







Burngreave Messenger Annual report 2012

introduction

This year the Messenger reached a significant anniversary. Our June edition was the newspaper's 100th issue and represented a real achievement for both the organisation its staff, volunteers and our supporters.

2012 was also the first year we have operated on Lottery funding. Fulfilling the requirements of the Lottery has meant a renewed focused on community involvement. Over the next 2 years, we will be continuing to develop our work to meet the Lottery outcomes to help residents and groups of residents to:

Be more active in the **community**, Build their skills through **volunteering**, Feel part of their **community**, Be involved in local **decision making**.

The Messenger's successes this year include:
133 individuals contributing to the Messenger
15% increase in visits to the Messenger website
36 regular distributors, mainly young people, doing a great job
100 Organisations supported
44 Businesses supported

We have produced 6 issues of 24 pages in the last year. The work that goes into the production of the newspaper by volunteers and staff is a core part of achieving our aims as a charity, which are to:

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

In the news 100 years ago

1912 coal strike

Story: Elizabeth and Gordon Shar

In 1912 there were prolonged countrywide coal strikes following cuts to miner's wages. The strikes ended when, despite strong opposition, the government passed the Coal Mines Act, which set a minimum wage for miners.

On Monday 25th March 1912 the Sheffield Telegraph ran an article relating to the strike. Headings were: GROWING DISTRESS

SUFFERING IN SHEFFIELD EAST END RELIEF SUGGESTION SHOULD LORD MAYOR OPEN A FUND?

"The continuation of the coal strike and the condown of various departments in the large. Sheffield is already causing a great dea oorer classes living in the extensive di Brightside Ward, and there is every indinext few days the distress will be acute. providing relief was discussed at represent for the nurnose bu the Rev. I. F. Day. Com.



regory of 91 Bolsover Road, gains with Doan's Backache Kidney Pills

SHEFFIELD MAN'S WORD

ographs and eartoons were of course in black and white and mainly d London happenings or the

Burngreave Local History Group

Whitsuntide 1912

100 years ago Spring Bank Hollday was then known as Whitsuntide, one of the best and brightest of the Bank Holldays. Whitsuntide is a Christian festival which commemorates the descent of the Holy Spirit upon Christ's disciples.

Like most bank holidays the weather forecast was not promising but in Sheffield it was hopeful that the rain would hold off for the main event of the weekend on Monday 27th May. This was when children from all over the City marched in processions to the nearest park for the May singing. Whitsuntide, like Christmas, was known as the children's holiday, a tradition started by the Sunday schools in the early 1800's.

It was also a tradition that children had new clothes to wear for the Whitsuntide holiday. For some children in the poorest parts of the City this would be the o occasion when they had anything new. Many children would have hand me



From the Daily Telegraph May 1912:

A child can be prettily dressed for five or six shillings. The hat may cost 2 shillings and a summer cotton dress 3 or 4 shillings

On the morning of 27th May 1912 children in Burngreave and Firvale would congregate at their local churches. Muriel Hearn who lived at 30 Minna Road would be particularly excited for she was the May Queen for the Burngreave stay Queen for the Burngreave Congregational Church, Pitsmuor Road. Muriel was 16 and she led the church procession to Firth Park. Muriel's sister Dorothy was the May Queen in 1922 and we have a picture of her in all her finery.

Each Church would have its own May



Andover Street. They marched to the City centre where they joined children from all the other Catholic churches. Then they walked to Norfolk Park where the largest crowd of the day assembled.

From the Daily Telegraph May 1912: Brilliant Roman Catholic Procession



editorial & production

Awareness and involvement

We have kept a focus throughout the year on including as much information as possible in the newspaper about opportunities and activities that local residents can take up. One highlight of the year was the summer activities listing. Through the reader's survey and lottery fund monitoring, 167 residents reported that they have taken part in an activity, accessed a service or become a volunteer after reading the Messenger. Health messages had a particularly good response. The local health development worker told us she had received 20 phone calls from local workers and volunteers who wanted to access domestic abuse awareness-raising sessions. A local fitness instructed received 15 enquiries from women wanting to join her new Zumba class. And a local GP surgery had seen an increase in attendees at their seasonal flu vaccination sessions after the information appeared in the Messenger.

Greater participation

Of the 133 contributors to the Messenger, 113 were local residents. Of these 39 were regular volunteers, 37 made one-off contributions and 37 were young people. This year we have particularly focused on young people. Working alongside Museums Sheffield, we ran journalism sessions in two primary schools, Pye Bank School and Byron Wood School. The groups each produced their own page for the Messenger. We also worked with students at St Catherine's School and Parkwood Academy, who wrote articles about school events. We also continued to support a local history group, who produced fascinating articles throughout the year, with a special focus on 'news 100 years ago' to celebrate our 100th issue.

Parkwood 72 bus at risk

Story: Louise Labor

Residents save 72 bus

turngreave Messenger we is termination of the 72 bus is a service from the city is and up to Shirecliffe.

iffe who would be affected uesday 17th September at the 1s and ask questions.

Shirecliffe residents who took a sked what would happen if the 72 We would see a lot of elders on s during the winter. Also the massively in regard to il back."

s at the meeting was the quality of speaking on behalf of residents,

perly. You've spent millions on a re, but now there's no bus to get





2 bus run by First

"The discussion about the number 72 is ongoing. Louise Johnson proposal is to give an infrequent bus service one for one year. People must use it for it to continue after that specified partnership agreement is agreed today, it will be reinstated and we will have to agree success criteria."

There was much dispute from the residents at the dramatic meeting and people were angry that Councillors would not give a



editorial & production

Pride and understanding

Our volunteers helped the project to reach out to people and give people a voice through the articles they wrote and the issues that these raised. 103 residents told us that the Messenger helps them feel more connected to the community. 42 said they learned about another culture from the Messenger and many residents said they were proud of where they lived. The Messenger aims to represent and celebrate all parts of the community Stories that help us do this have included interviews with local residents about their positive achievements or articles which gave residents a say on an issue. Examples of this include: comments from users on a local mental health project about funding cuts, recording residents' comments about the library service and talking to residents about changes to Ellesmere Green.

Developing skills to address issues

We supported residents on a range of issues during the year, helping people develop campaigning skills and reporting on their work in the Messenger. The effectiveness of this work shows that residents can change things in their local area. During the year we helped children at Pitsmoor Adventure Playground and users of Verdon Recreation Centre present petitions about changes to staffing in the Council. For Verdon Rec in particular, we played an important role in bringing different groups together, and these groups now meet as a 'Friends of Verdon Rec' to maintain an influence over its future. We also helped Bryon Wood Parents group and Mother's of Burngreave Network to meet with service providers and get support with their activities.

Ellesmere Green and Spital Hill improvements

Ellesmere Green proposals

Story: Emily Haimeed Sheffield City Council has proposed plans to improve Ellesmere Green which are expected to begin

in summer 2013.

Public consultation will take place until Friday 27th July 2012. The Council would like to hear residents' views on the plans by filling in a questionnaire available at Sorby House, Burngreave Library or at www.sheffield.gov.uk/ ellesmere



GOWER STREET Emily Haimeed

Demolition of public toilets and new features

Proposed changes include the demolition of the existing public toilets and the construction of new metal railings to surround the Green on the Spital Hill and Gower Street sides to protect the planting of new flowers. There are also plans to create a new central meeting point which will include the replacement of the existing benches in the central seating area, stone sitting walls and a public art feature.



Story: Lydia Flanagan | Photo: Anwar Suliman

Pauline Agatha Neita has just finished the 2012 London Marathon, one of the seven charity runs she plans to take part in to celebrate the Olympic year.

2002, the Messenger reported on ing her first igham, at r, Pauline is Lydia Flanagan still running many charmy faces with her sisters Kathleen and Annette, including Sport Relief, Race for Life, Sheffield Half crathon, the Great North Run,

a festive Santa Jog.

and did so by running jogging and power wall intense training either, walking and Zumba on

"It keeps me fit and I' goal when I complete start I aim to finish"

As part of running th there's a compulsory changes according to the lowest target car £1500 which can pr thrilling atmospher achievement in fin raising a significan charity, is well wo

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.

This year we have sold almost 35 pages (34 %) in advertising and promotional space, compared to 44 ¾ pages sold in the previous year, (32 pages sold in 2010).

We have, however, seen a decrease in income from advertising of about £2000 compared to the previous 12 months. This is due to a significant decrease in advertising from statutory organisations in the city.

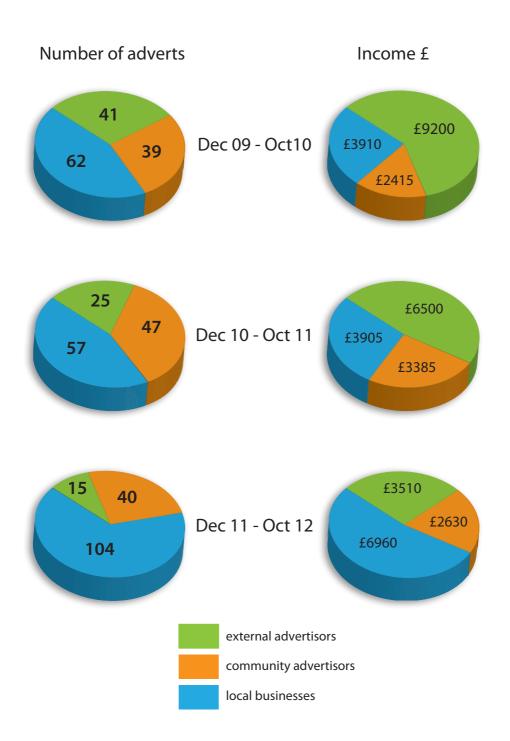
We still get advertising from city-wide agencies in most issues, e.g. the Council, PCT, though more advertising is probably coming in from smaller, local businesses than in previous years, with several regularly using the Messenger to promote their services.

Demand for back page colour space has remained steady and we introduced the addition of a back page banner/strip, making the standard adverts slightly smaller to increase available space. A system has also been implemented whereby back space is booked on a fisrt-come, first-served basis for newer advertisers, with the option for advertisers to be placed on a waiting list for future editions. Our current long-term advertisers continue, however, to have a small space

reserved.



income from advertising



website

The website has successfully continued to deliver the online issue and additional news. The site continues to be successfully 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 group of committed volunteers. Two days in the week that 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. These have been effective, and the website is regularly getting completed in time for the deadline.

Users

We currently have a total of 272 subscribers to the website who can receive email updates and add comments to the website, of which 160 currently have their email subscription active – we may need to look at ways of encouraging other members to activate their subscriptions. 47 of these have 'editor access' at various levels, though we may need to review this as a number of these are no longer active contributors.

Website visitor statistics (Nov11 - Oct12)

Website popularity has increased on the previous year, with 37,959 total visits in this last year compared to 33,222 in the previous year, with 29,123 'Unique Visitors' compared to 25,230 in the previous year.

Website top 10

Included in the top 10 of the most popular parts of the site are the jobs section (and very specifically the Tesco recruitment advert), the issue archives, the what's new and events pages and the community groups section, with a good specific showing for the George & Brian cartoons section in 9th position.

Of particular note is that there is a high peak in page visits on the first Monday after distribution, the day the website goes live. This shows how important it is that the online edition is ready and available by that day.

Extra Content

We continue to get additional content for the website between issues. This is distributed via a Web Editorial email list for volunteers to add to the site and has mainly worked successfully. Weekly sessions were also run to allow volunteers access to the office and support. In the last year, 102 extra articles not appearing in the printed issue have been added to the site, as well as extra pages of photos related to issue content.

Other websites

The Messenger has continued with the contract to maintain and update the online version of the North East Community Assembly area Adult Learning Guide each term. The Messenger will continue to update the website into this next year, and like the Messenger's site, also involves our web volunteers in adding content. We also continue to provide the BCAF and Green City Action website.

distribution

Each issue of the Burngreave Messenger is delivered to over 9000 households, from the Wensley estate in the north, to Spital Hill in the south, and from Shirecliffe in the west to Owler Lane in the East! Nearly 500 copies of the Messenger are also delivered to schools, shops, community groups, voluntary sector organisations, libraries and residential homes.

36 mainly young people are involved in distributing the Messenger via 41 rounds every issue and work extremely hard to make sure this is done successfully. This gives many of them the opportunity to underake paid work for the first time. In addition 17 young people work to add flyers and leaflets to each copy, and to count Messengers into the right number for each round. Since the last AGM, 11 more young people have been recruited for collation and distribution work.

Volunteers are also involved in making sure the boxes of Messengers are packed, labelled and delivered to the distributors' homes, as well as dropping copies at many community venues and monitoring the success of distribution by phone calls to individuals.

Without all these people the Messenger would not have the reach and influence that it does. They help make the Messenger something that all sections of the community feel part of.

networks

Burngreave currently has 3 networks. In the last year the Messenger has supported the networks in partnership with Burngreave Community Action Forum. All the networks have email lists of over 100 people, which are managed by the Messenger, and are used by members to circulate information to each other.

Youth Network

Meets 8 times per year. Attended by local organisations providing activities or services for young people, Sheffield Futures, Activity Sheffield, people setting up new activities or providing new services. Attended by 15 people. Recent achievements:

- Worked together to provide summer and holiday programmes and promoted them in the Messenger
- Members worked together to access new funding to tackle local issues

Health Network

Meets 4 times per year. Attended by local organisations, statutory providers, including the local GP consortium, the PCT, health trainers, community mental health team. Attended by 10-20 people. Recent achievements:

- Supported members to take part in the Abbeyfield Festival to provide a Health Zone
- Taken part in the planning for HCP funding

Adult Learning Working Group

Meets 8 times per year. Attended by local providers, tutors, the Council, schools and people developing adult learning. Attended by 10 people. Recent achievements:

- Enabled local organisations to work together to spend NLDC funding in the area
- Worked together to support the Adult Learning booklet
- Supported the campaign against fee changes

volunteers & contributors

Aaishah Aslam Abdikarim Yussuf

Abdul Ali Ade Adeyinka Adele Clamp Adrian Wynn Ahmir Hussain

Aksa Shahid Alisha Siddia **Amal Ahmed** Anam Hussain Andrew Birtwhistle Angela Barrows

Ann Creasev Anwar Suliman Avah Mohammed

Barry Swift Ben Baker **Brent Mova** Carol Schofield Caroline Norman Carrie Hedderwick Catherine Brown Cecelia Vincent Chris Blythe

Chris Sissons Christina White Christine Steers Clarete Zvoushe DT Middleton David Peck **David Wilkinson** Diana Tottle

Diane Johnson **Dorothy Gilbert** Douglas Johnson Eaimie Hopkins **Edgar Lowman** Elizabeth Shaw Ellie Hardy **Emily Haimeed**

Emma Msigiti Fahima Hussein Farah Shafique Fran Belbin

Fran O'Kev Frankie Currie Gaynor Carr

Emma Banda

Georgina Burkoff Gordon Shaw

Gulafshan Igbal Guleid Jama Hafsa Deria

Hafsa Hussein Haleema Jan

Haleema Khan Hendrik Klaver

Holly Barnes Jain Stokes

Isbah Aslam Ivor wallace

Janet Currie

Janet Lawson Javien Allen

John Mellor

Ion Dallow Kaltun Suleiman

Kashif Nazir Kate Atkinson

Kath Hobson Kath Swinney Kawthar Omar

Laila Dhoble Laura Burn

Laura Stewart

Linda Keane Liz Searle

Liz Smith Louise Johnson

Lucv Dean

Lydia Flanagan Martin Currie

Marvsia Horner

Measha Hylton Michael Hill

Michelle Cook Michelle Grant

Mick Ashman

Mick Ibbotson

Miroslav Sandor Muneebah Waheed

Nada Agila Nic Cassin

Nick Edmondson Philip Ireson **Philip Weiss**

Rabiva Bahadar

Rashida Hassanali Reema Mohammed

Refat Mahmood Richard Belbin

Richard Hanson Rick Watson

Rob Smith Robert Shaw

Rohan Francis Ruth Granger

Safeena Shafiq Sagaal Ahmed

Saleema Imam Samier Garratt

Samsam Dhoble

Sarah Guetaia Sehrish Khan

Shena Moore Simon Dumpleton

Smaira Sadique

Stephen Lang

Sumayah Hussein Sylvia Reaney

Tahira Khan Tamikka Reid

Tassadug Hussain

Tim Neal Tom Hughes

Usha Blackham Valerie Brightman

Vivien Urwodhi Yalda Akbary Zabeda Hussain

Zaina labal Zakya Jan

organisations

Abbeyfield Festival
Activity Sheffield
Adult Learning Guide
All Saints Youth Club
Alpha course
Al-Taqwa Mosque
Apple Day event

Blue Loop

Breaks for Carers SCC
Breast Cancer Awareness HCP

Bring Out Your Rubbish Day Burngreave Ashram/New Roots

BCAF

Burngreave Stop Smoking Project Healthy Communities Programme

Burngreave Library

Burngreave Local History Group

Burngreave TARA

Burngreave Vestry Hall

Burngreave/Herries Road Surgeries

Byron Wood Primary School

Carwood TARA Cellar Space Food-i

Cheap Thrills - Film Festival
Christ Church Future Light

Community First Grant Fund
Creative writing group YCA

Crescent Community Centre

David Blunkett MP

Earl Marshall Juniors

Earl Marshall Youth Centre Eden Project Fir Vale

Ellesmere Children's Centre

Ellesmere Youth Project Family Time Events SCC

Fatima Community Centre

Fir Vale Food Bank Fir Vale School

Firs Hill School

Firth Park School Firvale Pre-School

Free Home Insulation SCC Friends of Abbeyfield Park

Friends of Burngreave Cemetery

Friends of Parkwood Springs Friends of Verdon Rec Centre

Green City Action Languages Sheffield

Learn Safe Drive Safe Little Ummah Playgroup Museums Sheffield

Muslim Women's voices

NHS Sheffield

North East Community Assembly

North Ranger Team Norwood TARA

Osgathorpe Pavilion

Owler Brook School

PACA

Parkwood Academy Pilsung Taekwondo PITS Youth Club

Pitsmoor Adventure Playground

Pitsmoor Home Fire Girls
Pitsmoor Methodist Church

PTC Sports

Pye Bank School

Rainbow's End

Rite Turn Riverlution

Rock Christian Centre

S.O.F.T. Family Support Group

SACMHA Maat Probe Group

SAGE Greenfingers

Sheffield Bus Partnership Sheffield Caribbean Sports Club

Sheffield Futures
Sheffield Mind

Sheffield Parent Carer Forum

Sheffield Wildlife Trust

Shirecliffe TARA

Somali Unity Committee

SSCAT Foundation

St Catherine's Primary School

St James Church

St Peter's Ellesmere

Stop Smoking advice NHS

The Rock Food bank Tool Bank GCA

Tusaale United

Verdon Recreation Centre

Vida Life Without Abuse

Watoto Pre-School

WEA Everyday Economics

Welcome Centre Toddler Group

Wensley TARA
Whiteways School
Women's Health Course

Yemeni Community Association

businesses

.Net Internet Café Affordable Furnishings

Al-Esayi tableware Alysha Hair and Beauty

Amora Blinds

Aneila Khan - Private Tution

Apna Style

Arwa Relaxation Therapy

Arzoo Clothing

AXR Gas and plumbing

Cassy's Salon

DSA Electrical Installations

Dubai Mart Eastern Eye

Everett Mackey

Fir Vale Pharmacy Halisdene Accountancy

Ikhlas Lifestyle Jet @ the Foyer

Kebabish Lacey's Takeaway

Language Line

Lifestyle Carpets and Furniture

MAS Audio

N.S.M. Driving Instruction

Page Hall Autos Pexton Grange

Pitsmoor Dental Health Centre

Prime Pizza

Queen Shop

Saleh's Mini Market

Sheffield Indoor Cricket Centre

Sumfest

Swift Pharmacy Taste Of Punjab

Tasties Original

The Accident People

The Basement Hair and Beauty

Turntravel Universal Pizzas U-Turn Travel

Veolia

Wicker Pharmacy

Yorkshire Muslim Academy Zumba Class - Shahina

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