the licence to operate the service despite strong competition from two commercial companies.

Following the licence award, SCM launched the first public community shares issue by a community media project in the UK and raised a total of £100,000 from 116 community shareholders matched by a further £100,000 in social investment loan stock. The local TV channel was launched as Sheffield Live! TV in September 2014 and has since achieved six years of broadcasting success providing a 24/7 platform for local news, community information, creative expression and civic engagement.

Commedia Sheffield, is a not-for-profit company limited by guarantee which holds the licence to operate Sheffield Live! 93.2FM community radio. Commedia Sheffield commenced as a radio project for a community festival in the year 2000 and was incorporated in 2002. It secured substantial start-up funding to build one of the first community media centres in the UK as part of public investment in neighbourhood access to ICTs. It launched the first internet radio in Sheffield and was later awarded the licence to operate the first full-time community radio service in the city, on air since October 2007. Commedia Sheffield owns the Sheffield Live! brand and website.

Pakistan Muslim Centre (Sheffield) Limited, is a charitable company limited by guarantee which holds the licence to operate Link FM community radio. Link FM was launched in 2016 providing a music and speech service with a focus primarily on the Pakistani, South Asian and Arabic communities in Sheffield. The Pakistan Muslim Centre is a community hub which hosts a range of projects and programmes promoting education, health and well-being, and catering for people of all ages.

Redroad FM Limited, is a not-for-profit company limited by guarantee which holds the licence to operate Redroad FM community radio based in Kiveton Park. Redroad FM commenced in 2007 with a month long trial broadcast and launched as a full-time community radio service in 2010. Redroad FM is a youth radio station for South Rotherham broadcasting local information, covering issues relating to young people and playing a variety of music reflective of young people's interests and lifestyles.

3. SSDAB

Since the 1980s, a new more spectrum efficient technology for sound broadcasting has been developed, known as Digital Audio Broadcasting, which in 2020 overtook FM radio listening for the first time but which has hitherto not been accessible to community broadcasters for reasons of cost and control by large commercial radio groups.

That is now about to change. Following a trial scheme, the government passed the Small-scale Radio Multiplex and Community Digital Radio Order 2019 and in April 2020, the communications regulator Ofcom set out its plans for the licensing and regulation of Small-scale Digital Audio Broadcasting (SSDAB).

SSDAB has become possible as a result of the lapse of patents on the DAB transmission standard and the development of software defined radio transmitters that can be built on open source platforms. Today an SSDAB transmission system can be installed for around £15k, not much more than the cost of an FM system but capable of carrying not just one radio service but 20-25 different channels.

Locations and communities that have not been able to establish community radio in the past by reason of shortage of frequencies will now have the opportunities to do so on the SSDAB platform. Each SSDAB multiplex ("mux"), managed as a community asset, has the potential to generate surplus revenue to reinvest in civic journalism and community media through the sale of spare capacity to commercial and other

media content providers looking to build a regional or national audience.

Under Ofcom's planned rollout, 240 SSDAB mux operators are to be licensed over a five year period, each with non-overlapping coverage to provide near to universal access to SSDAB services across the UK. The regulatory framework encourages consortia based proposals and the inclusion of existing community radio service providers. Each SSDAB mux must guarantee space for community radio services and must demonstrate fair competition for access to a range of digital radio services.

In 2018 SCM submitted to Ofcom an expression of interest in operating SSDAB for Sheffield and Rotherham. With the legislation and regulatory framework now in place Ofcom has published, in September 2020, its first call for SSDAB licence applications with Sheffield and Rotherham among the first 25 areas to be licensed.

The legislative framework does not require the SSDAB mux operator to be not-for-profit or community owned entities and there are commercial companies that will seek to acquire this valuable broadcast asset.

We are confident, however, that well designed community-led proposals will have a high chance of success provided they have sound technical plans, broad community support, involvement of existing community radio services, a viable business model and sufficient funding in place.

4. Community benefit

After over 20 years of lobbying by community media practitioners, activists and academics, UK legislation was introduced in 2004 to enable licensing of community radio services to broadcast as a distinct third sector alongside BBC radio and private commercial radio. Community radio licences are reserved for not-for-profit bodies and licensees must demonstrate a commitment to the delivery of “social gain”.

Within five years of the legislation there were nearly 200 community radio services licensed to broadcast and serving communities throughout the UK, an increase from just 15 trial services in 2004. In its 2009 Annual Report, Ofcom described community radio as “one of the great UK broadcasting success stories in the last few years”.

Community radio stations are largely volunteer run providing those involved with opportunities for creative expression, personal development, skills building, social contact, civic engagement and community-level recognition and achievement.

Community radio content has generally focused on interests and communities that have not been well served by mainstream media including Black, Asian and minority ethnic groups, people with disability, LGBTQ+, disadvantaged young people, the elderly and others facing social isolation, specialist music and other niche interests. Comparative studies of

community radio across Europe has shown its contribution to social cohesion, community development, intercultural dialogue and inclusion.

Today there are over 300 licensed community radio services in the UK and the sector has demonstrated remarkable resilience. FM spectrum however, on which most community radio channels are licensed, has become increasingly scarce and in many areas there are no longer frequencies available. In addition, radio listening on FM has declined as a percentage of total listening hours with DAB overtaking FM as the leading platform for consumers and DAB becoming the radio standard in new cars.

In the face of FM spectrum scarcity and encouraged by the lower entry costs and fewer regulatory barriers new and aspirant community broadcasters have turned to the internet. There are now as many internet-only community radio services as there are community radio services on FM, however internet audiences reflect only 12.5 per cent of radio listening compared to 41 per cent for DAB and 40 per cent FM.

SSDAB offers an opportunity therefore to substantially scale-up the impact of community media by adding existing licensed community radio services to the DAB platform, by enabling internet-only community radio channels to reach wider audiences and by providing capacity for the development of many new services.

5. Customer demand

Operation of a Small-Scale DAB multiplex is a business-to-business proposition with a relatively straightforward business model. Capacity is available on the SSDAB mux for the carriage of digital sound programme (DSP) services and community digital sound programme (C-DSP) services.

The capacity per SSDAB mux is fixed at a total of 864 capacity units (CU) which is equivalent to 24 DSP/C-DSP services each using 36 CU (generally considered sufficient for a high quality stereo music service using the DAB+ standard). If not all customers require 36 CU this will allow for more channels to be offered.

The regulatory framework prescribes that part of the capacity be reserved for C-DSP services. C-DSP services must meet similar not-for-profit and social gain criteria as community radio services licensed on FM. For the Sheffield and Rotherham SSDAB licence there is a requirement to reserve 252 CUs for C-DSPs which would amount to carriage of 7 C-DSPs each using 36 CU (or potentially more if a lower bitrate is used).

In order to assess demand for the service we have undertaken extensive consultation with regard to potential customers additional to the founder partners. This has included (a) identifying internet-only broadcasters in Sheffield and Rotherham and inviting their input to the planning and design of the service; (b) opening dialogue with potential DSP customers from outside the locality, based on those that have already taken space on more than one of the trial SSDAB services and that would contribute to

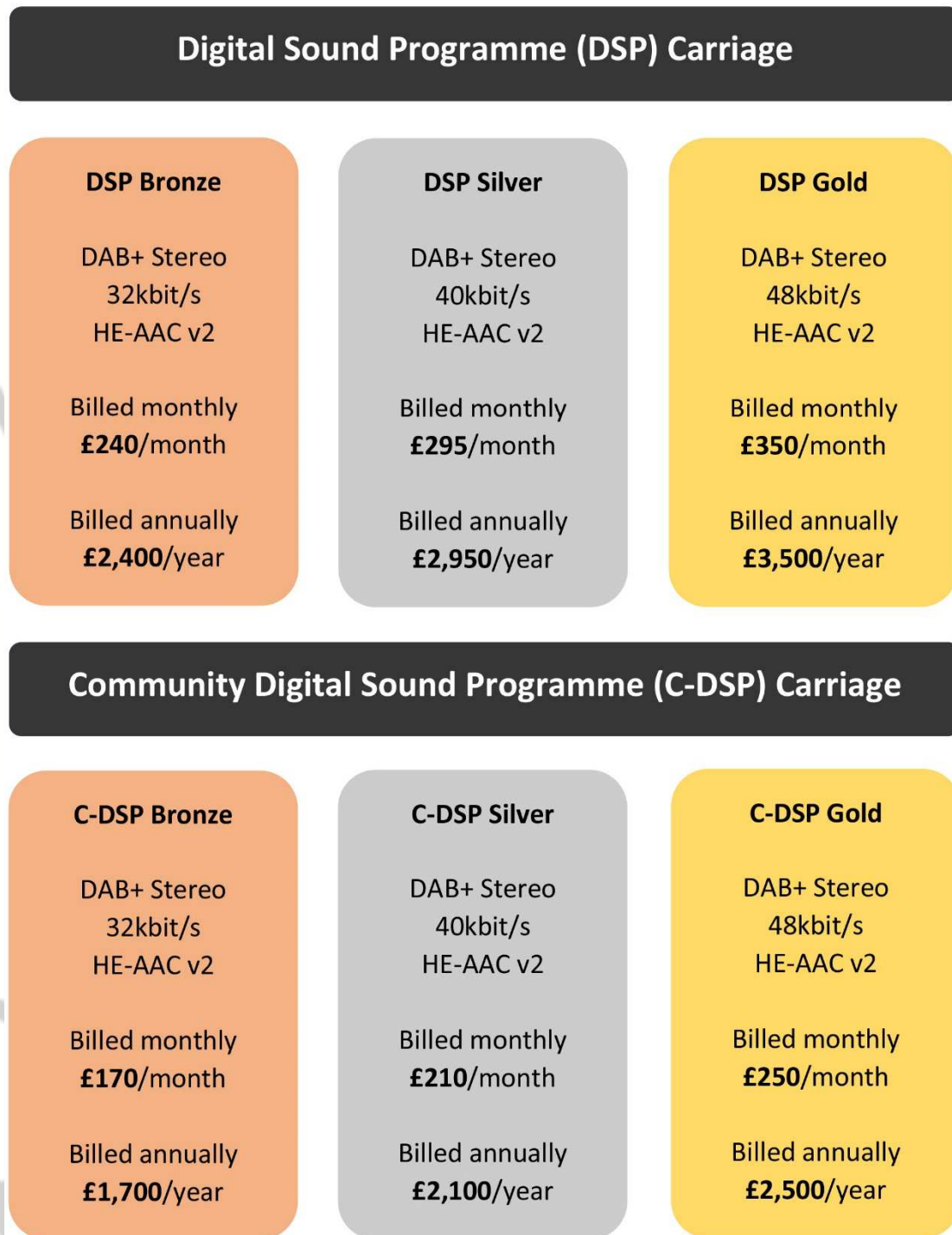
increasing the range and diversity of services in Sheffield and Rotherham; (c) publishing in the trade press our intent to apply for the SSDAB licence and inviting expressions of interest via a website set up for this purpose – viewable online at <https://www.shefcast.org>; (d) consulting with the operators of trial SSDAB services, including in Brighton, Norwich and Birmingham, for advice on rate card plans and pricing, potential customers and business models; and (e) reviewing performance of the trial SSDAB services as reported in evaluation by Ofcom.

As a result of these consultations we have designed a rate card and have obtained firm expressions of interest from customers sufficient to populate 80 per cent of capacity. We intend to retain around 20 per cent capacity for a further open call in the event of obtaining the licence and for the development and carriage of potential new DSP services that may be established by the partners or as new joint ventures.

As part of our consultations with potential customers we sought to ask how much they would each expect to pay per month for capacity. From this exercise and from reports of the trial SSDAB services we concluded that the upper price limit would be around £350/month but that pricing above £250/month would likely lead to significant drop off in interest. C-DSP services would expect to pay significantly less.

Having designed the rate card plans and pricing (Figure 1) we then returned to the potential customers to obtain their further feedback on the pricing proposed.

Figure 1 – Rate card plans and pricing



In the first phase of consultation with potential customers we have included a generous 15 per cent “Pioneer Partner” discount on the rate card price for those DSP/C-DSP services that have been prepared to sign Heads of Agreement in support of our SSDAB licence application.

These are a sample of some of the comments and responses received in support of our approach to pricing and management of mux capacity:

"After reviewing your first rate card, the pricing looks very competitive and affordable for new station entrants. Based on these transmission prices we would be pleased to join your multiplex, should you be successful in the application."

"Looking at the rates they seem fair given the size of the mux and potential audience. The discounted rate will certainly be a boost to the smaller stations such as ourselves and we'd agree to take 32kpbs provisionally."

"As we stand we would use our current DSP licence and go for the gold package."

"We'd be delighted to be part of your application"

"Please sign us up as discussed. I would suggest bi-annual payment option with same discount as annually."

"Thank you for your message and rate card, plus your designation of our channel as a pioneer station. I am happy for us to be included in your application."

Considering the positive responses received and the commitments to participation as partners in the SSDAB licence application we are confident that the rate card is sufficiently attractive to enable the Shefcast Digital SSDAB mux to achieve at least 90 per cent take-up by DSP and C-DSP services from day one of licensed transmission.

As our trading experience develops and the market evolves we anticipate adjusting future carriage prices by embedding RPI+ increases and offering other discount offers while recognizing customers will expect predictable costs over the medium term.

Provided Shefcast Digital is successful with its SSDAB licence application we would then launch a second phase of consultation and call for expressions of interest from additional customers. This would again be incentivised with a discount and a limited window for receipt of requests. The call would be based on an open and fair selection process including social value criteria to further diversify the mix of DSP/C-DSP services available to local audiences and to contribute to community benefit.

The following table (Figure 2) provides a summary of customers that have signed Heads of Agreement to take capacity on Shefcast Digital. In addition to those listed we have received firm expressions of interest from a number of other service providers and are therefore confident of reaching our targets for sale of mux capacity.

Figure 2 – Heads of Agreement in place

Name	Category	Description
Forge Radio	C-DSP	Student radio from the University of Sheffield currently broadcasting as an internet radio
Gumbo FM	C-DSP	Internet music radio collaboration of Sheffield DJ crews supporting local charities
Link FM	C-DSP	Asian community radio service for Sheffield currently broadcasting on FM and internet
Link Islam	C-DSP	New community radio service carrying special broadcasts for religious festivals
Radio ADP	C-DSP	Music and talk radio for Sheffield with a focus on the African diaspora community
Redroad FM	C-DSP	Youth and community radio for South Rotherham currently on FM and internet
Rother Radio	C-DSP	Community radio for Rotherham currently broadcasting as an internet radio
Sheffield Live!	C-DSP	Community radio service for Sheffield currently broadcasting on FM and internet
Sheffield Live! Extra	C-DSP	New community radio service offering a pop-up platform for festivals and events
Sine FM	C-DSP	Community radio from Doncaster currently broadcasting on FM and internet
Mondo Radio	C-DSP	Sheffield-based internet radio showcasing underground bass music and electronica
Angel Radio	DSP	Nostalgia radio channel for the over 60s broadcasting as a DSP on SSDAB Trials
Cosoro Radio	DSP	Afrobeat channel from Manchester broadcasting as a DSP on SSDAB Trials
Gaydio	DSP	LGBTQ+ channel from Manchester broadcasting as a DSP on SSDAB Trials
Its Folk Radio	DSP	Folk music channel from Sheffield featuring leading musicians from the UK folk scene
RB1 Radio	DSP	Local radio service for Rotherham currently broadcasting as an internet radio
Radio Sangam	DSP	Asian radio channel from Huddersfield broadcasting as a DSP on SSDAB Trials
Skylab Radio	DSP	Chillout music radio from Manchester broadcasting as a DSP on SSDAB Trials
The Groove	DSP	Soul music radio with sounds from 70s, 80s and 90s currently on the internet only
Venturadio	DSP	Business talk radio channel with a focus on ethical business and social enterprise
VIBE Yorkshire	DSP	Dance music radio for Yorkshire currently broadcasting on the internet only

6. Technical plan

Ofcom has defined each of the SSDAB locations as a polygonal map showing the provisional boundaries of the proposed coverage area. Coverage plans may extend outside the polygon provided population coverage outside the boundaries is no more than 30 per cent of the total population in the advertised area.

Sheffield has a total adult (15+) population of 485,259 whilst Rotherham has a total adult (15+) population of 216,790, giving a combined total population of 702,049 over a combined geographical territory of 253 square miles. Regulatory constraints on SSDAB limit permissible coverage to 566,795 adults 15+ (40 per cent of the coverage area of the existing South Yorkshire DAB multiplex). Since radio waves don't stop at administrative boundaries no compliant technical plan is likely to achieve more than 75 per cent coverage of the Sheffield and Rotherham populations.

The two localities are closely associated having a shared industrial history of steel-making and each being within the travel-to-work area of the other and having good transport links. The M1 motorway forms a rough boundary between the two. The administrative areas includes a significant number of outlying rural settlements with over one third of Sheffield being within the boundaries of the Peak District National Park. The geography is also topographically challenging with Sheffield famously built on seven hills and Rotherham's urban core lying in the steep-sided Rother Valley.

We have therefore defined the target coverage objective for the SSDAB service to consist of (a) the core urban areas of Sheffield and Rotherham; (b) as much as practicable of the local authority administrative areas of the city of

Sheffield and the metropolitan borough of Rotherham within the constraints of the 40 per cent limit on population overlap with the existing local multiplex for South Yorkshire; and (c) major transport routes through and connecting Sheffield and Rotherham, taking account of in-vehicle listening and the growing number of DAB receivers in cars.

In designing the technical plan we have also taken account of the fact that the Ofcom technical plan for DAB provides for the possibilities that difficult to reach areas to the north west of Sheffield may be better served (from a technical point of view) from the planned Barnsley SSDAB multiplex and, similarly, that settlements to the north east of Rotherham may be served from the Barnsley or Doncaster SSDAB multiplexes. Our technical plan does however include coverage in South Rotherham outside of the advertised licence area but within the 30 per cent limit. This includes settlements around Kiveton Park and Wales which is the location of the long established Redroad FM community radio service, whose location falls outside the footprint of any other advertised SSDAB licence area.

In responding to the opportunity to design the SSDAB service for Sheffield and Rotherham we have undertaken detailed planning including investigating several potential transmission sites with a view to ensuring good coverage in the core urban areas inside the Ofcom polygon plus the additional coverage into South Rotherham.

Our approach takes into account that of the three already licenced FM community radio services in Sheffield and Rotherham, two are located in Sheffield and the third in Rotherham. In addition consultations with potential customers have indicated interest from new local and community radio services with an editorial focus on

Rotherham following the closure of local radio service, Rother FM, as well as from established internet radio projects in Sheffield seeking to extend audience.

Our technical plan is based on a two site solution to achieve the above objectives with one site located in Crosspool to the west of Sheffield city centre and the other located in Boston Park near to central Rotherham. Provisional agreements have been reached on site access to install, in each case, power supply, connectivity, transmission equipment and a directional antenna optimised for coverage of the two localities.

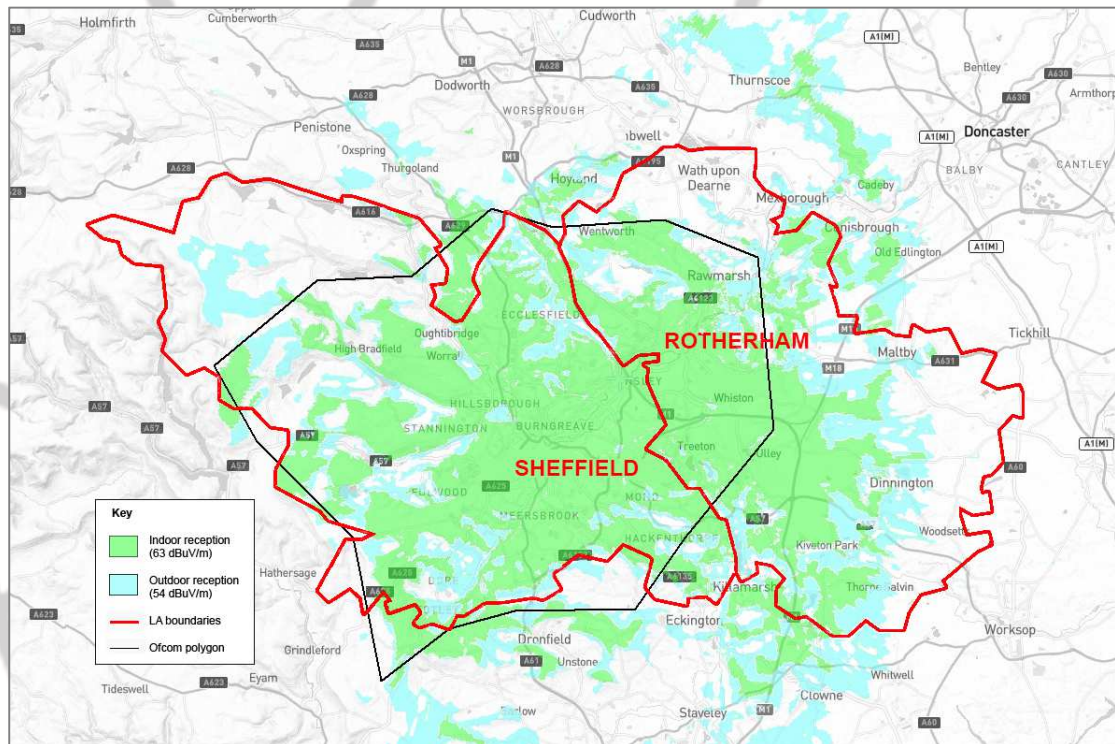
A two site technical solution would require installation as a single frequency network with additional equipment for

synchronisation which we have therefore included in our full technical specification.

Figure 3 provides a coverage prediction map for indoor and outdoor reception showing the administrative boundaries for Sheffield and Rotherham and the overlap with the Ofcom polygon.

Transmission planning support for Shefcast Digital has been provided by John Bibby, broadcast engineer and chief executive of Bitstream Broadcast Limited a specialist provider of transmission services for FM radio, DAB and digital television. Bitstream Broadcast is the preferred supplier for the transmission system and will provide custom technical specification and management of technical compliance matters.

Figure 3 – Coverage prediction map



7. Governance

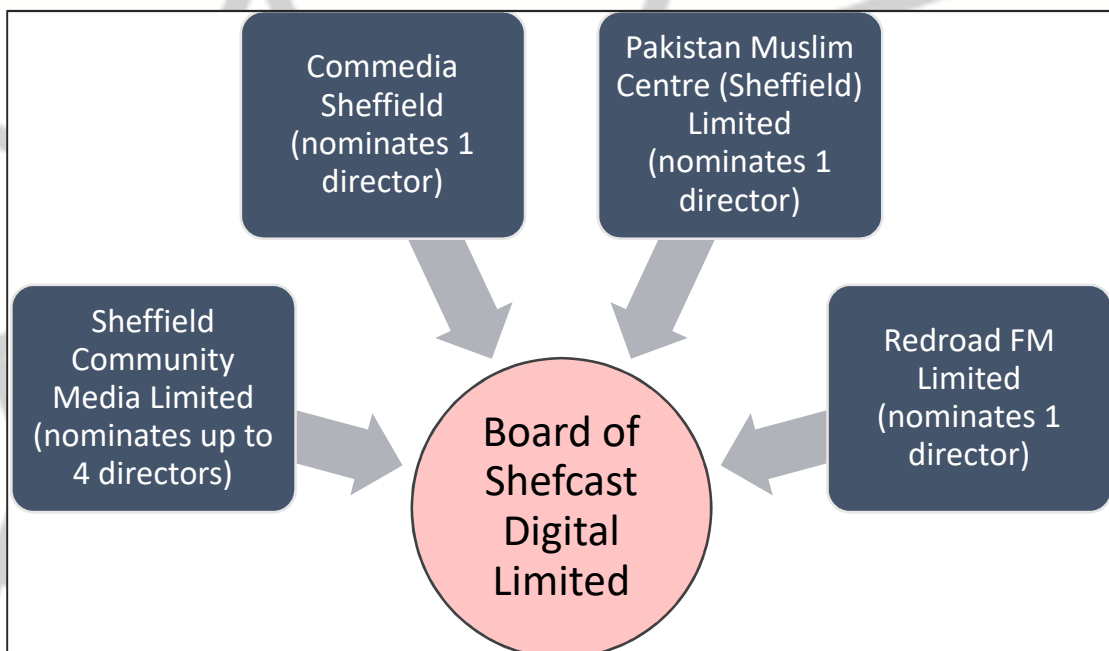
Sheffield Community Media Limited (SCM), is a community benefit society formed in 2012 and registered with the Financial Conduct Authority. SCM is a membership organisation with each member having one vote regardless of shareholding. Membership is open to persons who live, work or have interests in Sheffield. SCM rules are based on Co-operatives UK model rules for a charitable society for the benefit of the community. These include an asset lock which prevents the distribution of assets among members or their transfer to any non-charitable body. SCM currently has 112 community shareholders who have invested sums from £100 to £25,000.

SCM has a wholly owned subsidiary, Sheffield Local Television Limited, which holds the licence to operate local digital television in Sheffield and Rotherham and which operates as a trading arm delivering social enterprise support and other services.

Shefcast Digital Limited (SDL) has been established as a new company limited by guarantee under the majority control of Sheffield Community Media Limited (SCM) and with the participation of the three other community media organisations which operate community radio services in Sheffield and Rotherham. SDL has been formed to apply for and operate the DAB multiplex for Sheffield and Rotherham. SDL has also been established to operate for community benefit and is asset locked to SCM.

SDL is a joint venture in which each of the licensed community radio services in Sheffield and Rotherham is a participant with the right to appoint a director to the SDL board for so long as they hold a licence to broadcast on the SDL platform. The remaining board members appointed by SCM will be selected to ensure a range of skills and experience relevant to the business including financial and technical know-how.

Figure 4 – Organisational structure



8. Board of Directors

Steve Buckley (Chair)

Steve Buckley is a media policy expert and social entrepreneur who has played a leading role in the UK and internationally in community media development. Steve has lived and worked in Sheffield for 30 years. He is a founder and former chief executive of the UK Community Media Association and former President of the World Association of Community Broadcasters. He is a founder and director of both Sheffield Community Media and Commedia Sheffield and is managing director of media and social enterprise support agency Community Media Solutions. He is also a board member of Comux UK which operates the UK's local television multiplex providing carriage for 34 local TV channels and 4 national video streams.

Sangita Basudev

Sangita Basudev has over 35 years' experience in community media as a manager, producer, trainer and lecturer, including work in community radio, video production and new media. Sangita is chief executive of both Sheffield Local Television (SLTV) and Commedia Sheffield. Sangita has been responsible for the development and management of Sheffield Live as a media, training and digital enterprise centre, creating a multi-lingual community media platform that celebrates the diversity of the local community. She is also a director of Sheffield Community Media.

Rob Cotterell

Rob Cotterell has 35 years' experience in community development and the public sector including in youth work, education and in senior positions in the probation service. He is currently chair of Sheffield and District African Caribbean Community

Association (SADACCA). Rob is a director of Commedia Sheffield and is well known to Sheffield Live! listeners as Sunday afternoon roots music presenter DJ Skiii.

Jaqui Devereux

Jaqui Devereux is a former chief executive of the Community Media Association, the UK sector body for community media. She is a qualified accountant with more than 40 years' experience in the charity and voluntary sector. She is also a long-serving board member of Sheffield Women's Aid.

Trevor Grossett

Trevor Grossett is founder, director and business development manager of Redroad FM, the community radio service for South Rotherham. He has many years' experience in youth and community work in Sheffield and Rotherham, promoting youth engagement and education through music and media technology and practice.

Matt Jarvis

Matt Jarvis is an accomplished creative technologist who has collaborated with leading institutions, artists and producers on complex multi-platform and multi-system projects. He brings a deep understanding of coding and technology and has designed streaming, podcasting and other digital media solutions for Sheffield Live! radio and TV.

Hafeas Rehman

Hafeas Rehman is a director and trustee of Pakistan Muslim Centre (Sheffield) and a founder of Link FM community radio. He is a Sheffield business leader with many years' service in the taxi trade including as chair of Sheffield Taxi Trade Association. He is also a respected community organiser in Sheffield's charity and voluntary sector.

9. Finance

Capital costs

The capital costs of the project consist of the costs of purchase and installation of the transmission system for two sites and the multiplex system at the network operations centre. The network operations centre will be co-located with Sheffield Live! TV and radio. In addition the project will require working capital for the start-up phase.

Operating costs

The operating costs are largely fixed and consist of transmission site rentals, transmitter maintenance, network connectivity, software licences, marketing costs, Ofcom licences, financing costs, salaries and overheads. Provision has been included within marketing for payments to the community radio partners for advertising on their FM radio services to promote Shefcast Digital and to raise audience awareness of DAB. This is designed in part to compensate their additional costs of participation in the DAB platform and to ensure they are able to maintain FM operations.

Funding requirement

The total planned funding requirement for the project is £100,000 of which £80,000 is for capital items and £20,000 is to support start-up and early year operating costs and for working capital to ensure a healthy cash flow position.

Investment model

Sheffield Community Media Limited (SCM) will provide the investment vehicle for the project and will raise funds from community shares, community bonds and social investment loans. The investment model has been successfully tested with

the establishment of Sheffield Local Television, for which SCM raised an initial £200,000 investment and has contributed a further £300,000 investment over the course of the first five years trading. The financial requirements for Shefcast Digital are not anticipated to be at that scale. SCM will provide initial investment of £80,000 capital and an additional £20,000 support through its operating subsidiary Sheffield Local Television Limited in the form of staff time and overheads for the first two years.

Financial projections

Detailed financial projections have been prepared for the pre-start period and the first three years of operations including income and expenditure and balance sheet forecasts and three years of monthly cash flow forecasts. The financial projections indicate that the business should be profitable from year one and by year three will have generated a surplus of just over £50,000 provided the revenue targets are met.

Application of surplus

Shefcast Digital is a not-for-profit organisation. Any surplus arising from trading operations will be retained to the extent that this is required to assure sufficient working capital and to replace the repayable finance. Any additional surplus will be applied to projects of community benefit and in particular to support civic journalism and community media content. A medium term goal is to contribute to the costs of a community radio news service that would offer free local news content for carriage by local and community radio partners in the project.

10. Get involved

Comment

We welcome your comments and your feedback on our proposals and plans. Do you support our general approach as a locally-led social enterprise? Tell us what you think of our preliminary roster of services. What would you like to hear more of on digital radio in Sheffield and Rotherham? Do you have ideas for new radio channels that would improve the range of services for Sheffield and Rotherham listeners? Do you have a favourite internet radio that you would like to be available on DAB? Do you agree with our technical planning priorities?

Write to us at info@shefcast.org or register your comments online at <https://www.shefcast.org/comments>

Support

If you support our initiative please help us by writing in support to Ofcom, the communications regulator. The award of the SSDAB licence for Sheffield and Rotherham is a competitive process in which Shefcast Digital is up against two private commercial applicants. The public sections of all three SSDAB licence applications for Sheffield and Rotherham are available on the Ofcom website and Ofcom is inviting the public to submit comments by 31 January 2021.

To view all licence applications visit: <https://www.ofcom.org.uk/manage-your-licence/radio-broadcast-licensing/small-scale-DAB-licensing/small-scale-multiplex-applications>

Letters in support of the Shefcast Digital licence application can be sent to:

smallscaleDAB@ofcom.org.uk

Please also send a copy to:

info@shefcast.org

Volunteer

Would you like to get more involved in community radio as a volunteer? Our community radio partners provide volunteering opportunities to contribute as producers, presenters, reporters and back office. You can contact them directly or via the links on our website at <https://www.shefcast.org/about> or you can write to us at info@shefcast.org and we'll put you in touch.

Invest

Sheffield Community Media Limited is a community benefit society which is raising funds to support Shefcast Digital and other community media projects through the issue of community shares and community bonds. These are a form of social investment with a limited rate of return.

Community shareholders can invest from £100 up to £50,000 to support community media development in Sheffield and Rotherham. Community shareholders are members of Sheffield Community Media Limited each having one vote regardless of shareholding. To find out more write to: scm@sheffieldlive.org or visit <http://www.sheffieldlive.org/scm>



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