

BARNSELY METROPOLITAN BOROUGH COUNCIL

South Area Council Meeting:

4th September 2015

Agenda Item: 8

**Report of South Area Council
Manager.**

South Area Council Community Magazine

1. Purpose of Report

1.1 To provide a proposed outline for the first issue of the South Area Council Community Magazine, and to decide on a final name for the South Area Magazine prior to its first edition in December 2015.

2. Recommendations

2.1 That the South Area Council agrees a name for the South Area Council Magazine, using one of the titles outlined in Section 3.5 of this report or another idea generated during discussion.

2.2 That the South Area Council approves the proposed content for the first edition outlined in Section 3.7 of this report.

2.3 That one Area Council member from each ward is chosen to sit on a small editorial group to oversee and approve the content of the Magazine produced by the South Area Team.

3. Background

3.1 At the meeting of the South Area Council on 24th April, 2015 it was agreed to fund the distribution costs of a 24 page Community Magazine to every household in the South Area (17,500 in total) twice a year, beginning in December 2015.

3.2 All costs for the production of the Magazine would be covered by 12 pages of advertising to be sourced by the agreed provider, Community Information Services (CIS). This would leave 12 pages of content for the promotion of the work of the South Area Council, Ward Alliances, Neighbourhood Networks and associated groups and organisations.

3.3 At the meeting of the South Area Council on 26th June 2015, a preferred format was chosen from examples produced by CIS in other areas. It was also agreed that although the content for the Magazine would largely be written by the South Area Team, a small editorial group comprising one councillor per ward would be established to oversee and approve the final content.

3.4 The South Area Team has been advised by CIS that all content for the first December 2015 edition will need to be submitted by the end of September 2015, which means that this editorial group will need to meet during mid-September.

3.5 It will also be necessary to finalise the name of the Magazine before the content for the first edition is submitted to CIS. Options for a name have been generated by the BMBC Communications Team, and have been briefly discussed at a recent Area Chairs meeting. The options provided by Communications are:

Option 1 - #Love Barnsley [this is the hashtag used by our Love Where You Live campaign]

Option 2 – Barnsley Focus

Option 3 – Barnsley Matters

For any of these options, a more local focus could also be used – for example, ‘South Barnsley Matters’.

It is clear that these are suggestions only and that it would also be possible to use another title not listed in the options but agreed by the Area Council at the meeting on 4th September 2015.

3.6 Following discussions within the South Area Team who will be producing the content for the Magazine, the following is proposed as the outline for the first edition, although it is recognised that subsequent editions may need to look very different as approved by the editorial group.

3.7 Each of the 12 pages of content will have approximately 200 words of text with additional photos or other images. The proposal is for:

1 page – Welcome from Area Chair and introduction of Area Council, Ward Alliances, Neighbourhood Networks and South Area Team, to provide context for the content

1 page – Tidy Team and its work to date (including information about how to volunteer or gain help from the Tidy Team for your community activities)

1 page – Enforcement contract and its work to date (including contacts to pass on intelligence)

1 page – Advice sessions and their work to date (including promotion of sessions)

1 page – Feedback from Summer Internship Programme (including quotes from young people taking part)

1 page – Promotion of courses for Local Businesses, particularly those starting in January 2016

2 pages per Ward Alliance to promote their work and the work of their funded projects and their Neighbourhood Network [6 pages in total]

Total = 12 pages

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