

New primary school for Fir Vale

Stacy Kavan South
The new school will be built on the site of the old primary school on Westgate Road...

David Hunt (Chairman of the Fir Vale School Governors)
The school will be built on the site of the old primary school on Westgate Road...

Shirley Burgess (Chairman of the Fir Vale School Governors)
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Campaign for Childcare

Stacy Kavan South
The campaign is for a new childcare centre in the village. It will be built on the site of the old primary school...

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Sheffield Somali Forum launched

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Council to fill Sorby House

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The Council has agreed to fill Sorby House. It will be a new house for the village...

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Heatwave for Abbeyfield Festival

Stacy Kavan South
The Abbeyfield Festival was held in the village. It was a very successful event...

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Burgreave Library at risk

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Advertisement for Burgreave Messenger, Issue 109, November 2013. Includes contact information and a photo of the magazine cover.

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# introduction

The Burngreave Messenger community newspaper has been in production for 14 years. Looking back at the last 12 months we feel lucky to be continuing our work in an atmosphere of such serious cuts affecting the local community. It has been a year defined by campaigns to save services and the Messenger has worked hard to support others suffering under austerity.

2013 was the second of 3 years of Big Lottery funding, which is supporting half of our budget. We are continuing to focus on the outcomes for this project which are 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:

- **135** individuals contributing to the Messenger
- **28,989** unique visitors to the Messenger website
- **45** distributors, mainly young people, doing a great job
- **137** organisations supported
- **28** businesses supported

We have produced 6 printed 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
- increase involvement by Burngreave residents in local groups and community activities
- increase confidence and pride in the community
- enable greater participation in the Messenger project by 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



# Campaign for Childcare



# editorial & production

## **Residents being more active in the community**

By including as much information about local activities as possible the Burngreave Messenger aims to increase the involvement of residents in their community and make sure local residents can access local opportunities and services that are available.

In the last 6 issues we included information about 190 different activities, volunteer opportunities or local services. We have collected evidence of 147 Burngreave residents being more active directly because of what they had read in the Messenger. Examples include:

- Five residents who referred themselves to the local stop smoking service after reading a case study of a local resident who successfully quit smoking (December 2012).
- The Dementia Café at the Furnival received four referrals (from a GP, a fall prevention team, a physiotherapist and a colleague) after an in-depth article on the project written by a young journalism student. The project worker noted that the project had not received referrals from these sources prior to the article (December 2012).
- Green City Action received 15 enquiries about a job advert from local people. The Messenger was the only publication in which the advert was placed (February 2013).
- Burngreave Library enrolled three children from one family in their summer reading challenge after their mother had seen an article in the Messenger promoting this activity (August 2013).

## **Volunteers and contributors**

Of the 146 contributors to the Messenger, 129 were local residents. Of these 39 were regular volunteers, 31 made one-off contributions, 29 were young people and 30 were ESOL learners. 55% of our volunteers are from an ethnic minority, 24% are under 18 and 15% are over 60, and this closely reflects the demographic of the area.

We supported people to develop their skills through regular website workshops and the local history group every month. Working with Burngreave Tenants and Residents Association and professional photographer Anwar Suliman we provided photography workshops for the parents group at Byron Wood School, the conversation club at Pye Bank School, and young men from a local youth club. The photos from these sessions featured in the newspaper, but also contributed to a Council consultation process on local housing and the environment.

We visited local schools and, with the help of teachers and extended services workers, children were able to share their experience of school life through articles and photos. We also worked with Firs Hill School's ESOL class, who started writing features for us this year.



# editorial & production

## Issues and campaigns

A lot of the issues raised through the Messenger this year related to cuts. We ran information features about benefits changes, cuts to legal aid, the bedroom tax and council tax. When we could, we included residents' own experience of how these changes had affected them.

We supported residents who were challenging cuts to services including study support and childcare services. And in some cases we brought residents together to run campaigns and meet with decision makers, such as the campaign against cuts to Verdon Recreation Centre, Pitsmoor Adventure Playground and Burngreave Library. As much as possible we helped residents form their own groups, or supported existing ones like Burngreave TARA, to lead campaigns and develop their skills and experience in the process.

It wasn't just cuts to worry about, in Fir Vale tension between communities escalated during consultation on a proposed Selective Licensing scheme for landlords. New migrants from the Roma Slovak community were singled out as the cause of difficulties in the area, the Messenger's reporting of these issues aimed to reflect people's concerns as well as the positive efforts of residents from all communities to improve the area.

Litter was a hot topic across the whole area. We included features about residents' anger, their photos and put their concerns to the new contractor, Amey. Not every campaign was successful and some issues are very much ongoing, but there were also some successes with Verdon Recreation Centre remaining open for community use, and Carwood's District heating system being prioritised for new pipe work after a series of residents' meetings supported by the Messenger and Carwood TARA.

# summary of readers' survey

## Information gathered from this year's Readers' Survey

95 replies were collected – mainly via 15 groups and organisations we have worked with over the past year. Interesting information gathered includes the following:

The top 5 parts of the Messenger which people find the most useful or enjoyable are:

1. Local news
2. Information about events/activities
3. Issues that affect local people
4. Information about services
5. News from local schools

*This is the same "top 5" as for 2012, although in a slightly different order.*

Numbers have increased this year for people learning to do the following after reading the Burngreave Messenger:

- Contacting their councillor - 36% *up from 31%*
- Getting involved in local decision making - 27% *up from 21%*
- Finding out about cultures other than their own - 47% *up from 35%*
- Getting involved in groups/activities - 47% *up from 40%*

However, numbers for people learning how to sort out a problem in their community have decreased from 68% to 24%

For 73% of respondents, the Burngreave Messenger is the most popular source of information for local activities. This compares with 69% last year.

# 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.

## Summary of period Nov/Dec 2012 – Oct 2013

Space sold in the Messenger has remained consistent with the previous year, having sold the equivalent of 36 pages in advertising and promotional space, compared to just under 35 pages in the previous year (44 ¾ pages in 2011 and 32 pages in 2010). This is in spite of losing the Community Assembly page after the February issue. We have however secured a regular health page sponsored by the NHS.

## Local business support

Despite maintaining the amount of space sold, more of our advertising has been from local businesses and organisations, which would account for a decrease in total expected income.



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199 Verdon St, S3 9QQ

Contact Nick 07725 569 380  
[nickanderson@phonetocopy.co.uk](mailto:nickanderson@phonetocopy.co.uk)  
or Georgia 07535 276 790  
[georgia507@btinternet.com](mailto:georgia507@btinternet.com)

Please Pop In Sometimes!

# 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 307 subscribers to the website who can receive email updates and add comments to the website, of which 190 currently have their email subscription active.

## Website visitor statistics (Nov12 – Oct13)

Website popularity has remained stable with **38,359 total visits** in this last year compared to **37,959 in the previous year**, and **28,989 'Unique Visitors'** compared to **29,123 in the previous year**. Included in the top 10 of the most popular parts of the site are, once again, the jobs section (and STILL includes the Tesco recruitment advert from 2011!), the issue archives, the what's new and events pages and the community groups section. "Man killed on Andover Street" features specifically at position 5, and contributes to our busiest day of page views and visits in the year.

## Extra Content

We continue to get additional content coming in, some via our networks, that can be added to the website between issues. Once a week we hold a regular drop-in session for volunteers to attend the office and add additional content between issues which have continued to be successful. In the last year (Nov 12 – Oct 13), 186 extra articles not appearing in the printed issue have been added to the site, including extra pages of content and 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 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. A Wordpress news blog is also maintained in relation to this site to provide a way to keep the website active with new information between the termly guide updates and our aim is to encourage greater focus and use of this.

We also continue to provide the Green City Action website



# distribution, collation and admin

## **Distribution**

Since the last AGM, the geographical distribution of the Messenger has remained essentially unchanged, with around 9000 copies being distributed to residents and around 700 distributed to over 70 local organisations, voluntary groups and businesses in Burngreave and surrounding areas.

There have been some small variations to rounds, mainly concerning new build houses; and a total overhaul of mapping of the distribution rounds is in progress. The bulk of distribution continues to be carried out by our group of, mainly young, paid distributors; and the deliveries to groups relies heavily on the consistent work of volunteers.

## **Tax changes**

The main challenge for Messenger distribution has been the introduction of changes to tax arrangements which has meant that the employment of all casual staff aged 16 and over has to be reported to HMRC every issue. Annie Blindell and I have worked to make this as smooth a transition as possible, and it is hoped that it will affect only a small proportion of the young people who work for us.

## **Young people**

The demographics of the young people involved in collation and distribution has altered slightly, with a higher proportion of under 16s now being employed (14 out of 45 -31% compared to 9 out of 39 -23%, a year ago). This is a positive change as it means that we are able to give more young people a supportive experience of work for the first time, and also hopefully ensure that they are

employed with us for a longer period of time. We have also continued to recruit young people to collate leaflets and newsletters in the Messenger, and to distribute door to door – 17 new individuals since this time last year.

## Apprentice

This year we have also had the experience of working with an apprentice for the first time. Nazrul Hussain has now finished his apprenticeship with us and successfully completed his NVQ in Business Administration. His work in supporting the networks, working on design jobs, helping with distribution and general admin support was extremely useful and hopefully provided Nazrul with important experience of a supportive work environment.



# volunteers & contributors

Abtisam Mohamed  
Ahmir Hussain  
Aisha Malik  
Aishah Baroo  
Aislinn Adams  
Aksa Shahid  
Alex Phiri  
Amal Ahmed  
Ammal Mohamed  
Andrew Birtwhistle  
Ann Creasey  
Ann Smith  
Anwar Suliman  
Asha Mohammed  
Cariad Thomas  
Carol Holmes  
Carol Schofield  
Carrie Hedderwick  
Christina White  
Christine Steers  
Claire Shaw  
Clarete Sibanda  
Deka Mohammed  
Diane Johnson  
Dorothy Gilbert  
Douglas Johnson  
Edgar Lowman  
Ekram Ali  
Elijah Kibutu  
Elizabeth Shaw  
Emily Haimeed  
Emma Msigiti  
Erin Blythe  
Ersalan Hussain  
Faeza Scott  
Farzana Khan  
Felson Tahir  
Fran Belbin  
Frances Ireson  
G Akram  
Gaby Spinks  
Gano Kadir  
Gaynor Carr  
Gordon Shaw  
Guleid Jama  
Hadasi Negasi  
Hazel Conduit  
Istahil Jama  
Ivor Wallace  
Jamie Lang  
Janet Lawson  
Jill DesForges  
Jim Gilbert  
John Mellor  
John Woodcock  
Joma Mohammed  
Kate Atkinson  
Kath Hobson  
Khalid Salih El-Hakli  
Khasin Bibi  
Lal Tamang  
Lena Mohamed  
Linda Cawley  
Liz Searle  
Louise Johnson  
Lydia Flanagan  
Margaret Gibson  
Margaret Williams  
Martin Currie  
Masarat Bibi  
Mathew Rajan  
Maxwell Ayamba  
Michelle Cook  
Mick Ashman  
Mohammed Ali  
Mubeenah Waheed  
Muneebah Waheed  
Nargis Shakil  
Nasira Amin  
Nazrul Hussain  
Neill Schofield  
Nicole Chambers  
Nirmal Sharma  
Pam Eaton  
Panni Poh Yoke Loh  
Patrick Amber  
Patrick Duggan  
Patrick Meleady  
Rachael Pearson  
Rasha Hadi  
Rashida Hassanali  
Richard Belbin  
Richard Hanson  
Rob Siamtinta  
Robert Shaw  
Robiann Brown

# businesses

A1 Immigration Services  
Accident People  
Affordable Furnishings  
Amora Blinds  
Arwa Relaxation Therapy  
Cinema MOT Centre  
Everett MacKay  
Fir Vale Pharmacy  
Halisdene Accountancy  
Jerky's Jamalicious  
Kebabish  
Logs for sale  
Magnum Claims  
Najis Ltd Property  
Page Hall Tyres  
Pitsmoor Dental Centre  
Prime Pizza  
S & J's Pantry  
Solar City  
Sports Massage  
Swift Pharmacy  
The Accident People  
Umra Jewellers  
Universal Pizzas  
Wicker Pharmacy  
Woskow Brown  
YIAC Consultancy  
Westbourne Nursing Home

Roda Oogle  
Rohan Francis  
Ruth Walton  
Saleema Imam  
Sam Gilbraith  
Samera Aslam  
Samsul Kahar  
Sana Khan  
Sancha Tamang  
Schola Cashdan  
Shamila Hussain  
Sharon Baker  
Sheena Clarke  
Smaira Sadique  
Somshun Nessa  
Sumayah Hussein  
Suzi Miller  
Tim Neal  
Tim Shortland  
Usha Blackham  
Val Ellis  
Vin Machin  
Wasiya Khan  
Zabeda Hussain  
Zatoon Bibi  
Zaynab Anwar  
Zia Khan

Young volunteers:

**Owler Brook**  
Ayomide

**St. Catherine's**  
Abas  
Ameera  
Chloe  
Denya  
Lewis  
Martyna  
Ruby  
Uzayr  
Vincent  
Zara

**Whiteways**  
Hamad  
Laetitia

# organisations

205th Scout Group  
76th Sheffield Scouts  
Abbeyfield Park Festival  
Activity Sheffield  
Adira  
All Saints Youth Centre  
Allotment Soup  
Al-Tawqa Mosque  
Apple Day event  
ASSIST  
Barriers to Bridges  
Blue Loop  
Burngreave 7th Day Adventist  
Burngreave Study Support  
Burngreave Ashram  
Burngreave Children's Centre  
Burngreave Foodbank  
Burngreave Library  
Burngreave Surgery  
Burngreave TARA  
Byron Wood Parents Group  
Byron Wood School  
Caribbean Sports Club  
Carwood TARA  
Chile SCDA  
Christchurch Pitsmoor  
City of Sanctuary  
Community Forestry (SCC)  
Community Stop Smoking  
Community Youth Team  
Concord Sports Centre  
Councillors Surgeries  
Crescent Community Centre  
Dementia Welcome Café  
Diabetes self help group  
Earl Marshall Juniors FC  
Earl Marshall Youth Centre  
Eden Project  
Eid Festival in the Park  
Ellesmere Children's Centre  
Ellesmere Youth Project  
Elodie All Sainte  
Emotional Wellbeing Group  
Families, Adopters & Carers Team  
Fearless.org  
Feeling Good on Verdon Street  
Fir Vale Food Bank  
Fir Vale Pre-School  
Fir Vale School  
Firs Hill School  
Firth Park Festival  
Firth Park Library  
Fountain of Life Christian Centre  
Friends of Abbeyfield Park  
Friends of Burngreave Cemetery  
Friends of Parkwood Springs  
Friends of Verdon Rec Centre  
Jamaican Independence Day  
Green City Action  
Grimesthorpe Allotments  
Health Walk  
Healthy Living with Diabetes  
Herries Road Surgery  
Home Fire Girls  
Hucklow School  
International Women's Day  
ITCSSS Study Support  
Jamia Masjid Ghausia Mosque  
Knit and Natter  
Languages Sheffield  
Maan Somali Mental Health  
MAAT Probe Group  
Masjid Noor Mosque  
Mother's of Burngreave Network  
Murder Mystery event  
North East Adult Learning Guide  
North East Community Assembly  
Osgathorpe Park Pavilion  
Out of School Network  
Owler Brook Children's Centre  
Owler Brook School  
Pakistan Advice Centre (PACA)  
Parkwood Academy  
Parkwood Springs  
Parkwood Summer Fair  
Pedal Ready  
Pilsung Taekwondo Club  
Pitsmoor Adventure Playground  
Playground Users Group  
Pitsmoor Citizens' Advice Bureau  
Pitsmoor Lunch Club  
Pitsmoor Methodist Church  
Pitsmoor Surgery  
Pye Bank Conversation Group  
Pye Bank School  
Rainbow's End  
Reach High 2  
Rock Christian Centre  
Roma Advocates (PACA)  
SACMHA  
SAGE Greenfingers  
Shaibi Organisation  
Sheaf Training  
SHEBEEN  
SADACCA  
Sheffield Futures  
Sheffield Heritage Foundation  
Sheffield Mind and Body Project  
Sheffield Somali Forum  
Sheffield Stop Smoking Service  
Sheffield Wildlife Trust  
Somali Education Breakthrough  
SY Migration & Asylum Group  
South Yorkshire Police  
St Catherine's School  
St Cuthbert's Church  
St James' Church  
St James' Parent and Toddler  
St Peter's Ellesmere  
Stop Smoking Service (SCC)  
Streets Ahead (SCC)  
Tool Bank (GCA)  
Tradebase Allotments Group  
Tusaale United  
Verdon Recreation Centre  
Verdon Street youth club  
Vestry Hall Art Club exhibition  
Watoto Pre-School  
Welcome Toddler Group  
Well Dressing  
Wensley Community Centre  
Wensley Easter Holiday Activities  
Whiteways School  
Women's Cycling sessions  
Yarnbombing craft group  
Yemeni Community Association  
Zero Budget Film Festival

Burngreave Messenger Ltd  
Abbeyfield Park House  
Abbeyfield Road  
Sheffield S4 7AT

Tel: 0114 242 0564

[www.burngreavemessenger.org](http://www.burngreavemessenger.org)



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