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Introduction

The year since October 2002 has seen much change within the Burngreave Messenger, but the focus of the organisation has stayed strong with production of 10 issues - the most we've ever produced in one year.

Now in its fourth year, the Burngreave Messenger has grown significantly, with an annual turn over of approx £130,000. Our members now have limited liability, as we became a company limited by guarantee in January 2003, transferring activities over to the company in April 2003.

The year has also seen the end of the Burngreave New Deal for Communities funded project 'The Burngreave Messenger' and the start of 'The Core' also New Deal funded. The recruitment of 5 members of staff for this project was a difficult process and although we successfully appointed a hard working staff team, two valued employees finished in December 2002. We would like to thank Shaffaq Mohammed and Carl Rose for their dedication to the project during their employment, and their continued support as volunteers.

'The Core' has given the organisation real stability, funding our core activities for the next 3 years, and the significant increase in staff time has allowed volunteers to build on our past success. The content of the Messenger continues to develop and improve as the development workers and volunteers help more and more residents get their voices heard through the pages of the Messenger.

The ever-growing demand for space in the Messenger has led to the permanent increase of 4 pages to 20 pages per issue. The editorial team has worked hard over the year to maintain the balance between advertising, community information and challenging issue based journalism, a mix that makes the Messenger popular. Feedback continues to be positive and with the on going improvements to our distribution mean more people are getting the Messenger through their door on time.

There is often just too much to fit in each issue, but the website has been able to take up the slack, providing extra space for more detail and extra information. The website underwent a redesign early this year, when Jamie Marriott began volunteering for the Messenger. In August this year we were able to employ Jamie as Web Developer under the 'Step Up' scheme for one year.

We anticipate that the organisation will continue to expand in the coming year with the planned launch of a design business, providing local organisations with high quality promotional material. We hope this will further our primary aim of providing the Burngreave community with a voice and improving communications in our area!



Managing the Messenger

The directors have met monthly throughout the year as a management committee, and have been supported by other volunteers and staff in their decision making (Appendix A). We have continued to oversee the Burngreave Messenger's activities, finances and subgroups, refining policies and procedures in response to issues arising as a result of our high profile in the Burngreave Community.

The management committee faced the difficult task of kick starting the New Deal project in November 2002, recruiting 5 members of staff and supporting them through the first months of employment. We have been committed to ensuring that we follow best practice guidelines as employers and Voluntary Action Sheffield have helped us with advice about employment law and contracts.

In order that some employees could remain directors of the company and contribute to management meetings we have set up an employment subgroup which meets as and when required by the Project Co-ordinator as line manger. They have supported the Project Co-ordinator in putting the BNDfC project proposal into practice and organising staff reviews twice during the year.

The excessive pressures on volunteers in previous years have reduced with the security of 4 years of funding. The management committee has not needed to crisis manage the finances and employees have been able to take on more of the day to day responsibilities of the organisation. But the fundamental foundation of the Messenger as a voluntary organisation is still strong. We have been able to focus on developing policies, which guide the direction of the organisation and make The Burngreave Messenger an accountable and responsible community organisation. This year has seen the development of a child protection policy and complaints procedure; we have also grappled with the many issues we face as a community newspaper that often deals with controversial and sensitive topics.



Editorial Team

The editorial team decides what goes in each issue and meets weekly and more often in the run up to the print deadline. This year has seen an increase in local people giving time to help with the production of the Messenger. I5 volunteers have been part of the editorial team, and I8 individuals have contributed articles (Appendix A). With the strong foundation provided by employees, volunteers have been able to contribute to the production of the Messenger in different ways, taking on specific roles, such as photography, design and proof reading, and focusing on particular topics, such as sport, history and interviews.

Volunteers have been supported extensively by staff, with the development workers helping more people contribute and increasing our presence in the community, covering events and reporting news and issues. The project co-ordinator has played a key role in co-ordinating copy and keeping the editorial team informed, the presence of a full time worker in the office has also made contacting the Messenger with content easier. The finance manager has developed the advertising in the issue and we are now selling more space than ever before. And the Designer has maintained the high quality of production, ensuring content is clear, easy to read and attractive.

The volume of requests of space for both advertising and features has resulted in the permanent increase in pages from 16 to 20 per issue, occasionally 24 pages have been produced when funds allowed. This year 113 different organisations have been supported with adverts, features, interviews and inserts (Appendix B) and we have supported 44 different local businesses by carrying advertising and through business features (appendix C).

The group has dealt with a wide range of issues and the Messenger has tried to cover issues that residents have asked to be raised. The editorial team has aimed to keep the content diverse and interesting covering health, the environment, sport, social issues and community politics. People's personal stories have also been an important aspect of the Messenger, through interviews with residents and working in the area.

We continue to receive a range of comments and occasionally complaints about content, but the overwhelming feedback has been positive. The content of each issue is reviewed by the management committee, who have dealt with complaints with the aim of supporting the editorial team, when appropriate, as well as resolving the conflict if possible. A complaints procedure has been developed over the course of the year. The management committee have also reviewed the 'Editorial policy' and made revisions and additions when necessary (Appendix E) .We remain committed to a model of journalism that while honest and challenging always looks towards promoting community unity and empowerment and respects the wishes of the community we serve.

Many thanks to Michael Corner, who has recently volunteered as an advisor to the editorial team on legal issues relating to journalism. Michael is former editor at the Sheffield Star and his advice has been invaluable in recent months.

Volunteers

We have been lucky with the diversity and skill of volunteers, who have contributed management, design, IT, writing and artistic talents to the project. We estimate that well over 1000 hours of volunteer time have been given to the Burngreave Messenger in the last year. Staff have also contributed volunteer time to the project, and although volunteer involvement has been low in some parts of the year, the contribution of several new volunteers in recent months bodes well for the coming year.

Distribution

Delivering The Messenger to over 6000 homes in the Burngreave area is a difficult task with many access problems and areas of low occupancy and difficult housing layout. In previous years we have struggled to resolve the problems of non delivery, but with the employment of 2 development workers earlier the year we have been able to take a systematic approach to making sure everyone gets the Messenger.

A monitoring system has been set up by staff and is constantly being improved by door knocking. We are aiming to have contacts on every street who can be asked if they have received the Messenger each month. Although this is time consuming, and not all streets are covered, it has given staff a better idea of where the main problems are.

Development workers have been working with the young people who deliver the Messenger to make sure the Messenger arrives in people's



homes on time. They are aware that the rounds are monitored and many deliverers have helped to solve problems arising from out of date maps and flat access. We have also been helped by Tenants and Residents Associations (TARA), All Saints TARA have taken on distribution for the Carwood estate and Firshill TARA have helped with access to flats on their estate.

Our distribution is by no means perfect, but the increase in staff time has meant we can respond to complaints more quickly and more effectively tackle the cause of non-delivery. Residents have also become more aware of when the Messenger should come through their door, and are keen to make sure they get one. We have seen a increase in demand for each issue, we deliver more issues to community groups and public places and we receive more and more request from people outside the area to be on our mailing list.

Website and IT

We have increased and improved our IT provision in the Messenger office this year to provide for the larger number of staff and the increase of activity in the office. Our designer has spent time researching and purchasing the most appropriate hardware and software and a network ahs been set up. We have continued to be supported by Bitpart and their volunteers, who have provided broadband, our new email address and technical support throughout the year.

The website has gone from strength to strength this year. The site was redesigned by the Web developer earlier this year, and many gaps in the archive have been filled, making the site an invaluable resource. Our hit counter has register over 5000 unique visitors during the year, with a high of 754 for September 2003.

Plans to Develop

Since the beginning of the current New Deal project we have been able to take on additional design work. This work is taken on as a commercial venture, our designer is paid overtime for the work and the Messenger makes revenue we hope will add to the project's sustainability as a whole.

Staff has spent the year gaining experience in providing this design service, taking on jobs as and when we are approached, and we have been able to deliver high quality promotional material for community and statutory organisations. We hope to launch the business in the coming year.

Treasurers report

The Accounts being presented to the members today covers 19 months, from August 2001 to March 2003. This is because Burngreave New Deal for Communities (BNDfC) found they needed fully audited accounts from August 2001. The audit was carried out by Paul Kirby & Co. Ltd.

Over the 19 month period, the Messenger's funding ranged from a piecemeal ad hoc arrangement for each issue (as at September 2001), through skeletal short term funding from BNDfC (October 2001-May 2002 extended to December 2002), to the current secure contract with BNDfC for 4 years from December 2002.

Over the whole period, £93,700 was needed to cover the Messenger's production and running costs, of which £84,014 (about 90%) was contributed by BNDfC, £2250 by Sheffield City Council (for the Area Panel page), £2521 from various other bodies, and £4915 from the Messenger's total advertising revenue of about £6000 generated in the period. This core activity is recorded in the "Restricted Funds" column of the Statement of Financial Activities.

In addition to the £1275 left from advertising revenue (after topping up the core budget), the Messenger generated another £800 from its distribution and print activities, including the embryonic design business, making a total of just over £2000 to put into reserves. These now stand at just over £4000 [1] - about 3% of projected annual turnover. The directors aim to increase this figure to 5% by March 2004.

The core budget for the current year (April 03-March 04) is £111,764, of which £101,764 (about 90%) is covered by BNDfC. Next year that figure will be reduced to about 85%. The challenge for the Messenger is to meet this shortfall from advertising and, increasingly, the design business, while continuing to meet the publicity and communication needs of Burngreave residents and community groups as cheaply and effectively as we do now.

^[1] The apparent discrepancy in the accounts is due to the BNDfC practice of covering one year's audit costs with the following year's grant. Therefore the audit costs of £2468 for the period ending 31/3/03 are covered by the 03/04 BNDfC grant, but in the accounts they have to be covered by our generated income for the period, giving a reduced "net current assets" (reserves) figure of £1578 instead of £4046. By the end of the contract, the audit costs will have been fully covered by the total BNDfC grant for the contracted period.

Directors

Mark Lankshear - Secretary Rob Smith Andrew Green Gaby Spinks Richard Belbin - Treasurer

Resigning Directors

lan Clifford - Chair Lisa Swift Shaffaq Mohammed Mohamed Ali Bashe

Vacancies

Between 6 and 15 directors required in total.

Appendix A - Contributors

Volunteer	Issue	A ctivity	
		Activity	
Martin Currie	Oct-03	Design and Editing	
Kim Streets	Mar-03	Editorial	
Kyle Williams	Sep-03	Editorial	
Patrick Edwards	Sep-03	Editorial	
Andrew Green		Editorial and Management	
lan Clifford		Editorial and Management	
Jamie Marriott		Editorial and Management	
Mark Lankshear		Editorial and Management	
Richard Belbin		Editorial and Management	
Richard Hanson		Editorial and Management	
Steve Pool		Editorial and Management	
Ceilidh Hamill	Jun-03	Illustration	
lan (IT volunteer)	Apr-03	IT	
Gaby Spinks		Management	
Rob Smith		Management	
Carl Rose	Aug-03	Photography	
Adam Taha	Sep-03	Writing	
Albert Jackson/ John Alcock	Apr-03	Writing	
Amen Akhtar	Mar-03	Writing	
Carrie Hedderwick	Jun-03	Writing	
Charlotte Hall	Oct-03	Writing	
Chetna Patel	Sep-03	Writing	
Georgina Valantine	Jun-03	Writing	
Hugh Thomas	Apr-03	Writing	
Jack Windle	Aug-03	Writing	
Julian Brandram	Feb-03	Writing	
Laila Wragg	Sep-03	Writing	
Matloub Husayn-Ali-Khan	Feb-03	Writing	
Minders Inc	Apr-03	Writing	
Richard Lubowa	Jun-03	Writing	
Rob Bullock	May-03	Writing	
Rose Ardron	May-03	Writing	
Steve Avian	Jun-03	Writing	
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Appendix B - Organisations supported

Organisation supported	Issue
76 Sheffield Scout Group	Oct-03
Abbeyfield Park Mulitcultural Festival	Apr-03
Abbeyfield Stables Project	May-03
All Saints Community Centre	Apr-03
All Saints Soccer School	Apr-03
All Saints TARA	Mar-03
Area Panel	
Association of Community Languages	Oct-03
BBC Radio Sheffield	Dec-02
Bitpart	Mar-03
Black and Ethnic Minority Health Project	Oct-03
Black Community Forum	Oct-03
Black Justice Project	Oct-03
Black Women's Resource Centre	Mar-03
Burngreave Community Action Forum	Sep-03
Burngreave Community Action Trust	Feb-03
Burngreave Community Learning Campaign	May-03
Burngreave Domestic Abuse Project	Sep-03
Burngreave Green Environment Project	Feb-03
Burngreave Handy person service	Feb-03
Burngreave Library	Oct-03
Burngreave Mentoring project	Feb-03
Burngreave New Deal for Communities	
Burngreave Out of School Club	Oct-03
Burngreave Play Development Project	Apr-03
Burngreave Problem Busters	Feb-03
Burngreave Ramblers	Jun-03
Burngreave Sports Development Project	Apr-03
Burngreave Sports Network	Aug-03
Burngreave under 7s Football Team	Sep-03
Business Link South Yorkshire	Sep-03
Byron Wood Primary School	Dec-02
Caribbean Sports Club	Aug-03
Caribbean under 15s Cricket Team	Sep-03
Christchurch	Mar-03
Commission for Health Improvement	May-03

Appendix B - Organisations supported

Community Forestry Project	Apr-03
Community Learning Campaign	Feb-03
Creative Burngreave Project	Jun-03
Diabetes Support Group	Mar-03
Earl Marshal under 8s Football Team	Sep-03
Earlmarshall Youth Centre	Apr-03
Ellesmere Children's Centre	Mar-03
Ellesmere out of School Project	Mar-03
Ethnic Minority Student Achievement Grant	Sep-03
Fir Vale School	Aug-03
Firs Hill Primary School	Oct-03
Firshill TARA	Jun-03
Forum of People with Disabilities	Oct-03
Friends of Burngreave Cemetery and Chapel	Aug-03
Goodwill Community Centre	Nov-02
Green City Action	Apr-03
Green City Action Tool Bank	Jun-03
Green City Action Toy Box	Feb-03
Greentop Circus	Mar-03
Grimesthorpe Community Gardens	May-03
Home Start	Aug-03
I-Scape	Oct-03
IT Community School and subject support	Aug-03
Job Centre Plus	Dec-02
Kashmir Educational Trust Study Support	Sep-03
Kidz Klub	Apr-03
Kung Fu group at St James	Jun-03
Listen to Us	May-03
Longley Park Sixth Form	Dec-02
Mediation Sheffield	Oct-03
Mental Health User's Representatives	Oct-03
Minders Inc	Apr-03
National Ethnic Transport Training	Oct-03
NOMAD Burngreave Tenancy Support Scheme	Oct-03
Non Stop Foundation	Mar-03
North Sheffield Primary Care Trust	Dec-02
NSPCC	Mar-03
Owler Brook School adult learning	Feb-03

Appendix B - Organisations supported

Pakistan Community Association and Advice Centre	Apr-03
Pitsmoor Adventure Playground	Mar-03
Pitsmoor Against the War	Jun-03
Pitsmoor Credit Union	Feb-03
Positive Negatives	Oct-03
Radio Ramadhan	Feb-03
Refugee Action Support Scheme	Oct-03
SCOOPAid	Nov-02
SCRAP	Jun-03
Seheli Youth Group	Apr-03
Shabeen	Oct-03
Sheffield Black Drugs Service	Apr-03
Sheffield Carer's Centre	Mar-03
Sheffield City Council	
Sheffield City Pipe Band	Nov-02
Sheffield Environmental Training	Mar-03
Sheffield Positive Action Training Consortium	Oct-03
Sheffield Women's Forum	Mar-03
Shiloh Youth Challenge	Oct-03
Somali Education Breakthrough	Aug-03
SOMDIS	Feb-03
SSCATF	Oct-03
St Catherine's school	Aug-03
St James Kung Fu	Jun-03
Sure Start	Mar-03
SYAC	Oct-03
Team Fostering	Apr-03
The Furnival	Sep-03
The Somali Childcare Steering Group	Feb-03
Verdon Recreation Centre	Sep-03
Verdon Street Age Well Group	Feb-03
Victim Support Sheffield	Sep-03
Walter Rodney Housing Association	Oct-03
Womens sewing classes at Verdon Street	Jun-03
Workers Education Association	Sep-03
Yemeni Community Association	Sep-03
Yoga Classes	Jun-03
Yorkshire Care	Jun-03

Appendix C - Businesses supported

Business	Issue	
Amanda Wells Massage therapist	May-03	Advert
Angela's Plumbing Services	Dec-02	Advert
ARC Painter and Decorator	Aug-03	Advert
Associated Chemist	Nov-02	Advert
Barry's Café	Nov-02	Feature
Beautiflare Nail & Beauty	Sep-03	Feature
Burngreave Building Co	Nov-02	Advert
Corporation night club	Apr-03	Advert
Crafty Things	May-03	Advert
Ellesmere Bakery	May-03	Feature
Ellesmere Sandwiches	Nov-02	Advert
Hawkins Pharmacy	Nov-02	Advert
Herbalife distributor	May-03	Advert
JB Hats and Things	Nov-02	Advert
John Heath and Sons Funeral Directors	May-03	Feature
Keith Laycock	Feb-03	Feature
Kris-Style Limousine Service	Dec-02	Feature
Kurdistan Restaurant	Sep-03	Feature
Lloyds Gym	Nov-03	Feature
Lloyds Pharmacy	Aug-03	Feature
Malii.com internet café	Apr-03	Advert
Melrose Garden Services	May-03	Advert
Middlewood Pet Supplies	Oct-03	Advert
Mombasa Fisheries	Dec-02	Feature
Mr N Khan's grocery shop	Apr-03	Feature
Mr Nu Roofs Ltd	May-03	Advert
North Cheshire Housing Association	Mar-03	Advert
ONYX	Jun-03	Advert
Pam Eaton ChiropAdvertist	Dec-02	Advert
Pitsmoor Dental Health Centre	Nov-02	Advert
Pride Hair and Beauty Salon	Nov-02	Feature
Pro Cleen	Jun-03	Advert
Red Tape Studios	Jun-03	Advert
Ron the dog walker	Mar-03	Feature
Ronian Video	Aug-03	Free Advert
Simply Red Flowers	Nov-02	Advert
Step-In Computers	Nov-02	Advert
Steve Bennett Tyres	Feb-03	Feature
The Continental Food Store	May-03	Feature
The Platinmun Lounge	Dec-02	Feature
The Shop (182 Barnsley Rd)	Nov-02	Feature
The Sportsman	Apr-03	Feature
Twilights	Nov-02	Advert
YB International	Sep-03	Advert

Appendix D - Feedback

Some of the comments came via email, others were gathered by the development workers at readers groups.

"May I take this opportunity to say thank you for all the help and support the Messenger has given to the Festival and the Burngreave Community over the years."

Jackie Field – Abbeyfield Park Multicultural Festival - 26/6/03

"Just thought I would drop you a line, seeing as I could not make the presentation the other day. You know that I think that the Messenger Newspaper project is one of the best projects in Burngreave, but I would say that wouldn't I? I'm biased."

Aisha Special K – New Deal Partnership Board Rep – 11/9/03

"Thanks for the little piece on our summer school. The children featured will be thrilled and any publicity we receive strengthens our future regarding funding etc. I really enjoyed this issue, particularly the letters which I'm sure will spark off some interesting debate. Keep up the good work." Simon Barth - Sheffield Multiple Heritage Service - 11/9/03.

"Congrats on all the photos on the website. It looks really good. A much truer picture of what happened than the Sheffield Star seemingly all white multicultural festival!"

Saleema Imam – Resident – 20/8/03

"Very good, lets us know what's happening in the area; lets us know that people care for the area."

Mrs Moat - Resident - 20/7/03

"Very well produced, I see lots of community newsletters from around the city, the Messenger is one of the best"

Earl Marshal Road Resident - 20/7/03

"You need to put things in the Messenger like people progressing in the Burngreave area instead of crime and drugs"

Spital Hill resident - In response to issue 32 - 6/6/03

"Being from Carwood, a lot of people there feel that they are the forgotten corner. I hope that the Messenger can help in getting more provision in that area."

Carwood resident - 26/5/03

"It's a bit boring- put children's puzzles in and competitions. Some good pictures"

Maccaroy Brown-Samuel – In response to issue 31 - 26/5/03

"(Including) meetings that concern me and my family, so that we can go along and put our view in, it"s really important to have this service"

Community Health and Development course -7/4/03

"Have you been to Woodside community, it looks worse now than when you printed about Woodside, but I did enjoy reading about it."

Community Health and Development course -7/4/03

Appendix E- Editorial Policy and Statement of Values

Formulation and functioning

The membership of the Messenger, at six monthly meetings review and agree this Statement of Values. All publications, in any media, produced by the Messenger must adhere to this statement. It is the responsibility of the Management Committee to establish and maintain an editorial policy consistent with this statement and to ensure that all publications adhere to it.

Inclusion

The Burngreave Messenger's primary aim is to facilitate communication within Burngreave. This aim reflects the belief that open, balanced, equitable and inclusive communications within a community forms a central part of that community's development and functioning. To this end the Messenger will not discriminate against, or exclude, any opinion, group or individual except where not to do so would lead to infringement of any law, or in exceptional circumstances, where the responsible subgroup judge that not to do so would lead directly to an adverse effect on any part of the Burngreave community.

Balance

Every effort will be made to provide balanced coverage of any issues raised. When dealing with areas of potentially conflicting opinion, any publication will aim to contribute to resolution.

Editorial Policy

Formulation and functioning

All publications, in any media, produced by The Messenger are bound by this editorial policy. The management committee of The Burngreave Messenger has responsibility for maintaining this policy and reviewing all items prior to publication to ensure they adhere to it, and that it is consistent with the 'Statement of Values'.

All items published by the Messenger will be produced under the supervision of a named subgroup, who have responsibility to ensure the publication adheres to this policy during its production.

The management committee may make any necessary and appropriate changes to this policy. All feedback and comment regarding editorial policy will be made welcome, including guidelines from any partnership organisations.

Material originating from the broader community

To facilitate communications the Messenger will publish items from a wide range of sources. Any items originating from outside the Messenger will have clearly identified contributors. In presenting this kind of material efforts will be made to provide balanced coverage of any issues raised, with other independent material or with material generated by the subgroup if necessary. When dealing with areas of potentially conflicting opinion, any publication will aim to contribute to resolution.

Material originating from within the Messenger

Wherever possible all items originating from within a subgroup should be identified by contributor, but it is acknowledged that this it is not always appropriate. If an item is not to be identified by contributor, it should be clear that it originates from within the subgroup.

Encouraging engagement and participation

Wherever appropriate all material should include clear mechanisms for readers to engage further with any issues raised within the material.

Respecting Individuals

Respect for individuals, particularly those active and living within the community must be maintained. The difficulties facing those striving to improve the community are enormous and the Messenger, when covering controversial issues will make every practicable effort to seek out balancing views and seek to give equal right of reply, while avoiding the personalisation of wider issues.

Website

The editorial team reserves the right to embargo any articles from the website before the distribution.

Proof reading

After final proof reading no changes should be made to the text included in the Messenger, if this is unavoidable every effort should be made to contact all those present at the final proof read.

Editing

The editorial team should maintain commitment to readability and not be afraid to offend people by editing articles. The suggested word limit for contributions is 250, the editorial team can commission longer articles

Advertising

There is no limit to the space given to advertising local businesses overall. Individual adverts over \(\frac{1}{4} \) page should be considered by the editorial team. If we agree to sell space then that space is guaranteed, the editorial team can give free advertising space to organisations without publicity budgets at its discretion, this space is not guaranteed.

Letters

We do not print anonymous letters. Names and addresses should be supplied we will not print addresses and we can withhold names on request. We will not give your name and address out, with the permission of the writer, to anyone under any circumstances

Child protection

The Messenger will only publicise activities for children and young people if the groups and organisations organising these demonstrate that they have undertaken Criminal Record Bureau checks for their staff, that they have an appropriate Child Protection Policy and that they have undertaken appropriate Child Protection Training. See Child Protection Policy for more details.