



Project Part-Financed
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Introduction by Councillor Jackie Drayton



The Sheffield Community Network Project is about connecting the most deprived communities to new technologies. It is also about offering potential social enterprises and small entrepreneurs the advice and equipment they need to transform their ideas into reality.

The grants for the 12 Digital Media Centres will enable a wide range of equipment and support to be made available to people who want to pursue their business and creative ideas, be they in the arts, inventions and prototypes, health and social care or community television and radio.

All six of us on the Grants Panel feel that these are terrific opportunities for the people of Sheffield and that the Digital Media Centres can make a real difference to people's lives, the economy and the culture of our city.

The SCN Virtual Community Network goes live!

The Sheffield Virtual Community Network (VCN) is now fully operational at 9 out of its planned 11 sites. Installed by video over IP experts Techex and powered by Digital Region, South Yorkshire's very own super-fast broadband network, the VCN offers:

High definition video conferencing between all VCN Centres, including multi-way calls.

Web-based recording, playback and archive of video conferencing sessions between sites using the Lifesize Video Centre system.

Compatibility with IP-based video conferencing systems (H323), enabling world-wide A/V communication.

Web-casting of live events, including a messaging/chat function for clients viewing on the www.

The VCN is maintained and supported by SCN Enterprise Development Champion Richard Lawrence-Day, who is the practical, event planning and technical support provider for all VCN Centres. Technical support is further enhanced by local partners Resolve IT to help ensure the smooth running of the VCN system.

If you would like to know more about the VCN, please contact richardlawrenceday@gmail.com or visit <http://sheffvc.net>.

The VCN Centres – an introduction

Red Tape Central

50 Shoreham St
S1 4SP

SPECIALISMS – MUSIC, BUSINESS AND ADMINISTRATION, ICT

Red Tape Central (formerly known as Red Tape Studios) is a state-of-the-art Music Technology, ICT and Business Administration training centre situated at the heart of Sheffield's Cultural Industries Quarter.

The VCN Centre is located in Red Tape's spacious (capacity up to 70 seated excluding a raised stage) ground floor area and features a powerful, high quality public address system for reproduction of full range audio. Drawing on its rich musical history, the Red Tape VCN Centre is the perfect venue to host – virtually or physically – any small to medium live performance requiring maximum audio impact.

Contact: Richard Lawrence-Day

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Local Television in Sheffield



Sheffield “is a national leader in creativity and productivity,” the city council’s Simon Green said at a public consultation about a local television channel for Sheffield, organized by SCN partners, CM Solutions and the CIQA.

Green – the council’s executive director for place – said the creative industries contribute £1bn of turnover to the city region’s economy and called the opportunity for a Sheffield TV channel hugely exciting, saying it would help take the city’s creative industries to a new level and play a great part in the city’s economic agenda as well as its creative one.

Sheffield has been added to a list of ‘pioneer areas’ for local television channel that will be guaranteed carriage on the Freeview platform plus BBC funding to build transmission infrastructure and to support local news gathering, providing an application for a licence is given the go ahead.

Sheffield’s local TV consortium is now seeking high quality local and innovative ideas and looking to engage independent

producers, social enterprises, creative and cultural organisations, events organisers, community broadcasters, schools, further and higher education.

In a survey conducted in July and August, hundreds of responses were received with over 86% of respondents feel that Sheffield should have its own local television station, and similarly high majorities wanting more Sheffield local news on television and saying a local television station would help to make politicians and the council more accountable.

Sheffield local TV will be set up as a not-for-profit company with a board of experienced local people who share a commitment and capability to manage the start-up, launch and development of local TV channel for Sheffield. A key feature will be the opportunity to develop interactive programming as television looks set to converge in the future with the Internet and broadband.

Programming on local TV will be designed to serve a variety of tastes and interests. Local news and information will be a core part of the offer but Sheffield’s local TV channel

will be aiming to engage students and young people in making a variety of programmes featuring local music, local talent and local festivals and events. Programming will also target minority communities and interests that are not well catered for by existing services.

The local TV channel will promote public access and community engagement building on the experience of Sheffield's community radio station, Sheffield Live! and linking with local media education providers like Sheffield College.

With a studio base in Sheffield Cultural Industries Quarter it will also be well placed to connect with Sheffield's independent film and video sector and to cover major Sheffield events like the International Documentary Film Festival.

Get involved

You can find out more and contribute your ideas at:

<http://www.sheffieldlocaltv.co.uk/>

Or you can join the local TV Facebook group at:

<http://facebook.com/sheffieldlocaltv>

You can also write to:

info@sheffieldlocaltv.co.uk



Digital Media Centre Pen Portraits

Enterprise Gateway Community Interest Company



Norton Centre for the Creative Industries, a trading arm of Enterprise Gateway C.I.C., will create a Digital Media Centre in the neighbourhood of Norton utilising the former Norton Nursery site. The centre will engage those living in the neighbourhoods of Lowedges, Batemoor and Jordanthorpe in creative and digital content production. Through upgrading their current facilities they will offer free high-speed internet connectivity, access to computers with specialist creative media production software, and onsite digital expertise and support.

Their Community Enterprise Engagement Worker will work with clients to turn their hobbies and business ideas into viable enterprises through expert advice and networks, and support members of the local community, college leavers and apprentices to develop sustainable businesses.

"We are very excited to have been selected to work in partnership with the Sheffield Community Network to establish a Digital Media Centre in the heart of our community. We look forward to working with them to help deliver this unique enterprise project to support new and existing Social Enterprises in the area."

Oliver Tindall, Enterprise Gateway C.I.C.

FURD: U-MIX

In developing a Digital Media Centre, Football Unites, Racism Divides (FURD) will encourage the latent entrepreneurial and creative skills that many young people possess, through bringing together youth workers and digital media professionals to offer advice, support and access to equipment and software.

The project will create a digital enablement ladder for the 60 different ethnic groups living in Sharrow; many of whom are both digitally and socially excluded. This will be done by providing support and opportunities around radio and production of creative content. We will develop a culture of entrepreneurship among the users of the centre and help them to engage fully in the digital economy.



Football Unites, Racism Divides will be working closely with Sharrow Community Forum and Learn for Life Enterprise to deliver a comprehensive offer to their local area. This will see the creation of a 'multi-site digital media centre' where many forms of support can take place.

"The new U-MIX facility at Lowfield provides a great venue for a Digital Media Centre. It's super modernity in design forms an ideal backdrop to attract local young people to access the digital opportunities and create new businesses."

Howard Holmes, FURD.

Heeley Development Trust

Heeley Development Trust is regenerating the old Ann's Grove buildings as a community and creative hub. The £2.2million first phase of capital redevelopment commenced this summer and when complete will create a beautiful, environmentally friendly and sustainable workspace for digital and media enterprises, artists and makers.

The DMC project will be located in the Hub alongside the Heeley Online resource. The key aim of the development of the DMC is to provide a professionally equipped, fully accessible digital production and learning resource within the context of the wider Hub.

By developing strong links with Ann's Grove and Newfield Schools, as well as Norton College, we will support enterprise, work experience and create new digital champions and entrepreneurs. Nurturing new businesses and supporting individuals into employment within the creative and digital industries, will be done through sharing resources and off campus experience.



“Developing these proposals for a Digital Media Centre in Heeley is going to be really exciting and will make a very big difference to the work we do to support local people to gain skills and experience. The project will encourage new and growing businesses to settle in our community, will harness the creativity and talent that Heeley is awash with, and be a really big part of making the Anns Grove Refurbishment Project a thriving community hub we can't wait to get going...”
Andy Jackson, Heeley Development Trust.

Learn for Life Enterprise



As a well-used community resource based in the heart of Sharrow, Learn for Life Enterprise will use their existing premises on London Road to create a digital media hub. We currently support many people from the local BME, migrant, and refugee communities to develop skills, and by creating a Digital Media centre it will allow them to build on these skills to support them to find employment and start businesses in the creative and digital industries. We will also run an innovative 'Enterprise Club' where like-minded individuals can share ideas, collaborate, and network.

Learn for Life Enterprise will be working closely with Sharrow Community Forum and Football Unites, Racism Divides to deliver a comprehensive offer to the local area. This will see the creation of a 'multi-site digital media centre' where many forms of support can take place.

“This is a remarkably exciting and innovative opportunity to work together to enhance digital inclusion in the diverse community of Sharrow.”

Hayley Nelson, Learn For Life Enterprise

Manor Development Company

The Digital Media Centre based at Manor Development Company will provide resources and support in an area of high deprivation (namely the Manor Estate) to assist in the growth of creative business and increase the ability of the local community to engage with new digital technologies.

It will develop local e-based business and social enterprises, and assist other organisations with e-based business support, development and virtual provision. This project will see targeted support for traditional businesses who currently do not participate in the 'knowledge economy'. This support will allow them to capitalise upon the opportunities which exist in the digital realm.

"Manor Development Company Ltd is delighted to be given the opportunity to work with SCN and partners in establishing a community based Digital Media Centre that will support local regeneration in the Manor area through the creation of local jobs and economic opportunities."

Ruth Dowling, Chief Executive, Manor Development Company



Pakistan Advice and Community Association



Based in the North East of the city, Pakistan Advice and Community Association works with people from many different communities, but specifically supports people of BME and EU Migrant backgrounds. Their current site allows them to run many different projects and activities including advice sessions, day care, learning and teaching, children's activities and health clinics. Their intention is to create a digital media studio which will support the users of their centre to develop enterprises and find employment in the creative and digital industries.

The digital studio will provide resources for TV and web content creation, and will build upon their established linkages with media partners. The use of the facilities will be provided in conjunction with specialist business support to encourage the start-up of sustainable enterprises in the CDI sector.

"Everyone at the Pakistan Advice and Community Association are excited at the prospect of having a digital media studio in our centre; it will definitely make a positive impact in our local community."

Gulnaz Hussain, Director, Pakistan Advice and Community Association

Pakistan Muslim Centre

Based on Woodbourn Road, the Pakistan Muslim Centre will create a mixed-media facility called the 'Woodbourn Digital Studio'. The centre will primarily be used to create radio programming and will build upon their outstanding reputation for delivering short-term radio. The studio will also be used for the production of TV programmes, print journalism and photography.



The project will deliver taster sessions on digital applications and technologies to members of the local community and provide start-up support and advice to local businesses. The sessions will increase the participant's confidence and engender a culture of digital entrepreneurship whilst offering opportunities to participate in the digital economy.

"The Woodbourn Digital Media Studio will be a 'scaffolding' that will support, nurture, articulate and enhance the talent and aspiration of businesses and communities of Sheffield in Digital Media Technology".
Dr Abdul Rob, Head of Operations, Pakistan Muslim Centre

Sharrow Community Forum

Sharrow Community Forum is a community development organisation working to strengthen the communities in the Sharrow area. They work together with the local community to improve services, bring people together, build the community's voice and make Sharrow a better place to live. They have a history of supporting local individuals and groups with fundraising, business planning, fund holding, and general support for new businesses.

Their premises at the Old Junior School allow them to nurture start-up enterprises and community initiatives, and the Digital Media Centre will help them to extend this support into the digital realm. Working in partnership with other Sharrow-based organisations, Sharrow Community Forum's Digital Media Centre will provide access to digital technologies and support to use these technologies to develop new jobs and businesses.



"Sharrow Community Forum is delighted to be able to play a part in this exciting opportunity. The chance to promote entrepreneurship and employment opportunities through the Digital Media Centre is a great boost for the area and will tie together various projects, enhancing accessibility for local people who are often the most excluded from mainstream provision.

Our partnership with FURD and Learn 4 Life Enterprise provides an excellent platform for a collaborative effort thus ensuring that a strong network is created that will have long term benefits for the area."

Jonathan Roberts, Sharrow Community Forum

Sheffield Art Forge

Sheffield Art Forge will develop a Digital Media Centre around their 'WaveLab' concept, which will provide facilities and support for individuals to start-up or expand creative & digital enterprises.



Our open-access facilities will support people to grow their enterprises, while enhancing the creative process by supporting and mentoring each client and addressing their specific needs. The Wavelab will nurture digital product design and manufacturing development through access to a rapid prototyping lab including CNC and 3D printing facilities, giving people the opportunity to make their products a reality.

Sheffield Art Forge will be working very closely with Silent Cities to deliver a diverse offer for the communities of Shalesmoor, Kelham Island and Neepsend. This will see the creation of a 'dual-site digital media centre' where many forms of support can take place.

"Becoming part of Sheffield Community Network's Digital Media Centre programme is the break we have been hoping for at Sheffield Art Forge and we're over the moon at the decision. Since our outset we have aspired to become a specialist for digital art and new media, and with this facility we can now achieve that. Furthermore the services we can now provide will be of massive assistance to the creative community at Creative Arts Development Space as well as businesses in our local area."

Dan Butlin, Managing Director, Sheffield Art Forge

Silent Cities

Based in the Shalesmoor and Neepsend area, Silent Cities will develop a Digital Media Centre which builds upon the grass-roots projects they have already undertaken. Using their established client base they will bring together different communities suffering from economic disadvantage to engender a culture of knowledge-sharing and social entrepreneurship.

They will work closely with clients to provide hands-on mentoring and access to digital technologies, as well as the know-how to turn these experiences into sustainable jobs and businesses. Silent Cities actively seeks to give a voice to those who are otherwise not heard by giving them the opportunity to participate in citizen journalism, video and music creation, social media and online content.

Silent Cities will be working very closely with Sheffield Art Forge to deliver a diverse offer for the communities of Shalesmoor, Kelham Island and Neepsend. This will see the creation of a 'dual-site digital media centre' where many forms of support can take place.



"Access to easy-to-use technology is still a huge barrier for many of the people we work with, and for smaller

organisations, so we're really excited to finally be able to offer this technology through our new Digital Media Centre in Neepsend and Shalesmoor. It's going to have a major impact on those who do not have a voice in mainstream society and the organisations who support them.

Through our partners at the Sheffield Arts Forge, we can also offer affordable studio space when people are ready to 'move on' and access to higher-spec technology. It's already had an impact on us as a social enterprise too, giving us a framework and the equipment to support even more people in setting up their own business or social enterprise."

Justine Gaubert, Founder of Silent Cities.

SOAR

SOAR will develop a Digital Media Centre that contains resources for the development of creative and digital enterprises as well as state-of-the-art video conferencing facilities. They will provide access to mentors, business advisers, and taster sessions to equip businesses and individuals with the skills to ensure their business can thrive.

The centre will give residents living and working in the North of Sheffield the opportunity to access facilities which can be used to increase their digital participation, with the aim of increasing economic engagement and creating opportunities for people and social enterprises to develop new networks.

“This is great opportunity for us and will add to the variety of services that SOAR can offer to North Sheffield residents and our business tenants in our state of the art Enterprise Centre”.

Ian Drayton, SOAR Partnership Manager



Voluntary Action Sheffield



Through Voluntary Action Sheffield’s iSEED space we will provide access to facilities and business support to nurture digital and social enterprise opportunities in deprived communities. The focus of the activity will provide proactive and focused support to seize the growing opportunities in Telehealth and Telecare, which Sheffield is uniquely placed to grasp.

Voluntary Action Sheffield’s existing support for the Third Sector means that we will provide cutting-edge facilities to their clients as well as high quality and specialized business support and mentoring in technology, finance and entrepreneurship.

“At Voluntary Action Sheffield, we are really excited by the Digital Media Centre project. It is going to enable us to provide fantastic additional support to new and established social enterprises in Sheffield, especially those working in areas like care, health or health technology. There are some very creative and innovative ideas in Sheffield that just need that small boost to really take off – this project will make that happen.”

Jack Scott, Voluntary Action Sheffield

How can I get involved?



New arrivals to the launch collect a drink and mingle

The best starting point for more details of the project, including a copy of the prospectus, is our website at <http://sheffieldcommunity.net>

For further details or to discuss your ideas please contact:

Social Enterprises:

Please call CM Solutions on 0114 220 1426

Community Centres:

Please call the CIQ Agency on 0114 275 2620

Email: enquiries@sheffieldcommunity.net

