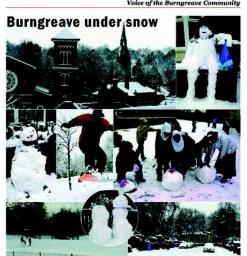


On the summit of Mount Kilimanjaro







Learners speak up to save classes





Firvale celebrates its cultures



Burngreave

Children challenge deportation





Burngreave Messenger Limited Annual report 2010

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More than a newspaper

After more than 10 years of production the Burngreave Messenger has established itself as more than a community newspaper.

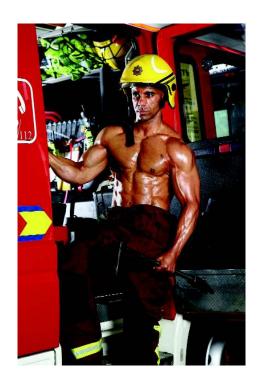
Now a charity the Messenger project has continued in the last 12 months to serve the Burngreave community and to deliver on our aims to:

- Increase awareness of services and opportunities available to residents
- Increase residents' involvement in local groups and community activities
- Increase confidence and pride in the Burngreave community
- Increase capacity of residents to identify and address problems in their community
- Enable greater participation in the Messenger project by residents who might find it difficult to be involved
- Increase understanding between different sections of the community

By continuing to provide reliable, high quality information and content, the Messenger helps residents access services, get involved in community activities and celebrate local achievements. The support of local residents as volunteers makes sure the Messenger stays relevant and credible for the diverse readership, young and old, in the area. And it is this involvement from local people that makes the Messenger stand out from the crowd, both as a newspaper and a community project.

Behind the scenes of the printed publication, the Messenger has continued to support residents to come together to take action and tackle issues, and has worked with other organisations in local networks to get better services. We also supported individual residents to get involved, develop their skills and to use the Messenger as a tool to develop the Burngreave community.

And while inevitably money continues to be tight, the support of local people has been and will continue to be the crucial element that keeps the Burngreave Messenger going.







Editorial and production

We have produced six issues of the newspaper in the year, five with 24 pages and one with 20 pages. 82 people have contributed to the production of the newspaper and website (see appendix A). They have contributed with writing, photography, editorial decision-making, design, proof-reading, website updating and as part of the management committee.

Increasing awareness of services and opportunities

We have included information about opportunities and services through features and adverts for more than 124 different organisations and projects as well as 28 local businesses (see appendix B). At every opportunity we have included contact information for residents to use to get in touch with organisations about what is featured.

We have continued to support young people's activities; this year the summer programme was again only printed in the Messenger, rather than a separate booklet. Important statutory services have also used the Messenger to get their message across including the fire service and their free smoke alarm service, doctors surgeries, smoking cessation support and the road safety team.

Increasing involvement by residents in local group and community activities

Throughout the year we have supported projects and organisations to get more local people involved in their community and accessing local activities. We supported local

people to come together to organise two summer festivals and we particularly aimed to support local Tenants and Residents Associations, who have to deal with problems on their estates.

In response to our household questionnaire in March, 69 % of respondents said they have got involved in a group or activity because of something they have read in the Messenger.

Increasing confidence and pride in the community

We have celebrated many individual achievements such as the front page of the December issue, which featured a local Somali young man, who climbed Mount Kilimanjaro. We also celebrated residents who volunteered at lunch clubs, residents who write poetry and a resident who volunteered as a mentor.



We continued to produce positive features about local schools, particularly primary schools, maintaining good relationships with workers in schools. This is also hopefully contributing to parents' confidence in local schools.

Positive stories about local groups and activities were in every issue. The aim of these stories is to support local organisations to promote their work and to reflect a true picture of the area, where lots of good things happen.

Supporting residents to address problems in their community.

We have worked with local residents and groups on a number of issues raised by residents during the year. We supported adult learners to campaign against cuts to courses, they presented petitions and attended Council meetings, and were eventually successful in getting some courses reinstated.



We supported residents to get better services and to solve issues such as improvements to a local bus service for Verdon Street. Alongside local TARAs, we have helped residents to come together to get answers from Council officers on planning issues at Grimeshthorpe Road and alongside Roe Woods.

We have aimed to empower residents with information. For example, following a serious house fire in the area, from which a number of residents narrowly escaped, we worked with the Fire Service and the Council's Private Sector Housing to produce an article with fire safety information, including contact information for their free fire safety checks.

Increasing involvement in the production of the newspaper

This year we have continued our work with residents who speak English as a second or other language, through two local ESOL classes. The tutor said it boosted learners' confidence to see their work in the Messenger.

We have also aimed to reach out to different geographical areas, particularly to older residents. On the Firshill estate we worked with the local Tenants and Residents Associations and

with the local history group to develop regular features and articles about the estate and reminiscences of local residents. Firshill tenants have expressed how much more they enjoy the Messenger now that their own area is more visible in it.

We have worked with the Council's Life Long Learning and Skills to develop a local history course. This was a great success; it attracted new people who have gone on to write regularly about local history in the Messenger. The group has continued and are now working towards producing their own book.

We supported new volunteer writers and photographers, on an individual basis using guidance sheets to help them get started. We helped new volunteers prepare questions for interviews, and we have accompanied them on their first few assignments. We have also continued to help residents from different organisations to write about their own activities.

Increasing understanding between different sections of the community

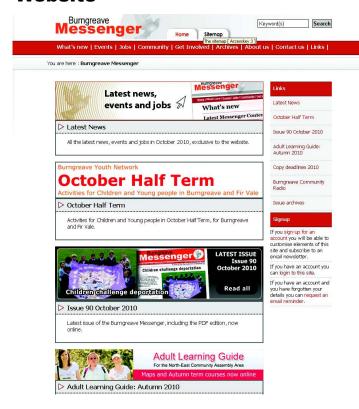


Throughout the year we have developed stories that reflect the different cultures living in the area, and we keep in touch with a whole range of local groups who help us do this.

In our recent questionnaire, 54% of respondents said they had learned about a culture other than their own by reading the Messenger.

We aim to include positive images and stories about young people, to combat the negative press that they sometimes receive. We are also careful to get a good geographical coverage, reporting on what happens in different estates, which helps create a sense of belonging in the community.

Website



The website has successfully continued to deliver the online issue and additional news. The site continues to be supported by a team of volunteers, with training and support given on an ad-hoc basis to new volunteers who are interested in contributing to the website.

Editorial team and volunteers

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 add the current issue to the site. Other volunteers choose to work from home. We are now starting similar weekly sessions to better enable us to add additional content to the website.

Users

We currently have 202 subscribers to the website who can receive email updates and add comments to the website.

Website visitor statistics (Oct 09-Sept 10)

Site popularity has remained stable throughout the year, with an average of just under 2000 visitors per month. This is slightly down on the previous year, though unique visitors are up. The most popular sections are the issue archives and the community groups section.

Extra Content

We continue to get additional content for the website between issues, which has been distributed via the Web Editorial Forum for volunteers to add to the site. Usage of this has however trailed off, and in the coming year we intend to focus more on the weekly sessions in our office.

In the last year, 142 extra stories which did not appear in the printed issue have been added to the site. In addition, we have been including the Adult Learning Guide in the Community section, plus the Summer Activities listings.

Other websites

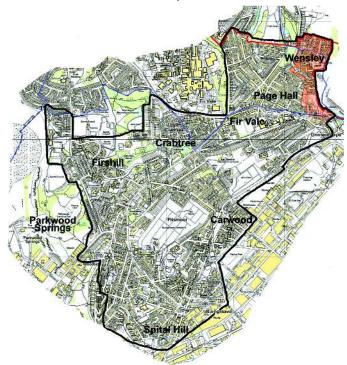
The Messenger was awarded the contract to design and deliver the online version of the North East Community Assembly area Adult Learning Guide for three terms. The summer and autumn terms have already been completed. As a project, it also involves our web volunteers adding content.

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



Distribution

We have continued to distribute the Messenger throughout Burngreave and Fir Vale, and since January 2010 it has also been delivered to the Wensley Estate. This brought the total number of homes delivered to approximately 9,000. We deliver an additional 500 copies to local schools, clinics, businesses and community organisations in and around our delivery area.



Work offered to young people

We have continued our policy of offering distribution work to young people whenever possible, with the average age of our distributors being 16. We also pay young people to collate leaflets into the magazines, which we have done for 5 out of the 6 issues produced in the last year. The collations provide a way to

offer paid work to young people without the level of responsibility that a paper round entails, and over the year we have been able to offer collation work to a number of people who would not have been able to undertake a round.

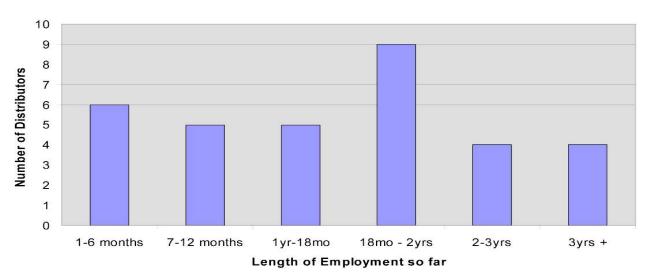
Recruitment and retention

There are currently 35 distributors on the team. We have recruited 16 new distributors since October 2009, 14 of whom are still working for us. In total 7 distributors left over the year, after an average period of 16 months. 2 of these people left after failing to complete their round. On the whole though, we have a very reliable team, many of whom have been faithfully working for the Messenger for many months. In fact over 80% of our current distributors have been working for us for more than 6 months, and 25% have been working for us for 2 years or more. Thanks are due to local youth workers Imran Ali and Hendrik Klaver for their assistance with recruitment this year.

The role of volunteers

We rely on volunteers to deliver to locations not covered by distributors' rounds, to undertake phone monitoring of the rounds to check that deliveries have been completed, and to help count and pack the Messengers ready for distribution. The latter role is physically demanding and involves some heavy lifting, and one of the challenges this year will be to find people happy to help in this way. The distribution volunteering roles are not the most glamorous, but are integral to ensuring the Messenger is delivered as quickly and as widely as possible - our sincere thanks to each of our volunteers who have been involved!

Length of Distributors' Employment



Finance and advertsing

2009/10 was the second year of Tudor Trust support and our first full year as a charity. Income for the year is shown at £74,499. Expenditure is shown at £82,184 (2009: £94,493).

The sudden end of Burngreave New Deal for Communities funding in March 2009 meant the loss of a grant of £15000 which we were expecting for the period April-November 2009, and this led to a deficit in the year, resulting in the reduced year end carried forward unrestricted funds balance of £8,668 (2009: £17,759). We also reduced staff costs by just under £10,000, relying on increased levels of volunteering to maintain the Messenger's production and community activities.

We continue to rely mainly on grants to fund our activities. The continuing support from the Tudor Trust, not just financial, has been invaluable. Costs that were not funded by grants amounted to £33,856, of which £25,065 was covered by advertising and other revenue.

Financial priorities for the future remain unchanged:

To seek and diversify funding for the production and distribution of the Messenger and for the maintenance of a community website

To continue development of volunteer activities and involvement

And to retain existing community-friendly ways of generating income to supplement that funding - mainly through advertising and sponsorship

For the coming financial year we are looking to find a large funder to secure our core costs and work. Our applications will include the Big Lottery, Lloyds TSB and JP Getty. We will also be working with other local organisations to develop joint bids when possible, and to develop specific projects around learning, young people and involving local people. We will be working to maintain our advertising revenue, focusing on city wide agencies to promote their services to local people. And we will be looking to develop sponsorship from local businesses.

Advertising

Advertising is an important part of the Messenger's funding, making up a significant part 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.

However, we have seen a reduction in advertising income in the last twelve months selling 32 pages, compared to 47 in the same period last year. Analysis of this shows there is some increase in adverts from city wide agencies, (eg Sheffield City Council), who pay more for space than local organisations and businesses.

We do however, still see continued support from local businesses, and 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.



Appendix A - Volunteers and Contributors

Alice Carder Fran Belbin Patrick Amber

Amal Ahmed Gaby Spinks Richard Belbin

Amer Khan Gaynor Carr Richard Gill

Andrew Marsh Gordon Shaw Richard Hanson

Andy Stockton Grace Kamsika Rob Smith

Angela Barrows Holly Law Robin Cox

Ann Creasey Inderjit Bhogal Rohan Francis

Anwar Suliman Ivor Wallace Saeed Abdi

Ben Kirby Jake Gamban Saleema Imam

Brent Moya Jenny Tibbles Smaira Sadique

Cameron Raphael-Storm Joan Williams Sonia Thomas-Coleman

Caroline Harris Joe Harris Susannah Diamond

Carrie Hedderwick John Mellor Taibah Khan

Cathy Cain John Reilly Tim Neal

Cecelia Vincent John Steers Usha Blackham

Cheryl Bailey John Wood Vivien Urwodhi

Chris Blythe Jon Cowley Wajdi Raweh

Christina White Kate Atkinson Zia Khan

Christine Steers Kath Hobson

Daniel Stanley Laura Moya

Danielle Sharp Leonie Kapadia

Dave Harvard Liz Smith

Davey Smith Lydia Flanagan

Del Galloway Lyn Brandon

Derrick Okrah Marion Graham

Diane Haimeed Mark Dixon

Djamila Djaroud Michelle Cook

Douglas Johnson Mick Ashman

Elizabeth Shaw Mick Ashman

Emily Haimeed Murcilla Mosleh

Emma Msigiti Nasira Amin

Farhan Ahmed Nick Gill

Farzana Khan Nicolas Boulton

Appendix B - Organisations supported

Organisations and projects supported

Abbeyfield Festival

Abundance

ACCM Sheffield (Afican Cultural Change

Management)

Activity Sheffield

Advocacy Now

Age well at Verdon Street

All Saints Youth Club

Apprenticeship Scheme (SCC)

Arabic Language School

Bereavement Services

Bit Fix IT Café

Burngreave After School Study Support

Burngreave Checkmate

Burngreave Children's Centre

Burngreave Community Action Forum

Burngreave Library

Burngreave Mentoring Project

Burngreave Opportunities

Burngreave Surgery

Burngreave Tigers

Burngreave Young People's Service

Burngreave Youth Development Centre

Byron Wood School

Care2Care

Caribbean Sports club

Carwood Tenants and Residents Association

Centre for HIV

Christchurch

Christchurch Lunch Club

Community Forestry team (SCC)

Congoleses Summer Festival

Cyber Café

Dementia? Welcome! Café

Earl Marshall Juniors

Ellesmere Children's Centre

Ellesmere Youth Project

Fir Vale Business and Enterprise Centre

Fir Vale Funday

Fir Vale Preschool

Fir Vale School

Firshill History Group

Firshill School

Firshill Tenants and Residents Association

Food in Sheffield

Friends of Abbeyfield Park

Friends of Burngreave Cemetery and Chapel

Friends of Devon Gardens

Friends of Parkwood Springs

Friends of Wincobank Hill

Ghanaian Literacy Group

Greater Somali Community Centre

Green City Action

Grimesthorpe Community Garden's Group

Groundworks - Bee buddies

Interfaith Walk

International Women's Day

Islam Awareness week

IT-CSSS

Kashmir Earthquake Relief Fund

Knit and Natter Group

Launchpad

Maan, Somali Mental Health Project

Maat Probe Group

Men's Health day

Mentor programme

New Roots Café

NHS Foundation Trust

NHS Stop Smoking Clinics

North East Community Assembly

Owler Brook School

Owlerbrook Children's Centre

Pakistan Advice and Community Association

Parents Can Empowerment Programme

Park Rangers

Pedal Ready

PITS (Parents Intervention Takes a Stand)

Pitsmoor Adventure Playground Vestry Hall Point Blank Watch It Private Sector Housing (SCC) Watoto Wensley Tenants and Residents Association Pye Bank School Rainbow's End Weston Park Museum Reach High 2 Study Support Whiteways School Residents Group (Nottingham Cliff, Verdon Wicker Community Forum Street, Brunswick Road etc) Women's Construction Centre Road Safety Team (SCC) Write Horizons Rock Christian Centre Yemeni Community Association SACMHA (Sheffield African Caribbean Mental Health Association) **Local Businesses** SADACCA (Sheffield and District African Al Immigration Services Caribbean Community Association) Ace Self Defence Sage Greenfingers Albert Winter & Peter Dearden accountants **SAMEEM** Amora Blinds Sheffield 205th Scout group **Equity Housing Group Sheffield Archives Excel Taxis** Sheffield City Council **Express Taxis** Sheffield Credit Union Fir Vale Pharmacy Sheffield Futures Fresh Solutrions UK Sheffield Law Centre Global Immigration Sheffield Theatres Iconic Hair Sheffield Urban Talent Competition Shirecliffe Community Centre Infiniti Design Smokefree Sheffield leanie's Café leff Hall Driving School Soft Soap SOLID Junoon clothing South Yorkshire Fire & Rescue New Roots Café **SOVA Youth Justice Projects NSM Driving School** SPACES - Mental Health Day Services Personal Fitness training St Catherine's School Pitsmoor Dental Health Centre St Peters Church Ellesmere Prime Pizza **Stop Smoking Clinics** Sensis Property Management Street Pastors Sheffield Accountancy and Business advisory services Streetworx Speedy Pass The Crescent Community Centre Universal Pizza & Burgers Tradeswomen South Yorkshire Wicker Pharmacy

World Class

Yummies

Transition Burngreave

Verdon Recreation Centre

Veolia

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