

Newspaper

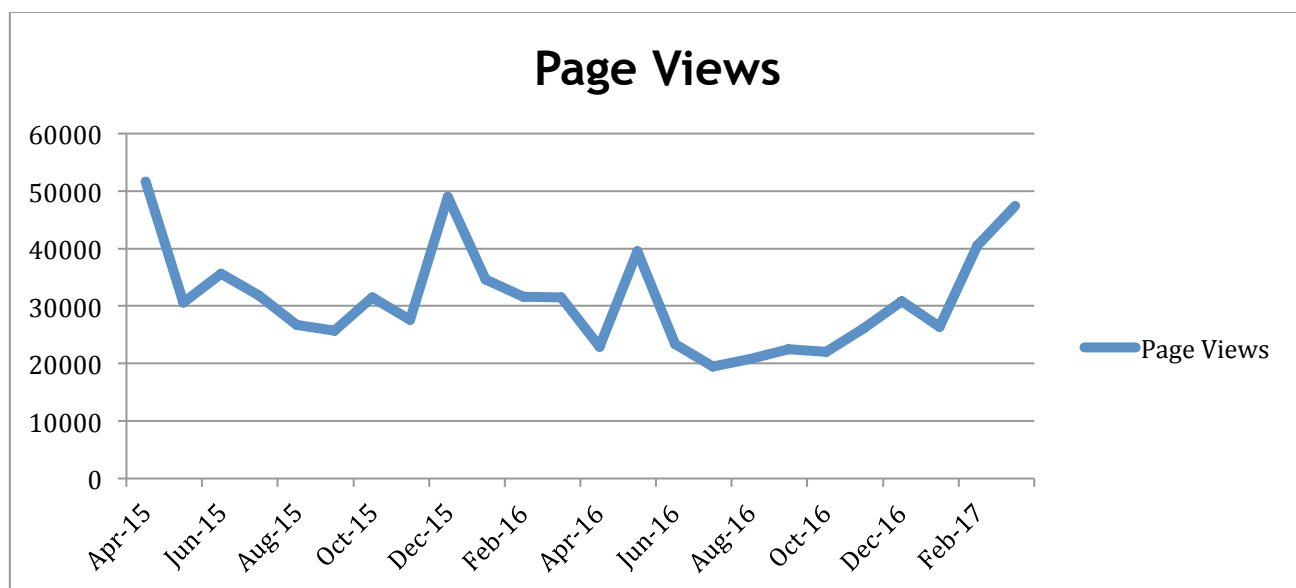
We produced 11 editions of South Leeds Life between April 2016 and March 2017. 5,000 copies of each paper were distributed to 200 pick up points across LS10 and LS11 including community centres, libraries, schools and GP surgeries.

Since June we have had a newspaper bin in Hunslet Morrisons and we are approaching other supermarkets in the area to host more bins.



How many people read South Leeds Life online?

Our online readership has plateaued in recent years, fluctuating around the 30,000 page views per month mark. The drop in readership from last year is part of this fluctuation and not part of a downward trend.



Monthly Average	2016-17	2015-16
Page Views	28,488	33,591
Visitors (Unique users)	13,527	14,923

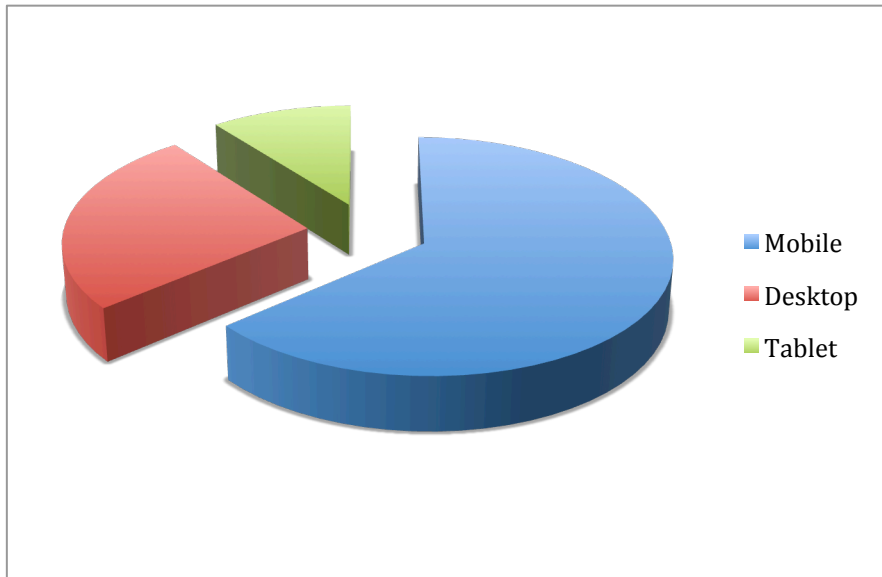
Which are the most read stories?

People tell us that they like good news stories, but the statistics don't lie. Crime stories, usually police witness appeals, are always well read. Our top story last year was our most read article ever. Planning and employment articles are also popular. Our coverage of the Omnibus pub planning applications, our April Fool story about Leeds schools moving to a ten term year and Hunslet Club Parkside's defeat of Hunslet RLFC all made the top 30.

	Stories	Date	Page Views
1	Beeston Primary School evacuated	27/05/16	21,377
2	Animal warning for Belle Isle and Middleton	15/12/16	11,493
3	Beeston "brothel" seeks alcohol licence	10/02/17	3,358
4	Witness appeal : Road traffic accident in Beeston	17/03/17	3,146
5	New appeal on 12 th anniversary of Beeston murder	22/04/16	2,887
6	Police operations in Belle Isle	14/06/16	2,824
7	White Rose jobs day for new leisure extension	16/03/17	2,556
8	Police appeal following attempted robbery	25/02/17	2,546
9	Beeston tenants set to lose their homes	21/03/17	2,525
10	Missing person: Kirsty Hanson of Beeston	06/11/16	2,496

What devices do people read South Leeds Life on?

A growing number of people are ditching their desktop (and laptop) computers are viewing the internet on their smartphone. South Leeds Life readers are part of this trend. We have ensured that our design is “responsive” – that is it adjusts according to what device is being used to view it.



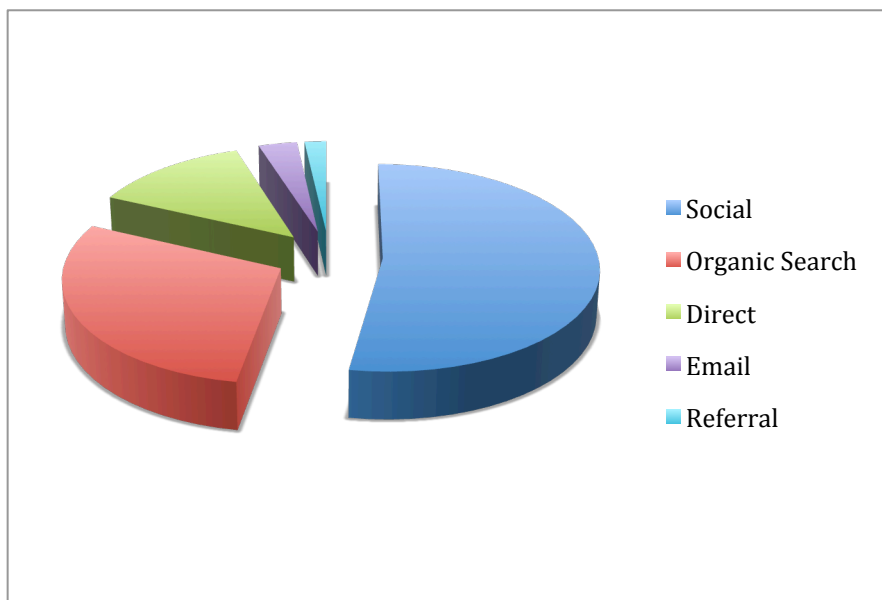
Devices:

Mobile: 63.7%
Desktop: 25.7%
Tablet: 10.5%

How do people find South Leeds Life stories?

Unlike the newspaper, few people go to our home page and then browse the stories on offer. Most people follow links from Facebook or Twitter posts, the next biggest group search for topics on Google (other search engines are available).

Email refers to our email subscription service, which sends you an email each morning with links to the articles posted in the previous 24 hours. We currently have about 500 people on the list. If you want to sign up the instructions are published at the bottom of every article.



Acquisition:

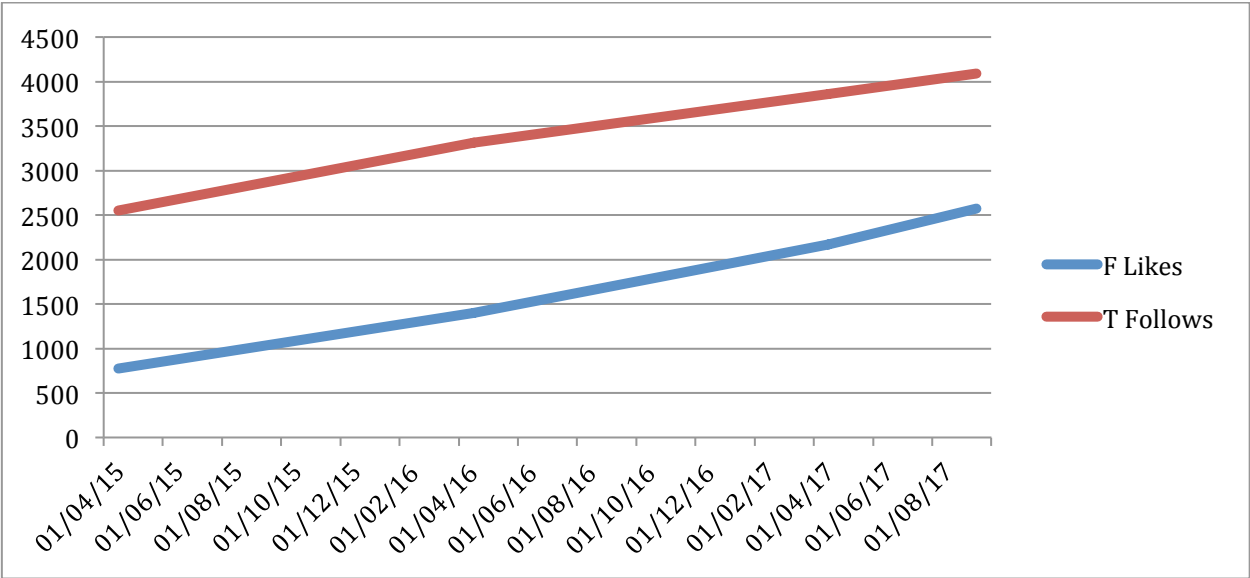
Social Media: 52.6%
Organic Search: 29.2%
Direct: 13.1%
Email: 3.2%
Referral: 1.8%

Social Media:

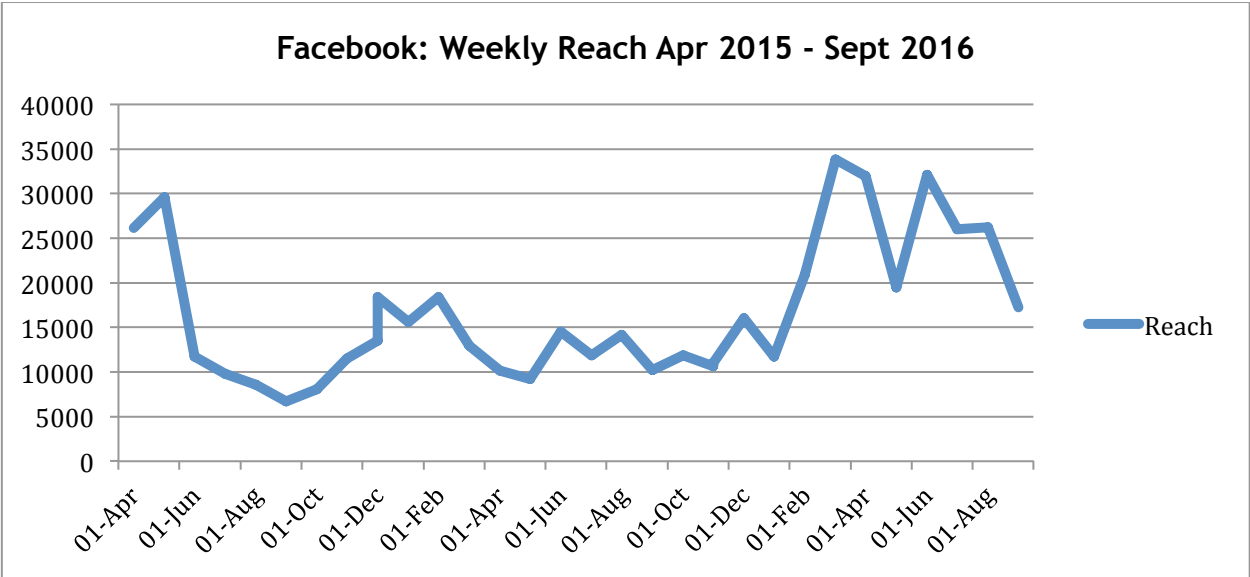
Social Media is an increasingly important means of communication. We have steadily grown our audience on both Facebook and Twitter.

We run a Facebook Page rather than a Group. This means it is public and anyone can read it, but it also means that because don't have to join, our total likes are lower than some popular groups in South Leeds.

Facebook uses its own algorithms to decide what to put on a user's timeline. You will see more of our posts if you like the page and like or comment on individual posts. Facebook "Reach" means how many timelines a post appears on, there is no guarantee that they are actually read and only about 10% actually click through to read the full article.



Date	01/09/17	31/03/17	31/03/16	31/03/15
Facebook Page Likes	2,571	2,171	1,402	775
Twitter Followers	4,089	3,862	3,312	2,550



Who writes for South Leeds Life?

We have a core group of writers, as well as receiving individual articles. As Editor, Jeremy Morton authors between a quarter and a third of posts. Many of these are derived from press releases sent to South Leeds Life. We published 103 one-off articles in 2016-17. These are either sent to us, or uploaded via the 'Create an article for South Leeds Life' page on the website.

In total we published articles by 109 different people in 2016-17.

South Leeds Life is always looking for new writers. We are currently working on a project for 2018 that will support new and existing writers with in terms of skills and confidence. Watch this space for details.

Who runs South Leeds Life?

South Leeds Life is produced by a not-for-profit company called South Leeds Life CIC (community interest company) registered at Companies House, number 9998695.

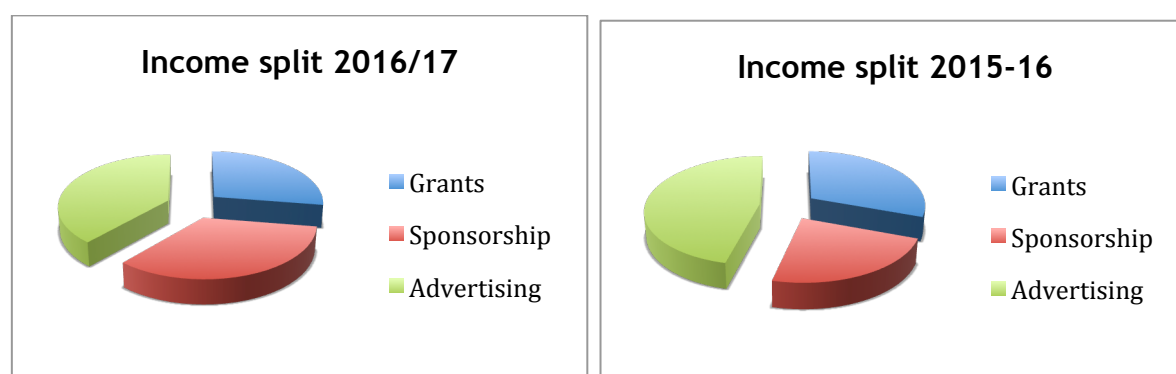
The members of the South Leeds Life CIC Board during 2016-17 were:

Pat Jackson	Chair
Lucy Potter	Secretary
Rocio Torres	Treasurer
Ed Carlisle	
Bruce Davies	
Debs Davies	(resigned in year)
Dom Grace	
Noor Zaman	(resigned in year)

Wayne Dixon has recently joined the Board.

Financial Summary

	2016/17	2015/16
Income		
Grants:		
Ignite (Unlimited)		900.00
LCC		500.00
LCC Inner South Community Committee	1,000.00	
LCC Housing Advisory Panel	2,392.00	
LCC MICE Money (Beeston & Holbeck)	300.00	
LCC MICE Money (Middleton Park)	200.00	
Grants Total	3,592.00	1,400.00
Sponsorship & subscriptions	4,431.50	2,017.00
Advertising	5,035.00	2,930.31
Bank interest	0.00	0.99
Grand Total	13,058.50	6,348.30
Expenditure		
Printing	5,964.00	5,735.00
Editorial	3,360.00	1,344.00
Website	222.87	
Software	203.99	4.39
Other	281.92	368.12
Total	10,032.78	7,451.51
In year profit / (loss)	3,025.72	(1,103.21)
End of year balance	4,227.18	1,796.46



South Leeds Life would like to thank all our funders who have awarded grants; all our sponsors, but especially: The Hunslet Club, Health For All, Building Blocks Nursery, SLATE, BITMO, St Luke's Cares and Vera Media; and the 35 individual readers' who have signed up to supporters subscriptions.