

Burngreave Messenger

Voice of the Burngreave Community

Extraordinary Generosity

The 7.5-acre development... Balwyn Ashby from Firva... Many have donated... Extraordinary generosity...



Manish Vohra, Anwarul Haque, Brian Brown and Matthew Zahra...

The Carnival of Lights... Friday 9th December 4.00pm to 10.00pm... Ellesmere Green Burngreave...

Burngreave Messenger

Voice of the Burngreave Community

Last of the New Deal Money?

New Deal have announced the projects they... Of the 48 projects with a red flag... Last of the New Deal Money?



The Burngreave Business Event & Awards 2006 - Be part of it!... Have you got a business idea?... Verdon Recreation Centre 2nd February 2006, 4-8pm...

Burngreave Messenger

Voice of the Burngreave Community

Honoured with an MBE

Longstanding community figure and activist... Honoured with an MBE... Governor and Chair... Teaching English and making contacts... Action for Burngreave... Parkwood's sanctuary for wildlife... Mixed communities... Attracting new people... Problematic residents?...



Mr. Lalji, who worked tirelessly...

"In early 1972, local professionals and community leaders got together to plot a...

Mr. Lalji was honored with an MBE in 1990...

By Rob Smith

Burngreave Messenger

Voice of the Burngreave Community

A tall story?

A 'been shining across the sky... A tall story?... The council told the Messenger they would like to proceed...

Burngreave Messenger

Voice of the Burngreave Community

Mixed communities

Burngreave is to pilot a government scheme to create mixed communities... Mixed communities... Attracting new people... Problematic residents?...



attract wealthy residents, while only 100 will be affordable houses for sale or rent.

"Problematic residents?"

Some point out that Burngreave is already a mixed community...

As a pillar for Burngreave's regeneration...

Other questions remain...

By Kate Atkinson

Burngreave Messenger

Voice of the Burngreave Community

Parkwood's sanctuary for wildlife... A wildlife sanctuary was opened at Parkwood Springs by children from St Catherine's School on 20th April...



Shelfield Wildlife Trust and the Denrith Trees and Woodland Trust...

By Andrew Green

Burngreave Business Awards 2006... Award winners... Business Start-Up Award... Young Leader Award...

Easter Family Fun Day Saturday April 15... At Impact Health and Fitness... Free Entry - Open to Everyone!

BURNGREAVE Celebrates Learning... Saturday 20th May 2006 2-6pm... Join in the fun and learn!

Burngreave Messenger

Voice of the Burngreave Community

Jackie Drayton becomes Lord Mayor

On 17th May local councillor Jackie Drayton... Jackie Drayton becomes Lord Mayor... Jackie said in her award...



For more information, contact Jackie Drayton on 244 0161.

Burngreave Messenger

Voice of the Burngreave Community

Community in shock after shooting

The recent death of a young boy from the Burngreave community has shocked and saddened the people of Burngreave... Community in shock after shooting...



Further coverage and comment on page 2...

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Ellesmere Out of School Club Closure

Cactus Club

Abeyfield Festival Preview

Fir Vale Festival

Burngreave Messenger

Voice of the Burngreave Community

Fantastic festival fun... Fir Vale Festival... The recent death of a young boy from the Burngreave community...



Kids had fun at the Fir Vale Festival...

Abbeyfield Park Multicultural Festival Sunday 9th July 2006... FREE ENTRY... Special guests include...

FIR VALE FESTIVAL Sunday 16th July 2006... FREE ENTRY... Sports activities and fun fair...

Abeyfield Festival Preview... The Abeyfield Festival won't be without a touch of variety...

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Introduction

It's been a year of hard work at the Burngreave Messenger and we have faced some significant challenges as our current funding from Burngreave New Deal for Communities comes to an end on 30th November this year.

In the last year we've produced and distributed 10 issues of the Messenger. Though this would be an outstanding achievement on its own we've also:

- Completed the contract to design the New Deal website;
- Launched our own new website;
- Run training courses in writing, design and photography;
- Completed an evaluation, worked on a business plan and developed a project proposal for New Deal;
- Supported the start up of a new business, Ndesign, which is taking over from the Messenger's internal design service.

Our turnover in the financial year 2005/6 has been £183,022, with an anticipated turnover for the current year 2006/07 of £146,000.

The challenges of producing the Messenger at a continuing high standard are great but the added pressure of securing the newspaper's future has taken its toll. Sadly, we had to make one of the development workers, Gaby Spinks, redundant in April 2006. The Messenger thanks Gaby for all the work she put into the project. We also suffered two resignations from our directors during the year, Clare Burnell and Alan Gould. We would like to thank them for their support with a special thanks to Clare for the hard work she put into the business planning.

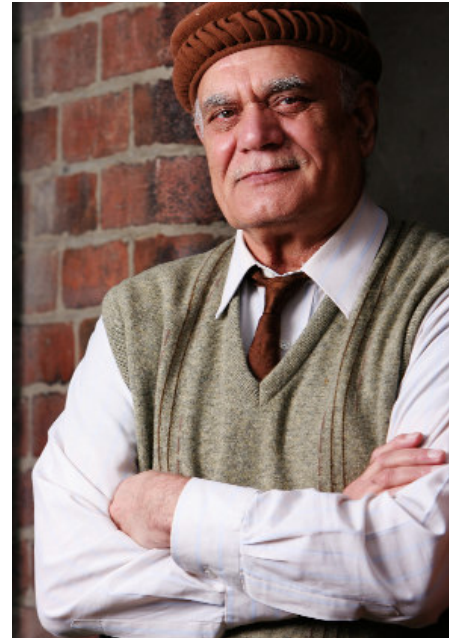
Despite these difficulties, there is a positive future for the Messenger. We are optimistic that New Deal will fund the continuation of the project and if all goes well, we will be able to focus our efforts on enabling residents to take part in the Messenger at all levels. We also plan to secure the Messenger's financial future with some dedicated work on fund raising and development of our advertising revenue.

The Messenger will be bi-monthly from February 2007. We will continue to provide a community newspaper that is well respected, delivers information to residents, sparks debate, that fights for residents and celebrates our community.

Photographs by Carl Rose, Lisa Swift and Hannah George.

Top-Bottom: Muhammad Iqbal honoured with MBE,

Hanging Baskets for Burngreave Bank residents, Longley Park Art Student Sarah Hussain.



Editorial

The Burngreave Messenger's editorial policy guides the work we do, more than the company constitution. It outlines our commitment to balance, accuracy and responsibility (**Appendix E**). We don't always get it right, but the editorial team works hard to make the right decisions and this is reflected in the high level of trust residents have in the Messenger.

The editorial team met every month, over 40 times in the year, to make decisions about content, with 19 volunteers taking part in editorial meetings. We had a record 72 individuals taking part in production tasks, including writing, photography, design, illustration, proof reading and editing, up from 43 in 2005. (**Appendix B page 16**)

Since October 2005 we've supported 134 projects and organisations with advert space, features and inserts (**Appendix C page 17**). We've also supported a record number of businesses this year, 60, up from 35 last year (**Appendix D page 20**). This is partly due to the work of the Business Manager, who has broadened our base of advertisers and encouraged local businesses to buy space; we have also included many business features, in particular



the Burngreave Pub Guide which has featured 5 local pubs so far this year.

Although the editorial policy guides the decisions the editorial team makes, it doesn't tell us what to put in each issue. Much of the content is reactive, so if someone requests we cover something we try to do that. Sometimes a volunteer brings a good idea for an article or an interview. We also try to keep up with what is happening in and to the area, with an eye to keeping people informed about important developments and news. We also try to keep an overview to make sure we're not missing out any parts of the community. The key aim is to include something for everyone.

This is no easy task and we rely on our volunteers to keep the Messenger well informed and relevant to the community.

In each issue we try to include news, issues affecting the community, interviews with local people, local history and activities residents can get involved in. As you can see from our questionnaire results (**Appendix A page 15**) residents value these the most highly.

The comments people have made as part of the questionnaire have been taken on board and in many cases we have been able to include what people have asked for.



*Photographs by
Burngreave New Deal for Communities and Shaffaq Mohammed.
Top-Bottom: Burngreave Children's Achievement Awards, Procession to
celebrate the birth of the Prophet Mohammed.*

Young people have been important in the Messenger. We've highlighted their school successes and supported the Youth Council, while tackling issues such as exclusion. We've also taken every opportunity to celebrate young people who are role models and achieving great things, such as Claire Blencowe, medal winning diver, Sarah Jane Madden, Miss Burngreave and psychology graduate, and Liam James Akers, amateur boxing talent, to name but a few.

A key focus this year has been **planning issues and development**. The Masterplan has continued to concern us, with planning future of Woodside and residents facing demolition of their homes. Demolition is a traumatic process for the individuals involved and we have worked to make sure their voices are heard.

The **environment** is key concern for many residents. Grimesthorpe residents had a fight on their hands when developers threatened their green space with one-bedroom flats. The



residents won their cause and permission was refused by the Council. It's difficult to know if the Messenger's coverage influenced the decision - probably not. However, the Messenger helped residents to keep going with the campaign with encouragement and support.

Local heroes feature regularly. Many people told us how much they enjoyed the features on Muhammad Iqbal's MBE and Lord Mayor Jackie Drayton. We have also interviewed other local people and, with the help of local History project Burngreave Voices, we've featured many unsung heroes.

Celebrating and supporting Burngreave's **multicultural community** has also been important. We've made a particular effort to support new and vulnerable communities, such as the Iraqi Kurds, who have faced destitution and deportation, and the Slovaks who are working hard for their families.

Photographs by
Naheem Hanif and Camille Daughma.

Top-Bottom: The Slovakian Community in Burngreave and the Vestry Hall public meeting.



Distribution

Distribution of the Messenger continues to be very successful. There are always going to be some problems when delivering a free newspaper to 6000 households but our systems help us to respond to problems quickly.

We have a reliable team of local people who have worked hard in all weathers to get the Messenger through everyone's doors.

Thanks go to our deliverers for their work and

to the young people who collate leaflets into the Messenger. They have proved themselves an invaluable part of the Messenger team.



Volunteers

Volunteers have made an outstanding contribution to the Messenger this year. A huge number of hours have been put in by volunteers but it's not just the quantity that counts, the quality has been exceptionally high. In particular, the high standard of photography has been impressive, as you can see from this page.

Earlier in the year we worked with Fir Vale Forum to deliver training for existing and potential volunteers. It was very successful in bringing new people into the Messenger.

The Burngreave Messenger delivered three courses. The photography was run by Carl Rose, a local freelance photographer working for major newspapers and magazines, who has had a long association with the Burngreave Messenger. The impact of this course is instantly visible on the Messenger pages.

The design course was run by Paul Taylor, our designer. This was very popular but places were limited on the 3 day course. Residents learned layout skills using free software they could install on their own computers.

The writing and journalism course was run by New Start, the national regeneration magazine based in Sheffield. We had several new volunteers who came from this course. People enjoyed meeting regularly to discuss writing but some found the structure difficult.

We learned a lot from running the courses, mainly that it takes a lot of hard work to put them on! It can be also difficult to get people to attend every session, which can be problematic within a structured course.

We did not continue to run the courses until November as originally planned because of work load issues. However, the experience helped us with the planning process for the future of the Messenger and involved valuable new volunteers. We hope to continue to train volunteers to a high standard in the future.



Photo by Camille Daughma
Young amateur boxer Liam James Akers.



Photo by Kamida Khan
Gold Fingers Hair Salon



Photo by Sonia Bartley
Deana Christina - landlady of the Crown Inn

Advertising

The Messenger advertising provides a vital boost to the income of the organisation. Each issue has over 30 adverts that range from business adverts, job adverts, local organisations adverts, collations and public sector advertising.

Advertising in the Messenger is highly effective as it is the only publication that is delivered to all households in the Burngreave ward. The advertising is currently managed by the Burngreave Messenger's Business Manager Naheem Hanif.

Over the past year, Naheem has developed advertising from local businesses and larger, public sector organisations. With funding from Burngreave New Deal for Communities tapering away, revenue from advertising will be critical for future sustainability if the Messenger is to continue.

Aside from the financial benefits the advertising brings to the Messenger, there is also a social benefit. The Messenger has actively supported and encouraged the inclusion of job advertisements for the benefit of the local community.

Local businesses and organisations also get a chance to promote their products and services to

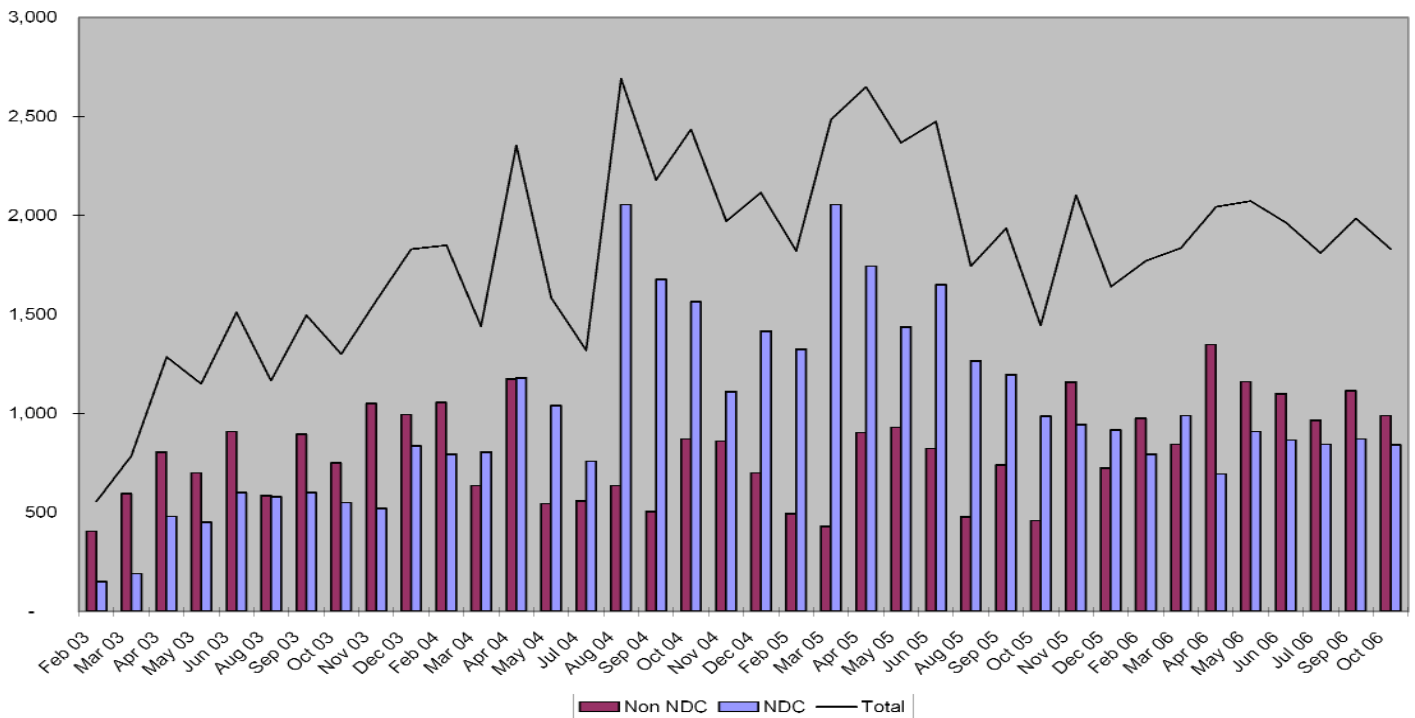
over 6,000 households and over 20,000 people in the local area. This in turn helps local people access local products and services, which is valuable for the local economy.

The Messenger Design Service

The Burngreave Messenger design service has been responsible for many local publicity campaigns, promotional material and newsletters including the City Centre newsletter *City Talk* and *Burngreave in Business*. National work has also been undertaken with customers as far afield as Scotland.

Numerous local organisations benefited from the service last year, including publicity for the 2006 Burngreave Business Awards for the Burngreave Business Forum and a leaflet on the benefits of walking to school for Firs Hill Community Primary School. Well known community figure Laila Wragg had a book produced on Arabic cooking. Titled: "Healthy Eating the Middle Eastern Way", which was a great success.

In July 2006, the Burngreave Messenger design service ceased operations. However, the design business manager, Naheem Hanif decided to take on the business and in August 2006 it was re-branded and re-launched as NDesign.



Adverts from New Deal funded projects have reduced drastically in the last year as they come to an end. Naheem has maintained our income by increasing advertising from local business. The amount of businesses we have supported has almost doubled since last year. **Appendix D (page 20).**

The Messenger website

www.burngreavemessenger.org

The new Burngreave Messenger website became live in October 2006 as a development site and was officially launched to the public in February 2007. With the Messenger reducing its production to 6 paper issues per year, the website is an essential tool for communication and a way of instantly publishing news for the community.

The development of this website has been funded by the Community Media Association and Awards for All.

We used the same Content Management System, MKdoc, to design the Burngreave New Deal for Communities website last year. We are continuing our partnership with Sheffield-based software developers, Webarchitects.

The software allows all Burngreave Messenger staff and volunteers to add content to the website through straightforward forms. It is easy to add text, photographs, and interactive features to the website with no previous web design experience.

Our web designer, Jamie Marriott works hard to ensure that the Messenger website is up to date, attractive and conforms with the World Wide Web Consortium (w3c) accessibility standards so that people with disabilities can fully access the website.

Jamie works with a team of volunteers who help to put articles on the website: stories, listings and photographs from the current issue of the newspaper and web-exclusive articles reporting on news that happens in between issues.

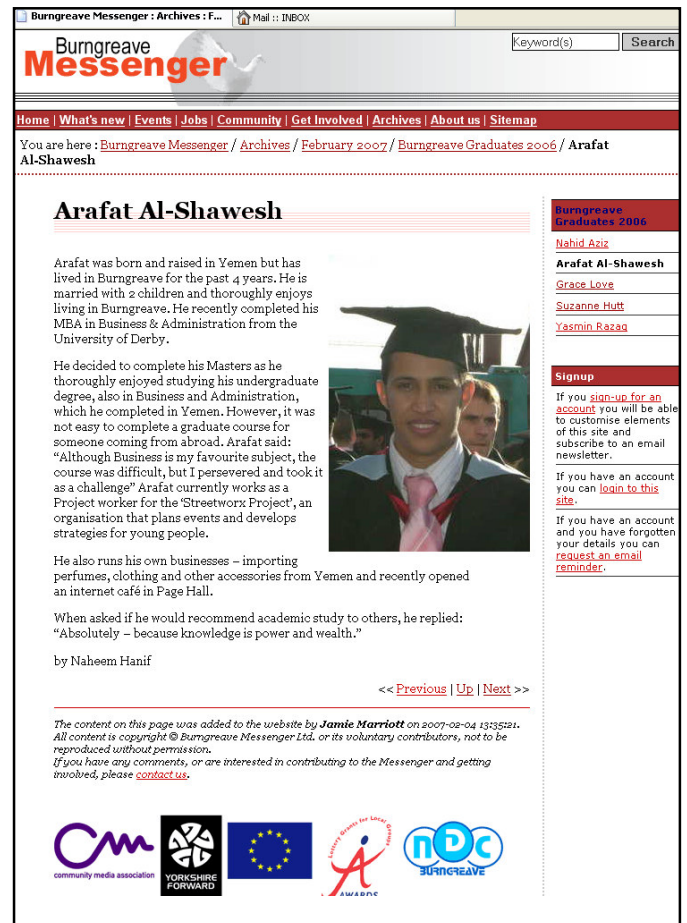
Volunteers are also steadily putting the content from back issues of the Burngreave Messenger onto the website in a fully searchable format. This will create a community archive for the future. We are also offering volunteers their own web space as part of the Messenger's site.

The unlimited nature of the website means that we can also promote residents' creative endeavours, such as poetry, stories, photographs and drawings. The Content Management System can support virtually any language and we hope we will get more contributions in community languages in the future.

Jamie is also conducting outreach work to community groups and organisations in Burngreave. We can train them to put their own information on the Messenger website. This will enable smaller groups, such as tenants' and residents' associations to have a much-needed presence on the web, with no cost to themselves.

Residents and volunteers can sign up to receive e-mail updates about the latest news on the Messenger website. The website is also a convenient portal for anyone to communicate with the Burngreave Messenger.

As the Messenger's current funding comes to an end and other resources are put in place, the future publishing schedule may change. The website will offer a consistent place for news in Burngreave.



The screenshot shows the Burngreave Messenger website interface. At the top, there is a search bar and navigation links: Home, What's new, Events, Jobs, Community, Get Involved, Archives, About us, Sitemap. The main content area features an article titled "Arafat Al-Shawesh" with a photograph of a graduate in a cap and gown. The article text describes his background in Yemen, his education at the University of Derby, and his current work with the Streetwork Project. A sidebar on the right includes a "Burngreave Graduates 2006" list with names like Nahid Aziz, Arafat Al-Shawesh, Grace Love, Suzanne Hutt, and Yasmin Razaq, along with a "Sign up" section for email newsletters. At the bottom, there are logos for the Community Media Association, Yorkshire Forward, the European Union, and Burngreave.

Content from the February 2006 Burngreave Messenger on the website.

Managing the Messenger

The directors and the management committee have to review the content every issue of the Messenger and approve it for distribution. The purpose of the management committee is to ensure the organisation's activities comply with the constitution and that we operate within the law. They also guide the direction of the Messenger and keep a focus on our core aim of encouraging communication and distributing information to the Burngreave Community.

Extensive work was done by volunteers on business planning during the year. Firstly in the exploration of changing the Messenger into a training deliverer, and then the development of a business plan to expand the Messenger to cover the east of Sheffield. Members of the management committee discussed our plans with neighbouring areas, such as Darnall, Tinsley and Netherthorpe, looking at other publications to understand how advertising on a larger scale works. Although the Management Committee decided not to pursue this idea, the work was immensely valuable in understanding what is necessary to produce a newspaper funded through advertising.

One of the most difficult duties of the Management committee has been its responsibilities as an employer. Unfortunately, at the beginning of 2006 the committee was forced to consider redundancies, as we didn't have enough money to retain all of our staff team. We had employed an additional worker in 2004 to do office administration, and in 2005 we employed a Business Manager in anticipation of the work needed around businesses planning. This extra staff time was paid out of reserves. Following the news that New Deal would be reducing our funding in 2006, it became apparent that we would not have enough money to get to the end of the year.

The management committee consulted extensively with the staff about proposals for redundancy. The initial proposal was to make both development worker roles redundant because priority had to be given to income generating and production roles. This was changed

and one development worker was retained, while other workers had hours cut.

Hours worked by staff in addition to those contracted came to 847 hours in 2005. The Business Manager came into post in August and it was hoped the situation would improve. However, difficult management situations such as the redundancy process and the huge amount of work which went into work on the business plan, training courses and development of the project for New Deal simply made the problem worse in 2006.

However, staff have carefully monitored how they spend their hours, and this has helped in the development of the new project, in which the staffing level is based on a realistic estimate of how long tasks actually take. The new project also allows time for essential work around fund raising and volunteer support with the creation of a new Editor / Manager post.

Directors 2005/6

Richard Belbin - Treasurer
Ian Clifford
Andrew Green
Mark Lankshear - Secretary
Christine Steers

Resigning Directors

Clare Burnell
Alan Gould

Planning for the future

A year ago we knew we had to make plans for the long term future of the Messenger. New Deal told us we would get less money when our current funding ran out in November 2006 and that we had to bring them a plan for sustainability before they would consider further funds.

The Directors and the management committee have met every month and in additional planning meetings, to think about the way forward. The Messenger costs over £120,000 to produce 10 times per year. It would be a challenge to find a sustainable solution.

Training

We started the year looking at developing the Messenger as a training provider. Following a feasibility study, we considered piloting courses in the production tasks of the Messenger. These could be matched to basic skills and could have attracted LSC funding, following a pilot funded by the Big Lottery. We developed a course and the ideas behind it were tested in training we carried out in collaboration with the Fir Vale Newsletter and New Start magazine. We spoke to other training providers about our plans, and they were encouraging, but they made it clear it would not be easy.

An advertiser

Although the training would provide trainees and volunteers to help produce the Messenger, it wouldn't provide any money for production itself. We looked at the economics of producing a separate advertiser, to bring in money to fund the production of the Messenger. We discovered that we would need to produce more than 20,000 copies to make enough money and to take advantage of the economies of scale.

All this activity, training and production of a separate advertiser seemed to be taking us away from what we were all involved to do – to produce the Messenger! So with funding from the Key Fund and with the help of consultant Alan Wallace, we began work on a business plan for the expansion of the Messenger.

Expanding the Messenger

The idea was to expand the Messenger itself to cover the east of Sheffield, rather than trying to produce something just for Burngreave and a separate advertiser for the surrounding area. We could focus our resources on one publication and build on the strengths of the Messenger itself, i.e. its well respected editorial content, through residents involvement in its production.

When looking at other publications which successfully fund themselves through advertising, there was a pattern: the bigger the circulation, the more you can charge for advertising space. To generate enough income for production, the optimum circulation was 32,000 copies, a publication that would cover most of the east of Sheffield

The plan involved generating £180,000 per year in advertising by year 4 (compared to £20,000 per year at present) and encouraging volunteers from other communities to take part in the editorial team and contributing content.

However, it would have meant Burngreave would have to share coverage with other areas. To get a balance, Burngreave would have only 2-3 pages per issue. The management committee decided the plan was too high a risk and that remaining focused on Burngreave was what the organisation was about.

The next three years

Reducing output but staying in Burngreave

Our plan had to address the following problem:

How to maintain a quality, free, independent community newspaper, produced by residents, that is relevant to Burngreave which can be sustained into the future.

We need to move on from the early years of the Messenger, when a small number of volunteers became burnt out from doing massive amounts of unpaid work; and from the problems of the current project, where staff took on the burden by doing upwards of 500 hours of unpaid work per year.

Our proposal is to produce 6 issues per year. This seeks to address these problems in the long term by having a staff team who have time to develop a broad base of volunteers doing a larger range of manageable activities. It will also create the time needed to undertake and manage the fund raising effort also necessary to achieve sustainability. It will allow the Messenger to:

- Release staff and volunteers from the monthly grind of production, to develop and implement a coherent fund raising strategy.
- Develop a volunteer centred project, which is suitable for attracting grant funding because of its social capital.
- Involve volunteers from a broad section of the community and support their involvement.
- Systemise the production and administration tasks so more can be taken on by volunteers in manageable tasks.
- Give volunteers a good experience, by reducing the pressure to work to very short timescales and providing work shadowing opportunities and training.

At the end of 3 years we expect to have a well developed volunteer base and be able to reduce the cost of producing the Messenger from £90k

to £60k per year by reducing the staff team. The volunteers will take on administrative and production tasks supported by a volunteer coordinator who can use well established systems of involvement.

The 6 issue project also contains enough time for staff to develop funding and income. The funding we would need to raise to match New Deal's contribution would also be achievable.

The next challenge

Burngreave New Deal for Communities have now approved the project for 6 issues per year, but we have the difficult task of match-funding this grant, which only pays for half the project. And from there we must secure funding for the continuation of the project without New Deal's support. It will be a challenge, but if the project continues to be needed and supported by the Burngreave Community, we will work hard to meet it.

Burngreave Messenger Statement of Financial Activities for the year ended 31 March 2006

	Notes	Unrestricted	BNDfC Messenger	Other Restricted	Total	2005 Total
Incoming resources						
BNDfC	[1]	-	93,735		93,735	90,568
BNDfC Small Grants Fund	[2]			4,950	4,950	
South Yorkshire Key Fund	[3]			5,000	5,000	
Sponsored pages	[4]	8,065			8,065	6,750
Other Advertising Income	[4]	11,974			11,974	14,100
CFFE Funding					-	3,244
Design/collations (profit)	[5]	3,844			3,844	3,086
Website Contract Income	[6]	35,222			35,222	31,047
Bank Interest		445			445	428
Sundry Income		1,557			1,557	730
Transfer to BNDfC Budget	[1]	(15,000)	15,000		-	-
Grant deferred to 2006/07	[3]			(2,500)	(2,500)	-
Total incoming resources		46,108	108,735	7,450	162,293	149,953
Resources expended						
Staff costs		40,931	79,561	575	121,067	101,848
Consultancies		-	-	6,875	6,875	8,971
Office overheads		3,087	4,447		7,534	21,085
Messenger production costs		1,644	22,008		23,652	938
NDC website direct costs		5,940	-		5,940	1,500
Accountancy and audit		1,300	-		1,300	1,500
General expenses		414	1,143		1,557	-
T/fer for 04/05 audit costs		(1,576)	1,576		-	-
Bad Debt Provision	[7]	1,000			1,000	-
Depreciation and amortisation		2,385			2,385	2,003
Total resources expended		55,125	108,735	7,450	171,310	137,845
Surplus/(Deficit)	[8]	(9,017)	-	-	(9,017)	12,108

Balance sheet as at 31 March 2006

	Notes		2005
Fixed assets (computers)		1,295	3,680
Current assets			
Debtors/Prepayments		18,263	15,489
Less provision for bad debts	[7]	(1,000)	
Work in progress		47	283
Cash at bank and in hand		15,588	13,485
		32,898	29,257
Less Creditors		(18,841)	(11,068)
Less Deferred Income	[3]	(2,500)	-
Net current assets	[9]	11,557	18,189
Net assets		12,852	21,869
Funds b/f from 31.3.05		21,869	9,761
+/- surplus/(deficit)	[8]	(9,017)	12,108
Unrestricted Funds at March 31st 2006		12,852	21,869

Notes

[1] In 2005/2006 Burngreave New Deal for Communities contributed £93,735 to the core budget of £108,735 – in line with 04/05, allowing for inflation. As before the remaining £15,000 came from the Messenger's generated income.

[2] £4950 from the BNDfC small grants fund was for a training feasibility study, and included £575 to cover some staff costs. The work was done by Neil Coulson.

[3] £5000 was received from the Key Fund to pay for an evaluation and help with business planning. This work was taken on by Alan Wallace and Associates and carried on after March 06. £2500 was therefore carried forward to the year 06/07 to cover those costs. This amount shows up as restricted funds carried forward in our Accounts.

[4] Total advertising revenue was slightly less than in 04/05 - £20,039 (£20,850 previous year). Sponsored pages from BNDfC, the Area Panel and Burngreave sports projects brought in £8065 (£6750 previous year). Other adverts generated £11974 (£14,100 previous year) and the profile has changed with less advertising by local community projects and more from local businesses and the statutory sector.

[5] The design business turned over £19,628 (£12,768 previous year) and generated a profit of £3174 (£2,513 previous year). The increased turnover was mostly related to a higher print component in jobs taken on, resulting in a narrower profit margin. The collations in 05/06 made an additional profit of £670 (£573 previous year). Total income generated from these sources was therefore £3844 (£3086 previous year).

[6] The contract for the New Deal website ends July 2006. It continued to boost total turnover in the period, and led to us having to register for VAT in May 2005.

[7] We were advised by our accountant to make £1000 provision for future bad debt, based on the value of unpaid invoices at 31.03.06.

[8] The deficit of £9017 was planned: we agreed to spend about this on extra staffing to work on business planning and development (see last year's Annual Report).

[9] Our usable reserve stood at £11,557 at the end of March 2006 (£12,852 less the balance sheet value of the computers £1295) ie around 6% of total turnover for the year.

Appendix A - Feedback from Local Residents

Letters

Dear Messenger,

Well, thanks to your publication we have solved a great family mystery, and also found my husband a cousin that he didn't know he had. What a lovely couple they are!! We went over to their house and ended up being there for about seven hours, talking non-stop!! Absolutely amazing. We are now able to share in the history of my husband's family and have two new friends.

We are so grateful that you still had your web page available, because without that we would never have had this wonderful result.

I cannot thank you enough for keeping the web page open and for forwarding my e-mail to Reg and Jean.

Thank you again for all your help.

Best regards,

Kathryn and Alan Edwards.

Dear Messenger

Thank you for printing the two letters in response to the "Wardens at the Sharp End" article. I'm really pleased that you were able to find room to print both letters as I know space in your pages is at a premium!

Best wishes

Magda Boo

Dear Messenger

Just to let you know how popular your Magazine is. The comments we have had from people who have seen the article about Claire have been amazing. When I asked my youngest son if anyone had said anything at school, his reply was (a very fed up) "only thousands!!"

Deborah Blencowe

The Messenger Questionnaire

Volunteers and staff have been asking people in the area what they think of the Messenger through a questionnaire. The aim is to find out what kind of content people enjoy or find useful and what they think should be in the Messenger. So far 143 questionnaires have been filled in; of those 138 were readers of the Messenger. Of the people we asked, 27 stated they were 25 years old or under, 44 were 25 -45, and 59 over 45 years old. We intend to continue using the questionnaire and using the results to inform the editorial process.

The results below are of those people that read the Messenger. Separate totals are shown for those who stated they were Burngreave residents.

Which bits of the Messenger do you enjoy reading or find useful

	Total	Burngreave residents
Information about events & activities	113 [81%]	83 [81%]
Local News	108 [78%]	85 [82%]
Interviews	67 [48%]	53 [51%]
Issues that affect local people	88 [63%]	70 [68%]
Sports News	35 [25%]	23 [22%]
Information about New Deal	65 [47%]	50 [53%]
Local history	71 [51%]	57 [55%]
Information about services	51 [37%]	38 [37%]
Job adverts	47 [34%]	38 [36%]
Information about training	43 [31%]	31 [30%]
Local business adverts	34 [24%]	23 [22%]

The Messenger Questionnaire - comments

What bits of the Messenger did you enjoy reading or find most useful?

"Articles from local people expressing strong views about Burngreave or aspects of it."

"Achievements of local people who have lived here a long time and the opportunities open to them."

"Stories of people and local news."

"Coverage of projects that are improving the green areas of Pitsmoor."

"The 'Pub Guide'."

"The pictures & photos."

Which articles interested you the most last issue?

"The articles about Keith Laycock, police activity and exclusion."

"The stuff about local projects that have been green, amber and red lighted."

"The article about Mr Iqbal receiving his MBE."

"Spital Hill - still open for business."

"The Festival front page, articles on the mayor of Sheffield and the Grimesthorpe enquiry."

"Johnny Ball's visit to St. Catherine's School and the 'Working for the council' article."

"'Arriving with hope' and 'Putting on the heat'"

"Sport."

"Job adverts, black history info, local news, residents achievements and improvements to the area."

"Information on local events."

"The reporting on crime and its background context."

What do you think is missing from the Messenger?

"Cartoons (not anti Islam please)."

"Articles on how people can integrate, how they can help each other - encouraging more social gatherings, events and sports, etc."

"Sports, Job Information and a 'Music & Nights Out Guide'"

"More interaction with the youth."

"A games page for younger children and horoscopes."

"More advertisements."

"World cooking recipes."

"I don't think anything is missing - I think it's just right."

"More stories from local people."

"Representation of all Burngreave's communities."

"Articles by young people, greater input by Burngreave's residents and photos."

"Exam results for students that live in Burngreave. More information on the youth council. PLEASE TAKE NOTE OF THIS."

"Needs more controversy and debate about solutions."

What could we do better?

"The layout is quite basic, but it's not much of a problem."

"Events for young people."

"Jobs and Recruitment."

"Just keep on doin' what your doin'."

"Get more information from more ethnic communities."

"I think you are doing a very good job at bringing people together."

"More updates on forthcoming sports events."

"More accurate reporting and stop making New Deal sound good when in reality it's not working. The Messenger should be challenging this more. Be bold, then people may be more interested."

"You are doing a great job, this is the best local paper I have ever read."

"Get the participation of all the local communities, such as Afro-Caribbean, Somalis and Yemenis."

"Use more colourful writing if not more colourful pictures. Possibly begin to charge 5p per Messenger."

"Be more fun."

"Reflect local people's opinions."

"Sometimes, double check facts."

"Competitions for young people - story telling, writing."

Appendix B - Volunteers and Contributors

Volunteer	Activity	Volunteer	Activity
Brendan Adams	writing	Carlene Hepworth	writing
Asma Ali	writing, photography	Saleema Imam	writing, editing, proofing, photography, management
Nasira Amin	writing	Albert Jackson	writing, photography
Mick Ashman	writing	Alice Johnson	writing, photography
Louis Ashman	writing	Rob Jolley	writing
Abdul Assim	writing	Will Jones	writing
Kate Atkinson	writing, editing	Kamida Khan	photography
Sonia Bartley	writing, photography	Ben Knight	writing
Richard Belbin	writing, proofing, management	Mark Lankshear	writing, photography, proofing, editing, management
Fran Belbin	Proofing	Geoff Little	writing
Claire Berry	writing	Jennifer Mckiernan	writing, photography
Yvonne Blake	writing	Brent Moya	writing, photography
Deborah Blencowe	writing	Tim Neal	writing, proofing
Mick Brown	writing	Bill Nicolas	writing
Rob Bullock	writing	Derrick Okrah	writing
Clare Burnell	writing, proofing, editing, management	Denise Palmer	writing
Ian Clifford	writing, editing, proofing, management	Joyce Rason	writing
Michelle Cook	writing	Tom Sadler	writing, photography
Elaine Costello	writing	Celia Sefton	proofing
Stuart Crosthwaite	writing	Andy Shallice	writing
Martin Currie	Proofing	Julia Shergold	Proofing
Camille Daughma	writing, photography	Tim Shortland	writing
Hashim Din	writing	Anne Smithies	proofing
Carmelita Duncan	writing	John Steers	proofing
Jo Edmondson	writing	Christine Steers	photography, management
Andrew Edmondson	writing	Anwar Suliman	photography
Rohan Francis	illustration, photography, proofing, editing, writing	Jenny Tibbles	writing
Hannah George	writing, photography, office management	John Tuxman	writing
Alan Gould	management	Angela Vennells	photography, proofing
Marion Graham	writing	Reuben Vincent	writing, photography
Andrew Green	writing, photography, management	Chris Walker	writing
Khuram Habib	design	Helen Warburton	writing
Nick Hall	photography	Leroy Wenham	photography
Richard Hanson	photography	Steve Williams	writing
Rashida Hassanali	writing	Nikky Wilson	writing, editing
		Ros Wollen	writing

Names in **bold** have taken part in editorial discussions and meetings

Appendix C - Organisations and projects supported

Organisation and projects supported	Issue
186th Sheffield Rainbows, Brownies and Guides	July 06
Abbeyfield Park Bowling Club	April 06
Abbeyfield Park Multicultural Festival	July 06
Activity Sheffield (SCC)	March 06
Advocacy Now!	February 06
Age Concern	March 06
All Saints Soccer School	December 05
BCAF Buildings Group	June 06
BCAF Refugee and Asylum Seekers working group	July 06
Be Healthy Be Happy Course	September 06
Black Women's Resource Centre	June 06
Bookstart	March 06
Breastfeeding Awareness Week	June 06
Burngreave Academy	May 06
Burngreave Area Panel	November 05
Burngreave Bonfire Night Celebration	December 05
Burngreave Business Forum	March 06
Burngreave Celebrates Learning Festival	May 06
Burngreave Children's Centre	July 06
Burngreave Community Action Forum	March 06
Burngreave Community Action Trust	May 06
Burngreave Community Learning Campaign	May 06
Burngreave Community Radio	April 06
Burngreave Domestic Abuse Project	May 06
Burngreave Drugs Project	April 06
Burngreave Festive Party	December 05
Burngreave Grants Fund	June 06
Burngreave Language Support Agency	May 06
Burngreave Library	October 06
Burngreave Men's Conversation and Social Club	June 06
Burngreave New Deal for Communities	April 06
Burngreave Opportunities	May 06
Burngreave Oral History Project	April 06
Burngreave Ramblers	June 06
Burngreave Saints Under 8 and 9s	May 06
Burngreave Sports Network	October 06
Burngreave Study Support Consortium	March 06
Burngreave Vestry Hall	June 06
Burngreave Women's Conversation Club	October 06
Burngreave Young People's Awards	April 06
Burngreave Young People's Group	June 06
Caribbean Sports Club Adult Football Team	December 05
Catch the Drift	February 06
Cellar Space	February 06
Christ Church Youth Group	September 06

Organisation and projects supported

Issue

Community Language Schools	February 06
Community Learning Academy	November 05
Community Wardens	November 05
Creative Burngreave	May 06
Deliver it Green	February 06
Earl Marshall Under 10s	May 06
Ellesmere Children's Centre	April 06
Ellesmere Out of School Project	March 06
Ellesmere Youth Project	June 06
Environmental Day	June 06
Fir Vale Community Forum	June 06
Fir Vale School	November 05
Firs Hill Community Primary School	October 06
Firshill and Pitsmoor Local History Group	September 06
Firth Park Community Arts College	July 06
Friends of Abbeyfield Park	November 05
Friends of Burngreave Cemetery and Chapel	July 06
Friends of Burngreave Recreation Ground	July 06
Friends of Osgathorpe Park	June 06
Green City Action	April 06
Green Gym (BTCV)	October 06
Greenfingers	October 06
Grimesthorpe Community Gardens	September 06
Helpline for Parents	April 06
Horn of Africa Blind Society	June 06
International Women's Day	April 06
Jamaican Diaspora	May 06
Jobnet	October 06
Kenyan Family Forum	October 06
Kelvin Media Project	June 06
Kurdish Community Centre	April 06
Longley Park Sixth Form College	July 06
Mama East African Women's Group	July 06
Martin Luther King Junior Day	December 05
Mediation Sheffield	July 06
Men's Health Day	July 06
Multicultural Wanders Football Club	July 06
NOMAD Tenancy Support Scheme	May 06
Non Stop Foundation	May 06
Parents of Prisoners Support Group	May 06
Parkwood High School	October 06
Parkwood Springs Steering Group	May 06
Pension Credit Campaign	March 06
People United Against Crime	September 06
Pitsmoor Adventure Playground	May 06
Pitsmoor Citizen's Advice Bureau	June 06

Organisation and projects supported

Organisation and projects supported	Issue
Pitsmoor Credit Union	April 06
Pitsmoor Surgery - Write Yourself Well	February 06
Rainbow House	November 05
ReachHigh 2	May 06
SADACCA	March 06
SADACCA Study Support	September 06
SENTA Business Support	October 06
SHEBEEN	November 05
Sheffield Advice Link	May 06
Sheffield Black Community Alliance	September 06
Sheffield Black Drugs Service	November 05
Sheffield City Council Forestry department	November 05
Sheffield City Council Parks and Countryside	July 06
Sheffield City Council Private Sector Housing	October 06
Sheffield Enterprise Agency	October 06
Sheffield Futures	October 06
Sheffield Law Centre	October 06
Sheffield Multiple Heritage Service	July 06
Sheffield Theatres Trust	February 06
Shiloh United Church	October 06
Sister 2 Sister Fashion Show	November 05
Somali Youths Against Crime	May 06
South Yorkshire Funding Advice Bureau (SYFAB)	December 05
South Yorkshire Housing Association	April 06
South Yorkshire Police	July 06
South Yorkshire Fire Service	November 05
SOVA Appropriate Adults Volunteers	March 06
St Catherine's Primary School	July 06
St Peter's Church	May 06
Steel da Streets football and basketball tournament	September 06
Streetworx Youth Council	September 06
SYAC Centre	March 06
The Children's Charity NCH	November 05
The Furnival	July 06
Toy Library	November 05
Travel and Try It	June 06
Unltd Charity	December 05
Verdon Recreation Centre	April 06
Verdon Recreation Centre	November 05
Verdon Street Agewell	June 06
Women's Construction Centre	April 06
Writing Together Course	April 06
Yemeni Community Association (YCA)	September 06
YERO Arab Youth Club	July 06

Appendix D - Businesses supported

Business	Issue	
SYBS Roofing Specialists	November 05	collation
Printworks	November 05	article
Curtis Motors	November 05	article
Burngreave Building Company	November 05	advert
Signpost Garage	November 05	advert
Albert Winter & Peter Dearden Accountants	November 05	advert
Dixy Chicken	November 05	advert
Hawkins Pharmacy	November 05	advert
Wicker Pharmacy	November 05	advert
Pitsmoor Dental Health Centre	November 05	advert
Blue Mountain Café	December 05	article
Stress Solutions	December 05	advert
JB Catering	December 05	advert
A2B Minibuses	December 05	advert
Hobson's Family Butchers	February 06	article
I 4 Style	February 06	article
Laycocks Jewellers	February 06	article
Bay Horse	February 06	article
Babylon Barbers	February 06	advert
Prime Pizza	February 06	advert
SM Gas Services	February 06	advert
The Royal Oak	March 06	article
Cactus Club	March 06	collation
World-a-style	March 06	advert
Hair To Dye for	March 06	advert
Impact Health and Fitness	April 06	advert
Youngs Criminal Defence	April 06	article
Amber Taxis	April 06	article
Make Me Over	April 06	advert
The Hallcar Tavern	April 07	advert
Howells Solicitors	April 08	advert
KG Autos	April 09	advert
AI Signs	April 06	advert
Bennetts Tyres	May 06	article
Two Brother's Restaurant	May 06	article
Sundas	May 06	advert

Business	Issue	
DS Plastering	May 06	advert
Pop-In Takeaway	May 06	advert
Simply Red Flowers	May 06	advert
Glenmill Carpets	June 06	advert
The Grapes	June 06	article
Monte Carlo Pizza	June 06	article
Marie-Henriette Hair	June 06	article
Jus Hire	June 06	advert
Abesha Ethiopia	June 06	advert
Shear Illusionz	June 06	advert
New RoomStyle	July 06	advert
The Crown Inn	July 06	article
Saf Saf	July 06	article
Job's a good 'un	July 06	advert
Gold Fingers	September 06	article
Burngreave MOT & Service Centre	September 06	advert
Simpson York Limited	September 06	advert
Just 4 Women	September 06	advert
Carplus	September 06	advert
John Norton and Son Ltd	October 06	article
Andrea Hairdressers	October 06	article
Ronian	October 06	advert
The Bowen Therapist	October 06	advert
Fir Vale Pharmacy	October 06	advert

Appendix E- Editorial Policy and Statement of Value

Formulation and functioning

The membership of the Messenger review and agree this Statement of Values at six monthly meetings. 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.

When material is published by the Messenger on behalf of another organisation, as is the case with design jobs and leaflets for collation into the Messenger, the origin of the material must be clear. The management committee nor any subgroup are responsible for the content, but the content must not be in breach of the editorial policy.

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.

Editorial policies

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 editorial team 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 the editorial team 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 editorial team.

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.

Where a reply is not or cannot be sought for the same issue, space will be prioritised in the following issue for a response.

Sources

Volunteers and employees have a responsibility to check the facts of articles are correct. Ideally facts should have more than one source. The editorial team should be made aware of sources of information, unless a request has been made to be keep this confidential. In this case at least two members of the editorial team should be aware of the source and a recommendation can be made to to the rest of the group as to whether the information should be accepted.

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 reading meeting.

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 _ 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 names and addresses out to anyone, under any circumstances, without the permission of the writer.

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.

Issue Dates 2007

February

Deadline 17th January • Published 3rd February

April

Deadline 14th March • Published 31st March

June

Deadline 16th May • Published 2nd June

August

Deadline 4th July • Published 21st July

October

Deadline 12th September • Published 29th September

December

Deadline 14th November • Published 1st December

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