

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.



Abbeyfield Park Multicultural Festival

Sunday 7th July
1 - 6pm



TYRES
PART WORN
NEARLY NEW TYRES
NEARLY NEW
PUNCTURE REPAIRS



Open 7 days 9am - 6pm

490 BARNSELEY ROAD

GOODYEAR BRIDGESTONE MICHELIN Continental

Prime PIZZA
PRIME CURRIES
Open 7 days
4.30pm - Midnight

Free delivery on orders over £10.00 and 70p for orders under £10 within a 3 mile radius
All Pizzas have a fresh base of Mozzarella Cheese, Special Recipe Pizza Sauce and Italian Herbs cooked to perfection!
Create your own Pizza!
We also offer Burgers, Southern Fried Chicken, Kebabs, Garlic Breads and Curries

243 9786 or 243 2442
38-40 Firth Park Road, Firth Park, Sheffield
Or order online at www.primepizza.justeat.co.uk



Watoto Pre-School
Quality education and play for each individual child

FREE PLACES AVAILABLE
Watoto Pre-School is registered with Sheffield City Council to offer FREE early learning places to all eligible 2, 3 and 4 year olds.
• All 3 & 4 year olds are eligible for a FREE place the term after their 3rd birthday.
• Eligibility for a FREE 2 year old place is currently based on a criteria determined by the council.
• All eligible children are entitled to 15 hours FREE per week over 38 weeks

Choose the BEST
Our current Ofsted rating is GOOD with outstanding features - <http://www.ofsted.gov.uk/inspection-reports/find-inspection-report/provider/CARE/EY367292>
Call us now for an informal chat, arrange a visit or book your child's FREE place

139 Catherine Road, Sheffield S4 7HJ
Tel: 0114 275 1817
Email: info@watotopreschool.co.uk
www.watotopreschool.co.uk
Ofsted Registered / Registered Charity No. 1121786
Company Ltd No. 5876584

NEW ADDRESS
ROOM 1, 4TH FLOOR, JOHN BANNER BUILDING,
620 ATTERCLIFFE ROAD, S9 3QS

ART
ARWA RELAXATION THERAPY
Hot-stones Massage
Full hour: £45 Half hour: £25
Holistic Massage
Full hour: £40 Half hour: £22
Indian Head Massage
£20
20% DISCOUNT
1ST JUNE - 30TH JUNE
GIFT VOUCHERS AVAILABLE
Contact Arwa Havard on:
07532 329 723
foreverarwa@gmail.com | artmassage.yolasite.com
Find ART on Facebook. Search for 'Arwa relaxation'



Amora VERTICAL BLINDS SALE

VERTICAL • VENETIAN • ROLLER • ROMAN • PLEATED • VELUX

3 Easy Steps
1 Book a FREE appointment

Affordable FURNISHINGS
The Factory Outlet

3 FOR £89
Beds from £49
Sofas from £299

NEW WEBSITE, NEW PRICES
www.affordablefurnishings.co.uk



Carpets & Flooring
FREE Measuring
FREE Fitting
FREE Delivery

WE WILL NOT BE BEATEN ON PRICE!
PRICE MATCH PROMISE
OPEN 7 DAYS 9AM TO 6PM

The Wicker Arches, S3 8JD Telephone: 272 8031

SWIFT PHARMACY NHS
BURNGREAVE
Your Local Late Night Pharmacy
We can order, collect and deliver your prescription to your home for **FREE**



Tel: 0114 272 3366 1 Gower Street | S4 7HA
OPEN 7 DAYS A WEEK TILL LATE

DEMENTIA? WELCOME!
CAFÉ
Wednesdays 11am - 1pm
The Furnival
199 Verdon St, S3 9QQ
Contact Nick 07725 569 380
nickanderson@phonetocopy.co.uk
or Georgia 07535 276 790
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



LOTTERY FUNDED

Registered Charity No. 1130836