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Thanks to Anwar Suliman, Richard Hanson, Sherin T Rajan and Sahiful Ishar for photographs used in this report.

## Ten years of the Messenger

In the year of our 10th anniversary, the Burngreave Messenger reached another landmark, we became a charity.

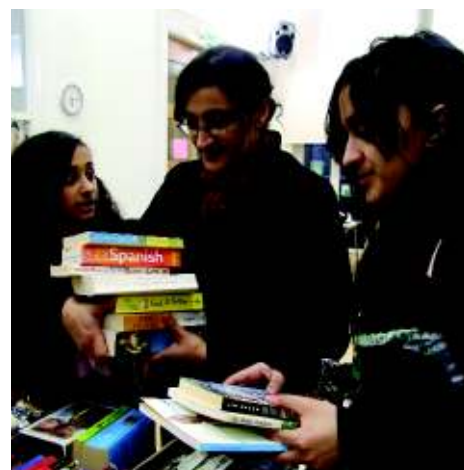
As part of our application to the Charity Commission we developed our aims to reflect the wide variety of work we do when producing the Messenger newspaper and website. Our overall purpose as a charity is to build the capacity of Burngreave residents. To achieve this we aim to:

- Increase awareness of services and opportunities available to residents
- Increase residents' involvement in local groups and community activities
- Increase confidence and self-esteem in the community by celebrating positive activities and residents' achievements
- Increase capacity of residents to identify and address problems in their community by supporting communication with service providers and local decision-making bodies
- Increase involvement of residents, from groups who might find it difficult to be involved in the community, in the production of the newspaper
- Support residents to build their skills and confidence through training and volunteer experience
- Increase understanding between different sections of the community

These aims are reflected in the content of the Messenger and in how the content is produced through the work of our volunteers and local residents.

The geographical boundary of our work has grown in the last year, to include more of Fir Vale. All the communities we serve are within the Burngreave Ward. While for some people 'Burngreave' is just a line on the map, we aim to support the links across the area that make us a community.

It's been a tough year for money with the end of New Deal for Communities funding, but the Messenger has continued to thrive, because it is part of a strong community. We have had lots of support locally, with thanks due especially to all our volunteers and contributors, and also to local organisations who have told us how much they value what we do. In the words of one supporter, 'here's to the next ten years!'



## Editorial and production

The content of the Messenger continues to be decided by local residents. Firstly through our editorial team made up of residents and volunteers, and also by the requests made by residents themselves - we rely on local people telling us about their activities and asking us to include them in the Messenger.

This year we have supported 115 different organisations and projects with articles and adverts, see appendix B.

This was made possible through the work of volunteers and contributors. 103 people helped us in the last twelve months contributing articles and photos, collecting quotes, updating our website, proof reading each issue and taking part in decision making, see appendix A.

### Involving residents in the newspaper

We continued to support volunteer involvement through the year, offering volunteers one-to-one support in writing, photography and website maintenance as well as running writing, website and local history courses. Residents usually get involved by responding to information in the Messenger, contacting the office to find out how they can be involved. We have also worked to reach and involve residents who might not otherwise contribute to the Messenger.



The Life Long Learning and Skills ESOL group at the Vestry Hall have contributed to the Messenger over the last two years. In the last year the members have included women from several different countries including Somalia, Yemen and Afghanistan. The group wrote about volunteering and local events, and helped us cover activities they were involved in.

Students from the Burngreave Study Support project, run by the Yemeni Community Association, helped us to cover their activities through the year. We supported them to photograph events, including an important public meeting about the collapse of New Deal.

Young people also got involved in the Messenger through their schools. We worked with Fir Vale School photography club, and the School Council to report on events in and around school, which resulted in articles about tree planting, exam presentations and coverage of Fir Vale's Got Talent, including some amazing front page images by the school's young photographers.



We worked with children in several local primary schools. At Firshill we worked with the after school media club to cover a Comic Relief fundraising event; we supported the pupils to work as a team to collect photos, quotes and information and to report their activities in the Messenger. We also worked with St Catherine's School heritage project, where pupils produced their own front page of the Messenger reporting on the Heritage Week to celebrate the expansion of the school.

We were also pleased to have contributions from Firshill History Group this year. In the past our coverage of activity on their estate has been poor, and several residents expressed their unhappiness at the lack of content about their area. We spent time visiting the group and they have submitted several articles and helped us with our local history coverage. This has given us a great link into the area which will help us keep up to date with what happens on the estate.

### **Addressing problems**

Residents often look to us as a newspaper to highlight issues they are not happy about. The Messenger newspaper can be a tool for residents that can empower them to get their voice heard, and we try to make sure the right people are listening. We work to put residents in touch with the right people whenever we can, with the aim of finding solutions.

This year one of the running issues was a local residents' campaign for better maintenance of Burngreave Cemetery. We supported the resident to attend local meetings with councillors and to submit a petition to the Council. After some months Bereavement Services responded with more resources for maintenance, but we are still working for better communication between the Service and local residents.

With the collapse of New Deal in February, we tried to provide people with the most up to date information about the effect on local projects. We also worked behind the scenes alongside other local organisations to ensure the Council supported all the projects it could, especially those affecting young people. We worked alongside Burngreave Community Action Forum (BCAF) and local youth groups, to support residents and young people to lobby Councillors at Full Council. We also reflected their concerns in the pages of the Messenger.

We worked with BCAF and local residents to support the continuation of local festivals. We felt that the summer festivals are an expression of confidence and cohesion in our community; the end of New Deal threatened their continuation. We supported residents to come together to put the festivals on themselves. It

was important that residents felt they could make things happen without regeneration money.

### **Community achievements**

Recognising the achievements of local residents is something we believe increases their confidence, not only in themselves but in their schools and organisations, and in the community itself.

This year we highlighted the educational achievements of young people and adults, not just gaining GCSEs and degrees, but also informal learning including DIY, positive parenting and writing about local history. And we shared the success of residents who gained recognition, both locally, from the Area Panel Awards and the city-wide Night of Honour, and nationally from the Queen for Dorrett Buckley-Greaves' MBE, and from the Scouts for resident Peter Lamb.

Burngreave is rich with arts and sporting talent. We celebrated the amazing performances of young residents in Fir Vale's Got Talent, recognised the poetry gifts of several residents, featured local artist Michael Gaskell - finalist of the National portrait competition, and shared the performing talents of Byron Wood school who astounded everyone with their show 'Oliver!' Football, boxing and even equestrian success also featured during the year.



Gardening talents also made the Messenger's pages, from Fir Vale's pumpkin of the year, to the excellent work of SAGE Greenfingers allotment project, which supports residents with mental health problems.

## Messenger Website

The website has successfully continued to deliver the online issue and additional news despite receiving no direct funding since November 2008. The Messenger ran two short website training courses for volunteers, and continues to give 'on the job' training on an ad hoc basis to new volunteers who are interested in contributing to the website.

## Volunteers and the editorial team

The majority of the printed issue is added to the website by a small group of committed volunteers, and two days in the week the Messenger is at the printers are drop-in sessions for volunteers to come to our office and work on the site. Other volunteers choose to work from home.

## Users

We currently have 176 subscribers to the website who can receive email updates and add comments to the website.

## Website statistics (Oct 08 - Sept 09)

Site popularity has remained stable throughout the year, with an average of 2000 visitors per month - the hits tend to be higher in the summer months (reaching around 2500) than the rest of the year. The most popular sections, as last year, are What's New, the community groups section, the issue archives and the events and jobs sections.



## Content

We continue to get additional content for the web between issues, which is distributed via the Web Editorial Forum for volunteers to add to the site. In the last year, 192 extra items have been added to the site. In addition, we have been including the Adult Learning Guide in the Community section, plus a summer activities directory.

## Design

Earlier this year, the design of the site was updated, with a modern, cleaner, more open feel.



## Other websites

We recently set up a new website for use by our volunteers/local residents to use as personal webspace for content that can be independent of the Messenger. We intend to start promoting it to our volunteers so they can put it to the test!



We also continue to provide the BCAF, Green City Action and BNDfC websites.

## Distribution

Since October 2008, we have seen our distribution increase to incorporate new rounds in Fir Vale. This means the Messenger is now delivered to around 8,500 homes. Copies are also supplied to local businesses, schools, libraries, clinics and other organisations.

The new rounds planned last year are now fully incorporated into the distribution, and three additional rounds covering the Wensley estate are planned for early 2010. This will increase the total number of rounds from 38 to 41.

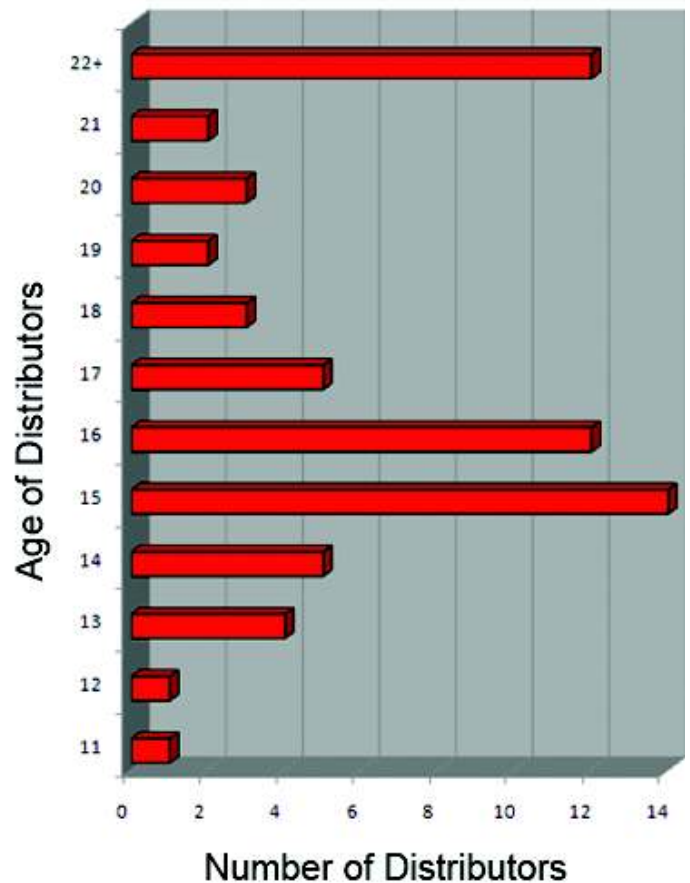
As in previous years, we have aimed to recruit distributors from the local area, and again, our approach has been to use young residents. Our distributors are paid for the work they do for us, and this encourages them to experience employment, often for the first time. They tell us that 'doing their rounds' helps them feel more involved with their local community and they enjoy the responsibility this opportunity affords them.

We have used 53 distributors in 2008-09, 19 of them newly recruited during the year. We are currently undertaking further recruitment to cover the planned expansion of the delivery areas. Focus has been on offering the positions to young people wherever possible, and this is clearly demonstrated in the chart (right), showing the age profile of our distributors. Ages range from 11 to 70, with the age of the majority of our distributors being 15-16.

Our aim is to offer regular, consistent rounds to distributors, so they become familiar with and committed to 'their area', and this in turn means we are able to offer a reliable distribution service to local residents.

Collation of leaflets into the magazines is another paid role we offer to local residents, again focusing on young people wherever possible. This important exercise helps us to prepare the magazines ready for distribution, and we draw from a pool of over 20 collators, many of whom are also distributors happy to undertake this additional task.

## Age Profile of Distributors



## Finance and advertising

### Finance and Funding

For the last financial year 2008/9, covered by the accounts at the AGM, our expenditure was £94,493 with an income of £104,570 from grants and advertising. Some of the surplus is funding intended for work in 2009/10, however we were able to add to our unrestricted reserves which at March 2009 were £17,459.

This was the first year of support from the Tudor Trust, who are funding us with £30,000 per year for three years. This has been key to the continuation of the Messenger as New Deal funding continued to reduce as part of a planned tapering of funding. We also received funding in this year from the Working Neighbourhoods Fund through the Burngreave Area Panel, to expand our distribution further into Fir Vale; and Neighbourhood Learning in Deprived Communities, which paid for cameras, voice recorders, and computer equipment for volunteers to use to develop their skills. We also generated £25,953 in advertising revenue from local businesses, organisations and citywide agencies.

It was fortunate that we were able to increase reserves as in the current financial year we lost £15,000 of secured funding, due to the collapse of Burngreave New Deal for Communities funding. This will mean in 2009/10 we will spend a considerable amount of reserves to continue the project to the end of the financial year. We have made a number of savings that could reduce our expenditure in 2009/10 to about £82,000.

We were fortunate to secure several grants for the current year from Comic Relief and Scurrah Wainwright, who are supporting our work generally. The Church Burgesses and Sheffield Town Trust are supporting the development of local history writing and learning, and JG Graves Trust are supporting our 10 year celebration event.

For the coming financial year we are looking to find a large funder to complement the support from the Tudor Trust, so our applications will include Lankelly Chase, the Big Lottery and Esmee Fairbairne. We will also be working with other local organisations to develop joint bids

that will benefit all partners. And we will be working to maintain our advertising revenue, focusing on city wide agencies to promote their services to local people.

### Advertising

Advertising is an important part of the Messenger's funding, making up about a quarter of our income. Organisations, businesses and city wide agencies continue to recognise the effectiveness of including their information and services on the Messenger's pages.

We have had a lot of positive feedback on the impact advertising has had. Businesses have reported an increase in enquiries and sales, leading to repeated adverts. Jobs in particular gained an excellent response, and one local organisation said their advert had increased the number of pupils enrolling on their study support programme.

However we have seen a reduction in advertising income in the last twelve months selling 47 pages, compared to 57 in the same period last year. Analysis of this shows a reduction in adverts from city wide agencies, (eg Sheffield City Council), and also a reduction in the space bought by New Deal, who in the previous year submitted two pages per issue, but currently include one page.

We have, however, seen continued strong support from local businesses, who slightly increased the amount of space they bought. We have several businesses who regularly use the Messenger to promote their services. Local organisations have also maintained their use of paid space in the issue.



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## Appendix A - Volunteers and Contributors

Aamir Hussain	Farzana Khan	Nas Rauf
Abtisam Mohamed	Flo Gill	Naurin Fatima
Afrah Al-kheili	Fran Belbin	Nicolle Smith
Alexis Cowan	Gaby Spinks	Nikky Wilson
Alison Twells	Gaynor Carr	Nirmal Fernando
Amal Ahmed	Gordon Shaw	Patrick Amber
Amber Williams	Hasseena Hussain	Philip Weiss
Amie Rowland	Howard Golding	Rafaida Al-Duais
Aneela Arshad	Ian Clifford	Raquia Begum
Angela Whichelow	Ivor Wallace	Rashida Hassanali
Anna Mercedes	Jack Flanagan	Raveena Hussain
Annie Mason	Jodie Booth	Richard Belbin
Anwar Suliman	Joe Harris	Richard Hanson
Arwa Rasea Alansi	John Mellor	Rohan Francis
Azeb	John Steers	Rubina Perveen
Ben Kirby	Joyce Rason	Rukaiya Hassanali
Ben Richards	Julia Shergold	Sahiful Ishaar
Brent Moya	Kalsoom Ilyas	Saleema Imam
Cameron Raphael-Storm	Kamida Khan	Sam Galbraith
Camille Daughma	Kate Atkinson	Schani Cave
Caroline Harris	Kath Hobson	Shaista Shukar
Caroline Norman	Kirstin Daly	Sheena Clarke
Carrie Hedderwick	Lailuma	Sherin T Rajan
Charisma Emai George	Leonie Kapadia	Sophie Mei
Charley Fitton	Lesley Boulton	Steven Lang
Chris Blythe	Lisa Harrison	Susannah Diamond
Christine Steers	Liz Searle	Taibah Khan
Daryl Gowlett	Marc Charlton	Usha Blackham
Derrick Okrah	Marion Graham	Uzma Bibi
Djamila Djaroud	Maxwell Ayamba	Vivien Urwodhi
Douglas Johnson	Michelle Cook	Wajdi Raweh
Elizabeth Shaw	Mick Ashman	Wanjiko Msigiti
Ellie Bennett	Mosied al-Hakam	Zainab Jama
Ersalan Hussain	Najam Hussain	
Farhan Ahmed	Nama Hussan	

## **Appendix B - Organisations and Projects supported**

Abbeyfield Park Festival  
ACCM Sheffield  
Action for Children breastfeeding support services  
Adult Learning Working Group (BCAF)  
Age Concern advocate service  
Arabic Dance classes at Whiteways school  
Arabic Language School  
BiG Make it Your Business  
Burngreave Amateur Boxing Club  
Burngreave Area Panel  
Burngreave Ashram  
Burngreave Children's Centre  
Burngreave Community Action Forum  
Burngreave Community Forestry  
Burngreave Community Radio  
Burngreave Health Matters project  
Burngreave Library  
Burngreave Mentoring Project  
Burngreave New Deal for Communities  
Burngreave Opportunities  
Burngreave Safer Neighbourhood Team  
Burngreave Study Support Consortium  
Burngreave Wardens  
Byron Wood School  
Carwood TARA  
Christchurch Youth Group  
Community Forestry Team  
Crimestoppers  
Dementia? Welcome! Café  
Earl Marshal Connexions Centre  
Earl Marshall Juniors  
Ellesmere Children's Centre  
Ellesmere Youth Project  
Environment Day  
Fir Vale Family of Schools  
Fir Vale Fun Day  
Fir Vale School  
Fir Vale Youth Group  
Fir Vale's Got Talent  
Firshill Local History Group  
Firshill TARA  
Firth Park Festival  
Football Unites, Racism Divides  
Friends of Abbeyfield Park  
Friends of Devon Gardens  
Friends of Osgathorpe Park  
Green City Action  
Grimesthorpe Community Gardens Group  
Henna course Whiteways school  
International Women's Day  
Jeevan Project (PACA)  
Kashmir Earthquake Relief Fund  
King Edward VII school and language college  
Kutamba Kids!  
Lego Club Firshill School  
Lifelong Learning and Skills  
Minilympics  
Neighbourhood Action Group  
No Barriers No Borders  
NOMAD Tenancy Support Schemes  
North East Community Assembly  
Open Air Laboratories  
Pakistan Advice and Community Association  
Parents Intervention Takes a Stand (PITS)  
Parks and Countryside Service  
Parkwood School  
Parkwood Springs Play Day  
Pitsmoor Adventure Playground  
Pitsmoor CAB  
Private Rented Project  
Rainbow's End  
Reach High 2 Study Support  
Refugee Week  
Right Futures  
Rock Christian Centre  
SADACCA Ladies Group  
SADACCA Study Support  
SAGE Greenfingers allotment project  
SEMEA  
Seventh Day Adventist Church  
Shebeen  
Sheffield and District African Caribbean Community Association (SADACCA)  
Sheffield Homes  
Sheffield Responsible Landlord Scheme  
Sheffield Sport Foundation  
Sheffield Stop Smoking Service

## Organisations and projects supported

Sheffield Wednesday Football Club - Community Programme  
Sheffield Young Advisers  
Shiloh United Church of Christ  
Sing into Summer (SAGE Greenfingers)  
Solid  
Somali Mental Health Project  
St Catherine's Church  
St Catherine's School  
Street Pastors  
Streetworx  
Student Voice  
Targeted Youth Support Team  
The Furnival  
The Welcome Centre  
Transition Burngreave  
Transition Sheffield  
University of Sheffield  
Urban Theology Unit  
Walking Bus  
Watoto Pre school  
WEA politics and public life course  
Whiteways School  
Wicker Community Forum  
Women's Construction Centre  
Yemeni Community Association  
Young Advisors  
Young Person's Health drop in service  
Youth Council Burngreave  
Youth Entertainment Club

## Businesses

AI Immigration Services  
Alamen Counselling  
Albert Winter & Peter Dearden accountants  
Amora Blinds  
Anwar Suliman Photography Services  
Bathrooms HQ  
Beauty Beneath hair salon  
Curry Canteen  
Fir Vale Pharmacy  
Immigration Services  
Jazznet  
Jeff Hall Driving School  
Khoobsurat Photography  
Lyons Street Takeaway  
Malcolm X Travel  
Mims Hair & Make-up  
NSM Driving School  
Pitsmoor Dental Health Centre  
Pop In Take away  
Prime Pizza  
Pristine Beauty  
Speedy Pass  
Stress Solutions  
The Laundry Express  
Universal Pizza & Burgers  
Wicker Café  
Wicker Pharmacy

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