

PROGRAMME IMPACT REPORT

#WeStandTogether

Manchester
Affiliate Award Winner
2023
2024.

Inspired Minds: Community e-Magazine

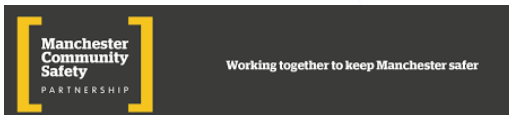
March 2025

Authored by:

Edward Hughes

Impact and Analysis Team

assurance@flowhession.org.uk





Report Type: End of programme evaluation report

Investment Body: Manchester City Council

Town/City: North Manchester

Programme Duration: May 2019 – January 2020

Why was the Investment needed?

For several years, the Foundation has been running programmes for young people in Crumpsall and Cheetham Hill, aiming to engage and support the local youth. The young people in the area, through the Foundation's local action group, expressed a strong desire to create an e-magazine specifically designed for them. Their goal was to foster a sense of belonging, pride, respect, and aspiration among young people in the community. This initiative stemmed from their experiences taking part in several local social action projects and activities, where they recognised the need for a platform that could amplify their voices and contribute to a positive image of the area.

A guardian group was established to further refine the idea of the e-magazine, where the young people emphasised the importance of developing essential media skills that are often lacking within the CERl diaspora. These skills included journalism, interviewing, participant observation, and writing historical articles. The group believed that by cultivating these skills, young people from Crumpsall and Cheetham Hill could contribute to shaping more positive narratives about their community. The investment in this project was seen as vital not only for promoting personal growth and confidence among local youth but also for enabling them to actively participate in and influence the media representations of their neighbourhoods.

Expected Outcomes

- Healthier friendships/ family relationships, including relationships between different ethnic groups
- Confidence to explore and express views
- Working as a team to complete a project
- Empowered youth
- Journalism skills
- Building aspiration, pride and trust amongst the community
- Positive views of Crumpsall and Cheetham Hill

Output - Data Dashboard

 total hours participants spent on project
144

 journalism workshops delivered **14**

 participants engaged **18**

 magazine design and discussion sessions delivered **8**

 % CERl backgrounds **100%**

 % of targets met **100%**

 e-magazine online circulation impressions **1,988**

 participants target **12**

 guardian groups held **6**

Impact

The investment provided young people with a unique opportunity to explore their communities in depth, gaining valuable skills in journalism and media. By working alongside graphic and art designers, participants not only enhanced their technical abilities but also had the chance to meet new people and broaden their networks. The magazine content reflected the heart of Manchester, with stories about local homeless organisations, the rich history of the Manchester bee, a visit to a local history museum exploring the impact of transport on the city's textile industry, and even an interview with actor Abdullah Khan, a local resident and star of Citizen Khan. For many of these young individuals, this was their first experience in journalism, and the skills they developed will undoubtedly have a lasting impact on their personal and professional lives. The refining of the articles and engaging with such a diverse tapestry of organisations in these wards increased their sense of pride and belonging in the area.

The final e-magazine was met with positive feedback, particularly from the young people involved in its creation. The process empowered them to express their voices, raise awareness about important community issues, and take pride in their work. By participating in this project, these young people not only gained technical and creative skills but also a deeper understanding of their own communities. This kind of investment in youth journalism has far-reaching effects, providing them with the confidence to pursue future opportunities in media, fostering a sense of civic responsibility, and helping them develop a stronger connection to their local environment.

Outcomes



86%

of young people involved in the programme stated they had developed their journalistic skills



76%

of young people who read the e-magazine stated it gave them a positive image of their ward



65%

of young people who read the e-magazine stated that it encouraged them to learn more about their area, visit historical sites, take part in social action projects



5

young people who took part in the project and Journalism workshop have established a 'we are Crumpsall' newsletter group

How has the investment positively impacted community cohesion

The e-magazine for young people played a vital role in fostering community cohesion by creating a platform where young voices were heard and celebrated. By showcasing stories, from within the community, the magazine strengthened a sense of belonging and collective identity. It also promoted collaboration between different socio-ethnic groups within the wards, fostering an environment of inclusivity and mutual respect. As young people contributed to and read the magazine, they built connections, enhanced understanding, and developed a shared commitment to the well-being and growth of their community.

What worked well?

Interaction within the group

Regular meetings

Journalism workshops

Strong connections with local civic organisations

What we learnt?

Informal meet ups before the project.

To try and prompt the quiet members.

To give more tasks to complete.

Legacy

5 young people who attended the Journalism workshops and took part in the production of the e-magazine are continuing with a simpler Newsletter. They have established a 'we are Crumpsall' newsletter group. This newsletter is published monthly, and local young people contribute to. It is circulated in print to young people in Crumpsall who are taking part in Flowhession programmes.

Case Study

'I really enjoyed interviewing Abdullah Khan, I learnt a lot about journalism and the importance of positive story telling.'

Amena, 15, Inspired Minds, Community e-Magazine, Participant