Youth Council elections

by Derrick Okrah

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Spital Hill Upheaval

BCAT folds





Burngreave . Messenge

A senseless killing









Burngreave Messenger Limited Annual report 2007



Wicker developments



Wicker under water on 25th June 2 Causal June 2 Causal June 2 Causal vid of 2





Burngreave Jesse Jackson in Burngreave











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Introduction

It's over 8 years since the Burngreave Messenger was first published and we remain committed to increasing the capacity of the community by encouraging communication, providing information, and supporting residents to develop their skills by contributing to the newspaper.

The last twelve months have been a time of change which began with a change in funding. New Deal's contribution to the project was reduced, with a requirement to have two thirds match funding in place by March 2008.

In February we moved to bi-monthly production, and we have published and distributed 7 Issues in the last year. Despite the reduction in funding, we have retained our income from advertising, demonstrating the valuable service the Messenger provides for organisations and businesses. Our turnover in the financial year 2006/7 was £157,442, with an anticipated turnover for the current year 2007/8 of £87,283.

The significant reduction in turnover and production has meant changes in the staff team, some of which have been difficult. Thanks are due to those staff who have persevered through this time, as well as those who have moved on, Rob Smith, Maria Parkin, Annie Blindell, Paul Taylor, Anne Grange and Dave Woodall.

The key aims for the three-year project started last year were to involve and support more volunteers, creating systems to involve volunteers in non-production tasks, and to put match funding in place as part of a funding strategy.

We've made significant progress, with approval from the Big Lottery Fund to develop a project proposal. Volunteering has increased and we have received contributions from a record number of individuals. We've also expanded distribution into parts of Fir Vale, launched a new website, forged new partnerships with the Council's Lifelong Learning unit, and worked with young residents from Burngreave's Youth Council.

The next four months will be crucial in the Messenger's future. The completion of the second stage of the lotteries process and other funding applications are a priority, while supporting and involving volunteers who want to take the Messenger forward is a key part of continuing beyond March.







Editorial and production

Getting a balance is a key part of the editorial work done by editorial volunteers and the project coordinator, Lisa Swift, who supports them. Each issue we aim to include content that reflects the whole community, while also providing a good cross section of stories which tackle issues, provide information, record events and celebrate achievements.

Volunteers

Volunteers have taken part in all parts of production, in the last year 90 individuals volunteered or contributed to the newspaper, either as writers, photographers, designers, proof-readers or editors, surpassing all previous years. I4 volunteers took part in editorial meetings and decision making. Many thanks to all those who contributed this year.(Appendix B)

Young people made significant contributions with the help of Study Support groups, Burngreave After School Study Support and Reach High 2, who's workers involved their students, and with contributions from members of the Burngreave Youth Council.



Supporting groups and businesses

We've supported 114 organisations and projects with adverts, articles or collations (Appendix C). This is close to last year's total, despite the reduction in number of issues. 35 businesses have also been supported, this total is similar to previous years though last year it was almost double when we did more features on businesses.

Editorial content

In the last seven issues the content has been wide ranging. **Young people** were important with articles every issue, including events, music, summer activities and GCSE achievements. We recorded their action to prevent Fir Vale Youth Project being closed, and supported the Youth Council in their elections and throughout the year.



We supported **residents groups** such as Carwood TARA, Cookswood residents, Firs Hill Community Association, and Grimesthorpe residents, all of whom were trying to tackle issues affecting them and their neighbours. The 200th anniversary of the **Abolition of Slavery** featured in several issues, with poetry, event and meeting reports, the issues this raised reflected in the speech by Jesse Jackson on Ellesmere Green.

Housing and redevelopment have had significant space as the area continues to change, with demolition, new housing and road works the constant backdrop to our daily lives. We have supported local resident's with the Save ESOL campaign which tried to defend English teaching for those who need it most,

and we highlighted concerns about the squeeze on migrant communities, as government legislation begins to affect local residents.

News can be difficult for the Messenger as a bimonthly publication, but we recorded significant events such as the Wicker Floods, the closure of the Gower pub, plans for opening a new Tesco and the collapse of Burngreave Community Action Trust.

Sport continues to appear, with football reviews, Kung Fu, cricket and boxing, though previous years have seen more coverage.

Celebrating events, the summer festivals, and community get togethers, have given our volunteer photographers the chance to really show their skill, while allowing residents to enjoy spotting themselves in the issue.



Design

The look of the Messenger was overhauled in February as Jamie Marriott took on the design and layout of the issues. New fonts, removal of bars on pages, and a new approach to headlines lifted the look of the pages. We made a conscious effort to include images with almost every article to break the pages and make them easier to read. Additional graphics by volunteer Rohan Francis and a new front page banner design completed the new look.

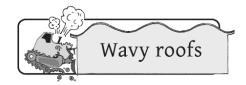












Advertising

Advertising in the Messenger is highly effective as it is the only publication that is delivered to all households in the Burngreave area.

It is also a valuable income generator for the Messenger as each issue has over 30 adverts that range from business adverts, job adverts, local community group adverts, collations and public sector advertising.

We have supported businesses, community and statutory organisations to effectively communicate with residents about their services. Advising on effective use of language, images and design to get their message across.

The advertising is managed by the Advertising and Distribution Manager Naheem Hanif.

Over the past year, a significant change to face advertisers has been the decrease to bi-monthly issues of the Messenger. This has resulted in more advertising space sold and revenue generated per issue over the year.

The total invoiced for in the last twelve months (£18,371 in 7 issues, using 59 pages) is almost equal to that invoiced in the previous 12 months (£18,395 in 10 issues, using 74 pages). Although the number of issues has reduced by 40%, the amount of advertising has only reduced by 20%. An increase in advertising rates has allowed us to keep the income at the same level.

We've seen an increase in the number of adverts that appear on the Burngreave Messenger website. This is partly due to advertisements arriving in non-issue months.

Of the 59 pages sold over the year, II have been to community organisations, I2 have been to local businesses, and I5 have been to statutory or external organisations. New Deal and the Area Panel have sponsored 21 pages over the year for their own content.

Distribution

The messenger is distributed by a dedicated team of local residents. The distributors are from a diverse background that reflects the community and range from school children to adults.

The Messenger employs local residents to ensure any income earned by the Messenger is given back to the local community. Priority is also given to employing young people. Working for the Messenger is often the first job for some of our distributors, and we make sure it is a good and valuable experience for them.

In June 2007 the Messenger expanded its delivery to sections of Fir Vale. This included the Hampton, Goddard and Cannon Hall Road area.

An expanded Multi-drop was also developed to target areas within Fir Vale that were not covered by the distribution. Shops, businesses, surgeries and schools were included in this list, as well as the Northern General Hospital.

Despite numerous flats which at times are inaccessible, the Messenger has a high rate of deliveries. An exceptional monitoring system is also in place to ensure the consistency remains and any problems are dealt with accordingly.



Messenger website

The Messenger received funding from the Community Media Association and Awards For All to develop its website. This was a one year project running from August 2006 to July 2007.

The aim of the project was to build a website incorporating a Content Management System (CMS) and coordinate volunteer contribution. The CMS was put in place early in the development of the site, making it easy for volunteers and staff to add text and photographs to the website using simple forms.

Training volunteers

The website and volunteering opportunities were promoted in the Messenger, through our existing email lists and on the website itself. Volunteers received training, and were given back issues to put on line. Content from the latest issues was also distributed to volunteers to put online.

With ongoing promotion and encouragement, more volunteers got involved. The Messenger attended local events to promote the website, and our presence at the Burngreave Environment Day and Abbeyfield Festival brought in new website volunteers.

Extra content

We encouraged local groups and residents to contribute content to the website. A 'Community' section was set up specifically for this purpose, with local groups having their own sub-section within it. The website was also offered as a place to put information for people and groups wanting items published that didn't fit within the printed issue and its timescales.

The amount of content added that is exclusive to the website and not found in the printed issue has increased over the course of the project, and in June 2007 the Messenger website, with the help of volunteer photographers, delivered extensive coverage of the flooding in the area. The website can respond almost immediately, and

deliver news as it happens and as information becomes available.

Email updates, job adverts and events

Categorised content has meant users can browse for content that match their interests, and people can sign up for an account allowing them to add comments to pages and subscribe to an email update service, informing them of additions to the website matching their chosen categories.

Categorisation has also allowed us to promote available jobs in the area, and the website can easily list the latest recruitment advertisements. Jobs are regularly submitted to us for inclusion on the site.

The CMS software incorporates an events listing feature, allowing us to provide a resource listing upcoming events in the area. It has also meant we could offer a facility for those with events to promote.

Statistics

The website has over 70 signed up members I I of these have editor status and are volunteers trained to add content to the website, although not all are still involved. Over 80 different groups, organisations and individuals have contributed content to the website directly, be that a story, information, job adverts, promotional material or photography.

In the period 1st June 07 – 1st July 07, the website had 1,109 unique visitors, and from 2nd July 07 – 1st August 07 had 1,190 unique visitors. The highest peek was at the end of June/start of July during our reports on the flooding in the area, when we had 161 visitors in one day.

Overall, the website has succeeded in becoming an additional news resource, publishing material that does not appear in the printed edition and information that would otherwise be out of date. Website coordinator, Jamie Marriott, is continuing the coordination of content onto the website and recruiting and training new volunteers.

Appendix A - Feedback

What do you like about the Burngreave Messenger?

"Last issue was brill – so many stories. I feel like I really know what's happening."

"Nice to know what's going on locally."

"Makes Burngreave feel really alive! So much going on – loads of great info."

"Events and activities, sports news, job adverts."

"Articles on issues that effect local people."

What do you think is missing from the Messenger?

"News of events in local pubs - band listings etc."

"Representation from all groups within the area and a balanced view."

"Interviews with ordinary local people – helps you get to know them."

"The local history section is great but isn't as regular as it used to be."

"I wish it could be every month again."

"There needs to be more positive local news."

What would you like to see in the Messenger?

"I would like something about growing things/gardening, and maybe more from the faith communities."

"More about the history of the area."

"More about ordinary local people."

"A recipe column, as we have people from many different cultures here!"

"Art stuff, radical awareness, political insight and understanding."

"Bigger pictures would be nice."

"There needs to be more positive local news."

"An article on who the delivery team are. An anniversary thankyou to them – it would make a good front page story."

What could we do better?

"Stop New Deal PR - be more challenging!"

"Please try to be upbeat, I'm fed up of being force-fed wrong, bad, not enough...' Being positive doesn't mean you can't campaign."

"It seems very housing and new development orientated and it needs to think more people-positive. You get a bit sick of hearing about what the Council is doing about affordable housing and Tesco."

"Compare before and after – update. Has Burngreave improved? Be more positive about the changes."

"Publish (at least on the internet) all articles, engage debate and create it, understand the divisive funding policies and support the forum."

"Edit it a bit more, make it punchier. Having said that it is very good and readable."

"I can't think of anything, I think you do a good job."

Appendix B - Volunteers and Contributors

Volunteer	Activity	Volunteer	Activity
Angelina Abel	writing, photography	Jim Gilbert	writing
Irshad Akbar	writing, management	Jenson Grant	writing
committee		Andrew Green	writing, management
Habiba Akhtar	writing	committee	
Fagr Al-Afif	writing	Chris Gregory	photography
Asma Ali	writing	Maureen Griffiths	writing
Nazmeen Ali	writing	lyah Haimeed	writing
Nasira Amin production of a page	writing, supporting	Diane Haimeed page	supporting production of a
Mick Ashman	writing	Nicholaus Hall	photography
Kate Atkinson	writing, website	Lisa Harrison	writing, editing, proof
Fran Belbin committee	proof reading, management	reading, website Hilaal Hassan	writing
			· ·
Richard Belbin management committee	writing, proof reading,	Carrie Hedderwick	writing
Bob Bennett	writing	Matloub Husayn-Ali-Kh	· ·
Claire Berry	writing	Abid Hussain	writing, photography
Zanumb Bibi	writing	Gulnaz Hussain	writing
Annie Blindell	writing	Zahra Hussain	writing
	· ·	Hasseena Hussain	writing
reading, management committee		Saleema Imam writing, photography, website, editing, proof reading, management	
Jim Bruce	writing	committee	
Ian Clifford	writing, proof reading,	Albert Jackson	writing
editing, management co	writing	Douglas Johnson writing, photography, editing proof reading, management committee	
Jill Cooper	proof reading	Louise Johnson	writing
Stuart Crosthwaite	writing	Will Jones	writing
Camille Daughma	writing, photography	Kamida Khan	writing, photography
Andrew Edmondson	photography	Yasmin Khan	writing
Freddie Everett	photography	Jeff Kirby	writing
Naurin Fatima	writing	Grace Love	writing
Rohan Francis illustration, graphics,		Jennifer Mckiernan	writing
photography, writing, design, website, editing, proof reading		Clinton Mckoy	photography

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

Appendix B continued - Volunteers and Contributers

Volunteer	Activity	Volunteer	Activity
Abtisam Mohammed	writing	Julia Shergold	proof reading
Ben Morris	writing	Tim Shortland	writing, photography
Derek Moxam	writing	Anne Smithies	writing, proof reading
Brent Moya	writing, photography	Tim Smithies	design
Charlotte Munro	writing	Gaby Spinks	writing, photography
Rebecca Norton	writing	Christine Steers	writing
Jane O'Brien	writing	John Steers	proof reading
Derrick Okrah	writing, photography, website	Kim Streets	writing
Nadia Rahman	writing	Anwar Suliman	photography
Yasmin Rasaq	writing	Jenny Tibbles	writing
Sylvia Reaney	writing	Tony Tingle	writing
Sabrina Rehman	writing	Angela Vennells	proof reading
Wajdi Rewah	writing, editing	Reuben Vincent	writing
Steve Richardson	writing	Ange Whichelow	writing, photography
Amie Rowland	writing	Nikky Wilson	writing
Kadie-Ann Rutty	writing	Amanda Wyatt	writing
Tom Sadler	photography, writing	Adrian Wynn	photography
Lewi Sadler	writing, photography	Huda Yousif	writing
Celia Sefton	proof reading		

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

Appendix C - Organisations supported

Organisations and projects supported	Issue	
101 number (South Yorkshire Police)	Oct-07	Advert
76th Sheffield Scouts	Aug-07	Article
Abbeyfield Park Festival (GCA)	Jun-07	Advert
Activity Sheffield (SCC)	Jun-07	Advert
Advocacy Now	Dec-06	Advert
All Saints Soccer school	Nov-06	Advert
Al-Nisa self defence	Jun-07	Advert
Apprenticeships for All	Apr-07	Article
Arabic Language School	Dec-06	Advert
Area Panel (SCC)	Nov-06	Advert
Association of Sheffield community Language Schools	Feb-07	Article
Bin Inspired art project	Aug-07	Article
Black Women's Resource Centre	Aug-07	Advert
Burngreave Business Forum	Feb-07	Advert / Article
Burngreave Language Support Agency/		
Community Language Services	Nov-06	Article
Burngreave Advice Alliance	Feb-07	Collation
Burngreave After School Study Support	Apr-07	Article
Burngreave Amateur Boxing	Oct-07	Advert
Burngreave Business Awards	Apr-07	Article
Burngreave Community Action Forum	Feb-07	Advert
Burngreave Community Action Trust	Nov-06	Advert
Burngreave Community Learning Campaign	Apr-07	Advert
Burngreave Domestic Abuse Project	Aug-07	Advert
Burngreave Drug Project	Nov-06	Advert
Burngreave Grant Fund (BNDfC)	Dec-06	Advert
Burngreave Library	Nov-06	Article
Burngreave Mend	Oct-07	Advert
Burngreave New Deal for Communities	Nov-06	Advert
Burngreave Opportunities	Apr-07	Advert
Burngreave Ramblers	Nov-06	Advert
Burngreave Real People - Day of Remembrance	Jun-07	Advert
Burngreave Saints Under 10s	Dec-06	Article
Burngreave Seventh Day Adventist Church	Apr-07	Advert
Burngreave Voices	Feb-07	Advert
Burngreave Youth Council	Nov-06	Article
Burngreave/Canklow Crusaders	Dec-06	Article
Carnival of Lights (GCA)	Nov-06	Advert
Carwood Tenants and Residents Association	Nov-06	Advert
Christ Church	Dec-06	Advert
Community Forestry (SCC)	Feb-07	Advert

Organisations and projects supported	Issue	
Community Language Services/ Burngreave		
Language Support Agency	Nov-06	Article
Connect Befriending Scheme	Nov-06	Article
Counselling Project (Pitsmoor Surgery)	Jun-07	Advert
Devon Gardens restoration (SCC)	Aug-07	Advert
Earlmarshal Under 11s	Dec-06	Article
Ellesmere Youth Project	Jun-07	Advert and article
Employment Unit (SCC)	Nov-06	Advert
Environment Day (GCA)	Jun-07	Article
ESOL Campaign	Feb-07	Article
FamilyNet	Apr-07	Article
Fir Vale Festival (GCA)	Aug-07	Advert
Fir Vale School	Nov-06	Advert
Fir Vale Youth Project	Jun-07	Article
Firs Hill Community Association	Dec-06	Article
Firs Hill Community Primary School	Nov-06	Article
Firs Hill School Parents Group	Jun-07	Article
Firth Park Family Learning day	Oct-07	Advert
Friends of Burngreave Cemetery and Chapel	Apr-07	Article
Green City Action	Nov-06	Article
Green Gym	Nov-06	Advert
Groundworks Sheffield	Oct-07	Advert
Home quilting course	Aug-07	Article
International Women's Day	Apr-07	Article
Jobnet at Burngreave	Nov-06	Advert
Kashmir Earthquake Relief Fund	Aug-07	Article
Kashmir Education Trust	Apr-07	Advert and article
Laila's healthy eating	Oct-07	Advert
Lau Gar Kung Fu Club	Jun-07	Article
Little Foxes Playgroup	Jun-07	Advert
Longley Park 6th Form College	Nov-06	Advert
Martin Luther King Celebration Day	Dec-06	Advert
Multicultural Wanderers	Nov-06	Article
National Union of Teachers	Nov-06	Article
Pakistan Advice Centre	Apr-07	Advert
Pakistan Muslim Centre	Nov-06	Article
Parkwood Springs Steering Group	Dec-06	Article
Pathfinders Youth Group	Oct-07	Article
Pitsmoor Adventure Playground	Oct-07	Article
Pitsmoor Citizen's Advice Centre	Oct-07	Article
Pitsmoor Credit Union	Oct-07	Advert
Pitsmoor Surgery - 'Travel & Try it' and 'Write yourself well'	Nov-06	Advert

Organisations and projects supported	Issue	
Private rented Project (SCC)	Nov-06	Advert
Reach High 2 Study Support	Nov-06	Advert
Rock Christian Centre	Jun-07	Advert and Article
Roe Lane Girl Guides	Apr-07	Article
Roshni Carer's Support Service	Jun-07	Advert
S.O.L.I.D (Parents and families Supporting		
Outside Links Inside Detention)	Nov-06	Advert and article
SADACCA	Nov-06	Article
Sage Greenfingers	Nov-06	Advert
Second Steps Caribbean Women's Group	Oct-07	Article
SENTA business support	Nov-06	Advert
Shebeen	Nov-06	Advert
Sheffield Carer's Centre	Jun-07	Article
Sheffield Futures	Apr-07	Advert
Sheffield Galleries & Museum Trust	Apr-07	Advert
Sheffield Homes	Dec-06	Advert
Sheffield Law Centre	Apr-07	Article
Sheffield Theatres	Dec-06	Advert
Shiloh Church advert	Aug-07	Advert
Smoke Free Sheffield (SCC)	Jun-07	Advert
South Yorkshire Women's Development Trust	Dec-06	Article
SOVA	Apr-07	Advert
St Catherine's School	Aug-07	Advert
St Peter's Church	Apr-07	Advert
Streetworx	Aug-07	Article
Study support Consortium	Oct-07	Article
Swamp Circus	Oct-07	Advert
SYAC Nursery	Apr-07	Advert
Take-up Campaign - Low paid workers	Feb-07	Article
Taster' Programme	Aug-07	Advert
University of Sheffield	Apr-07	Advert
Urban Theology unit	Oct-07	Advert
Verdon Recreation Centre (SCC)	Jun-07	Advert
Vestry Hall	Oct-07	Advert

Appendix D - Businesses supported

Business	Issue	
Albert Winter acc	Nov-06	Advert
Burngreave Building Co	Nov-06	Advert
Bowout plasterers and plumbers	Apr-07	Advert
Burngreave MOT centre	Nov-06	Advert
Burngreave Wine Shop	Nov-06	Article
Carwood Mini Market	Dec-06	Article
Chiropody	Oct-07	Advert
Corner Pin Pub	Nov-06	Article
Dur Dur shop	Nov-06	Article
Fir Vale Pharmacy	Dec-06	Advert
Glenmill Carpets	Nov-06	Advert
Global Properties	Oct-07	Advert
Hawkins Pharmacy	Nov-06	Advert
Hussain Brothers	Aug-07	Advert
ICT 4 Life	Aug-07	Advert
International Indian Film Academy Awards	Jun-07	Advert
Jaznet	Oct-07	Advert
Job's a good 'un	Apr-07	Advert
Lab 13 Tattooist	Apr-07	Article
Man & Van	Feb-07	Advert
Morgan Dias Immigration Specialists	Jun-07	Advert
Ndesign	Nov-06	Advert
Prime Pizza	Nov-06	Advert
Property 4 u	Oct-07	Advert
Simply Red	Nov-06	Advert
Stress Solutions	Nov-06	Advert
Tesco Spital Hill	Oct-07	Collation
The Bowen Therapist	Nov-06	Advert
Vital Cosmetics	Aug-07	Advert
Wicker Pharmacy	Nov-06	Advert
Yorkshire Autoparts	Dec-06	Advert
Yorkshire Claims	Jun-07	Advert
Community Learning Academy	Nov-06	Advert
Normanton Inn	Feb-07	Article
Khoobsurat Photography	Feb-07	Article

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