



Community Media Solutions

Community Media Solutions is a specialist consultancy offering business and technical support to voluntary organisations and statutory agencies who want to develop community based media activity.

Background

Since its inception in 2004, a winning combination of hands on knowledge and expertise in setting up community websites, radio stations, and most recently, web-based TV stations, has seen Community Media Solutions evolve to become a household name within the third sector.

Responding to a need

Nicky Edmonds, Joint Managing Director of Community Media Solutions believes that giving voluntary organisations a voice can help to engage and empower local communities. As well as helping third sector organisations get to grips with some of the latest media technology available, Community Media Solutions also provides a comprehensive business support service:

"Once a community group has realised that it is possible to create a radio station, or thinking of setting up their website, we try and help to make the idea sustainable."

"In some cases, organisations need guidance when it comes to choosing equipment and understanding the technical elements of setting up a project. We are able to help identify suitable equipment, advise about what is actually involved and provide advice and guidance when it comes to the day-to-day job of running and management."

"Many community groups are faced with financial restrictions in setting up media schemes and Community Media Solutions helps them to secure additional revenue streams to the grant funding they already receive".



PROFILE IN BRIEF

Services offered:

- Website development
- Setting up a radio station
- Developing community-based media initiatives
- Creating web-based television stations.

Who do you work with?:

Community organisations throughout the UK including Desi Radio in Southall, GFM in Gloucester and Raploch Urban Regeneration Company in Stirling.

Contact Details:

15 Paternoster Row
Sheffield
S1 2BX

Tel: 0114 220 1426

Email: nicky@cmso.co.uk

www.cmso.co.uk

Amazing achievements

Over the past two years Community Media Solutions has played a pivotal role in the delivery of 'Turn up the Volume', an Objective 1 funded initiative that has helped over 50 South Yorkshire-based community groups develop media projects.

The success of the project identified a niche in the marketplace and Community Media Solutions made the decision to launch a marketing campaign. For the first time in its history, the organisation began targeting community initiatives throughout the UK – a move that has seen the social enterprise firmly establish itself as a household name with the community media sector.

Nicky feels much of their success is rooted in their structure as a social enterprise:

"We felt that it was important to invest any profits made from the company back into the sector. Establishing the business as a social enterprise helped to give the organisation a business focus, but without losing sight of the original reasons why we wanted to go into business in the first place."



Looking ahead

The future of Community Media Solutions looks bright. It has recently been awarded a Melt Research and Development award and is currently investigating ways of re-investing back into the third sector. This should help to ensure that third sector organisations are equipped to face the challenges of competing in the increasingly IT dependent world both today and in the future.

