

Firhill crossing complete

Source: Liz Smith
 A zebra crossing has been installed on Firhill Crescent, after a successful campaign by St Catherine's School and local residents.

While local schools were closed in October, planned traffic-related measures, including a bus lane and zebra crossing, were put in place ahead of the Christmas Community Closure. This was a success story for the school and local residents, and the zebra crossing was installed on Firhill Crescent in November. The crossing was installed on Firhill Crescent in November. The crossing was installed on Firhill Crescent in November. The crossing was installed on Firhill Crescent in November.



Lego club meets the Queen

Source: Nicola Howard
 The Lego Club of Fir Hill School was included as part of a volunteering project for the Queen's visit to Sheffield on 19th November.

Children and parents from Fir Hill School were invited to meet the Queen and Prince Charles at the school. The children were given a tour of the school and met the Queen and Prince Charles. The children were given a tour of the school and met the Queen and Prince Charles. The children were given a tour of the school and met the Queen and Prince Charles.



To find out about all the Christmas and holiday events in this issue, visit:
www.burngreavemessenger.org/events

Burngreave keeps going in the snow

More than 12 inches of snow and prolonged cold weather brought disruption for many residents in December.



Children at Bryn Wood School enjoy the snow

Schools were closed for several days, and many events and local meetings were cancelled due to hazardous conditions on roads and pavements.

Despite the difficult weather, many schools and clubs continued to operate. The snow did not stop the Burngreave Community from holding its meetings. The snow did not stop the Burngreave Community from holding its meetings. The snow did not stop the Burngreave Community from holding its meetings.

New Deal's buildings go to the Council



In December Sheffield City Council agreed to run Saby House and Vestry Hall on Spital Hill to avoid New Deal becoming insolvent.

Burngreave New Deal for Communities will close before the end of March next, and the buildings and all assets will go to the Council. The proposal was agreed by cabinet on 22nd December. The Council will continue to manage the buildings open and in use, to ensure they are not left empty. The Council will continue to manage the buildings open and in use, to ensure they are not left empty.

Cuts are coming

Government cuts have been talked about for months, but we will soon start to see the effects of cuts. Despite claims that they will be fair, it is widely understood that the poorest and most vulnerable will feel the effects of cuts the most.

Details of what to expect are on page 6. Let us know if there is a cut that will affect you or your group. Many are still in receipt of education, adult education, study support and employment. Support like counselling is also available. Support like counselling is also available. Support like counselling is also available.

Burngreave faces cuts

The Council decided its budget on 4th March, cutting £8million from its spending.

What will it mean for you? Some of it is very serious. The budget shows cuts in many areas. The budget shows cuts in many areas. The budget shows cuts in many areas. The budget shows cuts in many areas.



People from Burngreave joined demonstrators against cuts in Spital Hill and in the town. See Messenger website for more photos.

Young people challenge cuts

Young people have been protesting against cuts in Spital Hill and in the town. See Messenger website for more photos.



Young people have been protesting against cuts in Spital Hill and in the town. See Messenger website for more photos.

Pitsmoor stole secret millionaire's heart

Source: Sharon Sophie Mc
 Channel 4's Secret Millionaire provided some goals for a Burngreave charity shop. On Tuesday 3rd May, it was revealed how in program millionaire took a shine to Rainbow's End, an entrepreneur Simon 'Sims' Choudhury built up £100,000 towards a new building to develop other parts of the Rainbow work.



'Mum's the Word'
 Seven-month pregnant Sims kept her business secret and pretended she was just a mum. Sims kept her business secret and pretended she was just a mum. Sims kept her business secret and pretended she was just a mum.

Sim's business was not just a mum's business. Sim's business was not just a mum's business. Sim's business was not just a mum's business. Sim's business was not just a mum's business.

Festival for everyone

Source: Vivian Llewellyn
 Phoenix Avenue, Linton and Cavendish Wood Abbeyfield Park Multicultural Festival continued for another year thanks to the local volunteers who made it happen.

People from all of Burngreave's communities came together to enjoy the entertainment in the park on Sunday 14th. The festival was held in the park on Sunday 14th. The festival was held in the park on Sunday 14th. The festival was held in the park on Sunday 14th.



Many thanks to all the organisations who have supported the festival this year.

Abbeyfield Park Multicultural Festival
 Sunday 10th July 1-6pm
 Volunteers wanted! music, stalls, food, activities, sport, dance and much more!
 For stall & stage bookings, or to volunteer, contact: apmf.festival@gmail.com 07415 414 499

summer activities
 see pages 12 & 13

Tesco prepares to open on Spital Hill

It's been a long time coming but the Tesco on Spital Hill is due to open on 31st October.



This huge store - over 100,000 square feet of retail space - will change the area significantly. Many residents say they welcome a supermarket close by and expect more jobs. Others fear it will damage other local businesses and make traffic worse.

The store the Messenger reports the views of local businesses, as the opening draws near, and residents' experiences of the recent re-orientation process.

See page 4 - for our full feature.

International confectioners arrive in Fir Vale

Source: Robin Prews
 Shoppers in Fir Vale will be able to satisfy their sweet tooth when Kashmir Crown Bakery, the biggest Asian sweet and confectionery manufacturer in Europe, opens its first South Yorkshire store in Fir Vale on 28th September.



Originally based in Bradford, Mohammed Zahedi in 1990 with the aim of creating a UK-based confectionery business with outlets across the north-west and central to southern parts of the country's largest retailer, the Bradford-based giant has invested almost £20,000,000 in the premises at 140-142 Fir Vale Road, transforming the interior of two shops into one purpose-built retail space and bakery. Managing Director, Ashraf Zahedi explained why they had decided to choose to open in Fir Vale.

Many of our customers come from this area. People were regularly travelling from Burngreave and Sheffield all the way to Bradford for our products. We decided on Fir Vale because it has a good community, good transport links and...

Kashmir Crown Bakeries will open its doors on 28th September with a special celebration featuring 50% discounts on all products on 28th and 29th September.

Burngreave Messenger Limited Annual report 2011

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Photos by: Lydia Flanagan, Delroy Galloway, Smaira Sadique,
Sarah Cooper, Lisa Swift, Jamie Marriott,

Keeping going

It's been a tough year, but the Messenger is still here!

We have secured Big Lottery funding which will fund us in part for the next 3 years starting in October 2011.

We also have the backing of the Tudor Trust, who were able to continue our funding for a further 2 years, with a smaller grant than the previous 3 years. It was a great boost that the Tudor Trust had confidence in us to continue their support.

We have also survived because of huge amounts of volunteer time, the continued support of local groups and businesses who advertise with us, and the generous donations of local residents.

Despite the financial pressures we have achieved a great deal in the last 12 months. A review of how we met our charitable aims through the production of the Messenger is on pages 4 and 5. Highlights of the report include:

86 Organisations supported

26 Businesses supported

94 individuals contributing to the Messenger

51% increase in visits to the Messenger website

35 regular distributors, mainly young people, doing a great job

Over the next 3 years we will be focusing on meeting the outcomes in the Big Lottery application, through the production of the Messenger newspaper and website, which are to:

Help residents be more active in the community

Help residents build their skills through volunteering

Help residents feel part of their community

Support groups of residents to be involved in local decision making.



Editorial and production

Increasing awareness of services and opportunities

In each issue we promoted services and opportunities available to residents. We had features and adverts about:

86 different organisations and projects

26 local businesses

This year there was a focus on:

Health issues: Features on cancer awareness, weight management, choosing the right services, mental health and wellbeing were sponsored by the Healthier Communities Programme.

Tesco jobs: Through the pages of the Messenger, the website and local networks we worked hard to make sure everyone was aware of the job process for Tesco.

Activities for Young People: Working with youth providers in the Burngreave Youth Network, and with the help of Messenger volunteers, we put together a comprehensive summer activities listing. We also featured half term activities.

Increasing involvement in local groups and activities

There are lots of local people active in the community, and we have aimed to support their work through features about local groups and activities.

Events: We promoted events throughout the year particularly in the summer, and at Christmas holidays for local residents to get involved in.

Fundraising: Local residents worked together last December to raise money to help victims of the floods in Pakistan. We also supported other fundraising efforts for local children.

Tenants and Residents Associations: We tried to include information about local TARAs activities in every issue.



Increasing confidence and pride in Burngreave

We celebrated the achievements of individuals and organisations - it's not hard to show that Burngreave is a great place to live, and that great people live here.

Local schools: Our local schools are definitely something to be proud of. With the help of extended schools workers we were able to highlight the hard work of children and staff.

Positive people: interviews and features highlighted the individual achievements of young people, youth workers, adult learners business owners, community workers and campaigners.

Local history: the heritage of our area and the memories of long term residents were recorded by Firs Hill Local History Group, and the Messenger's Local History Class. The class is currently working on a book about 19th century Pitsmoor. Documenting the struggles, achievements and lives from the past helps us understand the importance of the area in Sheffield's history.

Involving residents in the Messenger

We have maintained a broad range of volunteers throughout the year, with residents of different backgrounds, ages and abilities joining and continuing to contribute to the production of the Messenger newspaper and website.

Help from other groups: There were 94 different contributors in the last 12 months. With less funding we were not able to do as much work to engage local residents. However,

local organisations have supported us with contributions, and in many cases supported their own volunteers and young people to make contributions to the Messenger.

Supporting volunteers: we continued to provide one-to-one support so residents could get involved in the website and editorial activities. We used our volunteer pack, which includes guidance sheets to help volunteers get started with their writing. We helped new volunteers prepare questions for interviews, and accompanied them on their first few assignments.

Supporting residents to address problems and issues

We supported campaigns by residents on a number of important issues, many of them connected to cuts in services:

Cuts to Young People's services: We were active in supporting a campaign about EMA and youth services. Young people presented a petition to the Council, which saved Study Support from a severe funding cut.

Saving important jobs: We supported a campaign by young people to save youth worker Imran Ali, which was successful. Streetworx youth workers, however, were lost.

Action for ESOL: Another campaign we were actively involved in alongside learners, tutors and other local organisations, this resulted in a U-turn by central government on fees.

Leave to remain: We supported two local campaigns for local residents who were threatened with deportation after many years as part of the Burngreave community.

Fighting eviction: We supported a local residents to fight eviction, alongside the Law Centre, after her Jack Russell was labelled a dangerous dog.

Missing Door: We supported a Bressingham resident in getting a new door, 12 months after it was promised by Sheffield Homes, who had failed to replace it.

Highlighting issues: sometimes the Messenger highlights issues residents may not be aware of,

but can support people to address. This year's issues included poor park improvements, removal of resources in Page Hall, and a lack of investment in Ellesmere Green.



Increasing understanding in the community

Throughout the year we have developed stories that reflect the different backgrounds, cultures and beliefs of people living in the area. Features such as these increase understanding of different parts of the Burngreave community; this is supported by the findings of our evaluation in June 2010.

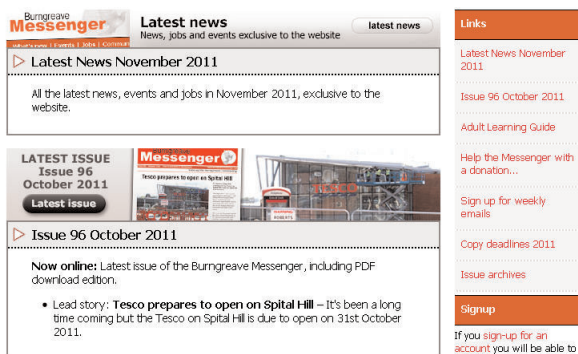
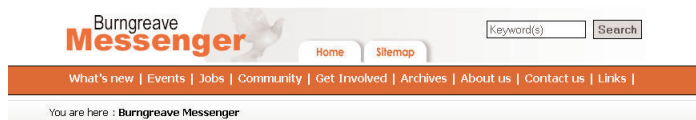
Faith: we have highlighted interfaith work in the area, as well as reporting on residents' celebrations of religious festivals, including Christmas and Diwali.

Gender: There have been many articles about women gaining a strong voice in the community. Equally positive male role models have also featured.

Ethnicity: The Messenger aims to reflect the many different communities in our area. We rely on connections with individuals and groups, to achieve good representation of the whole community and this is always open to review and improvement.

Age: The Messenger has reflected the many positive contributions and achievements of local young people. Equally we aim to include content that reflects the concerns and interests of older residents.

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 small 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 increasingly getting completed in advance of the deadline.

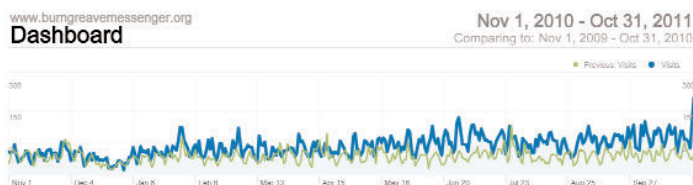
Users

We currently have a total of 246 subscribers to the website who can receive email updates and add comments to the website. 46 of those have 'editor access' at various levels

Website visitor statistics (Nov10 - Oct11)

Website popularity has increased on the previous year, with 33,222 total visits in this last year compared to 22,060 in the previous, with 25,230 'Absolute Unique Visitors' compared to 15,950 in the previous year.

The most popular parts of the site have been the jobs section, issue archives, what's new section and the community groups section.



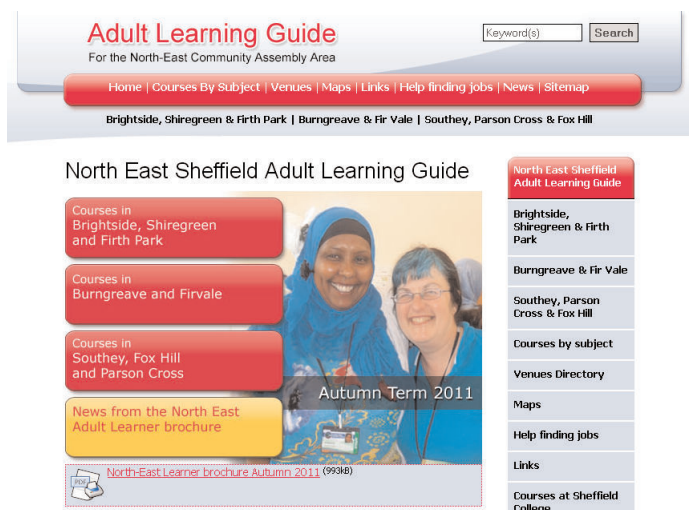
Extra Content

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, though these ended when staff hours were reduced. Following being awarded a lottery grant, we have recently been able to begin these again.

In the last year, 107 extra articles not appearing in the printed issue have been added to the site.

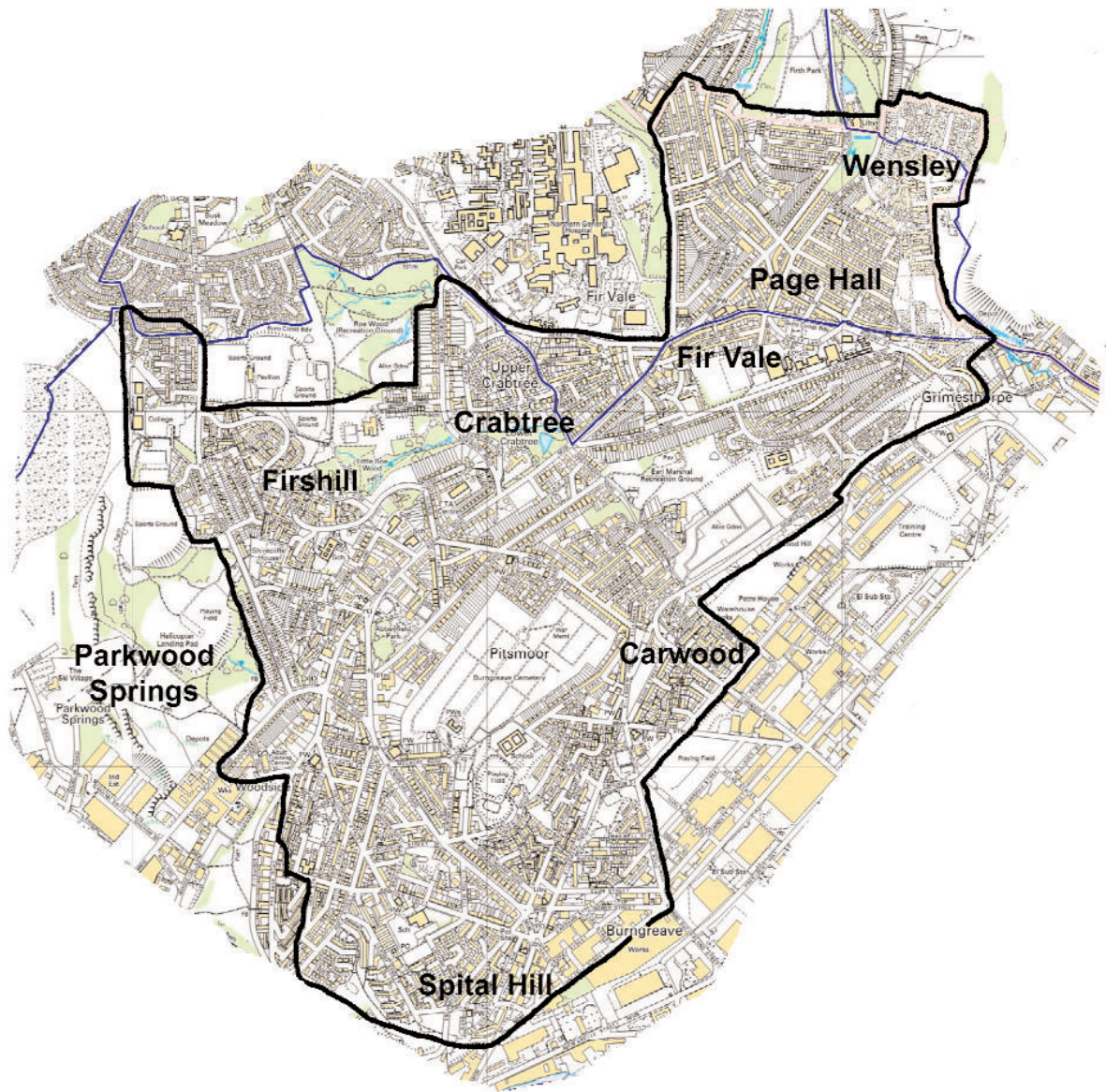
Other websites

The Messenger has been fortunate enough to continue the contract to maintain and update the online version of the North East Community Assembly area Adult Learning



Guide each term, and in this last year has also set up a news/blog site which members of the learning network can contribute to. The Messenger will continue to update the website into this next year, which like the Messenger's site also involves our web volunteers in adding content.

We also continue to provide the BCAF and Green City Action websites, and we still keep the BNDfC website live.



Distribution

Distribution of the Messenger has been maintained at 9,500 throughout the year. 9,000 copies of the paper are delivered door-to-door to the Burngreave, Fir Vale and Wensley areas. 500 copies are delivered for public display to schools, doctors' surgeries, pharmacies, residential homes, clinics, libraries, youth clubs etc.

We are very fortunate to have an excellent, reliable team of distributors. We monitor our distribution on a regular basis and very few problems have been reported back to us over the year. On the odd occasion when people report difficulties with delivery we post out a copy of the Messenger.

Recruitment and retention

We have 35 regular distributors. Most of these are young people to whom we are able to offer the opportunity of paid work. For younger

distributors (13 and under), distribution has to be undertaken with parents.

We also pay young people to collate leaflets into the magazine. The collations provide a way to offer paid work to young people without the level of responsibility that a paper round entails. We have 14 regular collators and a small waiting list for collation.

The role of volunteers

Volunteers are involved throughout the distribution process, from counting and packing boxes with Messengers for delivery, transporting boxes to distributors, dropping copies of the Messenger off at public places and undertaking phone monitoring to ensure that deliveries have been completed.

As with all other aspects of producing the Messenger, the input and involvement of volunteers is crucial to the success of the magazine.

Finance, advertising and additional projects

2010/11 was the third year of Tudor Trust support and we additionally secured £10,000 from Sheffield City Council (Lifelong Learning & Skills) for a discrete 6-month project promoting adult learning in Burngreave. But we were unable to obtain any more grants for producing the Messenger, and once again we had to rely on our reserves to cover the year-end deficit of £3307, bringing the unrestricted reserve down to £5361 (2010: £8668).

Income for the year was £70,927 (2010: £73,393), including an increasing number of donations from Messenger readers. Expenditure in 2010/11 was £74,234 including £10,000 spent on the Promoting Learning project (total expenditure 2009/10: £82,184).

Core costs that were not funded by grants amounted to £32,253 (2010: £33,856), of which £29,321 (2010: £25,065) was covered by advertising and other revenue.

The resulting deficit was despite the Messenger making further cuts to the salary budget during the year. Our financial priorities for the future are:

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

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

- To restore and maintain reserve levels to at least 10% of annual running costs.

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 seen an increase in the amount of pages sold, selling just over 44 (44 ³/₄!) pages, compared to 32 in the last year.

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 smaller local organisations and services, this has slightly increased. And we continue to be well supported by local businesses, with several regularly using the Messenger to promote their services. Demand for back page colour space has increased, and we are looking into ways we can reform the pages to accommodate these requests.



Promoting Learning and Skills

Between October 2010 and March 2011 the Messenger managed the 'Promoting Skills & Learning' project funded by a grant of £10,000 from the Community Assembly. Its aims were:

- To promote use of the North East adult learning website (www.ne-adultlearning.org.uk) amongst residents and relevant organisations.

- To conduct a survey of adult learners to establish how residents currently find out about courses, so helping providers and host organisations to more effectively target promotional material.

- To investigate the feasibility of establishing a central contact point for Skills for Life/ESOL learners, tutors, providers and host organisations.

The project was successfully completed on time. Copies of project reports submitted to the Community Assembly can be obtained via the Messenger.

Appendix A - Volunteers and Contributors

Abdelmalik Djaroud	Frankie Curry	N. Khan
Abtisam Mohammed	Gaby Spinks	Neill Schofield
Ahmed Mohamed	Gaynor Carr	Nicholaus Hall
Aliya Shafiq	Gladys Newbolt	Nirmal Fernando
Andy Stockton	Gordon Shaw	Noel
Angela Barrows	Hannah Wittram	Rashida Hassanali
Ann Creasey	Imran Ali	Refat Mahmood
Anwar Suliman	Ivor Wallace	Richard Belbin
Arzoo	Janaid	Richard Hanson
Ashley Scrace	Jenny Tibbles	Rob Bullock
Brent Moya	John Mellor	Rohan Francis
Carl Rose	John Steers	Ruqayyah Fatimah Saddiq
Caroline Harris	Kate Atkinson	Saleema Imam
Carrie Hedderwick	Kamalbir Singh	Sandra Heilberg
Catherine Brown	Kath Swinney	Sara Burkinshaw
Cecelia Vincent	Keith Farnsworth	Sarah Finnegan
Charlie Sellings	Laura Moya	Sarah Greene
Chetna Patel	Laura Pearce	Serish Bibi
Chris Blythe	Lauren Merryweather	Sharon Buttery
Christina White	Leonie Kapadia	Shima Nazir
Christine Steers	Linda Keane	Smaira Sadique
Claire Shaw	Lisa Harrison-Winfindale	Sophie Mei
Colombine Neal	Liz Smith	Sylvia Reaney
Delroy Galloway	Lydia Flanagan	Tahira Khan
Derrick Okrah	Marion Graham	Tim Neal
Diana Mohammed	Martin Currie	Usha Blackham
Diane Hameed	Maxwell Ayamba	Val Ellis
Douglas Johnson	Michelle Cook	Vivien Urwodhi
Elizabeth Shaw	Mick Ashman	Zia Khan
Emma Msigiti	Mohamed Bashe	
Farah	Mrs Stroud	
Firas Najah	Muhammed Ahmed	
Fran Belbin	Muneebah Waheed	

Appendix B - Organisations supported

Organisations and projects supported

76th Sheffield Scout Group	Gen R8 Youth Group
205th St Catherine's Scout Group	Green City Action
Abbeyfield Park Multicultural Festival	Grimesthorpe Community Gardens Group
Agewell Craft Group	Hadfield Institute
All Saints Youth Club	Health Champions Project
Arundel Street Project	High Flyers Youth Group
ASSIST	Hindu Samaj
'The Big Bang' African Drummers	Holtwood Action Group
Black Card	Hucklow Nursery
British Trust for Conservation Volunteers	Knit & Natter
Brushes Busy Kids Group	Launchpad
Burngreave After-School Study Support	Muslim Women's Voices Network
Burngreave Ashram	NHS Healthier Communities Programme
Burngreave Community Action Forum	Osgathorpe Park Pavilion Youth Club
Burngreave Community Craft Association	Outreach Improvement Project
Burngreave Garden Share Project	Pakistani Advice & Community Assoc.
Burngreave Promenade Players	Parkwood Academy
Caribbean Health & Well-Being Group	Pitsmoor Adventure Playground
Carwood TARA	Pitsmoor CAB
Christ Church Pitsmoor	Pitsmoor Dental Health Centre
COMAC Bicycle Repair Project	Pitsmoor Lunch Club
Crescent Community Centre Playgroup	Pitsmoor Surgery
The Crescent Craft Group	Reach High 2
Defend Council Housing	Right Here Sheffield Partnership
Disasters Emergency Committee	The Rock Christian Centre
Earl Marshall Juniors FC	SACMHA
Ellesmere Children's Centre	SAGE Green Fingers
Ellesmere Youth Project	St Peter's Church Ellesmere
Firshill & Pitsmoor History Group	Sameem Hallam Society
Firshill Craft Group	School for Vegetables Project
Firshill TARA	Sheffield Anti-Cuts Alliance
First Start	Romano Jilo Dancers
Firth Park Festival Group	Sheffield Health Trainers
Friends of Burngreave Cemetery	Sheffield Wildlife Trust
Friends of Devon Gardens	Sheffield Young Carers VOYCE Project
Friends of Firshill School	SHIFT
Friends of Firth Park	Shiloh Church Gospel Choir
Friends of Parkwood Springs	Sistahood BME Young Women's Forum
	SOLID Support Group

South Yorkshire Safer Roads Partnership
S.P.A.C.E.S. North
Streetworx
Verdon Recreation Centre
WATOTO Pre-School
Welcome Residents' Group
Wensley TARA
Whiteways Community Learning Group
Yemeni Community Association

Local Businesses

The Accident People
Affordable Furnishings
Albert Winter & Peter Dearden Accountants
Alliance Care
Arwa Relaxation Therapy
Aswaaq Zain Clothing
Cassy's Salon
Chaman Restaurant
Corporate Roadside Rescue

Firshill Glade Shop
Fir Vale Pharmacy
Global Immigration
Infinity Financial Services
Irwin Mitchell Solicitors
Kebabish Grill Bar (Fir Vale)
NSM Driving School
Page Hall Autos
Pitsmoor Convenience Store
Prime Pizza
Rainbow's End
Sheffield Academy Of Martial Arts
Tasties Original
Tesco
Universal Pizza & Burgers
Wicker Pharmacy
Williams Marketing

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