

Appendix 7

Priority area: Improving Communication

Background Information: Often resident's feedback they are not informed enough of local news and the Constituency Committee agreed 'Improving Communication' as a priority for the area. It was proposed to produce a monthly publication to include information residents want to read about.

Project Description: Birkenhead Constituency Committee to lead on developing a Birkenhead publication. It will be non political and inform people of news they are interested in.

A pilot of the publication is being proposed, funded from the committee's budget allocation for 2013/14. The long term aim will be to have a larger publication funded through public sector partners, grants and appropriate advertising as part of a community led 'News Hub' to gather and disseminate local news in appropriate formats. .

The pilot would be to produce an 8 page publication, bi-monthly for 6 months (3 editions) working in partnership with Lairdside Communities Together.

Lairdside Community Together would do the editorial of the publication (at a discounted rate), using their knowledge, experience and resources; they will also recruit an apprenticeship role to support with it through Wirral Metropolitan College.

The content of the publication would be devised from the committee and community requests.

The publication will be distributed to all households in Birkenhead (39,823 properties). The community will be used to distribute them, with incentives that will benefit their organisation e.g. local sports club, scouts group. It is proposed this is managed on a ward basis, the ward councillors recommending originations in their area.

Information to identify the need:

Currently only 24,962 copies of Wirral News are delivered direct to the homes in Birkenhead (only 63% of households) and 22,091 copies of the Wirral Globe (55% of households).

Consultation through 'on the street' questioning and an online survey have been carried out asking 5 simple questions:

1. Do you read any of the local newspapers?
If yes, what do you like about them
If no, why not?
2. What information do you think should be included in a Birkenhead Constituency Committee Community Newspaper?
3. Would you like to find out about what services and activities are offered in your community?
4. What other ways would you like to receive information? E.g., email or internet link?

We have received responses (see attached). The main reasons people don't read the papers can be summarise as:

1. It is not delivered in their area
2. The content is not want they want to read
3. Too many adverts

People have offered a lot of thoughts on information they would like to be included which would be used to devise the content (see attached). Key requests include:

- 1, Local News
2. Information on events
3. Local Achievements/ good news stories
4. What organisations are doing in the area

Outcomes to be achieved:

- Residents feel more informed and therefore better connected to the area/committee
- Reduce isolation by promoting activities/information to residents.
- Improved community cohesion

Project Cost:

The cost per publication will be:

Editorial	£2000
Printing	£3500
Distribution	£2000
Total	£7500

A pilot of 3 editions will be a total cost of £22,500

Contribution from Birkenhead Constituency Committee: £22,500

Partner Contributions/Provider: The pilot editions will be produced in partnership with Lairdside Together. They are a Birkenhead based organisation; established as a Community Development Trust in 1996 with objectives to promote, support and deliver regeneration, wealth, prosperity and economic well-being. They are providing the editorial element of production at a discounted rate and they will recruit and manage the apprenticeship role. They will advise and support with the distribution.

ABCD principles: The long term development of a community led news hub would involve community connectors to ensure the publication remains community developed and focused.