

Overall private sector sales levels did not reach the hoped for volumes, but much experience was gained which will stand the partnership in good stead for the future, providing us with an evidence base to redefine our sales planning and business model.

Print **8552.00**
How many copies in total? Increase of?

The project published three editions of Eastwise with 22,000 copies, and one edition with 24,000, making an average increase of 17,500 copies per edition.

Distribution **7100.00**
How many distributed? What new areas?

In total 90,000 copies of the magazine were distributed over 4 editions. Three new wards were covered by Eastwise – St Michael’s, Ryhope, Millfield, in addition to original Hendon area.

Ad and recruit **723.27**
Where used?

For sales staff in Sunderland Echo, Newcastle Chronicle and Journal

Stationery	28.96	28.96
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CMP registration	15.00	15.00
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Total cost		23999.68
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Project Outcomes – as in original submission

	target	achieved
Issues published	4	4
Copies printed and distributed Per issue	21,000	22,000 (May08 24,000)
VCS partners involved	3	3
<u>VCS groups promoted</u>	40	130
<p>In each edition there have contributions/promotional material from at least 15 separate organisations, which has been supported by editorial staff either by rewriting, artwork, subediting or as original pieces. In addition to which the VCS directory has included contact details for 130 organisations in each edition.</p>		
<u>Posts secured</u>	3.5	3.5
<p>One staff member subsequently left to join Northumbria Police as a press officer.</p>		

Working practices established 1 2

The Community Media Partnership LLP was established and registered during the project, requiring protocols to be designed for profit sharing, governance and partner responsibilities.

In addition partners agreed an approach to establishing a standardised rates card, and informal agreements on exchanges of staff expertise, shared content and production support when necessary.

Strategies developed 1 1

Sales and sustainability – a working approach to addressing long term sustainability for the individual titles, and for the CMP itself has evolved with the aid of frequent reference to experience during the project. Through regular meetings between the two titles a clear picture has emerged of the demand for community publications, and their natural stakeholders in the City.

As a result the CMP is now focused on three main aims – firstly, preparing a bid for the Working Neighbourhood Fund to support training and development in local communities. Secondly, developing our role as public service publishers, and thirdly, increasing our potential to serve the private sector and local business.

Statistics and examples of success

Increase in print run/distribution – 350% increase in distribution from 5000 to 22000
Increased joint audience with Colliery Chronicle – now 50,000 households across the East and North areas of the City.

University placements – the project has been able to offer work placement opportunities to five students from Journalism courses at Sunderland University. Placements are a required element of these students’ courses, and working with Eastwise fosters a better appreciation of the value of local communities for these students, as well as enabling more effective inclusion/outreach by the University itself. The students have brought a range of skills and interests to the magazine, widening perspectives and introducing new ideas.

Contributions from all areas - groups and individuals from all four wards in the distribution area are now contributing to the magazine on a regular basis. This is the prime indicator that the publication has now established itself in its ‘new’ wards and is embedded in the local community networks.

Shared content – the two titles have successfully been able to share editorial content as well as advertising, indicating that there is an audience for a mixture of local and cross neighbourhood content, and that the model can be successfully used to cross neighbourhood boundaries with wider interest messages and issues.

SIB promotion – Eastwise has been effective in promoting some of the projects which have benefited from SIB, demonstrating the potential for much increased work both with SIB and other public interest information.

Registration of the Community Media Partnership (CMP) LLP – the CMP framework has now formalised the way community based publications can work together in Sunderland. This offers a public service focused alternative to mainstream media, and an umbrella identity to support prospective new titles, bids for major funding opportunities, and relationships with citywide institutions and stakeholders.

Response from councillors – the magazine has recently renewed contact with ward councillors, leading to discussions on how Eastwise and the CMP can better support councillors in serving their constituencies, the potential role of community publications as a channel for public information, and opportunities for training, education, jobs and enterprise linked to such projects.

Other funding

NDC income August to Sept07	target	actual
	18,000	16,940

Advertising sales

Edition	target	achieved	
June07	5000	6000	
Sept07	8950	7300	
Nov07	<u>9400</u>	<u>13586</u>	
Jan08	<u>11750</u>	<u>8174</u>	
Mar08	<u>14750</u>	<u>16333</u>	
Total	49850	51393	(+3.%)
<u>Nov07 – Mar08</u>	<u>35900</u>	<u>38093</u>	<u>(+6%)</u>

including 8450 through CMP LLP invoicing system.

Key lessons and issues from the project

difference made in comparison to areas where no funding

The project has enabled the magazine to reach areas where previously there was no community publication – Ryhope, St Michael’s and Millfield – and to become established in those areas. This has given groups in those wards a chance to promote themselves either through contributions or through entries in the VCS directory. Feedback from the new areas has been very supportive, with a strong supply of contributions from groups, and many comments and suggestions from the extended readership.

Our partnership with the Colliery Chronicle has led to a similar VCS listing for the North side becoming a regular feature in that publication.

Recent exploratory discussions in the West area have indicated a strong interest in developing a local community title, and in the potential membership of the CMP as a way of facilitating and supporting that work.

added value

SIB support for the project has added value in a number of ways to an existing publication –

- extended the area of coverage to from 5,000 to 22,000 households
- increased number of VCS organisations supported by 60%
- enabled a working relationship with the North area for a potential audience of 50,000 households
- opened up opportunities for joint funding bids for future sustainability
- increased opportunities for volunteer skills development and student placement/work experience
- enabled wider stakeholder relationships with citywide partners

implications for existing service provision?

The project has demonstrated that community publications are effective in promoting the VCS, and in reaching communities with public information messages, and advertising. The potential is now clear for using the model in other areas to create a more **effective public service media**.with strong advantages for stakeholders who need to get their message across to everyone, and for supporting local democracy, elected representatives, VCS groups and others to nurture local communities.

The continuation and extension of community based publishing could be an innovative and effective element in any response to the Government's recent white paper on promoting community empowerment.

Future Planning

Project needs to continue?

Yes, and the partnership model can be replicated to maximise the potential for all concerned.

How will it be funded?

The partners have a bid to the Working Neighbourhoods Fund under preparation – Sunderland University, the Colliery Chronicle and interested parties in the West area are currently involved in discussions. The proposals will deliver outcomes including - jobs safeguarded, jobs created, a new title established, new businesses in the form of a Community Interest Company magazine and a distribution company, volunteer training, and university places for Journalism training for local people.

In addition we will be exploring the opportunities for a stronger role in supporting the delivery of public information on behalf of mainstream partners, and the potential of our increased audience for private sector clients.

East and North Areas Community Publishing Partnership Project

Outputs/measurable benefits –

new facilities – The Community Media partnership LLP (CMP) is now established (28/8/07) as a proven method of getting community information to almost 50,000 households across the North and East areas of the City.

The CMP also provides a strong framework for advertising sales for the two member publications.

Sustainability

The main aim of the project has been to develop a sustainable model for community publishing across the City, and central to that is identifying and growing income streams, primarily from the sale of advertising space.

Developing a working sales strategy has been problematic for a number of reasons.

Firstly, the community focus and ethos of the publications have been difficult concepts to come to terms with for candidates working in a traditional print sales environment.

Secondly, attracting the calibre of sales person needed has proved to be impossible, our experience has shown that good sales people are in great demand and extremely expensive and were therefore always likely to be beyond our reach.

Thirdly, it is always difficult to recruit for a temporary position, which was all that could be offered at present.

On the positive side we have learned much from our experiences over the project period. Our sales and marketing approaches are now much more focused, with a clearer understanding of our publications' potential value to the public sector and of the flexibility and needs of private business across the City.

The project has used a basic telesales approach (through intowork and SNFZ) to generate initial leads in the private sector which are then prioritised and followed up by our own staff team.

Public sector leads are developed and closed also by our staff team. All staff involved in sales are rewarded with commission on sales closed. While this is an effective method using staff skills and experience, it does place more pressure on the production side of activities.

Although the value of sales through the CMP have to date been relatively modest, the joint working arrangements between the two publications have been much more encouraging.

Joint working has extended to shared skills in design and journalism, and slightly

staggered print dates allow the titles to share staff resources at critical times.

In addition the SIB support has enabled our titles to develop an enhanced profile which has attracted interest from tutors and students at Sunderland University's journalism course. Regular work placements by some of these students go some way to easing the pressure on preparation of editorial content.

The workload on the current staff members leaves little room for inevitable situations arising from illness, holiday or family emergencies, and this is an area we will need to address certainly within the medium term.

General Comments

The project has demonstrated the feasibility of the joint working model for community based and controlled publishing in the City of Sunderland.

The Community Media Partnership (LLP) has been established as a framework, and has gone some way to demonstrating how joint working can help support individual titles.

The content and quality of the two publications has improved over the period of SIB support, and feedback from the community at large has been very positive.

The promotion of community facilities/groups and organisations through local VCS directories has been very well received by all concerned.

Advertising revenue has begun to improve.

The public sector in particular has begun to realise the effectiveness of the publications in reaching its target audiences. More work is needed in the business and the educational sectors.

Overall we believe the project has been successful in allowing the partners to explore a variety of issues, and, although the central business element of income generation is not yet at the desired level, the potential for future business growth and the operational needs for the partnership and for the individual titles are now much clearer.