

The effect of the decline of local newspapers on socially deprived geographical communities, questioning the role played by hyper-local online journalism in those communities

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Abstract

This study explores the relationship between local media and community life, seeking to establish whether social and economic deprivation makes a difference in how news is delivered as print “Big Media” declines, and questions whether online news delivery is meeting the critical information needs of those communities. The study also explores how publications referred to as independent community hyperlocal news providers have contributed to the delivery of news and information and whether social deprivation makes a difference to the success of meeting those needs, investigating the disputed claims that some communities have been left without news coverage – a concept commonly referred to as “news deserts”.

Using a mixed method research approach – combining a comprehensive mapping of news providers, content analyses of media coverage of communities and the coverage of four UK general elections together with qualitative interviews with both news consumers and hyperlocal providers – the study finds that although most areas of England are at least nominally covered by a “Big Media” news provider, there are distinct differences in the extent to which critical information needs are delivered. As “Big Media” has withdrawn from communities irrespective of their socio-economic status, the news gap has been filled to some extent by the emergence of new independent publications. However, there is clear evidence of inequality in terms of the extent to which these publications are emerging in areas of social deprivation. As has been observed in previous studies, sustainability and precarity is a significant issue for independent news providers across all communities, but it can be concluded that this is particularly acute in areas of socio-economic deprivation and has not significantly improved over time. Independent community publications are therefore not coming to the rescue of deprived communities for a variety of reasons.

A phenomenon which could be summarised as news deprivation or in some cases news poverty can be identified and this thesis argues for public policy intervention to develop a measure of news deprivation alongside other indicators of social deprivation with a view to directing resources accordingly to support communities most in need of support for local media.

Declaration

I declare that no portion of the work referred to in this thesis has been submitted in support of an application for another degree or qualification of this or any other university or other institute of learning.

David Toomer

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Chapter 1: Introduction

The value of local news is often assessed in terms of how it delivers “critical information needs” to communities as well as the impact it has on the health of those communities in geographical areas and it is well documented that local news provision has declined over many years (Lavender, 2020, Nielsen, 2015). There has been a decline in large news businesses which have previously provided regional as well as more localised weekly titles playing an important role as community builders. Several public inquiries have recorded this decline with some concluding that local news coverage has become more generic and regional as local print titles run by legacy “Big Media” companies have closed and as communities are being served increasingly by those companies’ digital news sites offering news which is less relevant to some areas (DCMS 2020, DCMS 2023, House of Lords Communications and Digital Committee 2020). Independent community “hyperlocal” news providers have sometimes been viewed as potential saviours of local news, filling a gap left by the demise of more traditional news outlets. There is evidence that this is happening, but the extent to which this is a universal phenomenon, is not clear.

It is recognised that the nature of local journalism is under-theorised (Gulyas 2021, Ali 2017, Anderson 2020). It can also be observed that the nature of the impact of the decline of news outlets on geographical areas of deprivation and the extent to which new independent hyperlocal media is addressing news and information needs in those areas is particularly under-researched. Whilst there have been studies which have mapped news provision, identifying “news deserts”, and some which have explored the impact on wants and needs of communities, and some which have examined the challenges facing hyperlocal providers – there has been little attempt at pulling these strands together to establish a comprehensive analysis of news and information inequality across geographical communities of deprivation, its impact on them and to establish what needs

to be done in terms of public policy. Yet, there is a pressing need for such an analysis, as regional news brands continue to close or make cuts and withdraw from communities. New independent community hyperlocal sites have emerged, but it is questionable whether they can be successful in areas of deprivation. Research is therefore needed to explore this and to assess the impact on those living in these communities. A dearth of reliable news and information can have significant consequences for communities as demonstrated by events such as the Grenfell Fire in 2017. Former local news reporter, Grant Feller, writing after the disaster commented on how the safety concerns of residents would have been picked up by a better resourced local news service covering the area (2017).

It is also acknowledged that the concept of news deserts, which emerged as significant and growing features in local media ecosystems study, does not have an agreed definition and is contested, particularly by industry leaders. This lack of consistency is an Achilles heel in the argument for policy intervention to address the increasing regionalisation of news as large media companies such as Reach plc have refuted claims that some areas are underserved and have rejected the concept of news deserts (Sharman, 2023). Yet the claim that there are areas where there is a dearth of news and information critical to the thriving of local communities is clearly important to both the academic study of journalism and in terms of policy for an industry which has faced significant challenges over a number of years. This points to the need for a new approach to conceptualise news inequality in a different way which brings together geography of news provision in terms of mapping outlets according to socio-economic status with analysis of the quality of coverage in geographical areas and the lived experiences of news and information consumers and independent providers.

The impact of the decline of news media and the hopes that new ways of delivering news, including the emergence of independent community/hyperlocal publications can be an answer to the aforementioned challenges is an important and developing area of research. Evidence is documented that social deprivation plays a part in the inequality of news provision including the extent to which independent hyperlocal publications can contribute to news ecosystems. Prominent in this field is Agnes Gulyas who says further research is needed to provide a more comprehensive analysis of news inequality and the factors influencing it. This study attempts to do that and build on the work of Gulyas and others by developing the mapping of news provision according to deprivation and combining these data with an exploration of the wants and needs of communities and an attempt to determine the extent to which those needs are met.

This study explores the relationship between local media and community life, exploring the decline of newspapers and its impact on those communities and seeks to establish whether social and economic deprivation makes a difference in how news is delivered as print declines, and questions whether online news delivery is meeting the critical information needs of those communities. Further, the study aims to establish how new independent community publications which have emerged, commonly referred to as hyperlocal news providers, have contributed to the delivery of news and information in those communities and whether social deprivation makes a difference in the success of meeting those critical information needs. The sustainability and the precarity of independent community hyperlocal publishers has been highlighted by practitioners and scholars as a feature of their contribution to news in communities and it would be pertinent to attempt to assess whether these factors continue to be significant.

1.2 Research context

It has been well-documented that newspapers have been in a state of decline in the UK and beyond for many years with a consequent loss of titles. Although print titles have

maintained a presence in the UK and continue to form an important part in the generation of revenue, the multi-titled news businesses which dominate the industry – often referred to as legacy media and Big Media – have adopted a digital strategy which reconfigured the way news and information is delivered. At the time of writing, weekly newspapers no longer had a presence in many towns and cities and appeared to have withdrawn from some communities, leaving them with little or no coverage by professional local journalists – a phenomenon which has come to be referred to as “news deserts” (Abernathy, 2020, Ferrier, 2014, Gulyas 2021). The Public Interest News Foundation has attempted to map news providers across the UK and appeared to find areas they defined as news deserts where they are not covered by any news providers (2023) and this follows other attempts to identify deserts and “drylands” in the media landscape. However, these claims are challenged by the large publishers such as Reach plc who have claimed that their regional digital titles continue to provide a news service in every area. Nevertheless, with this loss of news titles, concerns were raised about whether Big Media / legacy media could satisfactorily serve local communities and deliver critical information needs, including details of local services, crime, civic life the provision of details about candidates standing in local and parliamentary elections and the scrutinising democratic functions (Lavender et al. 2020). The maintenance of a thriving media ecosystem is essential to securing thriving communities and holding power to account. In the economic model which determines the delivery of news by commercial providers, it is seen as a commodity, alongside communities which are also commodities served up to advertisers for the generation of revenue. At the same time, news publishers appear to recognise the important role their products play in community life, but the latter is often seen as dependent on the requirement for revenue and profit. Politicians, community figures and journalists have lamented what is seen as the decline of local journalism and have commented on the impact this has had on the health of communities. For some, the provision of trusted local news is a utility, as important as transport and health. Indeed, in

the wake of the Grenfell fire in London, attributed in part to the failures of the local authority, former local journalist Grant Feller suggested the disaster, which led to the deaths of 73 people, could have been avoided had there been a functioning local newspaper in the area providing a watchdog role and holding the council to account (2017).

Some of the gaps created by the changes in the dynamics of news delivery may have been filled by the emergence of a new breed of news organisations – independent community/hyperlocal publications. This relatively new sector has been seen as an exciting feature in the development of the news ecosystem ushering in a new wave of digital titles which are independent and focussed on local communities – some powered by local advertising and others functioning on a not-for-profit basis. However, in the context of the political economy of news, questions exist as to whether these outlets can fill these gaps in all communities and whether social deprivation makes a difference when assessing the extent to which those hyperlocals can make that contribution.

Although it is felt the newspaper industries in Britain and the USA were slow to adapt to the internet (Engel, 2009) it is the case that currently there has been a focus on digital media production by the major newspaper publishers accompanied by a decline of the printed products produced by these companies. The news eco-system has also seen the emergence of a wave of new, mainly not-for-profit, publishers providing hyperlocal content. The Centre for Community Journalism has listed 200 of these publications and there are likely to be more when audits by organisations like TalkAboutLocal are taken into account. Independent online news sites or “hyperlocals”, are recognised as a growing phenomenon which have emerged alongside the decline of legacy Big Media print titles in local communities. Many hyperlocal producers regard the publications as filling a news gap vacated by closed titles formerly run by major news publishers or by the withdrawal of dedicated coverage in communities. However, a major issue under scrutiny

for independent community news sites has been sustainability, with some able to enjoy longevity that is based on sustained funding from advertising and other sources, but with many others facing a precarious existence despite providing a service and being well received in communities. One aim of this study is to establish whether sustainability is still an issue for independent community hyperlocal publications and to determine whether social deprivation makes a difference in terms of sustainability and to assess how hyperlocals are sustained in deprived areas.

1.3 Definitions of key terms

Before introducing the essential aims of the study, it is useful to provide some clarity by defining some of the key terms to be used. These definitions will be explored further in the Literature Review.

1.3.1 News and journalism ecosystems studies

The term news and journalism ecosystem denotes the relationships between different news and journalism providers in a country or local area. The concept has become increasingly important, attributed to the growing recognition of the networked nature of information in the digital age (Anderson, 2013; Napoli et al, 2012).

In carrying out the analyses, inventories of media outlets covering the communities and constituencies have been conducted. These inventories which typically feature in news ecosystem studies (Stonbely, Konieczna, & Holcomb, J, 2019), include Big Media, and independent community hyperlocal outlets as well as local TV and radio stations covering the areas, but the analysis itself focusses solely on Big Media and independent print and online outlets rather than broadcast and non-news social media platforms, since this study is concerned with print and online news publications and their impact on communities and news media ecosystems.

The study of a healthy journalism/news ecosystem considers 1) journalistic infrastructure, 2) journalistic output and 3) journalistic performance (Napoli et al, 2015) summarised by 1) the number and variety of journalism sources ie news outlets 2) an assessment of the volume of stories produced for and related to the local community and 3) the quality of the stories ie their originality, the extent to which they are about the community and the extent to which they deliver CINs.

This model was used by Napoli et al to measure the health of journalism ecosystems in three communities in the USA, New Jersey, Brunswick and Morristown in an attempt to arrive at a scalable method to assess the health of ecosystems and found that the more socially deprived area of Newark lagged far behind Morristown and typically lagged behind New Brunswick in terms of the relative amount of journalistic output. New Brunswick tended to be positioned between Newark and Morristown across these measures. These differences are a reflection of the substantial disparities in the number of journalistic sources in these communities. The model was therefore adopted and deployed in aspects of this study in mapping news provision in England discussed in Chapter 4 and attempting to assess in Chapter 6, the health of the ecosystems of Wythenshawe, North East Manchester, Altrincham and Wilmslow in terms of journalistic / news output and quality and the extent to which CINs are delivered.

1.3.2 Big Media

Sometimes referred to as legacy media, the commercial publishers which have historically published printed news products which are now also publishing regional and more local digital sites will be referred to as Big Media. This term is used to denote large corporate media organisations which have come to dominate the media landscape as the ownership of news organisations has become more concentrated. In the context of local news, publications in print and online are produced by large companies including Reach Plc (formerly Trinity Mirror), Newsquest, and National World (formerly JPI Media and

Johnston Press). The news outlets published by these groups comprise the majority of for-profit publications in the UK and produce news products, commodifying the communities which consume it largely with the aim of attracting advertising revenue to create profit for the benefit of shareholders and investors (Gopsill, 2014). Smaller commercial media groups including Tindle and Ilife are also defined in this category as for-profit publishers whose origins lie in the publication of traditional printed news products.

1.3.3 Independent community hyperlocal news publishers

A new sector has emerged since the growth of the internet and the onset of digital media which is largely referred to as hyperlocal media. The phenomenon has been defined in various ways. The term has been defined by Nesta in a report quoted by OFCOM as “online news or content services pertaining to a town, village or single postcode or other small geographically defined community” (2012 p9). The Independent Community News Network (ICNN), which, at the time of writing, represents 118 publications, incorporates these principles into its definition and builds on it to include county and neighbourhood within its remit. Although most of these publishers deliver their services online, some also have a predominantly print offering. Some outlets have a broader geographical reach covering more than one town or local authority district, such as *The Meteor* in Greater Manchester and *The Lincolnite*.

Whilst recognising and sometimes using “hyperlocal” as a way of describing these publications, for the purposes of this study the term independent community hyperlocal news publisher is primarily used and distinguishes between local independent community news publisher (which covers a local area up to a Local Authority District (LAD)) and a regional independent publisher (which covers more than one LAD). The publication can be for-profit or not-for-profit but is not linked to Big Media news publishers. This study’s definition also adopts ICNN’s defining characteristics of a community publisher as being independent of political, commercial, and religious interests, community-focussed, and

producing contemporaneous news content that includes breaking news, arts and culture, sports, and news.

1.3.4 Critical Information Needs (CINs)

The concept of “critical information needs” of geographical communities was defined by Friedland et al as those basic information needs required to navigate everyday life without which, communities will not thrive. They are those forms of information that are necessary for citizens and community members to live safe and healthy lives; have full access to educational, employment, and business opportunities; and to fully participate in the civic and democratic lives of their communities. There are eight distinct CINs:

1. emergencies and risks, including crime, both immediate and long term;
2. health and welfare, including specifically local health information as well as group specific health information where it exists;
3. education, including the quality of local schools and choices available to parents;
4. transportation, including available alternatives, costs, and schedules;
5. economic opportunities, including job information, job training, and small business assistance;
6. the environment, including planning, air and water quality and access to recreation;
7. civic information, including the availability of civic institutions and opportunities to associate with others;
8. political information, including information about candidates at all relevant levels of local governance, and about relevant public policy initiatives affecting communities and neighbourhoods.

Those in low income and marginalised communities are likely to be systematically disadvantaged when information needs lag or go unmet. Friedland therefore concluded that information goods are public goods and the failure to provide them is, in part, due to

market failure. However, carefully crafted public policy can address gaps in information goods provision (2012).

1.3.5 Localness

The nature of local news and information is important to this study, so spatiality and the concept of what can be termed “localness” features in the analysis of news and information and its relevance and importance to news consumers in an identified geographical area. The study will seek to identify the importance of local information to those consumers and assess the extent to which CINs directly relevant to the local area are delivered. There are differences in the way “local news” has been interpreted (Anderson 2013, Coleman 2021, Harte et al. 2019) ie, news produced for a larger regional area or metropolitan city, news broadcast to a part of a town or to a small community of people, news for a small community of people. For the purposes of this study, it is defined as community news disseminated to a part of a town or to a small community of people. This is necessitated by the requirement to investigate specific small areas or pockets of deprivation. Taking this definition into account, it means that when analysing the delivery of CINs, only those directly related to the local area as defined here will be recorded. Although it is recognised that some CINs may relate to a broader area such as a city, town or region and are important, it is recognised that there are smaller communities which rely on the delivery of CINs. Gulyas and Baines conclude that whilst both spatial and societal features are important in understanding local news emphasis is placed on societal perspectives, whilst the special element is under-researched (2020).

1.3.6 Social deprivation

Social deprivation is defined in this study by the UK Government’s Department for Communities and Local Government’s Index of Multiple Deprivation for England. The measure of social deprivation takes into account income, employment, health, education,

crime, access to services and living environment. It is applied to the measure of deprivation at Local Authority District (LAD) and ward level as well as to smaller areas known as Lower-layer Super Output Areas (LSOA). Each area is then ranked and divided into deciles to give a measure of relative deprivation. This will be discussed further in the Literature Review.

1.4 Underpinning theories

The theories underpinning this study are the political economy of communication and the marketisation of news, public sphere theory, localness and community, the concept of critical information needs and the theory of digital divides and socio-economic digital inequality. Political economy of news is important to this research because it sets the framework of the analysis of the closures and decline of Big Media publications as well as the discussion concerning the sustainability of independent community hyperlocal publications and potential or otherwise for them filling the gap left by the withdrawal of Big Media. It posits that deprivation makes communities unattractive for investment under the current business model for newspapers comprising news + advertising. The extent to which this is a major factor in newspaper closures and whether a correlation exists between closures and deprivation is debatable.

Community theory and the concept of localness are also a major focus for this study which will draw on theories put forward by Keith Stamm (1985) regarding the cyclical nature of the impact of newspapers on communities, which were developed further to apply to online news outlets by Rachel Davis Mersey (2010), as well as other key theorists in this field. This tradition is particularly relevant to this study because of its emphasis on the interpenetration of news outlets and community which is defined by a “sense” of community which is the product of social relations.

Walkerdine and Studdert’s (2012) review of the traditions and concepts of community provides some important context to the study. Some of these concepts are explored

further in the literature review in Chapter 3. Walkerdine and Studdert identify a paucity of concepts used within empirical research which results in the downplaying of the importance of social relations and experience (2012). Face-to face interaction were downplayed in the 1970s Community functions were downplayed as greater emphasis was placed on community of interest in which community serves as a referent. The disciplines of anthropology, social psychology, cultural studies and geography have developed perspectives on community including symbolic meanings and common feelings of belonging and exclusion ie “sense of community”. Geography and locality which is central to this study adapts its concepts of community from other disciplines drawing a distinction between community as object and community as action, activity and process. These concepts will be explored further in the literature and inform the analysis in Chapter 6.

The concept of Critical Information Needs (CINs) of communities is important to the context of the research and the attempt to arrive at a critical understanding of the impact of the nature of Big Media and independent media on communities, since CINs, developed by Friedland et al represent the vital information necessary for individuals to participate fully in their communities. This concept runs alongside public sphere theory (Habermas, 1996) which theorises on the importance of media in community life and which has been developed further by others including Howells (2015), Baines (2023) and Gitlin (2002) to underpin studies of the role of local media and the impact of the damage to the public sphere caused by the withdrawal of local media from communities as well as determining how news outlets can build social capital through community action. These issues are addressed in the analysis of semi-structured interviews with news consumers in one of the least and most deprived communities in Chapter 5 and in the content analysis of coverage in the communities to assess the delivery of Critical Information Needs in Chapter 6.

What is democratic deficit and what role do news organisations play in addressing the issue? To arrive at an understanding of what might be meant by a democratic deficit there needs to be an understanding of what is meant by democracy. It has been defined in many ways from direct decision making through referenda and other forms of direct democracy to the requirement for full participation of the citizen in the running of society. Marxists would argue that this would mean local decision making as well as economic democracy in which citizens have control and management of the means of producing wealth for the benefit of society and others such as George Monbiot would say that the current system is designed for the powerful to retain control and argues for participatory democracy and a lottery vote to replace general elections (2024). However, in the system that operates in the UK a representative system of bourgeois parliamentary and local council democracy exists. Political scientists argue that it is this definition that should be worked with when discussing the UK political system – that democracy involves a system of elections which gives power to citizens to determine who governs them and that government has the mandate to implement the popular will. It also involves the active participation of citizens in civic life (Diamond, 2004, Katz, 2001). It therefore follows that a democratic deficit exists when there are constraints on the ability of citizens to provide that mandate to have their will carried out. This requires an informed citizenry through a thriving local and national media which delivers the critical information needs related to presenting details of what candidates in elections stand for, what their views are, what they will do in office and how they will be held to account once they are in office. Such information has typically been provided by local newspapers, giving a voice to all candidates, covering hustings events, and scrutinising promises made in elections, fostering an interest in the democratic process and encouraging citizens to participate in that process. The changing nature of the role of Big Media in that process and differences in coverage over time between the most and least deprived communities is explored in the analysis of coverage four constituencies during four UK general elections in Chapter 6.

In examining the changes in the delivery of news to communities with the development of the so-called digital revolution, the theories of digital divides and socio-economic digital inequality is also a vital underpinning of the study if it is to be able to address the question of whether social deprivation makes a difference to the delivery of CINs and to the potential for independent community hyperlocal media, which are mostly produced online, to fill a gap left by the decline of Big Media. There is a body of research and reports by the broadcast regulator, OFCOM, the Consumer Data Research Centre and Nesta on how individuals and communities engage with Information and Communication Technologies (ICTs) which can be useful in determining how news can both be produced and accessed in various communities and what it means for people in socio-economic groups and demographics. Although the number of non-internet users has been steadily declining, there were still 5.3million adults in 2018 – 10 per cent of the population (ONS, 2019) who were non-users. This was reduced to six per cent in 2021 and has remained largely unchanged since then according to OFCOM’s Adults’ Media Use and Attitudes Report 2024. OFCOM’s Digital Access and Inclusion Report in 2018 found a higher proportion of non-users and “narrow” users among the most financially vulnerable, and 42 percent of that group were using the internet for accessing news (2019). The 2024 Adults’ Media Use and Attitudes Report found that 27% of all UK adult internet users are classified as narrow internet users, with those in DE (the most deprived) households more likely to be.

OFCEM’s 2018 Access and Inclusion Report found that 9% of those responsible for paying for their household’s communication services experienced difficulties paying for services. This was highest among users aged 16-24 (17%). Those in the lowest socio-economic group were the most likely to experience difficulties in paying for communication services.

The results of this research provide important context for this study examining how consumers of digital news access the news providers online and the extent to which the socio-economic status of an area determines how that news is consumed, but access to services and hardware tells only part of the story. The classification of areas by Consumer Research Data Centre, determining the way in which those areas engage with digital services as well as the nature of socio-economic digital inequality is also important. The biggest attitudinal difference between households in different socio-economic groups is trust in mainstream news. While only 10% of those in AB (most socio-economically advantaged) households claim not to use mainstream news sources, this rises to 28% in DE (least socio-economically advantaged) households. These topics are examined further in the literature review and findings.

1.5 Research Aims and Research Questions

The research aims of this study are to determine the nature of the decline of news delivery by Big Media publishers and how well the most socially deprived neighbourhoods are currently served by local news organisations compared to the least deprived. It is important that the question of whether news deserts, a phenomenon which is disputed and not adequately defined, exist in England and how the phenomenon can be addressed. The study will explore how the decline in local newspapers and changes in the way news is delivered has affected the meeting of CINs (Friedland et al. 2012) of communities to enable local people to feel well informed and able to participate in community, civic or democratic life and how the impact varies according to socio-economic factors. In questioning the role of independent community hyperlocal community publications, a research aim of this study is to determine the extent to which these publications contribute to news ecosystems in the most and least deprived communities to help determine whether they are filling a gap in the meeting of CINs left by the decline of Big Media publications. In doing that and attempting to arrive at a more

precise theory of news and information deprivation, the study also needs to combine these research tasks with an exploration of the news and information wants and needs of communities and the extent to which those needs are fulfilled by digital and print iterations of Big Media as well as by independent community hyperlocal publications.

These aims can be encapsulated in these research questions:

RQ 1. What is the nature of the decline in local newspapers and changes in the way news and information is delivered by Big Media publishers to the most and least deprived communities in England and how has this affected community life?

RQ 2. To what extent do hyperlocal news websites / independent community journalism publications contribute to the news eco-systems, meeting critical information needs, in a) the most socially deprived communities and b) the least socially deprived communities?

RQ 3. What kind of news and information do people in the most and least deprived neighbourhoods want and need about the areas in which they live – and to what extent does social deprivation make a difference to the extent to which they get it from print and digital media?

To answer these research questions, this study builds on previous attempts to map current Big Media news outlets as well as outlets which have closed. The study also aims to map the locations of independent publishers which are currently providing news coverage to communities as well as mapping the closures of independent providers. These are mapped against areas of social deprivation to attempt to determine whether social deprivation is a factor in news provision and whether it might make a difference in

whether a publication succeeds in an area. To add to this, the study also interviews a small sample of providers of independent publications in the most and least deprived areas and carries out a secondary analysis of data from a survey of providers by the Public Interest News Foundation (PINF), to explore some of the challenges faced by independent news outlets to help determine whether the socio-economic status of the communities they serve contribute to those challenges. Such findings might have policy implications for how journalism should be supported if there is to be equality in the provision of CINs. To determine the extent to which information needs are being met in communities the study has focussed on four areas in Greater Manchester and Cheshire – two in the most deprived areas of England and two in the least deprived: Wythenshawe, North East Manchester, Altrincham and Wilmslow. A mixed method approach has been undertaken to explore these questions including qualitative interviews of news consumers in two of these areas and a content analysis of news coverage in each of the communities. The study focusses further on one of the CINs – information to enable people to vote in a parliamentary election – by conducting a quantitative content analysis of four general elections in 2010, 2015, 2017 and 2019. A comparative study has been carried out to explore differences in coverage between the 2010 general election, when online news delivery was less prevalent, and the 2015, 2017 and 2019 elections, when the media ecosystem had changed to include a more dominant digital product offered by Big Media and the emergence of hyperlocal news sites. This attempts to build a picture of how the changes in the media eco-system over time has impacted the quantity and quality of coverage in the most and least deprived constituencies.

1.6 The four communities to be studied – profile and media audit

1.6.1 Media covering all four constituencies

Manchester Evening News (MEN): Regional newspaper, owned by Reach plc (formerly Trinity Mirror and the Guardian Media Group), covering Greater Manchester and parts of

Cheshire. Their newsroom is now reconfigured to place digital news at the heart of their operation. The number of journalists at the *MEN* has been reduced significantly in the last 15 years and new roles have been created such as social media editor and digital innovations editor. The editorial policy at the *MEN* is web-first.

The Manchester Weekly News: Large metro-style weekly newspaper, owned by Reach plc (formerly Trinity Mirror and the Guardian Media Group), launched in 2015 in eight editions replacing weekly papers which had previously closed, covering Salford, Tameside & Oldham, Stockport East, Stockport West, South Manchester, Sale & Altrincham, Stretford & Urmston, and Wilmslow as well as the city of Manchester including North East Manchester. The paper closed in 2022.

1.6.2 Community profiles

1.6.2.1 Community 1 - Wythenshawe

Wythenshawe is an area within the Manchester City Council local authority district, which is ranked the second most deprived authority in England, and within the parliamentary constituency of Wythenshawe and Sale East, created in the 1950s as a “garden city”. It mostly comprises one of the largest social housing estates in Europe and contains some of the most deprived localities in the UK. There are 38 LSOAs in the area studied – all in deciles 1-5 of the Index of Multiple Deprivation 2015 and 2019 where 1 is the most deprived in England and 10 is the least deprived. 19 are in the 10% most deprived. Another 10 are in deciles 2 and 3, 5 are in decile 4 and 3 in decile 5.

Media: - It is covered by the *MEN* but the *Manchester Weeekly News* was never distributed in the area. In the period analysed in this study, the area has never had a dedicated weekly newspaper, although it did have, until 2020, the *Wythenshawe World*, - a fortnightly community newspaper. The area was also covered by a monthly paper, *Your Local Voice* which ceased publication in 2024.

Peripheral newspapers: The *Sale and Altrincham Messenger* is a weekly Newsquest paper distributed in Sale, but not Wythenshawe and very rarely covers Wythenshawe related stories. In 2010 the constituency was also covered by the *South Manchester Reporter*, covering Northenden –one of the local authority wards in Wythenshawe. The paper closed prior to 2015.

Online coverage - News websites - *Wythenshawe World* – Produced an E-Edition PDF of newspaper, emailed to 1,000 subscribers. *Wythenshawe Reporter*: independent community hyperlocal news site covering Wythenshawe, updated weekly. It ceased operating in 2021.

Broadcast - Regional ITV and BBC – very little coverage unless it is a major story. Wythenshawe news competes with stories from across the North West

WFM- Community Radio station – was a partner with Wythenshawe Town Football Club and has round-up of local football. It also carries community interviews.

1.6.2.2 Community 2: North East Manchester -Collyhurst, Harpurhey and Moston

This is an area in the North East of Manchester within the Manchester City Council Local Authority District, and in the Blackley and Broughton Parliamentary constituency. Its catchment area includes some of the most severe areas of deprivation in England. The area which is the subject of this study has 25 LSOAs all ranked in deprivation deciles 1, 2 and 3, with the majority in decile 1. Harpurhey has the most deprived LSOA in Manchester and is ranked the 49th most deprived in the country out of 32,844.

Newspapers – It is covered by the *MEN* and was previously covered by *the Manchester Weekly News* until its closure. Until 2012 it was covered by the *North East Manchester Advertiser*. The area was sometimes covered by the *Salford Advertiser* and the *Prestwich Advertiser* which closed in 2015 and were replaced by the *Manchester Weekly News*.

Broadcast - Regional ITV and BBC – very little coverage unless it is a major story. Local news competes with stories from across the North West.

Community Radio – NMFm is a community radio station with music and talk. There is very little coverage of news but provides some community information and carried posts on a Facebook page urging constituents to register and vote in elections.

Online coverage – Covered by *MEN* news site but no hyperlocal sites.

1.6.2.3 Community 3: Altrincham

The market town of Altrincham is within the Local Authority District of Trafford ranked the 209th most deprived local authority in England and within the parliamentary constituency of Altrincham and Sale West. It is immediately adjacent to Wythenshawe and is one of the most prosperous areas in the UK, named by the Sunday Times as the best place to live in the North West. The area, which is the subject of the study, has 23 LSOAs all ranked in deciles eight, nine and 10. Some LSOAs in Hale and Bowden are ranked among some of the least deprived, in decile 10.

Newspapers – It is covered by the *MEN* and was previously covered by the *Manchester Weekly News* Trafford edition. It is also covered by the *Sale and Altrincham Messenger* – a Newsquest-owned weekly newspaper distributed throughout the constituency.

Online – Covered by the *MEN* and *Messenger* websites. The area is also covered by another Reach regional site, *Cheshire Live*. *Altrincham Today* is an independent community hyperlocal website with coverage of the local area. Launched in 2014.

1.6.2.4 Community 4: Wilmslow

Wilmslow is one of the wealthiest areas in the country and is part of the Cheshire East Local Authority District, ranked the 228th most deprived authority in England and is part of the Tatton parliamentary constituency. The area analysed in the study comprises 18

LSOAs, 9 of which are in decile 10 of the most deprived (10% least deprived) and of these, five are in the 3% least deprived LSOAs. Three LSOAs are in the 30% least deprived with two in the 40% least deprived. Two are in the 40% most deprived with one of these in the 10% most deprived.

Newspapers – *Wilmslow Guardian* – a Newsquest weekly paper covering Wilmslow launched in May 2015, subsequently merged with the *Knutsford Guardian* to form the *Knutsford and Wilmslow Guardian*. In 2010, the area was also covered by the *Wilmslow Express Advertiser*, a Trinity Mirror paper, which closed in 2015.

Online coverage – Independent community hyperlocal websites - *Wilmslow.co.uk* and *Alderleyedge.com* both hyperlocal sites run by the same independent organisation, Focus Digital Ltd, providing very localised coverage of Wilmslow and Alderley Edge, launched as a small citizen powered site which has now expanded. These sites did not exist in 2010.

Broadcast - Regional ITV and BBC – very little coverage unless it is a major story. Wilmslow news competes with stories from across the North West.

1.7 Motivations for the study

The issues involved in this research inquiry have direct relevance to the experiences of the researcher. The researcher's professional background in newspapers local newspapers and then as a freelance journalist and senior officer in the National Union of Journalist informed the study and played a role in shaping the research design. The researcher launched an independent news site, the *Wythenshawe Reporter* referred to earlier, in 2010 in a socially deprived area, which was put in hiatus for personal reasons. Witnessing the decline of local news and the loss of jobs in the industry as well as the impact of that decline in terms how it has affected communities, these factors experienced by the researcher was a primary driver and motivation for a study exploring these areas with the

aim of achieving solutions to serve those communities better. Whether and how independent community hyperlocal sites can contribute to the delivering of critical information needs in deprived communities is also of vital importance to the research. The researcher is motivated by the strong sense that despite observations in previous work about the challenges faced by hyperlocal providers in the past and the recommendations put by a number of public inquiries and studies, there is a sense that very little progress has been made in addressing issues that have been identified and arising at solutions. A research design is built around those motivations to attempt to arrive at a definitive mapping of news outlets; to determine the wants of needs of communities; to establish the extent to which CINs are delivered in deprived areas and to assess the experiences of independent community hyperlocal news providers. It is some of these experiences which generated the interest in the themes pursued in this thesis. So, this avenue of research is personal to the researcher and the study therefore partly draws on the researcher's experience utilising, in the pursuit of some of the research aims, an ethnocentric phenomenological approach in which the researcher's experiences are documented.

1.8 Thesis structure

In Chapter 2 of the thesis the key literature which will inform the study will be evaluated exploring, news and communities, the political economy of print and digital news as well as work which highlights the issues in delivering news to socially deprived communities. There is an account philosophical approaches which inform the methodology for the study in Chapter 3 which explains the methods deployed in the study. Chapters 4, 5 and 6 provide theoretical analyses of the presence of news outlets in communities, interviews with news consumers in the most and least deprived areas to determine wants and needs; and the extent to which critical information needs are delivered. Chapter 7 draws conclusions from the data and puts forward policy recommendations.

1.9 Conclusion

This inquiry is important in attempting to determine the nature of the decline of newspapers and how the transformation in the delivery of journalism has affected communities, specifically whether these new forms of delivery by Big Media and independent community news sites can fill a gap left by the decline of the delivery of critical information needs. Its importance lies in attempts to move towards either a definition of news deserts which can be agreed upon or a theory of news inequality by combining not just data concerning the physical presence of news outlets but also data concerning the wants and needs of communities and the extent to which those needs are met. It attempts to determine whether these important services are provided equally across all communities and whether social deprivation is a factor in how these CINs are addressed. The aim of the project is to contribute to the existing body of work on these subjects, a new and original academic perspective which more precisely defines what is currently defined as news deserts and the impact of the withdrawal of Big Media from deprived communities, the results of which can determine policy recommendations to support communities which have been left behind by the rapid changes in the news industry.

Chapter 2: Literature review

Chapter 2.1 Introduction

This study explores the decline of newspapers and the assertion that Big Media print and online publications have withdrawn from communities, the consequent impact on those communities, and whether social deprivation makes a difference in the nature of that impact. It aims to establish whether independent community hyperlocal publications can make a positive contribution to media eco-systems, whether they can fill any gaps left by the changes in the way Big Media operate and whether social deprivation makes a difference in the extent to which they can fill that gap.

It is undoubtedly the case that ethnicity, age, gender and disability are important factors when considering news and information inequality and the impact of the decline and reconfiguration of news delivery on these demographics. However, this study focusses on these factors primarily from class-based perspective. Further research might be needed to explore the intersectional nature of the effect on communities.

The literature review therefore examines the work which addresses the role of newspapers and online publications in communities and the public sphere as well as community theory, the political economy of news and communication and how deprivation and digital inequality affect communities, providing the theoretical and analytical perspectives which inform an analysis in this study of the effects of the decline of Big Media news publications on communities and the role played by independent community hyperlocal news providers in those communities.

This chapter reviews and critically evaluates the relevant studies, showing what is lacking in the literature, what new research is needed and what contribution this study intends to make to knowledge in the field.

2.2 News and Communities

There is a body of work that says that news organisations and specifically newspapers have played an important role as community builders and facilitators in the exchange of information and ideas within a public sphere, providing communities with “critical information needs” and that these functions are compromised by the closures of print titles and the reconfiguration of the way news is delivered via digital platforms amounting to a withdrawal from communities (Friedland, 2012; Franklin, 2008, Fenton et al, 2010; Lavender et al, 2020).

Whilst much has been written and discussed about the decline of local news, studies into the effects of newspaper closures in the UK are relatively few and, with the exceptions of Natalie Fenton et al. (2010) and Rachel Howells’ (2015) studies, focus on cases in the United States and either discuss the loss of ‘second’ newspapers or temporary newspaper closures (Berelson 1948, Schulhofer-Wohl and Garrido 2009). Fenton's study looked at four different communities that were affected by major changes in their local media landscape, one of which was the closure of the local newspaper, the *Long Eaton Advertiser*. It used focus groups to research the link between local news and democracy and sought to uncover the value of local news to people living in the affected communities, to ascertain what they expected from news and what their “news needs” were (Fenton et al., 2010, p. 7). Similarly, there have been few studies on the impact of hyperlocal independent community news websites on communities, although it is an emerging area of research (Kurpius, Metzgar and Rowley. 2010, Williams, et al. 2014, Hart, Williams and Turner, 2020). These studies utilised surveys and qualitative interviews.

Some theorists have seen the growth of digital news platforms and hyperlocal news sites as forms of media which can fill the gap left by the decline of print news and the withdrawal by Big Media news organisations of journalism from communities. This

section examines the concepts of public sphere, communities and newspapers, media ecosystems and critical information needs, and what these theories can tell us about how news can be delivered to various communities taking account of their socio-economic status. A discussion of this literature serves to set the context and informs this study, which seeks to explore the extent to which the public sphere machine or media ecosystem has been damaged in spheres operating in communities of social deprivation, the effect this has had on these communities in terms of the delivery of critical information needs, and whether there are differences according to levels of deprivation in those communities. To explore this, another theoretical approach needs to be examined and applied alongside these models, that of the political economy of news and communication.

The importance of newspapers to communities and public life has long been a concern for academic study of the news industry. Critical theorist Jurgen Habermas' theory of journalism's role in the development of what he termed the public sphere (1989) has been critiqued, revised by Habermas himself and revived in an attempt to address the role of journalism and social media in the digital age (Fraser 1990, Calhoun 1992, Habermas 1996, Gitlin 2002, Susen 2011). The impact of newspapers on communities has also been a focus for study, from Berelson's research into the impact of the absence of newspapers during a newspaper strike in New York (1948) and Keith Stamm's attempt to define a model for the relationships between newspapers and communities (1985) to more recent studies exploring the impact of journalism on critical information needs and its role in elections and other aspects of civic life (Putnam 2000, Schulhofer-Wohl and Garrido 2009, Waldman 2011, Stonbely et al. 2015). Rachel Davis Mersey explored Stamm's theories in more detail and applied them to online news operations (2009). As news businesses faced increasing commercial pressures to justify their impact on communities, proposals were put forward for a stratified definition of journalistic impact and function

(Simons et al. 2017). Such developments disclosed the increasing importance of assessing the role of journalism in response to significant technological and economic upheavals in news media.

As a prerequisite for assessing the importance of news media to community life, theorists such as Stamm, Putnam and Rachel Davis Mersey examined what is meant by community, evaluating various theories.

2.2.1 The importance of news media to communities and CINs

What are the needs of communities? And what role do newspapers play in those communities? A key aim of this study is to determine what kind of news and information people in the most and least deprived neighbourhoods want and need about the areas in which they live with a focus on whether the social deprivation status makes a difference when this is examined and whether the critical information needs of those communities are met equally by news organisations. It is therefore necessary to discuss literature which explores that nature of communities, their relationships with news providers and the concept of critical information needs.

It is argued that there is a cyclical relationship between journalism and communities based on community links defined in terms of place process or structure ie. a person may be tied to a place through employment, to a process through voting, or to a structure through political party membership. Citizen journalism ties the journalist to the community which in turn ties them to each other with trust relationships and resilient communities, generally forming through local personal contact and the building of social capital (Stamm 1985, Putnam,2000, Harte, Williams and Turner, 2018,).

According to Stamm's concept, those who read their local newspaper are likely to be connected to their local community, and those who are connected to their local communities are likely to read their local newspaper. This cyclical model was born out of

a nineteenth century conception of community in which communities were distinct entities. David Baines refers to Walkerdine and Studdert's understanding of community (2012). Baines asserts that local newspapers can provide opportunities for fostering sociality generating "a sense of communal being-ness" (2023 p200) and that local journalism and media are essential elements of processes and practices constituting community and generate community capital – social, cultural and economic.

Studies in the USA support the notion that newspapers have a positive impact on geographical communities, illustrated by the negative impact on the democratic process when newspapers decline or close ie that in municipal elections fewer candidates run for office and incumbents are more likely to win re-election (Schulhofer-Wohl and Garrido 2009), contributing to what has been termed a democratic deficit. It has also been found that local print news readership, viewed as an essential constituent of communal solidarity, increases the likelihood of community participation both at the individual level and as a function of readership in communities with higher levels of social interaction and that socially active, connected individuals are more likely to participate in public life when they live in communities with a strong local print culture (Paek, Yoon and Shah 2005). The theoretical underpinning of this stems from two-step flow theory, which posits that news comes to receivers via a layer of opinion leaders (Katz, 1955). Aggregate level print news consumption moderates the effects of social interaction as association between socialising and participation is stronger in communities where print news readership is higher.

Increased marketisation radically reduces the possibility that the mass media can function as a public sphere informing all citizens about important economic and political issues. A study commissioned by the Charitable Journalism Project in the UK found that in some communities, social media has overtaken news outlets as the primary source of information about their areas and that local public services are under-reported and

misrepresented. Local newspapers are no longer seen as the glue binding communities together. The study found a significant lack of knowledge about local politics and current affairs, which appeared to fuel distrust (Barclay et al 2024).

2.2.2 Community Theory

Stamm, Putnam and Mersey provide the context for the study of the relationship between community and news media. They, in turn, have drawn on theories of community in use since the 1950s – community ties are as a result of newspaper readership, and newspaper readership as a determinant of community ties and the “folk village model” against which various notions of community could be compared (Hillery,1959), comprising – place or territory, institutional structure and process. The place was a structure in which residences were grouped in one location. The institutional structure was centred around family units and a system of mutual aid between them. The social structure was maintained through the process of communication to draw members from a wide area. (1959).

Neighbourhoods and suburbs are considered communities primarily on territorial grounds; society on institutional grounds and villages, towns and cities on the basis of both (Stamm 1985). Stamm highlighted the limitation of Hillery’s interpretations of community as linked solely to space and physical entities. The alternative was that community is defined by a sense of community and is the product of social relations. This model lends itself to the idea of virtual communities which can transcend physical boundaries.

Shared emotional connection with a common history, though not necessarily a shared history, and sense of identification with those of similar backgrounds, is defined as what could constitute a community – summarised by Professors David McMillan and David Chavis (1986).

Mersey pointed out that these constructs and sense of community broadly have been proven to be present in a variety of different communities, both those that are geographically bound, such as the neighbourhood, a housing complex, and the workplace, and those that are geographically unbound, such as blogs, email groups and websites, Mersey observed that communities exist across geographical boundaries, bleeding into each other, existing in new platforms, facilitated and nurtured by internet platforms. This is not to say that geography is no longer important when considering community. She found that newspapers provide stronger links than online news sites, but she also critiqued the dominant social responsibility model of news and proposed an identity based bottom up model in which audiences have a greater role in determining what should be covered in the news – a model which appears to be dominant in many community news websites and publications and which has sometimes been adopted with varying success by Big Media (Thurman, Pascal and Bradshaw, 2011). Public sphere theory (discussed further later) works on a national, regional and local level with geospheres, sphericules and alternative spheres (Fraser 1990, Gitlin 2002, Howells 2015). In the Covid 19 pandemic highly localised mutual aid groups emerged across the world with citizens helping one another with simple tasks such as checking on wellbeing during lockdowns. Community participation at a local level was seen as crucial for delivering health messages in contrast to governments imposing rules from above (Marston, Renedo and Miles 2020).

When considering these concepts of the cyclical nature of the relationship between news providers and community, a question is prompted – what happens when the cycle is affected by factors such as poverty and deprivation? Mersey adapts the theory to apply to online outlets which can be applied to an analysis of the impact of the reconfiguration of news delivery on communities. What happens to community when the cycle is damaged

by the withdrawal of publications and what is the significance of deprivation in the dynamic?

Walkerdine and Studdert's theory of community (2012) and Baines' and Mathews' perspective on that (2024) could be seen to reveal an intersection with the political economy of news and communication. Study of the impact of deprivation is informed by theories of community and aims to establish a new perspective on how new independent media plays a role in community building where Big Media has withdrawn and the extent to which it can be successful.

The impact of digital platforms led to changes in the concepts of community and the recasting of the local newspaper as "geo-social" news in a digital landscape. Hess has argued that definitions and concepts that were used to define local news providers were open to challenge as newspapers shifted from print to online formats and adopts the view of scholars such as Creswell (2004) and Dovey (2010) who offer a compromise on the issue of geographic boundaries to suggest "place" to be a mix of the social and the spatial and a concept that cannot be reduced to either. The recasting of the traditional concept of a newspaper leads to the concept of "geo-social" news, which redefines newspapers by integrating both their geographic focus and their function within wider social networks. Rather than simply replicating print content online, this concept examines how local newspapers operate within and contribute to the identity of the communities they cover (Hess, 2013).

"Geo-social" news underscores the importance of place, not merely as a physical location but as a network of social relations where individuals develop a shared sense of identity. It proposes that small newspapers can reinforce their geographic relevance through mastheads that signal local identity, even in an online setting. While these papers

continue to serve traditional community-building roles—the “geo-social” approach moves beyond narrow definitions of community and locality based solely on geography (Hess, 2013).

It is observed that locality continues to be significant despite the significant changes to the way people live and work (Hess and Waller, 2014). Matthews in a study of the geosocial newspaper concludes that in practices utilise technology to facilitate remote working practices, contact and being close to people is still important to journalism focussing on communities (Matthews, 2017b). Links to locality may no longer be actual, but a sense of place provides news coverage of audience’s place in a highly connected world (Hess and Waller, 2014). Even though the news brand commodifies the audience, it continues to ‘play a multifaceted role in building networks and maintaining connectivity, generating and reinforcing representations of place and community’ (Baines, 2012:154)

The definition of what constitutes a community can draw on the notion of self-organising communities. Steven Johnson posits that organisation on a macro scale can result from a series of self-organising activities involving smaller components. This is modelled on the observation of the behaviour of ants in which individuals in the ant colony pay attention to their immediate neighbours rather than wait for orders from above. They think locally and act locally, but their collective action produces global behaviour. In his theory of Emergence, Johnson argues that human geo-communities act in the same manner. Emergence results from an interconnected system of relatively simple elements self-organized to form more intelligent, more adaptive higher-level behaviour and provides for a more bottom-up model of community and society rather than a top down organisation of community involving a master planner (2002).

2.2.3 Public sphere theory

According to critical theorist Jurgen Habermas, society comprises three components - the public sphere, the private sphere and the sphere of public authority. His theory identifies the public sphere as an arena for the exchange of information and for debate that facilitates active participation in the democratic process. A consensus view is arrived at through discussion and the exchange of opinions within the sphere ensuring that the will of the people is carried out by those in power (Habermas, 1989). This comes into conflict with the agents of the state – the governing and ruling class, the police etc – in the private sphere and the sphere of public authority. In the former, domestic concerns or private commercial transactions are enacted. The public sphere mediates between the private sphere and sphere of public authority. Whilst the public sphere provides freedom of assembly and expression and the accessibility of information to the public, allowing the public sphere to influence the state, it is on the condition that there is a “reasoning public”.

The media is important to the Habermasian public sphere because it is considered essential that individuals become well informed, with media outlets performing the function of transmitting information and communicating a consensus of opinion to those in power. Habermas attributes the development of this sphere to the emergence of coffee houses in the late 18th century which provided forums to discuss it. The earliest newspapers were distributed in coffee shops where they were read and debated. The spread of news, which accompanied the spread of commerce, made possible a sense of common interests and the connection between private economic interactions and political discourse. This is of vital importance for the developing meaning of ‘public’ (Baines 2012). Habermas has been criticised for his idealistic approach and has been accused of applying a historical basis to the theory which has never existed (Schudson, 1992; Susen, 2011). Habermas himself acknowledges “it is tempting to idealize the bourgeois public

sphere [...] going way beyond any methodologically legitimate manner” (Habermas, 1992, p. 442, quoted in Susen, 2011, p. 53). The theory is also criticised for being “bourgeois-centric” and that it fails to acknowledge how sexism has influenced the development of the public sphere (Fraser, 1990; Susen, 2011). There were no women in the coffee houses where discussions and interaction took place.

In later work Habermas acknowledged some of these criticisms and contended that corporate interests, including those of media in cultural production, came to dominate the public sphere for their own interests and argued that consumer capitalism contributed to the decline of the public sphere and made cultural production a matter of passive consumption, rather than participation (Habermas 1996).

The concept of a public sphere informs this study in that it provides an important context for an examination of the role of today’s media in mediating between the private sphere, where private and commercial transactions are enacted and the sphere of public authority. Can such a function be successfully performed?

Some theorists have argued that the internet has provided an opportunity for the original concept of the public sphere to be realised, signalling a more democratic and open society with the promise of a voice for the mass audiences who can access an unprecedented volume of information in an age of superabundance (Shirky 2008). However, this concept is challenged when the public sphere analysis of media is viewed alongside the concept of political economy (to be discussed later). The way in which many of the emerging hyperlocal news websites which operate in a collaborative manner are also viewed as resonating with the concept of the public sphere (Baines 2012). But the limitations of the internet’s role in strengthening the public sphere are also recognised. A study in 2010 into the news needs of local communities observed that UK citizens predominantly used online news sites run by existing news providers and predicted that voices on the internet

would continue to be dominated by larger and more established news providers rather than by any form of citizen media (Fenton, Metykova et al. 2010).

David Baines' study of a local community journalism project launched by a major regional media company in collaboration with Northumberland County Council to help establish 'more sustainable communities', explored the concept of "glocalization" in which community websites position communities both locally and globally. The conclusions drawn from Baines' study were that despite the presence of a networked community curious about local news, there was limited engagement with Media Company journalists and the project failed to deliver 'liquid engagements' that might have encouraged the development of stronger and trusted relationships with journalists. Baines concluded that the problem arose from the architecture of the sites which were designed to prioritise the political and corporate needs for the County Council and Media Company respectively, rather than the community's needs. It offered a 'one-way traffic from centre to periphery' and the neglect of global interactions and visibilities—central to the concept of the public sphere and its potential to support community sustainability—tended to reinforce this community's isolation (Baines 2012). In later work it is argued that local media can contribute to local communities not just through the news services they deliver but also through their physical presence promoting community through actions (Baines, 2024).

These are important studies which explore the nature of the role of Big Media and independent hyperlocal media in performing a public sphere function, but they do not address the impact of social deprivation on the performance of that function.

The concept of public sphere sets an important framework for determining the nature of a study of how Big Media operates and the impact it has on communities. The shortcomings of Habermas' theory need to be addressed when considered alongside political economy. How can Big Media perform a mediating role between the private

sphere and the sphere of public authority when it must perform commercial transactions? When it comes to examining the impact of the decline of Big Media in the delivery of news and information and the extent to which independent community hyperlocal media can step in to deliver those needs and perform the public sphere function envisaged by Habermas and his internet celebrant devotees, the question of the extent to which the socio-economic status of those communities makes a difference is an under-developed area of research and needs to be addressed.

2.2.4 Alternative Spheres

The Habermasian concept of a single public sphere has been contested with the claim that there are alternative spheres where counterpublics challenge established views (Fraser, 1990) as well as the more pessimistic view that the public sphere has been shattered into sphericules manifested in the fragmentation of mass audiences brought about by the growth of media outlets, the marginalisation of alternative voices, and the diminution of news and politics knowledge among internet users (Gitlin, 1998; Fenton, et al. 2010; McChesney, 2013).

Robert McChesney emphasises the importance of the public sphere and recognises the need for independent healthy journalism which provides a rigorous account of those in power, a method of separating truth from lies, due regard for the information needs of all people as legitimate and a wide range of opinion on important issues. However, he questions whether a new public sphere can be brought about by the internet whilst it is dominated by powerful corporate interests (2013).

Koopmans et al make the case for a European public sphere that exists in a layer outside the national public sphere and corresponds with the focus of different mass media. According to this model, the public sphere is made up of a series of concentric circles, comprising the national media at the centre as well as international “intraspheres”, such as the European Union and NATO. There are also other nations, and “interspheres” of

communication between the spheres. The national sphere is served by mass media and positioned to influence national government. The model is important for understanding the way information flows within the democratic system and can be extended to take account of the interaction of geographical public spheres on a local and regional level (Koopmans and Erbe 2004) .

Rachel Howells considered this model and proposed that there are smaller intraspheres nested within the national. They are in a hierarchical relationship linking national, regional, local and hyperlocal levels and she raises the possibility of further subdivisions based on neighbourhoods, geographical communities, streets, dwellings etc which overlap with each other.

Howells analysed the impact of the closure of the Port Talbot Guardian on the local community and the creation of a "news blackhole". It focussed on themes explored in the USA and developed in the UK of news deserts. There are parallels with this study in its examination of the public sphere and how it has been damaged by the withdrawal of Big Media news organisations from local communities. Her analysis similarly draws on the theoretical frameworks on counter or alternative public spheres which contributes to an understanding of how damage to the local public sphere can damage the whole sphere. She acknowledges the alternative public spheres are mostly characterised as serving groups defined by class or identity in opposition to the dominant public sphere but also points towards the existence of geographically-defined public spheres which interact with the national public sphere (2015).

2.2.5 Local spheres and geocommunities

Howells puts forward that there are smaller "intraspheres" within the national public sphere which are further divided into overlapping spheres at the level of neighbourhoods and communities and that damage to these local spheres through the closure of newspapers and the withdrawal of journalism can damage the national sphere.

At a local level, residents in an area may find they are interested in regional and national spheres but are not particularly interested in decisions taken in another local area unless those decisions have implications that could affect the wider public sphere. Information may flow up the hierarchy into spheres where cross-communication of such information may occur.

In her study of the impact of the demise of the weekly newspaper in Port Talbot and its impact on the public sphere, Howells used the analogy of the public sphere as a machine with the regional geo-sphere operating as a cog within the national public sphere and local geo-spheres operating as cogs within that. Individuals can operate in more than one geo-sphere at the same time. One sphere could be weakened by the closure of a newspaper, or a reduction in the coverage of a local area and if one cog in the machine is seriously damaged it will seriously affect the whole machine. The larger public sphere can continue to work for a time after one cog has been damaged and people continue to get news from somewhere but the information used by the machine is malformed – thus news gaps have wider ramifications for the wider public sphere (2015).

The machine model also chimes with many of the principles of the concept of the media forming an intricate and balanced ecosystem serving communities and their critical information needs.

2.2.6 Independent community “hyperlocal” news providers and community

The decline of newspapers has been accompanied by the emergence of a new independent community hyperlocal journalism sector, seen by many commentators as an opportunity to realise the public sphere function of journalism (though, as discussed in the previous section, this notion is contested), and to engage with communities in new ways and provide voices for hitherto neglected groups. One aim of this study is to establish the extent to which new independent providers are filling a gap in news provision left by the decline of Big Media news outlets. It is therefore necessary to

examine the literature related to this sector – the nature of these outlets, their motivation their relationship with communities and contribution to the media ecosystem. The emergence of the sector raises questions about the characteristics of these outlets – how they engage with communities and what motivates them.

In attempting to make sense of the independent hyperlocal sector, some studies conclude that the discussion about the sector should be resituated to provide a greater focus on the social and cultural dimensions of hyperlocals, observing that some hyperlocal providers can be seen as subcultures, rejecting the dominant mainstream news culture and that acts of reciprocal exchange rooted in hyperlocal sites foster more community participation offline, leading to better communities and better journalism. These features are seen as a social good developing trust, connectedness and social capital (Hess and Waller 2016; Harte, Turner and Williams 2018; Lewis, Holton, and Coddington, 2014). Characteristics of subculture can be defined as shared identity and belonging, marginalised practices, resistance to "massification" and outsiders trying too hard to fit in (Kurpius, Metzgar and Rowley, 2010).

The identification of the shortcomings of Big Media (large legacy media organisations which have dominated the provision of local news) is seen as a motivator for a number of emerging independent community journalism and hyperlocal publications. A survey of hyperlocal providers found that attitudes to established news providers and their perceived withdrawal from communities could be summarised as marginalisation which began with newspaper closures (Williams et al. 2014). The marginalisation which led to the genesis of some hyperlocal sites was felt by citizens deprived of information and by professional journalists who lost their jobs as the result of closures such as the Port Talbot Guardian. Here journalists and citizens set up their own media to fill the gap.

Williams et al argue that hyperlocal producers would not do what they do if mainstream media provided them with wellbeing and satisfaction. Hess and Waller drew other

parallels between the nature of hyperlocals and subculture ie an unwillingness to accept or a resistance to the mainstream view – the shortfall in coverage of the political, economic and social life of a community; synergies of style with anti-authoritarian zine culture; the resistance to massification which is manifested in the resistance to "sustainable business models".

The resistance to sustainable business models was observed in 2007 in the report of a survey of hyperlocals in the USA which found that success was measured in terms of the impact on the health of communities rather than increased revenue (Farhi, 2007). There was a rejection of the "cookie-cutter" approach to attempts to mass produce local news, utilising economies of scale where individuality and a connection to community was lost. Hess and Waller cited the case of more than 30 independent community news sites in the United States resisting attempts to commodify hyperlocal news on a large scale.

In the UK the Independent Community News Network was established by the Centre for Community Journalism in an attempt to provide a voice for hyperlocal news sites. There have been attempts to establish large scale networks of hyperlocal sites on a franchise basis -eg the *Hyperlocal Today* network which was an attempt to emulate Patch in the United States. Some of the motivations of its founder, David Prior are shared with sub-culture characteristics eg the recognition that mainstream providers are neglecting local areas; but it also takes on some of the dominant culture characteristics by insisting that the sites must monetise effectively (Prior 2016). *Nub News* is another initiative which has succeeded in establishing a network of hyperlocal community news websites across the UK. At the time of writing there were 57 sites established in England adopting, according to its founder, Karl Hancock, a local-centric approach which prioritises community over "click" based news coverage. This suggests that the economic basis for both independent and Big Media is more complex and nuanced than it might first appear, since it is also the

case that whilst corporate media models commodify audiences and communities for sale to advertisers – advertisers may also be active participants in and contributors to the process of community building. However, it can also be identified that there is an under-developed area of research which is needed to explore how these processes play out in areas of deprivation.

It can be argued however that there is a difference between the premise of the initiatives such as *Hyperlocal Today* and *Nub News* which has emerged from a recognition of the shortcomings of mainstream news organisations albeit with an acceptance of the dominant idea that news organisations must be financially viable, and the initiatives of mainstream "Big Media" companies which have attempted to experiment with hyperlocal. These experiments by Big Media companies have, it is argued, reinforced the subculture model by "trying too hard to fit in". They have attempted to capitalise on the hyperlocal phenomenon and "bottle hyperlocal and sell it as a template", often without success – one example being the attempt by newspaper publisher Northcliffe to establish the Local World network in the UK – to establish a local Facebook – which ended in failure because of its top down approach (Thurman, Pascal and Bradshaw 2011).

The potential for viewing hyperlocal journalism as an alternative media movement is also taken up by an examination of hyperlocal journalism which draws on Chris Atton's attempt to present a typology for understanding alternative media (Harte, Howells and Williams. 2018). It is observed that the products, processes and relations inherent in hyperlocal journalism provide a stark contrast in many instances with those within mainstream media.

The community building potential of the internet is advocated by Peter Dahlgren who argues that a civic culture comprising the six interlocking processes of values, affinity, knowledge, practices, identities and discussion, is important for democracy. Dahlgren is

an internet celebrant who argues that there is potential for addressing these processes emerging on the internet which would strengthen civic culture (2003).

However, the potential for hyperlocal news sites operating on the internet for performing some of these civic functions effectively, is questioned by Harte et al, citing the precarious nature economically of many of these news outlets. And Tony Harcup, reflecting on his audience study of a hyperlocal website in Leeds, whilst acknowledging the role it plays in holding power to account, questions the extent to which audiences play an active role in civic activism as a result of consuming alternative journalism. These issues will be addressed further in the sections relating to political economy and digital divide.

2.2.7 News and media eco-system theory

In recognising the consensus of what good journalism entails and its benefit to communities, Robert McChesney concluded it is not possible for all media to provide all these services but that it is necessary for the media system as a whole to make such journalism a realistic expectation of citizens. In other words, there should possibly be a news / media eco-system which brings together elements of Big Media and not-for profits unhampered by the commercial imperative which can meet these expectations.

Stonbely et al attempted to assess the health of these eco-systems in American communities and noted that technological changes have created opportunities for new and different journalistic sources to develop. They pointed out that lower barriers to entry and minimal distribution costs afforded by the internet, created an environment for innovation and experimentation in the journalistic sphere that is perhaps unprecedented (e.g., *New York Times*, 2014) (2015).

Friedland et al carried out a review of the literature concerning Critical Information Needs over the previous two decades presented to the USA's principal media regulation

body - the Federal Communications Commission, to work to eliminate barriers to market entry and to assess the need for government action to address the gaps in media ecosystems' ability to meet the critical information needs of the American public (2012). The study concluded that there is an identifiable set of basic information needs required to navigate everyday life without which, communities will not thrive. They are those forms of information that are necessary for citizens and community members to live safe and healthy lives; have full access to educational, employment, and business opportunities; and to fully participate in the civic and democratic lives of their communities. They identified the most basic needs for information as being that which informs people about candidates standing for public office, and access to policy choices facing them and information on decisions that will affect them. These CINs were later utilised by Stonbely et al in their study of information provision by media outlets in three US communities (2015). Friedland's study indicated that low income and some minority and marginalised communities within metropolitan and rural areas and areas that are "lower-information" areas are likely to be systematically disadvantaged in both personal and community opportunities when information needs lag or go unmet. They observe that information goods are public goods and the failure to provide them is, in part, due to market failure. But carefully crafted public policy can address gaps in information goods provision.

A body of research has emerged which seeks to describe the way communities are served by news organisations as ecosystems in which news media take shape through spontaneous, self-ordering principles associated with ecological systems.

The concept has its roots in the work of Marshall McLuhan, Neil Postman, Walter Ong, and others using the ecology metaphor to view the media as environments, exploring how patterns of perception and thought develop in interaction with media environments.

Scolari also looks at the interaction between media as if they were species in an ecosystem.

Rasmus Nielsen (2015) explores the interconnectedness of media ecologies through the lens of “keystone species”, borrowing from the fields of conservation, biology and zoology. Within this context, Nielsen uses content analysis and interviews to address the question of what sources of information are important to communities and what kind of information is produced by these sources and examines the role of the local newspaper in contributing to the provision of political information in the community of Naestved in Denmark. Keystone media are characterised by their systemic importance – not for the majority of media users, but for the wider information they occupy and their key impact on the media ecology (2015). In Nielsen’s study, though community members do not regard the local newspaper as a primary source of political information, it produces a large amount of coverage and is a supplier of leads to other regional media which are a more important media source in the community. The newspaper therefore has a crucial place in the media food chain whilst not being a direct source for many news consumers. Political news reaches people via a regional TV station, cited as a primary source, which covers a wide geographical area, but most stories are not picked up. Nevertheless, argues Nielsen, the local paper is important the keystone media role is important even though the newspaper has a limited audience because the dissemination of this information shapes the local political information environment and the local media ecosystem (2015).

Nielsen’s research helps inform this study which examines the impact of local media providers on the delivery of information needs including political information on communities and addresses the media ecology of local communities. News outlets in Greater Manchester should be viewed as keystone media occupying an important space in the media eco system – but there is a question mark as to the extent to which this is the case in light of evidence of the demise of local papers and the increasing regionalisation

of news brands which had traditionally performed that role (DCMS 2023). Nielsen does not address whether deprivation makes a difference to the delivery of critical information and the architecture of news ecology – a factor which is crucial in this study, adding significantly to the body of research in this field.

Anthony Nadler questions the use of the news eco-system metaphor in discussions concerning digital journalism asserting that in naturalising trends in the development of news practices, the concept, which is grounded in liberal economics, fails to disclose the social, political and economic decisions which contribute the media landscape (2019).

Indeed, it can be concluded that some interpretations of this model which conclude that there can be a natural ordering of news producers bears resemblance to the neo-liberal notion that the health of an economy will be ordered according to market forces.

However, the attraction of the eco-system analogy is acknowledged by Nadler, who admits to having used it himself. Rather than abandoning the term altogether, he suggests adopting the term “built news ecosystem” and emphasising the role of societal choices in shaping the dynamics of that ecosystem and structuring the competition between news producers.

The practice of applying the ecosystem model to political economy is not new. Marxist thinker David Harvey, who, while offering a critical analysis and offering an alternative to liberal and neo-liberal economic structures, draws on his background as a geographer to apply the ecosystem analogy to explain the circulation of capital (2017) and refers to Marx’s own organic analogy to explain the totality of the capitalist mode of production. Such an analogy serves to highlight the dialectical interpenetration of components of the whole rather than a championing of the idea of the self-ordering nature of the market system.

Such analogies, whether they be the ecosystem, the blood circulatory system or the machine model advocated by Howells referred to earlier, serve to illustrate the vital role

each component plays. In the human body analogy the heart is as important as the lungs or brain, in the machine analogy every cog is vital for the effective functioning of the machine.

2.3 The political economy of print and digital news

This study seeks to establish how independent news outlets have emerged to fill the gap left by the decline of print media including the closure of printed weekly newspapers and the changes which have occurred in the delivery of news by Big Media providers to communities, including technological changes which have impacted on the nature of that delivery. To inform the study it is therefore necessary to discuss the literature which has sought to explain the economic model for journalism for Big Media, the internet and emerging independent / media. Such a framework has been characterised as the political economy of news/communication.

2.3.1 What is the political economy of news?

Three models have been identified as underpinning how journalism functions in modern liberal democracies – the market model which relies on the packaging of communities (readers/consumers) to be sold to advertisers (Franklin and Murphy 1991) dominant in the USA; the public service model based on the premise that journalism is a “public good” as important as any other utility (Pickard, 2023) dominant in Scandinavian countries; and a dual model operating in the UK where public service journalism co-exists with private sector media (Curran, 2009). In the UK the market model is dominant in the newspaper sector and there is tension between the profit motive and public service ethos. The political economy of news is therefore important in attempting to arrive at an understanding of how critical information is delivered to communities and whether social deprivation makes a difference to this delivery as well as whether independent community hyperlocal publications can continue to be sustainable. Curran (2009) compared what the public knows in countries operating under these three different

models and found that the market model gives less attention to public affairs and international news than the public service model, which fosters greater knowledge in these subjects and less inequality between advantaged and disadvantaged groups.

The rationale for commercial media under capitalism in the USA is that a free press is the key to a free society, with the free market being the foundation of a free press and a healthy democratic culture (McChesney, 2013). The political economy of communication (PEC) is a subfield of political economy which is suited to address most of the central issues surrounding the digital revolution. PEC strives to achieve a more accurate understanding of media markets and the true role of government, examining how institutions structure the content of media and is interested in evaluating the calibre of journalism produced by the commercial news media system. It highlights problems of the impact of the dominant commercial media system on journalism and news production.

The notion that news is a commodity with exchange and use values and that the readers/audiences are also commodities to be packaged and sold to advertisers is central to the market model and has been critiqued by Marxists and adherents of PEC. In this model audiences work, are exploited and are sold, and cultural commodities are not exempt from the rules of the marketplace. Scarcity can be created artificially by setting up monopolistic channels of distribution and turning audiences into commodities and by securing the largest audiences to maximise profit (Fuchs, 2014, Pickard 2022, McChesney, 2013, Garnham, 1990). There has been a tension between the nature of news serving a public good providing news and information and serving as community builders etc and the economic imperative of making profit for the owner (Pickard, 2022).

Anecdotal evidence from journalists illustrates this tension when they talk of the priority given to advertising in newspapers saying “news is the stuff that fills in the holes between the adverts”. News is secondary in the economic strategy for news owners who produce products with enough relevant material to make the reader pick it up (Aldridge 2007).

This is particularly the case for free newspapers where the product is the reader who is being sold to the advertiser.

Political economists have made a significant contribution to studies of the economic impact of advertising on media, but also crucially addressed the ways in which advertising has influenced non-advertising content. The implications of uneven distribution of advertising “subsidy” for media serving poorer, and minority ethnic audiences in the United States is a useful lens to explain why commercial Big Media fail the most deprived communities. The information and advertising subsidy has been conceptualised by Oscar Gandy who is prominent in this field. He finds: “[t]o the extent that advertisers place a lower value on gaining access to particular minority audiences, those who would produce content for that segment will be punished by the market” (2020 p 48). It therefore follows that content providers must ultimately withdraw from the market and must instead turn to creating content for other audiences which will yield results.

Political economy of communication and news provides a context to the closure of newspapers, but also underpins the narrative of how the marketization of news affects coverage, supporting the view that the roots of the decline in print go deeper than the impact of the internet and digital technologies (Engel 2009). There is a body of work from scholars who argue that commodification or marketization has adversely affected the practice of journalism (Devereux, Haynes and Power 2012, McChesney 2013, Bagdikian 2014). Devereux Haynes and Power’s study of media representations of Moyross – one of the most deprived estates in the Republic of Ireland concluded that the stigmatization and lack of balanced reporting of the area had been accentuated by the increased marketization of news. In the USA Rodney Benson suggested that market power was the most urgent question facing journalism and the public sphere across the globe at that time (2017). He recollected an encounter with a hedge fund manager

specialising in the media industry who concluded that in a market culture no-one was going to save public affairs journalism because of there was no market for it any longer.

The assertion that the current problems for newspapers in the UK have not been caused solely by the internet is a theme common to a number of academics and commentators on the decline of print, who assert it can be attributed to a profit driven rationale and an increased culture of managerialism in the industry with news workers reduced to a cog in the machine with the function of delivering maximum revenue (Engel, 2009; Matthews, 2017). The argument is that the internet and the collapse of the business model merely accelerated a process which was already underway.

2.3.2 A short history of newspaper decline

Matthews argues new tech was harnessed for the benefit of the market, based on economies of scale where the main aim was to make sufficient return on capital rather than to provide a community with critical information. The introduction of new technology in the wake of the *Messenger Group* and *News International* industrial disputes, together with the derecognition of trade unions in the 1980s and 1990s led to increased profits which went to shareholders rather being invested in newsrooms (Matthews 2017, Gopsill 2014, Davies 2011). Free newspapers, whose emergence had been greeted with a scepticism not unlike the attitudes towards the hyperlocal media sector, were subsequently embraced by established media companies because they were able to attract advertising revenue by offering advertisers delivery of their message to a clearly defined readership (Frankin and Murphy 1991).

A decline in newspaper circulation and engagement could be tolerated while profits of up to 30 percent were being made. But the pursuit of larger profits led to cost cutting, which led to a downgrading of the product, leading to a further lack of engagement from readers, and then a fall in circulation and advertising revenue, leading to more cost cutting. This spiral of decline worsened as the economic crisis deepened, and the

emergence of the internet and the digital revolution accelerated the process. The business model could not cope and media companies in the UK and USA were slow to adapt (Engel, 2009; Alterman, 2011). The assumption that traditional classified advertising revenue would migrate to the web with the readership was not borne out, following the so-called *Craigslist* effect, referring to the arrival of an online advertising start-up which attracted customers who would previously have advertised in newspapers with advertising migrating to the internet but not to online news organisations to a significant degree. A large proportion of advertising also went to Google and Facebook which utilised content provided by news organisations without producing any original content themselves. In addition to this, the financial crash in 2008 left the largest newspaper publishers with the legacy of debts from acquisitions while trying to find a solution to the internet threat.

But it was argued that the seed for the decline of news businesses attempting to adapt to the internet had already been sown and was the decline of the existing news business model – news + advertising (Freedman, 2010). Between 1986-96 403 local news titles were closed in the UK, according to a report by the industry body, the Newspaper Society, with the loss of more than 4000 journalism jobs between 1986 and 2000 according to the National Union of Journalists (Davies 2011). It is difficult to assess precisely the scale of title closures. Much of the research has been gleaned from annual reports some of which do not reveal a full picture. However, the *Press Gazette* reported the closure of 242 newspapers between 2005-11, and research mapping local news in the UK found there was a further net loss of nine titles between 2015-17 including the loss of two daily news sources (Ramsay 2017).

The *Press Gazette* research observed the emergence of “news gaps in some of these areas leading to some communities left without coverage by professional journalists (Ponsford 2012). Afternoon newspapers in remaining multi-paper cities were in most cases merged

with morning papers or shut down and growing numbers of newspapers moved from daily to weekly, from evening to overnight, and from paid-for to free. Local and late editions were cut, as well as supplements and specialist journalists (Dear 2011). The long term decline in weekly papers had stabilised because of the growth of free papers but the decline accelerated after that. The internet revolution helped to accelerate the decline in print readership, and newspapers responded by offering their content for free on their news websites.

The impact of the closures observed in the research by Ramsay et al found that a number of Local Authority Districts (LADs) in the UK with no daily local newspaper coverage rose to 273 (of 406 across the whole of the UK). A loss of plurality was also reported with five LADs reduced to single-publisher monopolies (Ramsay 2017). The Public Interest News Foundation (PINF) mapped the presence local news outlets across LADs in the UK, including established Big Media print and online publications, hyperlocal or independent news sites. Their study identified some local authority areas which were “news deserts” and others with sparse local media coverage as “drylands” (2023).

There has been significant research which has already documented and mapped the decline of local newspapers and its consequent impact on communities, most notably in terms of democratic deficit. Ramsay conducted an audit and mapping exercise of newspaper closures and coverage of LADs between 2015-17 (Ramsay 2017). This followed a similar study by Ramsay and Moore (2016). Whilst this previous research sets the context for this current study, it does not seek to replicate it. However, the study borrows from the quantitative methodology deployed by Ramsay and Moore to map the growth of hyperlocal online and printed community news sites which have emerged and are seen as a replacement for newspapers which have closed. The PINF published mapping data in a pilot project aimed at providing a map identifying the locations of local news outlets in the UK (Mitchell, Roche and Milburn-Curtis 2023). This was used to

identify “news deserts” – places where there is little or no news provision – and news “oases” – where there is richer provision. However, some of the conclusions drawn from these exercises have been contested strongly by news publishers who claimed that some areas had been mischaracterised in terms of whether they were news deserts.

Nevertheless, these data still prove useful and can be built on whilst attempting to take into account some of the objections raised by some news publishers.

The extent to which some areas are not covered has been contested by industry executives such as David Higgerson of Reach Plc who asserted that Ramsay’s study gave a misleading picture, pointing out that areas identified as being underserved were in fact covered by regional newspaper print and/or digital products (Higgerson 2017). The PINF study was also criticised with Reach plc pointing out that so-called news deserts like Gateshead were in fact covered by Reach plc regional news sites. However, it is still maintained there has been a withdrawal of news resources in many areas with the closure of weekly titles and the loss of journalism jobs raising questions concerning the quality of coverage with evidence of Big Media multi-titled organisations producing less hyperlocal and more generic content as they consolidate operations with an adverse effect on communities and democracy (DCMS 2022). Another mapping project led by Agnes Gulyas published in 2020 analysing news provision and the reach of Big Media and independent outlets in postcodes and found that 4.6% had no Big Media news titles, 30.7% had one, 31.4% had two, 23.1% three, and the rest four or more. The average figure for the number of Big Media local titles is lower in areas with independent hyperlocal publications than in areas that do not have such a publication but the findings acknowledge that the map does not show a direct link between the presence of hyperlocals and number of local newspapers and it does not examine social deprivation as a factor in the findings. There is therefore scope for further research to build on this to explore the likelihood of independent publications emerging to fill a gap in provision in

areas of deprivation. The other acknowledged gap in the literature discussing these issues is a clear definition of “news deserts” which Big Media providers would find difficult to contest.

The rapid decline in printed newspapers has been attributed to the growth of the internet which impacted on print advertising revenues combined with a shock to the economy and markets following the 2007-08 financial crisis in which capital could not realise a profitable return on investment. The subsequent recovery was slow, but following a decade of title closures and the withdrawal of journalism from communities there appeared to be some hope for the future of local journalism with title launches in areas which had previously lost newspapers – eg in Salford, which had seen the closure of the *Salford Advertiser*, Newsquest launched the *Salford City News* in January 2020. It was reported that two jobs had been created for the new publication. In areas where Big Media publishers appeared to avoid each other when it came to competing in the news market, it appeared that Newsquest were prepared to take on their rivals Reach, with launches in Teeside and County Durham as well as Greater Manchester (formerly Trinity Mirror). In the decade following the financial crash of 2007-8, there was also the development of a new online and print hyperlocal sector comprised of both for-profit and not-for-profit news outlets serving communities.

When an appetite for news was apparent eg when there was clamour for critical information during the Covid 19 pandemic in 2020 it did not prevent the devastating impact of the recession on the industry and the prediction of large declines in advertising revenues, and in reader revenues for many titles, and declines in many other streams of revenue (Nielsen 2020).

2.3.3 Political economy of the internet and news

Whilst the internet was seen by many commentators and observers as providing the death knell for journalism it has also been seen as heralding a new era of democratic access to information and a new mode of production brought about by Google, Facebook, Amazon and Apple, characterised by Google executive Chairman, Eric Schmidt as “a true paradigm shift akin to the invention of television” (Schmidt and Cohen 2013: 9) in which the barriers to this mode of production have been achieved by the lowering of production costs to almost zero. Schmidt also argued that alongside challenges for mainstream media as new contributors are introduced to the media supply chain, expanded connectivity would also offer new opportunities for media and disrupt power imbalances.

It has been argued that the eradication of barriers between producers and consumers created possibilities for new collaborative models of production (Benkler 2006, Shirky 2008, Anderson 2010, Mason, 2019). There would be a new wealth of networks which would create a decentralised media. These so-called internet celebrants also hailed a new era for journalism. Power would shift from the media elites to a new army of bloggers and content providers, social networks and consumers according to Rupert Murdoch (cited in Curran, 2016). It would be a new era of networked contributors who could be their own reporter leading to the liberation and renaissance of journalism (Elmer-Dewitt and Jackson 1994, Benkler 2006, Nerone 2009). However, this perspective was questioned by others who viewed the internet through the lens of the political economy of communication, observing an internet where innovation and creativity are subordinated by powerful interests operating in a capitalist market economy, where opportunities for a renaissance of journalism would be hampered by the same market forces which have contributed to print decline (Fenton 2009, McChesney 2013, Curran 2016, Freedman 2016).

Robert McChesney's summary of the history of the internet in the USA concluded that the internet as it currently existed was the result of a series of policy decisions in which the US government handed over control to private sector interests after being built up by the public sector. The removal of commercial restrictions by the Clinton administration in 1993, amounting to the privatisation of the internet to spur growth and competition, precipitated an internet goldrush. The elimination of competition for internet service providers together with the effective abolition of net neutrality – the policy which ensures a level playing field for web and other significant developments of the digital era - formed part of an account of capitalism in which innovation and creativity were subordinated to the powerful interests dominating the marketplace (McChesney, 2013, Freedman, 2016). The context of the attack on net neutrality is important when considering the impact on the provision of critical information needs to socially deprived communities when commercial needs are favoured above the public good. McChesney pointed to the link with America's digital divide as 40 percent of households with incomes below \$20,000 had access to the internet compared with 93 percent in households with incomes above \$75,000 (Foundation 2018).

The accounts of the internet celebrants (Anderson and Ward 2007, Shirky 2008, Schmidt and Cohen 2013) paint a picture of a capitalism in which questions of property, profit-making and exploitation are sidelined in what could constitute a new collaborative mode of production.

In a more pessimistic assessment of the digital revolution, it is suggested that the new mode of production is no longer capitalism and indeed could be worse where a new form of exploitation is established arising from an economy based on a scarcity of things and an excess of information (Wark, 2021), although this is contested by Marxists who explain the wealth of big tech companies such as Facebook deriving from the exploitation of the labour of Facebook workers and from the monopolistic position of the platforms as

spaces for advertising for the sale of data with no new paradigm exempting the digital economy from the laws of capitalism. The digital sphere is not a parallel economy but one that still rests on the profit motive, often at the expense of creativity and notions of serving the community (Freedman 2016).

Whilst it can be concluded that the decline of newspapers and the withdrawal of journalism by the news companies which dominate the industry should not be solely attributed to the internet, there is also strong evidence that the dominant internet companies, particularly Google and Facebook have had a significant impact on the industry.

2.3.4 Political economy of independent community hyperlocal journalism

The Centre for Community Journalism has listed more than 200 hyperlocal news sites in the UK, committed to producing news which fulfils the watchdog function of holding local elites to account. There have been studies in the UK, USA and the Netherlands which have found that some publications can only be sustained through a certain amount of self exploitation, questioning their long-term sustainability and found that they are driven by civic motives at the expense of profit driven business models. But there are doubts around whether these outlets can play these roles in an even and meaningful way because of a range of potential problems, principally around economic sustainability and audience reach (Kurpius, 2010, Williams et al. 2014, Harte, Turner Turner and Williams. 2018, Waldman, 2011, van Kerkhoven, & Bakker 2015). The general conclusion of van Kerkhoven, & Bakker's research into the motivations of 123 hyperlocal news site providers in the Netherlands, including qualitative interviews with 23 owners, was that online local news sites underperform in terms of efficient use of resources, acquisition of readers and advertisers and in terms of connecting with their audiences. It can also be observed that in studies such as this that it is difficult to launch and maintain hyperlocal

news sites where the wider media ecology is sparsely populated ie identified as a news desert.

Van Kerkhoven and Bakker's study found that the majority of owners said they wanted to serve their community and play a social role. Commercial motives came second and most sites were happy to break even. The third most important reason to start a hyperlocal was dissatisfaction with traditional media reporting (2015).

For others hyperlocal providers, advertising forms a key element in the business model for hyperlocal publications supported by the argument that there has to be a sustainable business model based on advertising, subscription, philanthropy or newsletters, but it is recognised that in deprived areas such a model is difficult to sustain and is susceptible to economic disruption (DCMS, 2023). Such was the case with the *Port Talbot Magnet* - a community news site established by a group of journalists following the closure by Trinity Mirror of two titles in the area. Funding enabled the launch of their tabloid newspaper, which was delivered quarterly to 20,000 homes in Port Talbot and was well regarded by the community and supported by advertising from local businesses. But despite these successes Howells maintained there was insufficient wealth in the community, following the closure of the Tata steelworks in the town, to support their news service (Howells, 2017, Harte, Howells and Williams. 2018). Big Media news businesses whilst undeniably facing challenges to their business model can always rely on economies of scale to remain viable economically. However, the studies referred to above may point to evidence of two types of independent hyperlocal emerging – one which rejects the advertising-based business model, prioritising the notion of providing a public good, and another based on advertising in the quest for sustainability.

Independent news providers, including many local, hyperlocal and regional newspapers and websites as well as non-profit investigative journalism organisations aimed at black

and minority ethnic groups and communities of interest were expected to suffer as a result of the Covid 19 crisis. Between 23 and 26 March, the Public Interest News Foundation (PINF) surveyed independent news providers across the UK, in partnership with the Independent & Community News Network (ICNN), Bureau Local and IMPRESS. 53 news providers responded to the survey and 94% of respondents said that they expected the crisis to have a ‘negative’ or ‘very negative’ impact on their organisation and 75% feared this might result in temporary or permanent closure. The survey also shows that more than 60% of independent news providers were going beyond traditional journalism in their response to the crisis. For example, they were providing direct support to vulnerable citizens; organising and promoting online events; coordinating volunteering; and working with local businesses to provide online information about home deliveries.

Jen Schradie (2011) questions whether new online websites will serve areas of deprivation. Her research found evidence of a digital production gap in the USA based on class. Research carried out in three communities in New Jersey in the USA found substantial differences in online journalistic infrastructure, output and performance across the three communities of Newark, New Brunswick and Morristown which potentially points to a problem in local journalism – that lower income communities are underserved relative to wealthier communities (Stonbely et al. 2015).

Attempts to comprehensively assess whether there has been a digital production gap based on class in the UK have not been undertaken in the UK. Whilst there have been studies which have mapped news outlet closure (Ramsay and Moore, 2016), these have not taken into account socio-economic profiles of the communities affected. The PINF’s work in mapping media presence similarly has not taken class into account and conclusions drawn to suggest the presence of news deserts have been contested. Where socio economic status has been explored (Howells, 2015), the findings require further exploration and further and

updated analysis of the wants and needs of communities. Further research is therefore required which brings together the mapping of media presence; analysis of the extent to which Critical Information Needs are delivered to communities and whether social deprivation makes a difference; and an analysis of the wants of needs of communities which also examines their perceptions of media. In addition to this, a more comprehensive study would also require alongside these strands, an updated analysis of the experiences and challenges of maintain independent hyperlocal sites in deprived communities. Such a study would require a mixed method approach to provide a comprehensive study hitherto not provided by previous studies.

2.3.5 Responses to newspaper decline

Given the growth of the hyperlocal sector with the emergence of well respected independent publications such as the *The Bristol Cable*, *The Mill* and *the Meteor* in Manchester and *The Post* in Liverpool and the prediction that by 2021 amateur journalists would be responsible for half of all news produced (Bowman and Willis, 2003), it is perhaps not surprising that "Big Media" news providers have attempted to emulate the success of the hyperlocal sector. As previously discussed, Northcliffe Media attempted to produce an ill-fated local version of Facebook and Reach Plc have attempted to exploit the interest in hyperlocal news with the development of the *In Your Area* hyperlocal initiative as well as the development of subscription based local newsletters which mirrors an initiative used by the independent *Manchester Mill* and *Liverpool Post*. Although some of this local coverage has faced challenges posed by the cost of living crisis in 2023 (Tobitt, 2023). Independent community publications are not constrained by a business structure and business plan imposed from above. The economic priorities of newspaper groups have led to the withdrawal of titles and jobs when revenues from the packaging of communities to advertisers could no longer be delivered and communities suffered as reporting became less hyperlocal and more generic (DCMS, 2022).

The government commissioned Cairncross Review addressed these issues and recommended the expansion of the Local Democracy Reporting Service, in which BBC funds the reporting of local government. The reviews proposed to ultimately shift the running of the service to an Institute for Public Interest News (DCMS, 2020) which would become a rough equivalent to the Arts Council, channelling a combination of public and private finance into those parts of the industry it deemed most worthy of support. However, the recommendation was rejected by the government.

2.4 News and socially deprived communities

A central strand of this study is an attempt to determine whether social deprivation makes a difference in the delivery of news addressing the critical information needs of those communities and whether independent news sites have made a difference in filling a gap in that provision. To inform this, it is therefore necessary to examine the literature which has defined deprivation and poverty. Also, given the focus on the emergence and growth of the digital delivery of news and information the review also examines the literature related to digital inequality and digital divides.

2.4.1 What is social deprivation? – some definitions

If an assessment is to be made of the impact of the decline of newspapers on socially deprived areas and whether digital news and hyperlocal sites can fill the news gap in these areas, it is necessary to define what is meant by social deprivation.

The Joseph Rowntree Foundation's (JRF) survey of poverty and social exclusion measured poverty in terms of deprivation from goods, services and activities which the majority of the population defines as being the necessities of modern life (Gordon et al. 2000). So, on the understanding that news delivers critical information needs which are required for citizens to participate fully in their communities, deprivation from news should feature in poverty studies. News deprivation or news poverty should be viewed as a component part of poverty and deprivation. The report's foreword by JRF's then chair,

Sir Peter Barclay uses the terms poverty and deprivation interchangeably and discusses how households were living in poverty in terms of low income and the multiple deprivation of necessities. The report explores how definitions of poverty are used to measure poverty and thus establish policy for tackling it. It is observed that some measures look at relative income but agreed international definitions also evaluate whether income is sufficient to achieve a minimum accepted standard of life. Poverty has been defined as the inability to afford the resources defined in a basket of goods used by the UK Government's Office of National Statistics, used to measure inflation. Cash income is important, but not the only indicator of access to goods and services (2000).

A distinction has been drawn between poverty (absolute deprivation) and inequality (relative deprivation) (Held and Kaya2007). The basket of goods has included digital devices eg smart phones were added in 2020.

There is a variety of theories which seek to explain inequalities in society. Ellen Helsper draws on many of these to underpin her analysis of digital inequality (2021). In Relative Deprivation Theory, disadvantage is seen subjectively by individuals and society and there are feelings of anger and frustration (Walker and Smith 2002, Smith et al. 2012). Participation in social life and civic society is also seen as an important factor in measuring deprivation and assessing social exclusion (Hunt 2005, Chakravarty and D'Ambrosio 2006). This goes beyond economic explanations and measures well-being, drawing on the concept of social capital propounded by Pierre Bourdieu and Putnam (Li et al. 2002). The illustration of social capital is seen in membership of organisations and demonstrations of trust in local community organisations. Bourdieusian and Marxist explanations of inequalities contribute to class-based theories which assert that wealth, class and heritage are the foundations of inequality and contests the free market neoliberal theory of merit and market principles. According to Marxist theory, inequality is inevitable in capitalist societies and can only be eradicated by fundamentally altering

the mechanisms of the economic system. Those in power have an interest in maintaining social inequality (Peet 1975). The Pareto principle emerges from Marxist thinking ie that 80 per cent of wealth is owned by 20 percent of the population. This is acknowledged by neo-liberal theory but is explained as existing as part of a natural equilibrium. In non-class-based explanations, conceptualised as the capabilities model, there is an emphasis on how resource and ‘existential’ inequalities (i.e. well-being) are produced from the bottom up solutions to inequalities. Inequalities are viewed horizontally among people living together rather than vertically in hierarchical class relations (Helsper 2021).

The UK government uses a method which measures an accumulation of several types of relative deprivation across a range of indices in neighbourhoods across England, making a distinction between poverty, which has been defined as individuals lacking the financial resources to meet their needs, and deprivation which is a lack of resources of all kind, not just income (McLennan et al. 2019). Based on this, the Index of Multiple Deprivation has produced a measure of multiple deprivation as an accumulation of several types of deprivation. These measures have been produced mapping relative multiple indices of deprivation across England in 2010, 2015 and 2019. The model of multiple deprivation is based on the idea of separate dimensions of deprivation which can be recognised and measured separately. The domains in the 2019 index comprise: income, employment, education, health, crime, barriers to housing services and living environment. These are experienced by individuals living in an area, and an area-level measure of deprivation for each of the dimensions (or domains) can in principle be measured. An area can only be characterised as deprived relative to other areas. These measurements identifying the relative rankings of multiple deprivation for small areas referred to as lower layer super output areas (LSOA) provide researchers with a useful tool for identifying the most and least deprived areas in England.

These inequalities impact on the civic health of communities and democratic participation. In some countries, most notably the United States, those on the lower end of the socioeconomic spectrum consume less news and talk less frequently about public affairs than those higher up the social scale where there is more interest in political activity because they know from experience they will do well out of it (Smith et al. 2012, Solt 2008).

The assessment of the importance of critical information needs (CINs) discussed earlier adds another dimension to the concept of deprivation or poverty. Friedland et al's review of the literature of critical information needs found differences in the USA across different types of communities and that within a given region, low-income, minority (defined broadly), the disabled, and non-English speaking or other at-risk communities especially continue to be disadvantaged in the meeting of community information needs. The literature pointed to several challenges in particular such as reduced access to basic information infrastructure and fewer opportunities for learning advanced computer skills, creating the likelihood of significant gaps or "news deserts" in low income communities (2012).

So, the extent to which CINs are delivered to communities and the effect of news deserts on those communities, is a domain which is missing in the measurement of deprivation. In broader studies of poverty and deprivation the news deficit is not a factor which is considered in that literature. Yet, it can be argued that reliable and verifiable news is of vital importance to those communities. This points to a need for research to consider the quality of news services in communities when studying deprivation and poverty. This is a gap in the literature which needs to be filled.

2.4.2 News inequality and digital divides

Rodney Benson, in his critique of Michael Shudson's claim that American culture was to blame for a decline in newspapers, rather than the market, argued that commercial

pressures contributed to a general decline in investigative reporting, especially at the local level and that high-quality news was increasingly reserved for the highest paid and highly educated, leading to "increasing cross-class disparities in public affairs knowledge."

Research focussing on access to and participation in the UK media and news eco-systems found barriers which identified "news blackholes" (Howells 2015) and communities or groups referred to as the "unnewsed" and victims of "news deserts" where there is greater social inequality in news consumption online than offline. Those at the lower end of the socio-economic scale use significantly fewer sources online and 10 per cent of the most deprived areas in England were found to be significantly underserved with local news than the average. The most deprived communities are almost three times more likely to have no local news titles (Gulyas 2021, Curtis 2019). It is not clear whether the digital offering of news outlets and the emergence of a wave of hyperlocal titles can fill the gap in areas of social deprivation to the same extent as in the more affluent communities. Gulyas has concluded that there are inequalities in news provision across geographical areas but more research is needed (2021).

It is asserted by some, that the development of the internet and digital communication has created a new decentralised information economy which has created a new network without the main filters which have formed barriers to the production and distribution of news, enabling an increase in the number of storytellers and the establishment of a new digital news environment in which technological advances have granted opportunities to a multitude of new voices to express themselves and have equalised the power exerted by the dominant news industries (Benkler 2006, McNair 2006). However, this digital optimism is no longer justified, according to Mattelart Papathanassopoulos and Trappel, whose studies of information and news inequalities on global level found that digital technologies have added new layers to existing news inequalities and structural social

inequality is connected to inequality in the digital realm. Indeed, digital and social inequalities are deeply intertwined (2019).

The aforementioned studies which challenge the conclusions of internet celebrants require further development. Gulyas and Curtis have produced important work in this field, but underdeveloped and requires further research. If a definitive picture of digital news inequality is to be drawn, there needs to be a comprehensive assessment which draws together a mapping of digital news provision by both Big Media and independent community news sites combined with a measure of the delivery of CINs across communities taking into account social deprivation and an assessment of the wants of needs of those communities. There is currently a dearth of such research.

2.4.3 Digital divides – difference in access to online media and hyper-local news

When examining these issues, the concept of digital divides is important. The definition of digital divide - the social cleavage between the information rich and the information poor within countries - is contested (Loader and Keeble 2005). Access may be important, but it is not the only factor, or even the most important one, influencing the adoption of the internet by disadvantaged groups. Whilst the new media may be attractive to well educated and literate middle-class users, such qualifications may act as barriers to take-up by the socially excluded.

James Curran et al observed that the hope that the internet would empower the excluded and marginalised was not fully realised (2016). Situating the internet in its wider societal context, it might appear that the reporting of socially deprived communities to meet information needs is all the more important, since the lowest income groups are already much less likely to vote than those on the highest incomes. Curran explained that the principal explanation for differences in participation in the democratic process is that those on low incomes tend to have lower self-esteem and a weaker sense of political

efficacy than those who are better off. Social stigma can encourage a sense of powerlessness, while long-term poverty can make people feel that it is impossible to change things (2016). Some of the earliest work providing indications of how a digital divide was affecting political efficacy, the development of communities in terms of economic development and wealth as well as educational and employment opportunities was conducted by Allen Hammond. Hammond found that there may be a variety of underlying causes that led to the inability of groups and individuals to afford certain types of technology and observed that there may be some areas which are neglected in terms of the rolling out of infrastructure (Hammond, 1997) .

Technology is seen by many scholars as a democratising force, but it is nevertheless recognised that divides in access to relevant news and information for communities as well as participation in economic and social affairs are shaped by the divides in access to technology and infrastructure (Friedland et al. 2012). It can be concluded that technology access and diffusion are necessary but there are insufficient mechanisms for ensuring true diversity of participation in media eco-systems.

As digital divide was beginning to be discussed, with concerns that digital exclusion could pose political problems, prompting a series of studies under the Clinton administration in the USA, Benjamin Compaine argued that those concerned about a digital divide were in fact creating a modern myth and asserted that all information gaps would be eliminated as skills improved and that as technology improved, access would improve (2001). These arguments were contested in a body of work which focused on the digital divide as a primarily social issue related to socio-economic groups. This is illustrated by the case of Ivanna's stolen phone, recounted by Clay Shirky (2008). Shirky recounts how a young woman, Ivanna, from a relatively privileged background had left her mobile phone in the back of a cab which was picked up by a woman from a less privileged background. Ivanna was able to browbeat the woman into returning the phone

thanks to the resources, socio-economic status and network of contacts, which it is suggested would not have been possible had the situation been reversed. This draws attention to how social inequality can determine how technology is used.

Pippa Norris's study of the digital divide in Europe and around the world supported the conclusions of US studies, agreeing that internet access was stratified by income and education and that the digital divide expanded in the late 1990s (2001). Access to technology is important, but when social factors are taken into account, the way technology is used is also a significant factor. The definition moved on to a discussion of multiple digital divides and digital delay rather than a single digital divide (Murdock 2002), and it was recognised that upgrade culture would continue to maintain the divide and disadvantage and it would be perpetuated by a second level digital divide (Hargittai 2001, Hargittai and Hinnant 2008). The concept of the second level digital divide questioned the binary approach which saw digital divide as being represented by a division between those who had access to the internet and those who did not. The second level divide concept takes into account internet skills and how people use technology, not just access. This was developed further when a third level digital divide was identified which focused on the systematic disparities in the outcomes that can be obtained from engaging in digital technology. The principle puts forward that different people get different outcomes from doing similar things such as saving money and health outcomes, because of barriers and enablers that are put in place (Van Deursen and Helsper 2015). It would be possible to include obtaining critical information and news in those categories. The notion that equalities of digital opportunity lead to equality of outcome has been questioned and it has been maintained that certain designs in the digital infrastructure can reinforce inequality and that the three levels of digital inequality should be considered together (Helsper 2021). Schradie has called for a class analysis based on power relations to contribute to a broader and more precise theoretical lens to understand the digital

divide and the reinforcement of existing patterns of social and economic inequality (2020). The class-based analyses here represent a lens through which this study can be advanced.

Much of the literature concludes that digital divide research needs to be situated within the broader field of social inequality. It has been argued that an explanation of digital divides or socio-digital inequalities must start with an exploration of social inequality, deprivation and poverty, that the digital divide reinforces social inequalities and that the divide cannot be closed unless these social inequalities are (Gilbert 2010, Van Dijk 2020, Helsper 2021). Helsper prefers the term "socio-digital inequalities" rather than digital divides or digital inequalities, since the social and digital elements are difficult to separate and she argues that the literature on digital inequality as well as policy making aimed at tackling digital divides and inequality suffers from a limited understanding and a lack of integration with knowledge derived from what is known about traditional inequalities. Digital inequalities are more complicated than the gap between the connected and disconnected and these inequalities can be explained in terms of shades of exclusion and why some people and groups are disconnected. Digital engagement is "not an end goal, object, or artefact. It is a continuous process – a scene of constant struggle." (Helsper 2021: P11). Helsper has questioned government policy of infrastructure improvements through the market with limited government intervention. She asserted that a digital underclass was emerging where higher socio-economic groups had increased access to broadband faster than lower socio economic groups, creating a widening gap (2011). This "leave it to the market" strategy was favoured by some in relation to the changes in print media (Potts 2007). It was argued that the marketisation of news would lead to gaps in news provision where there is market failure and that a "digital vicious cycle" (Warren 2007) would develop as the internet became the default communication medium.

Applied to the media environment, it could be concluded that as media groups began to

pursue a digital first policy there was a danger the most deprived communities will have to rely on technologies they could not access or did not use.

Helsper has explored the importance of an intersectional approach to socio-digital inequalities in which class, gender, ethnicity, health and age interact. She used the illustration of a perceived lack of participation with digital technologies being attributed to age as an example of oversimplification, pointing to other factors which could also be explained by class and lack of support networks (Helsper, 2021).

Jan Van Dijk's review of the development of research on digital divide over 25 years drew similar conclusions to Helsper, that the digital divide reinforces social inequalities and that the divide cannot be closed unless these social inequalities are (2020). Van Dijk argued that the further adoption of digital practices was increasing social inequalities rather than reducing them. It is argued that that this is the case particularly in the current information and network society, where more activities are information intense and where connections condition access to resources. This is why the digital divide will not be bridged unless social inequalities are addressed. The rapid evolution of technologies can mean there is a greater risk for groups to be left behind. Van Dijk concludes that the digital divide will only be addressed if social inequalities are reduced and highlights the need to facilitate social mobility as one of the central strategies for policy makers. What studies such as this do not appear to consider is that news inequality and deprivation should perhaps be placed within the broader study of social inequality given its importance to the functioning of communities.

Gilbert also argued that 'digital divide' research needs to be situated within a broader theory of inequality – specifically one that incorporates an analysis of place, scale, and power – in order to better understand the relations of digital and urban inequalities in the United States. A model was proposed to reveal interconnections from the vantage point of the daily activities and experiences of economically marginalised urban residents as

well as how individuals achieve or fail to achieve social networks and technological capacity in their daily lives (Gilbert 2010).

Another dimension to digital inequality concerns the increasing prevalence of algorithms in the internet infrastructure and whether having awareness of algorithms or not corresponds to a new reinforced digital divide. Hargittai and Micheli argue that awareness of how algorithms influence what people see is one of ten internet skills that determine levels of social and economic inclusion (Hargittai, Micheli et al. 2019) .

Research has found clear demographic differences regarding levels of algorithms awareness. Furthermore, attitudes to algorithm driven recommendations (e.g., YouTube and Spotify), advertisements and content (e.g., personalized news feeds in social media and online newspapers) are associated with both the level of algorithm awareness and demographic variables (Gran, Booth and Bucher. 2021) . There is evidence that a division between those who are unaware of algorithms and those who are aware and sceptical of them may constitute a deeper digital divide that is based on skills and usage as new divides are created based on the uneven distribution of data and knowledge. There is a divide between those who have the means to question the processes of datafication and those who lack the necessary resources. Thus digital exclusion can be embedded into commercial and public services (Park and Humphry 2019).

News literacy can perhaps be linked to digital skills and scepticism of algorithm use. A study investigating the relationship between news literacy, seeing and posting news and political content on social media, and skepticism toward information shared on social media, found that those who are more news literate and value news literacy are more skeptical of information quality on social media. Seeing and posting news and political content on social media are not associated with skepticism. The study appeared to suggest that news literacy and knowledge about media structures plays an important role in shaping perceptions of information shared online (Vraga and Tully 2021).

In the UK, in Harte et al's, assessment of hyperlocal news it is argued there are some who cannot access the internet because of a lack of financial means or because they do not have access to the necessary tools to be more active citizens. It is argued that many people have limited time available to search out alternative points of view, to cross-check what they read or to refer to raw data online. Indeed, other studies of online traffic have similarly found a large audience concentration among a handful of established websites with a smaller portion of the audience scattered among a large number of much smaller news outlets (Harte, Howells and Williams 2018).

Friedland et al's review of the literature related to critical information needs in the USA discussed the barriers to participation in the media eco-system and, concurring with Hargittai and others, observing that the digital divide is a "moving target, evolving as technology has evolved and diffused throughout the population" (2012: 69). These observations apply to the production of content as well as access to content by consumers. The lower barriers to entry that are a feature of new media platforms (which are a factor in the growth of hyperlocal and community journalism) are not sufficient for addressing disparities in participation in the production of content and distribution that persist across different population groups. Whilst research points to the important role independent community sites are playing in the news environment and in building community in a way that legacy Big Media does not and is therefore filling a gap left by the demise of traditional print media, a question still remains over the impact of digital inequality and the socio-economic nature of the communities they serve. Are community news sites being developed in areas of social deprivation, and if they are, can they effectively engage with all sections of that community? Jen Schradie (2013) found evidence of a digital production gap in the USA based on class. This countered the optimism that new citizen journalists and community sites would emerge to fill the gap left by defunct news businesses, asserting that citizen journalism was essentially a middle

class pursuit and that lower socio-economic groups were too busy living their lives to record them (Schradié 2012). Rachel Howells, a director of the *Port Talbot Magnet* website, based in a post industrial town in South Wales in the UK, believes some communities are being left behind by the digital revolution and reported that the site's own market research identified the need for a printed product to supplement the website and reach areas of the community which do not access digital news (Toomer 2012). Many more hyperlocal sites have also turned to producing a printed version to reach sections of their audience unable or unwilling to access their digital offering. The “digital by default” policy of the UK government for the accessing of services appears to be increasingly reflected in the strategy adopted by legacy “Big Media” news publishers.

As previously discussed, the traditional news business model of selling news to communities and packaging those communities as commodities to sell to advertisers is seriously challenged and has undergone a significant transformation. It therefore follows that as communities become more difficult to sell to advertisers and therefore less profitable, the newspaper owners are less prepared to invest. It is certainly the case that the major participants in the industry have closed a large number of titles (NUJ 2024). They have also made significant cuts in staffing and have experimented with changing the frequency of publication. It must also be acknowledged, however, that as economic fortunes improved in 2019 there have been some launches of titles in areas which had recorded closures. But there was also a “dash for digital” (Toomer 2012) as part of the business strategy and there were fears that some sections of communities, particularly those in areas of social deprivation, have been doubly disadvantaged by cuts to print news and the effects of digital inequality.

The literature examined shows that the traditional business model for local news – advertising and the commodification of audiences – favours the interests of the more prosperous audiences and communities and disadvantages the most deprived because the

former are a more valuable commodity to advertisers. This provides an important context for this study although the premise may be more nuanced and complex and requires closer examination.

The key question for this study is whether the transformation in the business model which focuses on the delivery of news through digital products in an increasingly digital by default policy, has led to communities suffering the worst effects of digital inequality being left behind in the provision of news and critical information needs and a further entrenchment of inequality.

Again, the studies discussed here highlight the need of a comprehensive study which can assess the extent of coverage of digital news outlets combined with an analysis of CIN delivery and perception of news quality, to be situated within the broader field of news deprivation and digital-socio inequality.

2.5 Conclusion

The literature builds a picture of the decline of print media and the withdrawal of Big Media from communities as publishers become more regionalised. It also provides some understanding of the emergence and character of hyperlocal independent media and its contribution to the media eco-system.

Some literature has emerged which tackles some of the issues about the relationship between media and social deprivation, but it is not clear whether the digital offering of news outlets and the emergence of a wave of hyperlocal titles can fill the gap in areas of social deprivation to the same extent as in the more affluent communities. However, this needs to be explored further and there is room for further examination of the extent to which the disruption to local media eco-systems impacts on the general health of the public sphere and the delivery of CINs. This is addressed to a large extent by Howells, but the extent to which damage to the public sphere can be repaired by the emergence of

independent community hyperlocal media and in particular whether social and economic deprivation might determine the prospect of a successful repair, could be explored further. This represents a gap in the literature which this study seeks to address.

More light could be shed on why independent news sites close and why they thrive, with an examination of whether the sustainability of these providers remains an issue for them. There could be further examination of whether the socio-economic character of an area matters as well as the nature of what Schradie referred to as a digital information gap based on class and whether the sustainability of independent community hyperlocal sites has improved or declined over time.

Further, given the challenges to claims of news deserts and the difficulty in arriving at an agreed definition (Gulyas, 2021) this study aims to address that research gap and attempt to resolve this dispute and to determine whether social deprivation makes difference in the delivery of news and critical information needs.

The literature review in this chapter provides the intellectual, theoretical and policy context for the proposed study. It demonstrates that the existing literature on news ecosystems and the impact of the decline of Big Media is inadequate in that it needs to determine the extent to which independent community news publication can fill the gap left by the decline of Big Media publications which has not been sufficiently explored. In addition, some of the work on news deserts lacks theoretical consistency and this can be developed further to come to closer understanding of the nature the impact of the decline of local news on communities. It is therefore necessary to conduct a systematic and in-depth analysis of the presence of Big Media publications in communities across England triangulated with a qualitative exploration of how individuals are served their critical information needs which enable them to participate in an effective manner in their communities and whether deprivation makes a difference in the delivery of those. From

this, conclusions can hopefully be drawn which will inform how communities in the most deprived areas can be supported best.

Chapter 3: Methodology

3.1 Introduction

This study seeks to determine the extent to which the gaps left by the decline of the dominant mode of producing local news for communities have been filled by new forms of news delivery ie independent community hyperlocal news which is chiefly online, and the extent to which deprivation makes a difference to the success of those hyperlocal outlets. These issues are explored through the theoretical lens of the political economy of media and communication (PEMC), public sphere theory, and digital social inequality theory, as well as the concept of news and media ecosystems. The research approach must therefore take into account the structural economic framework of the provision of news to communities combined with an investigation of the impact of the changes in news delivery on communities.

According to Bettig (1996), “The task of the political economist is to conceptualize economic and social structures and then to tease out the ways in which they affect everyday practice” (p. 6). For this study to address the overarching research aims, a research design is required which can analyse and make sense of the structural nature of what is defined as Big Media as well as independent community hyperlocal media and the ways in which they affect local communities. To do that, the design needs to map the presence of news outlets across communities and to investigate how their presence, or lack of presence, affect those communities. The study also needs to be able to analyse the news ecosystems from the perspective of infrastructure as well as the effects on communities, consumers and producers of news.

There are three research questions for the study:

RQ1. What is the nature of the decline in local newspapers and changes in the way news and information is delivered by Big Media publishers to the most and least deprived communities in England and how has this affected community life?

RQ2. To what extent do independent community hyperlocal community journalism publications contribute to the news eco-systems, meeting critical information needs, in a) the most socially deprived communities and b) the least socially deprived communities?

RQ 3. What kind of news and information do people in the most and least deprived neighbourhoods want and need about the areas in which they live – and to what extent does social deprivation make a difference to the extent to which they get it from print and digital media?

3.2 Philosophical approaches

PEMC scholars have identified critical realism as its underlying epistemological framework (Garnham, 1990; Hardy, 2014), a means to conceptualise commercial media and explore their social implications (Pedro-Carañana, J., Gómez, R., Corrigan, T. F., & Caballero, F. S. 2024). It is an approach developed by Roy Bhaskar who wanted to examine and transcend positivism and constructivism as the dominant paradigms. Its essential features have been summarized as “three pillars” – ontological realism, epistemological fallibilism, and judgmental rationality (Yucel, 2018).

Ontological realism posits that an objective and social reality exists which is deep complex and open. Epistemological fallibilism is based on the assumption that conclusions drawn from scientific investigation are never certain and are provisional, subject to clarification and revision (Pedro-Carañana, J., Gómez, R., Corrigan, T. F., & Caballero, F. S. 2024). The accounts of critical political economists do not simply mirror reality as expressed by positivism, but neither are they mere constructs as expressed by some post modernists – reality exists and researchers “construe” it (Sayer, 2000). Critical

realists therefore argue that methods are required which chime with the depth, complexity and openness of social reality.

To capture the complexity of addressing the research problem posed by this study an overall interpretivist approach is necessary, and included in the research design will be a range of methods aimed providing an in-depth account of the research journey.

To address the research aims outlined in Chapter 1, this study needs to adopt a mixed method approach, deploying both quantitative and qualitative techniques, given the nature of the tasks presented by the research questions. To address **RQ1** which seeks to establish the nature of the decline of Big Media in terms of meeting the news and information needs of the least and most deprived communities and questioning the role of independent community publications, it is necessary to establish how those Big Media news organisations have declined and therefore assess the presence of those outlets in communities. To address **RQ2**, the study also needs to establish the extent to which independent community hyperlocal media outlets are contributing to the local news and information ecosystems and to assess their presence in communities to establish whether they are filling a gap in news and information provision in areas of deprivation. Therefore, a quantitative mapping of these outlets is required establishing their presence in areas categorised according to deprivation. This can help establish whether “news deserts” exist and whether deprivation makes a difference in news decline and the success and sustainability of independent community publications.

To address the research aims covered by **RQ3**, to establish the impact of news and information services on communities and the extent to which community members get the kind of information communities want and need to live their lives and participate in community life, as well as how communities get their news, a qualitative approach is required, triangulated with a quantitative content analysis of the delivery of CINs in

media coverage. It is necessary to establish what kind of information is important to people in the most and least deprived communities and the extent to which community members are satisfied with the news and information service they receive. Individual community members need to be questioned about how they feel about the quality of news and information they receive. It would also be useful to measure their knowledge of important issues affecting their lives and community to test how well they are served by news and information providers.

To satisfy the research aims fully it is necessary to establish whether news and critical information needs are being delivered by news outlets to communities and whether deprivation makes a difference in that delivery, it is necessary to analyse and measure the extent and quality of that coverage. Therefore, a quantitative content analysis would be appropriate for addressing this research aim.

It is necessary to evaluate how socially deprived communities have been affected by changes in the newspaper industry and the role played by digital news services in those communities. This study will: explore the extent to which there has been a decline in terms of the coverage of newspapers and news sites in terms of reach and whether socially deprived communities are served as well as the least deprived whilst also taking into account circulation, profitability and engagement with the communities news businesses seek to serve; evaluate the ways in which Big Media news publishers, have responded to changes in terms of utilising digital news delivery methods as well as economic restructuring; and evaluate the impact of independent hyperlocal community news sites on news ecosystems of local communities, with particular reference to socially deprived / excluded areas.

A quantitative approach involves measuring phenomena eg in media research counting the number of words in a story or the frequency of words used in a story or the number of

stories on a given subject. Methods and tools typically associated with the approach includes quantitative content analysis and surveys. There is a focus on numbers, but its distinctive epistemological position (belief about acceptable forms of knowledge) and ontological position (belief about the nature of reality) suggests there is much more to it than the presence of numbers (Clark et al, 2021). Quantitative methods can provide breadth and results which can be generalised to cement the validity of findings. These methods have been associated with positivism which emphasises the importance of empirical evidence to achieve objectivity and to test theories and generalise findings (Clark et al. 2021, Creswell 1994) whereas qualitative methods are associated with an interpretivist approach which aims to provide deeper insights concerning topics and does this through considered engagement with places and social actors offering inductive views of the relationship between theory and research, with theory often emerging from the research and it is interpretivist in nature in attempting to draw an understanding of the social world (Clark et al. 2021). However, an alternative approach – interpretive quantitative research, in which statistics are used to shed light on unobservable data, generating processes that underlie observed data, can yield results which provide deeper understanding and are more applicable, from a policy standpoint, than positivist approaches (Babones, 2016).

The limitations of qualitative methods include concerns about subjectivity and difficulties in generalising findings given the often small samples which are inevitably drawn from to provide data. Qualitative and quantitative methods can be combined to address the limitations of each method, adopting aspects of both approaches to achieve a deeper understanding of a research topic leading to a richer and more nuanced understanding of the phenomenon being investigated. Researchers point to this as a distinct methodological approach in addition to quantitative and qualitative approaches – that of mixed methods research (MMR) which utilises the best of both elements to provide the breadth afforded

by quantitative methods and the depth of the qualitative approach. This is the research strategy used in this study – using quantitative content analyses, mapping techniques involving measuring certain variables, and qualitative interviews, some of which adopt a hybrid system blending open semi-structured questioning with a survey style approach. The research design also utilises the lived relevant experience of the researcher adopting a phenomenological approach.

Researchers adopting an MMR approach characterise their key principle as “methodological eclecticism” which rejects the either-or approach or incompatibility of methods concept, and embraces the practice of synergistically integrating the most appropriate techniques from a variety of qualitative, quantitative and mixed strategies to thoroughly investigate a phenomenon (Tashakkori, A., & Teddlie, C. 2021)

Tashakkori and Teddlie refer to the “dictatorship of the research question” when discussing the MMR approach. It is the research question or series of questions which determine the specific methods to be used in any given study which drives the components of the project which may get modified as the research progresses.

We have always asserted that a mixed methods question is one that clearly calls for a mixed methods study. In other words, we have favored an overarching question that potentially requires a structured quantitative approach and an emergent and holistic qualitative type of approach. A consequence of such a question is that it may be broken into sub-questions, each requiring a different (QUAL or QUAN) approach to answer (Tashakkori, A., & Teddlie, C. 2021. P18)

This mixed method approach is borne of the necessity of adopting a research design which can address a range of research questions aimed at providing a more in-depth and holistic analysis of the nature and impact decline of Big Media outlets on communities

and the extent to which independent community hyperlocal media can contribute to the information needs of those communities. A purely quantitative mapping process focusses only on the presence of outlets without always evaluating the quality, depth or diversity of coverage. Similarly, an analysis which purely explores the subjective wants and needs of news consumers as well as independent news providers, does not take into account the objective potential impact of the news and information structure or architecture. Through this mixed method approach within a critical realist paradigm, this study aims to establish a relatively new and more effective, in-depth and comprehensive research approach than those adopted previously which can establish which communities are suffering news and information deprivation, which in turn can have implications for public policy.

3.3 Research Questions

There are three key research questions for this study, already listed in the introductory chapter.

Adopting Tashakkori and Teddlie's model, each can be broken down further into sub-questions, each with a different qualitative or quantitative method (2021), aimed at addressing the main questions, as follows:

RQ1. What is the nature of the decline in local newspapers and changes in the way news and information is delivered by Big Media publishers to the most and least deprived communities in England and how has this affected community life?

1.1 As changes in the nature of news delivery by Big Media publishers change, how well are the most socially deprived neighbourhoods served by local news organisations compared with least deprived communities in England?

1.2 Are there news deserts in England?

1.3. How has the decline in local newspapers and changes in the way news is delivered affected the meeting of "critical information needs" (Friedland et al.

2012) of communities to enable local people to feel well informed and able to participate in community civic or democratic life?

1.4 How does the impact on communities vary according to socio-economic factors?

RQ2. To what extent do independent community hyperlocal community journalism publications contribute to the news eco-systems, meeting critical information needs, in a) the most socially deprived communities and b) the least socially deprived communities?

2.1 To what extent do independent community hyperlocal community journalism publications contribute to the news eco-systems in the most deprived and least deprived communities?

2.2 To what extent do independent community hyperlocal publishers meet the “critical information needs of communities?

2.3 Does the socio economic status of communities make a difference in the meeting of “critical information needs” as well as keeping local people informed and able to participate in community life?

2.4 Does socio economic status make a difference in journalistic practice and economic models of hyperlocal /community publishers?

2.5 How does the sustainability of independent / hyperlocal news publication influence the extent to which the gap is filled, and has sustainability improved over time?

RQ 3. What kind of news and information do people in the most and least deprived neighbourhoods want and need about the areas in which they live – and to what extent does social deprivation make a difference to the extent to which they get it from print and digital media?

3.1 What kind of news and information do communities want and need?

- 3.2 How do people in socially deprived and more advantaged communities get their news?
- 3.3 To what extent do people in communities consider they get the news and information they want and need?
- 3.4 To what extent do communities engage and connect with their local newspapers and/or online news websites?
- 3.5 To what extent do the publishers of printed newspapers and/or Big Media news websites meet the critical information needs of people in the most and least deprived communities?
- 3.6 How well represented do local people feel and do they feel able to voice their concerns and be heard and/or answered by those in authority?
- 3.7 To what extent do the digital products of Big Media newspaper publishers fill the gap left by the decline of their print products to meet the critical information needs of people in the most and least deprived communities?
- 3.8 To what extent do independent community /hyperlocal news sites fill the gap left by the decline of Big Media print and or online publications to meet the critical information needs of people in the most and least deprived communities?

The study aims to establish an understanding of the extent to which Big Media news providers have declined in the delivery of information needs to communities, to establish whether they still have a presence in communities and whether social deprivation makes a difference in the nature of that presence. It therefore follows that methods are required to map the locations and coverage of Big Media sites vis-a-vis areas of deprivation, as well as the location and coverage of independent sites vis-a-vis deprivation to establish whether inequality exists in the provision of critical information needs.

In addressing these research questions, the study attempts a comprehensive mapping of news provision across England according to levels of deprivation. The mapping process is confined to England because the study utilises the English Indices of Multiple Deprivation map. The study analyses the presence and coverage of both print and online Big Media news products. Although taking into account news outlet owners and brands is important for determining which category of media the outlets correspond with, the analysis focusses on the presence of news outlet titles. It is aimed at determining the extent to which online (and in some cases print) independent community hyperlocal news titles can contribute to news coverage and the delivery of Critical Information Needs, determining the extent to which deprivation might make a difference to the provision of those CINs. From this it is intended to determine which communities are most deprived in terms of news and CIN provision and whether “news deserts” exist in some areas.

The mapping process builds on similar studies by Ramsay, Gulyas and the Public Interest News Foundation (PINF). The PINF map has proven particularly useful to this study, but the accuracy of the map has been contested by industry leaders who say that areas named as news deserts are actually covered by their outlets, and by some independent providers who said their outlets had been missed by the exercise (Sharman, 2023b). It could be that these inconsistencies arise from the practice of crowd sourced user submissions which can lead to incomplete entries. This study is an attempt to improve that by combining data from the PINF, the Independent Community News Network, TalkAboutLocal and other sources. Some of the PINF data pertaining to independent media was made available to the researcher and used with their permission but there were issues in clarifying which outlets covered which places.

Any exercise like this is inevitably a snapshot of the status of coverage and whilst this draws on the work of these studies and deploys methods borrowed from them, it seeks to update the work by utilising a broader range of sources to include new entrants of new

independent media as well as the rapidly changing media ecology taking account of the latest closures and changes in the configuration of news delivery. There is no doubt that this study will also need updating and that the mapping process is a fluid one requiring further research.

The quantitative mapping of the presence of Big Media publications is aimed at answering some of the issues posed by **RQ1:**

What is the nature of the decline in local newspapers and changes in the way news and information is delivered by Big Media publishers to the most and least deprived communities in England and how has this affected community life?

particularly the sub questions

As changes in the nature of news delivery by Big Media publishers change, how well are the most socially deprived neighbourhoods served by local news organisations compared with least deprived communities in England?

And

Are there news deserts in England?

But the results of this mapping process will only tell part of the story. To get a more complete picture and to answer the research questions more fully, the research also needs to explore some of these communities themselves to analyse the coverage in more detail in terms of CIN delivery and to explore the needs and perceptions of those community members. Hence the requirement for a mixed method approach.

In addressing RQ1 it is concluded that a detailed mapping exercise with reference to the UK Government's Index of Multiple Deprivation would be required as well as quantitative content analysis of media coverage of communities to determine whether the meeting of critical information needs is addressed. To help establish the impact over time of changes in news delivery, a longitudinal study would be appropriate. It would focus on

one of the CINs concerning political life and information required to make an informed choice in parliamentary elections. A content analysis would also address RQ2 re the role of independent community publishers. To address other RQs qualitative interviews in the most and least deprived communities would be required to drill down to how individual community members get their news and information and their attitudes to media outlets. Qualitative interviews with a sample of independent community news providers exploring the challenges they face in producing their products in the most and least deprived communities would also provide a richer source of data to complement the mapping of those publications. The study can also draw on an analysis of existing data from a survey of community news providers conducted by the Public Interest News Foundation (PINF) which has been made available on condition that the subjects are anonymised. This data has been subjected to secondary analysis in the light of social deprivation.

The quantitative approach in this study relates to the attempts to measure changes in media coverage and the delivery of critical information needs through quantitative content analyses. The analysis of the mapping of media outlets can also be said to be quantitative in that it counts numbers of media outlets in Local Authority Districts (LADs) and attempts to determine patterns.

Using a mixed method approach, the study aims to construct a theoretical understanding of how news and information is delivered by independent community hyperlocal journalism and digital media to socially deprived communities where printed news services have been cut, and the impact they have on those communities. The mixed method approach allows for triangulation of data facilitating the emergence of a full and detailed analysis. Each of the methods is designed to add to the sum of knowledge about news eco-systems in both the most deprived and least deprived geographical communities in the UK as illustrated by a detailed studies of four in the North West of England; and to

an understanding of the characteristics, contribution and role played by independent hyperlocal community news publications and websites in these communities in the context of the political economy of news.

This study aims to build a picture of the decline of printed newspapers, particularly weekly papers, run by Big Media publishers across England as well as the nature of Big Media digital news products which have replaced these papers and have reconfigured news and critical information delivery. An aim of the study is to establish whether Big Media regional and more local sites can provide a similar level of local coverage once provided by printed weekly papers. Alongside this, the study explores the emergence of hyperlocal/ independent community news sites and attempts to establish their contribution to local media ecosystems and whether social deprivation makes a difference in the extent to which they can fulfil the role of community building and delivering critical information needs. Newspaper closures are mapped utilising newspaper closure data collated from the News Media Association, and trade publications including *Press Gazette* and *Hold the Front Page*. The current coverage of Big Media publications in England is mapped using data gathered by the PINF's local news map. The health of independent community news sites is explored to determine the sustainability of the sites relative to deprivation as well as the motivations of those running these sites. The existence of independent sites as well as the closure of those sites is mapped utilising data gathered from the Centre for Community Journalism, Talk About Local and the Independent Community Journalism Network. This is aimed at addressing RQ2:

To what extent do hyperlocal news websites / independent community journalism publications contribute to the news eco-systems, meeting critical information needs, in a) the most socially deprived communities and b) the least socially deprived communities?

and particularly 2.1

To what extent do hyperlocal news websites / independent community journalism publications contribute to the news eco-systems the most deprived and least deprived communities?

attempts to determine whether these sites are able to fill the gap left by the decline of Big Media sites and whether the deprivation scores make a difference to their viability and likelihood of closure.

To explore how communities get their news, the study focusses on two geographical communities with significant levels of social deprivation – Wythenshawe and North East Manchester; and two of the least deprived geographical areas in the country, Wilmslow and Altrincham. The study explores how people within the communities obtain their news, how they feel their area is portrayed by the media, what news and information about their community they want and whether they feel those needs are satisfied by traditional and digital media. The interpretive approach includes a quantitative content analysis of newspaper coverage in the four communities. The value of local news is often seen in terms of how it contributes to the “critical information needs” of communities – one of which is political engagement (Friedland et al. 2012). Against a background of a decline of newspapers, it is argued that communities have suffered as a result of the democratic deficit brought about by the decline. A longitudinal content analysis comparing coverage of the 2010, 2015, 2017 and 2019 general elections in the four communities is aimed at answering RQs 1 and 2 – providing data to explore how one critical information need has been met in those communities as printed newspapers have declined and methods of coverage have changed. There is also a content analysis addressing the other defined CINs of a constructed week in 2023. These content analyses will also explore the extent to which hyperlocal / independent community journalism publications meet CINs to determine whether, in the event of gaps left by printed/legacy

media, hyperlocal / independent media fill these gaps and whether deprivation is a factor in the extent to which these gaps are filled (**RQs 2.2, 2.3, 2.4**).

RQ 2 is also addressed through the use of qualitative interviews exploring the motivations of hyperlocal news providers and to determine whether their location in socially deprived communities makes a difference to their business models and sustainability. The mapping of hyperlocal publications will also be deployed to address RQ 2. To answer RQ 3, the study conducts a series of qualitative interviews in two of the four communities in Greater Manchester and Cheshire, utilising a survey/in-depth interview hybrid method used by Berelson (1948) to gather richer qualitative data of how people feel their communities are portrayed, how they feel about coverage of the area and how they feel about news and information providers.

The study also explores how members of these communities use the internet and their level of access to assess the extent to which digital divide impacts on the provision of information and in particular, news in socially deprived communities. For the purposes of the study, community is defined as residents in groups of geographical areas known as Lower Layer Super Output Areas (LSOAs). LSOAs are a standard way of dividing up England and Wales, defined by the then Department for Communities and Local Government. Socially deprived is as defined by the DCLG's Indices of Multiple Deprivation 2015. All the small areas in England can be ranked according to their Index of Multiple Deprivation score; this allows users to identify the most and least deprived areas.

Because of the size and make-up of these area, the communities are assumed to have certain homogeneity in terms of services accessed, meeting places and issues faced. However, the diversity of community members is also taken into account in the sampling process with an attempt to recruit a diverse range of participants for interviews in terms of gender age and ethnicity.

In building a picture of the communities studied, the project also makes use of measures of internet engagement. A strand of research which can inform the discussion about how communities engage with digital media comes from data which has mapped communities and localities assigning them to categories which define their status according to their level of participation in digital use. The Consumer Data Research Centre merged information from the *British Population Survey* (BPS), OFCOM, *DataTalk*, online retailers and the Office for National Statistics (ONS) to produce an Internet User Classification (IUC) describing how people living in different parts of Great Britain interact with the internet (2018). The IUC provides coverage for Great Britain at a Lower Layer Super Output level categorising each small area according to digital behaviour. The IUC comprises 10 profiles of neighbourhoods which are summarised as: e-Cultural Creators; e-Professionals; e-Veterans; Youthful Urban Fringe; e-Rational Utilitarians; e-Mainstream, Passive and Uncommitted Users; Digital Seniors; Settled Offline Communities and e-Withdrawn. These categories can be mapped against the Index of Multiple Deprivation and are applied to the LSOAs in the communities to provide insight into their level of digital engagement as well socio-economic deprivation.

3.4 Addressing the national picture – mapping news provision in England

There has been significant research which has already documented and mapped the decline of local newspapers and its consequent impact on communities, most notably in terms of democratic deficit. Ramsay conducted an audit and mapping exercise of newspaper closures and coverage of LADs between 2015-17 (Ramsay 2017). This followed a similar study by Ramsay and Moore (2016). Whilst this previous research sets the context for this current study, it does not seek to replicate it. However, the study borrows from the quantitative methodology deployed by Ramsay and Moore to map the growth of hyperlocal online and printed community news sites which have emerged and are seen as a replacement for newspapers which have closed. The PINF published

mapping data in a pilot project aimed at providing a map identifying the locations of local news outlets in the UK (Mitchell, Roche and Milburn-Curtis 2023). This was used to identify “news deserts” – places where there is little or no news provision – and news “oases” – where there is richer provision. However, some of the conclusions drawn from these exercises have been contested strongly by news publishers who claimed that some areas had been mischaracterised in terms of whether they were news deserts.

Nevertheless, these data still prove useful and can be built on whilst attempting to take into account some of the objections raised by some news publishers. The mapping data gathered by the PINF was made available for this study in addition to the aforementioned survey data and has been combined with data gathered from other sources including Talkabout Local and the Independent Community News Network’s map of independent hyperlocal publications. It must be recognised that there may be gaps in the results drawn from these sources which is a limitation of this method in the study. There is no definitive list of closures, therefore some may have been missed. There may be some current Big Media publications which were not listed in the PINF data which are listed in other sources eg JICREG which could not be accessed by the researcher at the time of the analysis. However, efforts were made to gather as comprehensive a range of combined data of current Big Media and independent community media, as well as closures in those categories, from which patterns and trends could be identified.

3.4.1 Mapping the state of Big Media news provision in Local Authority Districts across England

The study seeks to establish the extent of the presence of Big Media publications in Local Authority Districts (LADs) ranked according to deprivation and the current status of Big Media News provision in England. As part of a quantitative approach, data was gathered mapping the closures and launches of weekly printed newspapers across England since 2008 as well as the current coverage of Big Media news sites which have developed as publishers have reconfigured the way news is delivered. Each publication / news site is

mapped against each LAD. This will then determine the presence of Big Media in each LAD ranked according to deprivation and can be determined according to the publication name, publisher ownership and area covered. Some publications covered one single LAD and were classified as Local Big Media publishers and some covered multiple LADs and were classified as Regional Big Media publishers.

3.4.2 Mapping independent community hyperlocal publications

Using data from Talkabout Local which provided a list of hyperlocal websites, the hyperlocal publications map held by the Independent Community News Network and data from the PINF's study in 2023, the locations of viable independent community/hyperlocal sites and closures are mapped. Combined with the mapping of newspaper closures this would attempt to determine whether independent community/hyperlocal publications were emerging in areas where newspapers had closed. The aim is also to contribute to a determination of whether hyperlocals were filling a gap in areas of social deprivation and whether social deprivation might be a factor in the closure or discontinuation of independent community hyperlocals. Adopting a similar method used by the PINF study, the homepage of each site was visited to determine whether it was still viable. If the site had not been updated within the last six months it would be recorded as "discontinued". This data is then mapped against the Index of Multiple Deprivation to explore the link between closure and deprivation. The mapping exercise of both Big Media and Independent Community news outlets is aimed at building a complete picture of the media ecosystems within LADs ranked according to deprivation. The picture would be able to provide some insight into the closures of weekly papers in LADs, the current presence of Big Media regional and local news websites as well as the presence and closures of regional and local independent community news sites. This will allow for an analysis to explore where closures of weekly newspapers have taken place, the extent of the presence of Big Media news sites

and where independent community news sites have emerged and where they have failed. Mapped against the LAD deprivation rankings, it was intended that this exercise would be able to provide insights into whether there are indeed “news deserts” in some LADs and if so, whether there is any link between their locations and deprivation. It is also hoped that a picture can be formed to determine whether independent community news sites have emerged in areas where other outlets have declined and whether their presence is determined by deprivation and whether there is an indication of whether sustainability is a factor in emergence and continued operation of these sites. A broad England-wide analysis can help determine whether there are any trends in the tendency of independent sites to emerge in the least deprived areas. This can provide the research with some of these insights to help determine trends, but it does not paint a complete picture. It cannot necessarily be concluded that the presence of news sites in a LAD means that the area is well served and that there has not been a decline in news provision in the area. Other factors to be considered when determining decline would be the loss of jobs in the industry, the withdrawal of offices from communities, a decline in circulation, news site page views, time spent on news sites and the tendency of Big Media to consolidate and to offer more generic coverage of their area and for that coverage to be less hyperlocal eg although *The Manchester Evening News* website provides coverage of North East Manchester it could be hypothesised that that coverage would be less locally focussed than it had been previously. So the mapping cannot tell us anything about the quality of coverage or whether news consumers in those areas are being delivered the sort of news and information they want and need and what challenges are faced by independent community news providers. To explore this further other research is required within communities. This forms the basis of the rationale for choosing four communities to examine in detail with content analyses of the coverage and qualitative interviews with news consumers in those communities. It also justifies the decision to interview a small sample of independent community news providers, as well as to examine the findings of

the aforementioned PINF survey of independent media, to determine whether the deprivation status of an area they cover is a factor in their success or failures. Through the triangulation of these methods a fuller picture can be established.

3.4.3 Independent community news site mapping sampling

The independent sites were collated from data publicly held on various lists including those managed by the Independent Community News Network, TalkAboutLocal and those gathered by the researcher in the course of internet searches and research. The sites were all checked to determine whether they were viable or discontinued/closed and whether they complied with the definition of independent community news outlets established for the purposes of the study. Some on the original lists were linked to local authorities, including parish councils, which were rejected as units of analysis. They had to comply with the ICNN definition referred to in Chapter 1 and could not simply be what's on sites. If a weblink for the site did not produce a result it would be classified as discontinued/closed and would be checked as to whether it met the criteria for a news site using the Wayback Machine website which records snapshots of discontinued sites. Any immediately accessible sites which had not been updated for more than six months was also classified as discontinued / closed.

One aim of the mapping of independent community sites was to rank the areas served by them according to the deprivation rankings of the LADs they operated in. Sites which covered the whole of a single LAD could be accurately identified as covering an area with a particular deprivation ranking. But this would not necessarily be an accurate representation of the ranking of a site which covers a smaller, more localised area within the geographical boundary of a LAD eg the *Altrincham Today* site, which has LSOAs in the least deprived deprivation ranking covers a town within the Trafford LAD which also has LSOAs in the most deprived ranking. So *Altrincham Today* covers an area which would be ranked as less deprived than the overall score and ranking for Trafford. Also,

there are some sites such as *The Lincolnite* and *The Meteor*, which cover more than one LAD in Lincolnshire and Greater Manchester respectively. Sites which covered a single LAD or an area within the LAD were classified as Local Independent Publishers and sites which covered more than one LAD were classified as Regional Independent Publishers.

To help address some of these issues, data was extracted re LSOAs in areas covered by independent community sites to determine the average deprivation rankings in those areas to determine more precise deprivation rankings relevant to the areas covered. The data communities open data mapping website, providing data for each LSOA within each LAD, was used to locate the areas covered by each publication. Each area covered was circled on the map, which then generated data on the IMD rankings of LSOAs in each area. An averaged IMD ranking for the area was then calculated and recorded. The LSOAs mapped are a best fit for the area covered by each site, so there is a margin of error, but the results give a good indication of an area covered which might be at odds with the LAD ranking, giving a more accurate picture of deprivation in the area covered eg a number of sites were launched in areas of the Birmingham LAD (ranked 11th most deprived) in areas which are less deprived.

3.5 Content Analysis

The impact of newspaper decline in communities has been examined in a handful of other studies, most recently in the study by Howells (2015) and Fenton (2010) who utilised a combination of interviews, focus groups and content analysis. Prior to these, studies centre on the impact of newspaper closures in American cities - SchulhoferWohl and Garrido's 2009 study of voter turnout, the re-election of incumbents, the numbers of candidates standing for election and campaign spending in the years leading up to, and immediately following, the closure of Cincinnati's second newspaper, the Cincinnati Post (Schulhofer-Wohl & Garrido, 2009).

Content analysis is a well established tool used to measure and characterise, amongst other material, media content and news stories. This method is used to measure observable trends and patterns in texts (Deacon 2007). There are challenges in content analysis, and criticisms of the method include the difficulty in discerning the nuances of bias and attitudes. As Priest points out (2009), content analysis is important in providing valuable insights into how media has changed with society, but researchers can be tempted to make cause and effect assumptions on the basis of content data. Priest argues that the method is a limited tool which may be most useful when results are combined with other forms of research (2009).

Researchers in the field of PEMC have used quantitative and qualitative analyses of press coverage to good effect, eg Herman and Chomsky conducted a rigorous analysis comparing the coverage by US media of “worthy victims” ie the murder of a Polish priest by an enemy state and the portrayal of religious victims killed by US client states (1988). Corrigan observes that real methodological innovation introduced by Herman and Chomsky here is the selection of paired cases that were quite similar, save the victims’ relationships to US foreign policy interests. So, they argued that coverage disparities were best explained as a function of US media's structural and ideological “filters”. They also use similar comparative designs to identify and theorize exceptions to the rule, such as when elites are in disagreement, resulting in somewhat wider-ranging media discourses (Corrigan, 2024). In this study, communities covered by Big Media outlets are paired with those which are similar save the facts that one is in the most deprived and one in the least deprived areas and there are differences in variables ie the media outlets covering those areas.

It is the deployment of content analysis as part of a mixed method approach combined with interviews and mapping which make it an appropriate tool. The analysis is a straight-forward assessment of whether the coverage, in the four communities which are

the subject of this study, addresses Critical Information Needs (Friedland et al. 2012) and whether differences can be determined according to the social deprivation score of the communities as well as how and whether that has changed over time. The interests and attitudes of the consumers of news in the communities as well as those of hyperlocal news providers will be explored in the interviews.

3.5.1 Sample

Coding frame design is aimed at allowing for a thorough investigation of aspects of **RQs 1 and 2** seeking to analyse the quantity and quality of one of the critical information needs in each of the communities – ie political life. The quantity of news is relatively simple to categorise and code. The act of coding a story ensured it was counted. The coding frame attempts to assess the nature of the news to determine quality. An analysis of print coverage of the 25 days preceding the election is carried out –counting the number of stories, their platform, wordcount and prominence in the publications. The content of the stories is coded into three categories according to whether they 1. focussed on the constituency, 2. Quoted the incumbent candidate from the constituency 3. quoted candidates other than the incumbent –thus providing an analysis of the quality of the coverage and the extent to which the electorates are presented with a diversity of political views. Data from print and from *manchestereveningnews.co.uk* collected from the Lexis Nexis newspaper database and material from weekly newspapers and hyperlocal websites was collected from archives. The comparative study explores differences in coverage between the 2010 general election when online news delivery was less prevalent and the 2015 election, when the media ecosystem had changed, to include a more dominant digital product offered by Big Media and the emergence of hyperlocal news sites. As events unfolded, the 2017 and 2019 elections also became part of the study and are analysed.

There are limitations to this approach. This analysis will explore just one aspect of the impact of journalism on community life, highlighting just one of the CINs identified by previous studies. Therefore, a broader content analysis conducted in the four communities is required to determine how other CINs are addressed. The method borrows from an approach adopted by Stonbely et al (2015) whose study examined the online coverage in one week in three communities in the USA, finding differences in the coverage according to their economic status. A one week sample of home pages and social media accounts (Twitter and Facebook) for each source was content analysed to determine the overall volume of journalistic output on these platforms. Stonbely et al pointed out that whilst the extent to which the news/information had a local orientation was a part of Friedland et al's (2012) category definitions of CINs, for their analysis, they employed a modified approach, in which the notion of critical information needs applies to broad content categories (e.g., education), regardless of their geographic orientation, as they attempted to separate the assessment of whether a story addresses a critical information need category from the assessment of whether the story had a local orientation. Each story/post was also content analysed in terms of whether it was about the local community as well as in terms of whether it was original.

This study concerns an examination of coverage within four geographical communities. The analysis will adopt some of the methods employed by Stonbely et al but the sample of stories to be analysed are determined according to whether they relate to each geographical area, in accordance with Friedland's criteria. The sample covers online coverage of each community in Big Media publications as well as hyperlocal publications and coverage in printed publications over a constructed week in 2023. The stories are analysed in terms of whether they address CINs and which CINs they address as well as the localness of the stories, ie whether they relate to the target community.

The stories subject to analysis were solely online, since the purpose of the analysis was aimed at replicating how communities would access information about their areas delivered by the dominant method of news production in 2023. The sample included stories accessed via Reach plc's *InYourArea* (IYA) platform, other Big Media news sites and independent community news sites covering the four communities.

IYA was accessed via the *Manchester Evening News* website. A postcode was entered for each area – M23 9AW for Wythenshawe, M40 7PZ for North East Manchester, WA15 0AG for Altrincham and SK9 1AT for Wilmslow. The *IYA* platform allows the user to opt to receive information related to the postcode and near to it by identifying specific areas. This was done to attempt to localise the personalised news feed to correspond to the requirements of someone looking for news in Wythenshawe, North East Manchester, Altrincham and Wilmslow. The option “news near me” was also ticked. The areas selected were Wythenshawe, Baguley, Woodhouse Park, Northenden, Newall Green and Benchill for Wythenshawe; Collyhurst, Moston and Harpurhey for North East Manchester; Altrincham, Hale, Hale Barns, Broadheath, and Bowdon for Altrincham; and Wilmslow, Alderley Edge, Nether Alderley and Styal for Wilmslow. The news field results comprise stories published on the Reach Plc owned *Manchester Evening News* site which covers all four areas as well as content from other sources including Reach and non-Reach outlets. In addition to the *IYA* searches, stories were also gathered from other sites covering the four areas ie independent news publishers *Altrincham Today*, *Wilmslow.co.uk*, and *Alderleyedge.com* as well as other Big Media publishers, *Sale and Altrincham Messenger*, the *Knutsford and Wilmslow Guardian*, published by Newsquest and the *Manchester World*, published by National World. The sample of coverage was gathered over a constructed week in August – September 2023. This involved analysing coverage on a Monday in one week, a Tuesday in another week and so on. The purpose of this is to improve representativeness of a sample (Priest, 2009).

With these data it is possible to compute the proportion of stories/posts that address critical information needs, as well as to focus on stories/posts that are original, or that are about the local community (or various combinations of these categories).

3.5.2 Coding

The stories are coded according to the community covered, the news source, whether the story specifically concerns the community and whether CINs are addressed in the story.

The following coding sheet was devised and the results recorded in a spreadsheet.

News Story Coding Sheet

| | | | | | |
|---------------------------------------|----------------|--------------------------------|---------------|-------------|--|
| 1. UNITID: | | | | | |
| 2. COMMUNITY: | 1= Wythenshawe | 2= North East Manchester | 3= Altrincham | 4= Wilmslow | |
| 3 SOURCE | | | | | |
| 4 DATE ACCESSED | | | | | |
| 5. DATE POSTED | | | | | |
| 6. PRIMARY CIN ADDRESSED | | | | | |
| 7. SECONDARY CIN ADDRESSED | | | | | |
| 8. STORYABOUT TARGET COMMUNITY? | Yes | | | No | |
| | | | | | |
| 9. Weblink | | | | | |

3.5.3 Reliability

In content analysis, reliability is important. So, testing the reliability of the process is required, especially where multiple coders have been involved in the data analysis – a process known as intercoder reliability testing. As Singletary points out “if the coding is not reliable, the analysis cannot be trusted” (1993, p. 294). In this study, the analysis is carried out by a single coder (the researcher) rather than by multiple coders. Intercoder reliability testing of multiple coders (i.e., the extent to which different individuals make the same coding decisions about the material) was therefore not required. However, it was concluded that a test of singlecoder reliability (the extent to which a single individual makes the same decisions across the sample) was required. This test ensures that the coding is sound and that the effects of subjectivity have been minimised by testing for percentage agreements across the sample. “Only a direct comparison of different coders on the same text... offers the possibility of a true test of coding reliability and the potential for systematic tendencies for misclassification” (Mikhaylov, Laver, & Benoit, 2012, p. 9). To satisfy these requirements, a sample of articles for both the content analysis of the constructed week and the analysis of the election coverage was given to a former member of academic staff at Liverpool John Moores University. The sample constitutes five per cent of the original sample. The coder was given the links to the stories, the coding manual with information about the four communities and the coding sheet. Comparing the findings of coder’s sample and those of the researcher, the findings are 95% in agreement for both the interpretation of CINs delivered and whether the stories relate to the target communities.

3.6 Qualitative Interviews

The content analyses would go some way to determining the extent to which news organisations address the critical information needs of communities and whether

differences between communities according to socio-economic profile can be discerned. But they would not provide an insight into the effect on community members in terms of how well they think the news they access serves their needs, and how well informed they are about issues affecting their communities.

RQ 3 attempts to determine the kind of news and information people in socially deprived and more advantaged neighbourhoods want and need about the areas in which they live and how they get it. It also seeks to determine the extent to which these communities engage and connect with their local newspapers and/or online news websites.

3.6.1 Survey interview hybrid method

This study borrows from the methodological approach adopted by Berelson (1948), whose study of the impact of a newspaper delivery strike in 1945 created, out of necessity, a method which merged a survey with more in-depth qualitative interviewing techniques to produce a survey-interview hybrid. Recognising his sample was not large enough to be statistically robust, Berelson used “intensive interviewing” to explore why a newspaper “really mattered” to the people he interviewed. Typical survey type questions such as “Do you agree with the following statement” were asked, combined with other more exploratory questions aimed at finding specific examples of aspects of the news that were missed by the reader. Some of the methods deployed in Rachel Howells’ study of the impact of the closure of the Port Talbot Guardian (2015) on the local community provide a model for this study. The Howells’ study in turn cites Berelson. So this study seeks to adapt Berelson’s strategy, as Howells’ study did, of asking “surface facts” questions as well as using specific examples of behaviour to determine whether or not respondents’ answers match their behaviour. Questions are therefore designed to: examine current media use (do they access news online, on TV, on the radio, in print?); examine access to media; find out what they know about local events, and whether this reflects respondents’ answers about current media use; and attempt to establish which

sources of essential information they access. The key difference between this study and those of Howells and Berelson is that it aims to establish the nature of any key differences between the most and least deprived communities and whether deprivation is a factor in how news and information is accessed and how this affects community involvement and knowledge of local events. Berelson's study (1948) asked participants about media consumption habits, but also asked questions to provide concrete examples and put those answers in context. Therefore, a further set of knowledge-based questions was asked. In Howells' study, respondents were also asked about two major recent local news stories about Port Talbot, and how they first heard about the stories in question. The interview schedule in this study includes a question about a news story covered affecting each of the communities. There is also a more open-ended question about other issues they have come across which affected the community and how they obtained information about them.

Qualitative interviews with hyperlocal news providers are designed to answer RQ 2.4 Does socio economic status make a difference in journalistic practice and economic models of hyperlocal /community publishers? Studies by Harte, Turner and Williams (2018) and Williams et al (2014) have explored the motivations and business strategies of independent hyperlocal news providers but do not provide an analysis on how business models and strategies might be affected by social deprivation of the communities in which they operate. This study attempts to explore these themes asking questions about the motivation for establishing their publications; the nature of their coverage; whether they pursue advertising-based strategies; whether and how they sustain and monetise their publications; what economic factors related to the communities they cover affect their operational strategies; how they view the future of their sites and their thoughts on how they can be maintained in the long term. Linked to this is an analysis of the answers to open ended questions in the PINF survey of independent community / hyperlocal

publications – concerning the challenges faced by publishers and their perceptions of opportunities for the publications. These analyses can also contribute to answering RQ2.5: How does the sustainability of independent / hyperlocal news publication influence the extent to which the gap is filled, and has sustainability improved over time.

Samples for the interviews re news consumption are identified from specified LSOAs in two of the four communities – 10 from each community. The final number is eight from the communities. The LSOAs comprise populations which are relatively small in number so the quantitative data collected from the hybrid interviews would be statistically robust enough to provide a measure of the impact of news coverage in the most deprived and least deprived communities. The qualitative aspect of the interviews provided a richer set of data allowing for an analysis of the nuances of responses which cannot be gleaned from the closed questions of a survey. A thematic analysis of data is adopted allowing for a more interpretive and exploratory approach whilst maintaining the discipline of addressing the research questions by virtue of the selected interview questions.

For the interviews, North East Manchester and Altrincham are identified as areas to recruit interviewees to take part in the study – because of their characteristics as examples of the most and least deprived areas. The attempts to interview subjects from Wilmslow and Wythenshawe were interrupted by disruption caused by the Covid 19 pandemic, although two interviews were carried out in Wythenshawe.

In North East Manchester a sample of 10 subjects was originally recruited for interview who were living in the LSOAs in Collyhurst, Harpurhey and Moston. Two of the subjects were unable to participate, leaving a sample of eight. But they were recruited from areas which were small enough to provide a robust representation and thus ensure reliability as a sample. The sample is taken from attendees of a foodbank in Collyhurst. Care has been taken to ensure there is a broad range of age groups, genders and that they live in the range of LSOAs covering the target area. Similarly in Altrincham, eight subjects have

been recruited from LSOAs in the small areas of Hale, Bowden and Altrincham town centre. The North East Manchester sample were all recruited from and subsequently interviewed at the Lalley Community Centre in Collyhurst. Interviews have been audio recorded and transcribed. In Altrincham, the interviews have been carried out in a combination of ways, because of the challenges posed by the restrictions imposed because of the Covid pandemic including face-to-face and on Zoom.

Following Berelson's approach of combining quantitative and qualitative methods within the same procedure the interview schedule combines closed survey type questions with open ended questions. The closed questions attempt to measure the extent to which interviewees search for information which would deliver CINs as well as how informed and empowered they feel in their communities and their satisfaction with the quality of local media and the extent to which they feel they receive the information they want and need. The questions are measured on a Likert scale-type system eg. I feel I am getting the full story in news stories about Collyhurst, Moston or Harpurhey – Strongly agree, slightly agree, neither agree nor disagree, slightly disagree, strongly disagree. This provides quantitative data which can be tabulated and analysed but the interview style approach allows for the recording of data which talks around some of the answers addressing some of the limitations of the quantitative method. The open ended questions (eg. What is the most important type of information for you to have?) allows for a richer quality of data which can be analysed accordingly and triangulated with the quantitative material. With the aid of Nvivo software, the interview data has been organised into themes which emerge from transcripts to provide for a qualitative thematic analysis.

3.6.2 Hyperlocal news providers qualitative study

Qualitative interviews have been conducted with five community news outlets using a variety of methods, necessitated by restrictions brought by the Covid 19 pandemic. Four of the outlets are interviewed either face-to-face or remotely on Zoom and data from one

of the outlets has been gathered via an email survey with open-ended questions. In the latter case it is therefore more difficult to explore in more detail some of the issues which were explored in more depth in other interviews. However, some useful data has been gathered. The study also incorporates personal experience by utilising the researcher as one of the participants, having the same status as a participant. This is a phenomenological approach, placing the researcher's experience in qualitative methods.

This method has been used in relation to nurse researchers using their own experience of a phenomenon (Wilkinson and Kitzinger, 2013). Phenomenology does not offer empirical accounts but an understanding of human experience to discover the common meanings underlying the phenomenon. There are drawbacks to this approach which chime with the common criticism of ethnocentric methods and other qualitative approaches where there is a danger of bias and subjectivity. Therefore, strategies are suggested to ensure trustworthiness, dependability, credibility and transferability (Morse, 2015). In this approach the researcher can be interviewed using the same interviewing guide. The data must not be analysed alone and must be given the same weight as other participants (Johnston et al, 2017). This enabled the study to utilise the lived experience of the researcher who had run a hyperlocal news website covering a deprived area.

Given the researcher's background as a journalist whose stock in trade is interviewing subjects and gathering information, the methodology is almost instinctive, confirmed by the relevant literature and theory. Notwithstanding the dangers of subjectivity which are mitigated by deploying the measures described above, the lived experiences of the researcher as a journalist are vital to what drives the research. Experiences as a journalist working for local Big Media outlets, covering communities, courts, and politics, as well as well as the challenges faced attempting to run a local independent community online publication, informed the study generally and were considered too useful to waste when exploring the experiences of independent providers. These experiences, reflecting on the

changing media landscape and its impact, have formed the basis for other academic work for the researcher (Toomer 2023, Toomer 2024).

3.7 Ethical considerations

The approaches proposed for the research inquiry for this study have been given ethical approval by Liverpool John Moores University's Ethics Committee. A number of ethical issues were considered in designing this research inquiry. The mapping of the Big Media publishers as well as the details of closures was taken from publicly available material. Similarly, the details of hyperlocal independent publishers and closures was taken from lists in the public domain. Data from the Public Interest News Foundation's research of publishers was made available which included the results of comments in a survey of independent publishers. It was agreed that the comments could be used for analysis if the identities of the outlets in respect of the comments were anonymised. This was therefore adhered to. All data used in the content analysis of media coverage of the four elections was taken from material which had been published in the various outlets looked at and was therefore publicly available.

Participants in the interviews of the news consumers were fully informed of the nature of the study in a participant information sheet and were told they could withdraw from the study at any time. They were interviewed with a recording device and their recordings were stored in a secure place. They were informed that they would not be identified. Similarly, the news providers were anonymised unless they gave permission otherwise. Some of these participants did give that permission.

3.8 Conclusion

A research design has been devised which addresses the research questions – which explore the nature of the decline of Big Media, the role and significance of independent community hyperlocal media and the effect the changes in media production on the delivery of news and information needs and wants on communities – deploying a mixed

method approach providing a more in-depth examination of the questions combining a measured assessment of the presence of Big Media publications and the emergence of independent community news outlets – together with the qualitative content analyses to measure quantity and quality of coverage regarding Critical Information Needs. This is triangulated with the in-depth exploration of the perceptions of news consumers and independent news producers to provide a rich set of data to establish how news is produced and how it is received to arrive at a theory of news production in areas according to deprivation and digital inequality. The extent to which these questions can be fully addressed is limited by sample size and the focus on just four communities, however it is intended that the approach adopted can be reproduced on a larger scale and in other communities in further research.

The results emerging from this research approach will now be presented in a theoretical analysis to answer the research questions set organised in the following three chapters to report the findings of the quantitative mapping analysis, the interviews and content analyses of media coverage followed by conclusions drawn from the findings.

Chapter 4: An analysis of the decline of Big Media news outlets, their presence in communities, and the presence of independent community media

4.1 Introduction

The findings arising from the analysis of closures of both Big Media news outlets and trends in the emergence and subsequent closures of some independent community news outlets seeks to address the research questions set out in the research design. The examination of the presence and closures of Big Media print and online publications attempts to address RQ1: “What is the nature of the decline in local newspapers and changes in the way news and information is delivered by Big Media publishers to the most and least deprived communities in England? There is a limit to how much the quantitative method can address the second part of the question ie “and how has this affected community life?”, but it can address the sub-question 1.1 which explores the extent to which the most deprived neighbourhoods are served by Big Media compared with the least deprived. The question of whether there are “news deserts” in parts of England (RQ1.2) can also be determined by these methods of mapping the presence of Big Media outlets as well as independent online community publications.

The quantitative mapping of these outlets according to deprivation and quantitative analysis of other factors can contribute to an assessment of the decline of Big Media including indicators of engagement with print and digital news products as well as cuts in the number of journalists providing the information and the rationalisation of infrastructure within news organisations. This provides one component of the overall data alongside a qualitative approach which can assess the extent of the impact on communities and whether that impact differs according to socio-economic status. The conclusions that can be drawn from these findings can go some way to addressing a component part of RQ3 – particularly the sub question: To what extent do independent community hyperlocal news sites fill the gap left by the decline of print to meet the critical information needs of people in deprived communities? The theoretical context for

this analysis of the presence of news outlets and closures is the political economy of news and communication. The economic imperatives can be seen as important contributory factors in the activity of commercial news sites and the services they provide to communities whilst prioritising a return on capital (Freedman, 2010, Matthews, 2017; Pickard, 2022) as well as the conditions in which new independent community publications emerge.

The analysis examines the presence of media outlets in 317 district and unitary Local Authority Districts (LADs) in England which have been ranked according to a score of multiple deprivation, as defined by the UK government Index of Multiple Deprivation when it was compiled in 2019 and 2015. The LAD ranked at number 1 (Blackpool) is defined as the most deprived and the LAD ranked at 317 (Hart) is the least deprived.

The aim of the analysis is to help to determine how well local authorities are covered by local media organisations and whether the social deprivation score of a local authority makes a difference in the coverage. The term “coverage” in this part of the analysis is defined by the presence of these media outlets eg how many media outlets purport to cover Blackpool or Hart. This helps provide answers to the following questions: Is social deprivation a factor in the closure of local newspapers? What is the breadth of coverage now provided by Big Media news organisations online? Have new independent local media organisations emerged to contribute to the coverage in LADs and does social deprivation make a difference in the prominence of independent media to add to the local media ecosystem?

Adopting approaches which seek to study news and journalism ecosystems (Stonbely, Konieczna, & Holcomb, J, 2019), this part of the analysis focuses on one of the three components of ecosystem analysis – journalism infrastructure. It does not attempt to measure the quality of the coverage in each LAD. It provides an indication of the

presence of media outlets in a LAD but it may be the case that although an outlet has a presence in an area, the depth of coverage may be superficial. It does not measure the number of stories written about an area or how local or relevant those stories are to an area. It has been asserted that the presence of a news desert or a news deprived area, however they are defined, is not just an issue of whether a community has a local media outlet – it is a process affecting access and quality of local news involving staffing and indicators of engagement, discussed in this chapter as well as an understanding of the flow of critical news and information - content analysis of the material that is published and produced, which topics are under covered and overlooked; how are people in news deserts currently get information about local issues (Gulyas,2023, Abernathy, 2023). This comprises the other two components of ecosystem study – journalism output and performance to be analysed and discussed further in Chapters 5 and 6. A measure of the variety of media outlets and the “localness” of those outlets is an important component in the assessment of the health of a media ecosystem in those areas.

For analysis, the LADs are divided into deciles with LADs in Decile 1 being the most deprived and those in Decile 10 being the least deprived. The analysis has counted the number of publishers in each LAD in 2022, categorised as Regional Big Media Online Publishers which cover more than one LAD, Local Big Media Online Publishers which cover one LAD or a town or local area within a LAD, Regional Independent Online Publishers which cover more than one LAD and Local Independent Publishers which cover one LAD or town or local area within a LAD. Some of these publishers also have printed versions of the publications distributed or sold in these areas, but the online versions will reach more news consumers when print circulation trends are taken into account.

The analysis also counts the number of publisher closures between 2008 and 2022, categorised in the same way (Regional Big Media, Local Big Media, Regional

Independent and Local Independent). This is an attempt to build a comprehensive overview of the presence of news outlets in England – both commercial sites and independent sites as well as the viability of those publications and whether social deprivation makes a difference to their viability. Most of the Local Big Media closures involved the closure of printed weekly newspapers, but in the most recent period there has also been closures and mergers of online publications as the industry has undergone a period of rationalisation due to economic pressures as well as shocks to the economy – most notably the effects of the Covid 19 global pandemic. Again, some of the other outlets that were closed also had printed versions, but in most cases their service was mainly provided online.

4.2 Average number of publications in LAD Index of Multiple Deprivation deciles

In attempting to provide an assessment of the presence of media outlets in England according to deprivation the analysis assesses the average number of publishers for each category in each deprivation decile of Local Authority Districts where decile 1 is the 10% most deprived authorities and decile 10 is the 10% least deprived. This helps provide an impression of the number of publishers in each decile for each category of publisher and therefore contributes to an assessment of the nature of the presence of local newspapers and other digital outlets including independent community hyperlocal publications. This data addresses the research aims of RQ1 (see table 13).

| | Current Independent | Current Regional Independent | Current Local Big Media | Current Regional Big Media | Closed Local Independent | Closed Regional Independent |
|----|---------------------|------------------------------|-------------------------|----------------------------|--------------------------|-----------------------------|
| 1 | 0.548387097 | 0.32 | 0.322580645 | 2.258064516 | 0.967741935 | 0.161290323 |
| 2 | 0.709677419 | 0.064516129 | 0.419354839 | 1.903225806 | 0.516129032 | 0.064516129 |
| 3 | 1 | 0.193548387 | 0.419354839 | 2.258064516 | 0.677419355 | 0 |
| 4 | 0.533333333 | 0.2 | 0.466666667 | 2.1 | 0.3 | 0.066666667 |
| 5 | 0.483870968 | 0.225806452 | 0.451612903 | 2.129032258 | 0.258064516 | 0.032258065 |
| 6 | 0.866666667 | 0.166666667 | 0.466666667 | 2.266666667 | 0.433333333 | 0 |
| 7 | 1 | 0.2 | 0.6 | 2 | 0.166666667 | 0.033333333 |
| 8 | 1 | 0.225806452 | 0.548387097 | 2.35483871 | 0.161290323 | 0 |
| 9 | 1.387096774 | 0.225806452 | 0.612903226 | 2.64516129 | 0.193548387 | 0 |
| 10 | 0.838709677 | 0.096774194 | 0.387096774 | 2.258064516 | 0.129032258 | 0 |

Table 1

The analysis can also provide an impression of trends to help determine whether deprivation is a factor in the provision of publications providing sources of news and information in LADs and whether deprivation is also significant in the decline of types of publisher, also a research aim of RQ1. The figures illustrated here are explored further in subsequent analysis. It may also be possible to determine whether, in areas where Big Media publishers have declined, independent media has helped fill some of the gaps created, and whether the extent to which these gaps are filled could be determined by levels of deprivation – an avenue of inquiry posed in RQ2.

4.3 Closures of Big Media publications

The decline in the numbers of news titles covering communities, when viewed from a longer historical perspective, can be seen as part of a trend spanning decades. Whilst there is a compelling argument that the emergence and eventual domination of digital platforms precipitated a crisis in the news industry, it can equally be argued that the digital revolution exposed a reliance on an advertising-based business model and accelerated a decline which was already underway. Concerns about the decline of newspapers can be traced back to at least 1947 when the National Union of Journalists reported a 20% drop in the number of daily papers which was followed in the second Royal Commission on the Press in 1961-62 which expressed concerns about further closures of local newspapers. Franklin reported that the number of papers fell from 1687 in 1985 to 1286 by 2005 (2006). The *Press Gazette* calculated 242 closures between 2004-2011 and a study by Ramsay and Moore concluded there were just over 1,100 titles in 2016, representing a 35% decline in titles over the previous 30 years (2016).

The findings of previous research and those of this study shows that Big Media news brand closures have continued irrespective of the deprivation of the areas they serve. Indeed, subsequent to the analysis of closures for this study, it was reported that 13 of Reach plc's *Live* brands would be closed permanently – *Wiltshire Live*, *Bedfordshire Live*,

Berkshire Live, Buckinghamshire Live, Hampshire Live, Herts Live, Norfolk Live, Northants Live, Oxfordshire Live, Suffolk Live, Sussex Live, Staffordshire Live and Dorset Live. It is perhaps not surprising that these have closed given their poor performance in terms of user engagement (to be discussed later). It is significant that all but two of these sites were established specifically to challenge rival National World and Newsquest publications (Linford, 2023) indicating that the economic forces make it difficult for Big Media companies to compete with each other in these areas. The recent closures listed here occurred after the period of analysis, so are not taken into account in this study. It can be observed, however, that the areas covered by the closed sites, many of which are in the least deprived areas are still relatively well served by other Big Media providers such as Newsquest and National World. There are also a number of independent community hyperlocal sites in some of these areas, including *Nub News* sites particularly in areas like Hampshire and Hertfordshire.

In this analysis, counting closures in the period 2008-22 and mapping them against deprivation deciles, the data shows that the majority of Big Media publications which have closed are in the Local Big Media category with, until very recently, very few closures of regional publications. The average number of closures fluctuates across LAD deprivation deciles. Many of these closures have been printed local weekly products and in many cases, the digital versions of these titles have also closed, although in other cases there has been a reconfiguration of news delivery as publishers have focussed more on digital products. There is a very slight downward trend in closures the less deprived a decile is but the analysis does not show a significant decline in closures. In fact, the average number of closures in this category appear to peak in decile 6.

4.4 Closures of local independent community publications

The data shows that there have been fewer closures of independent media publications, the less deprived a LAD is. This is particularly noticeable when observing the closures of

Local Independent online publications. Figure 1 shows a marked downward trend in the average number of closures with an average of 0.97 closures in decile 1 and 0.13 closures on average in each LAD in decile 10. This appears to answer RQ2.3 with evidence that the prospect of long term sustainability of hyperlocal / independent community news publications seems to be greater the less deprived an area is.

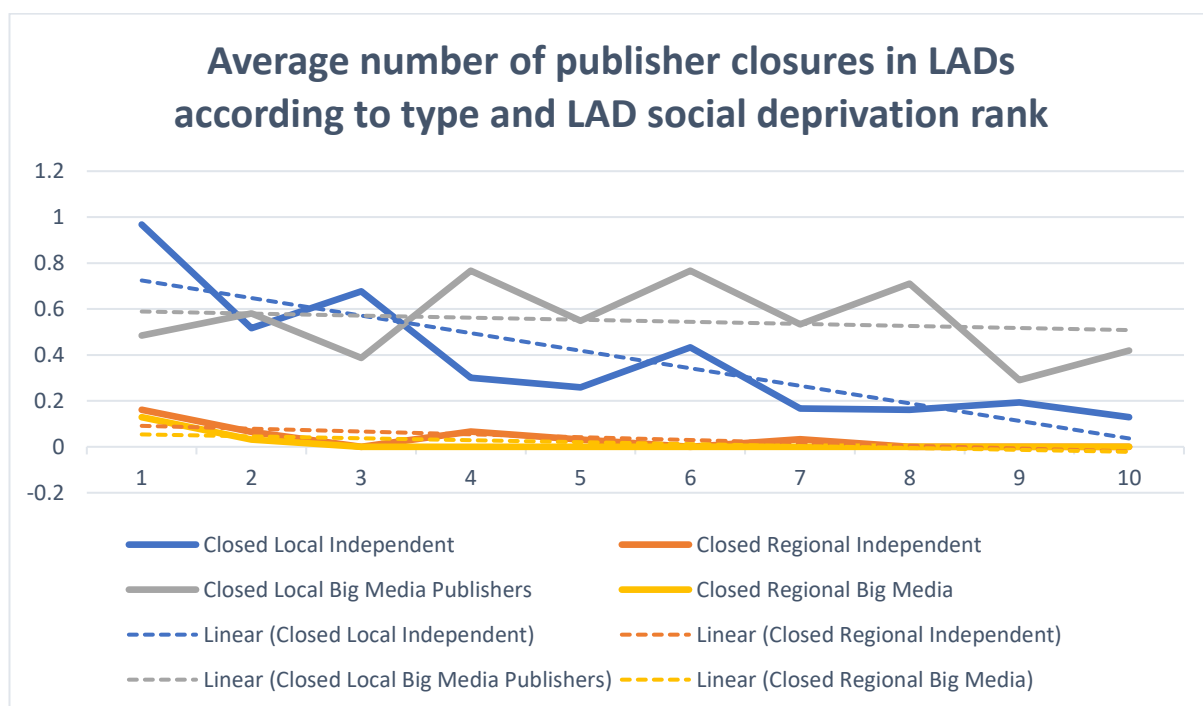


Figure 1

Reflecting on the significance of these closures of both Big Media and independent community publications it can be observed that although there is some evidence that the closures of Big Media local outlets may be slightly determined by the deprivation of the areas they have operated in, the closures are mostly common across a broad range of LADs irrespective of their deprivation status. Whilst it could be argued that the nature of the political economy of news and communication (Freedman 2010), might suggest that commercial news providers, which rely on the commodification of communities to sell to advertisers, would withdraw from poorer communities, it is also the case that scale of the crisis has also resulted in closures in the less deprived LADs, although the areas where Big Media sites have closed are still relatively well served.

4.5 Current publications and the presence of publishers in LADs

Regional Big Media online publishers are dominant in LADs across England. They are by far the biggest providers of news and information, as Figure 2 appears to show. They have a significantly greater presence than any of the other categories of media outlets. An analysis of the operation of Regional Big Media online publications shows a slight upward trend the less deprived a LAD is. The most prominent publishers are Reach plc (which, when this analysis was carried out, had a presence in every LAD), Newsquest and National World. In some LADs all three of these publishers have a presence irrespective of levels of deprivation. These publishers provide some news coverage in multiple LADs and the quality of that coverage does require further investigation.

An examination of the current presence of Big Media and that of independent community/hyperlocal publishers addresses the research aims of RQs1 and 2.3. The presence of Local Big Media online publications appears to be significantly lower than that of Regional Big Media operations. It also appears to be lower than that of Local Independent online publications. The upward trend of the presence of Local Big Media according to deprivation is very slight, showing that the prominence of these publications is fairly consistent irrespective of deprivation. However, the trendline for local community independent hyperlocal media is more significant, appearing to show that the presence of these publications is more likely the less deprived a LAD is. The graph also shows some spikes in LAD deciles 3 and 9 which requires closer examination. The category with the least significant presence in LADs is Regional Independent publications which operate in multiple LADs. Although their presence is low, they are more prominent in the most deprived LADs than in the least deprived, although the downward trendline is slight.

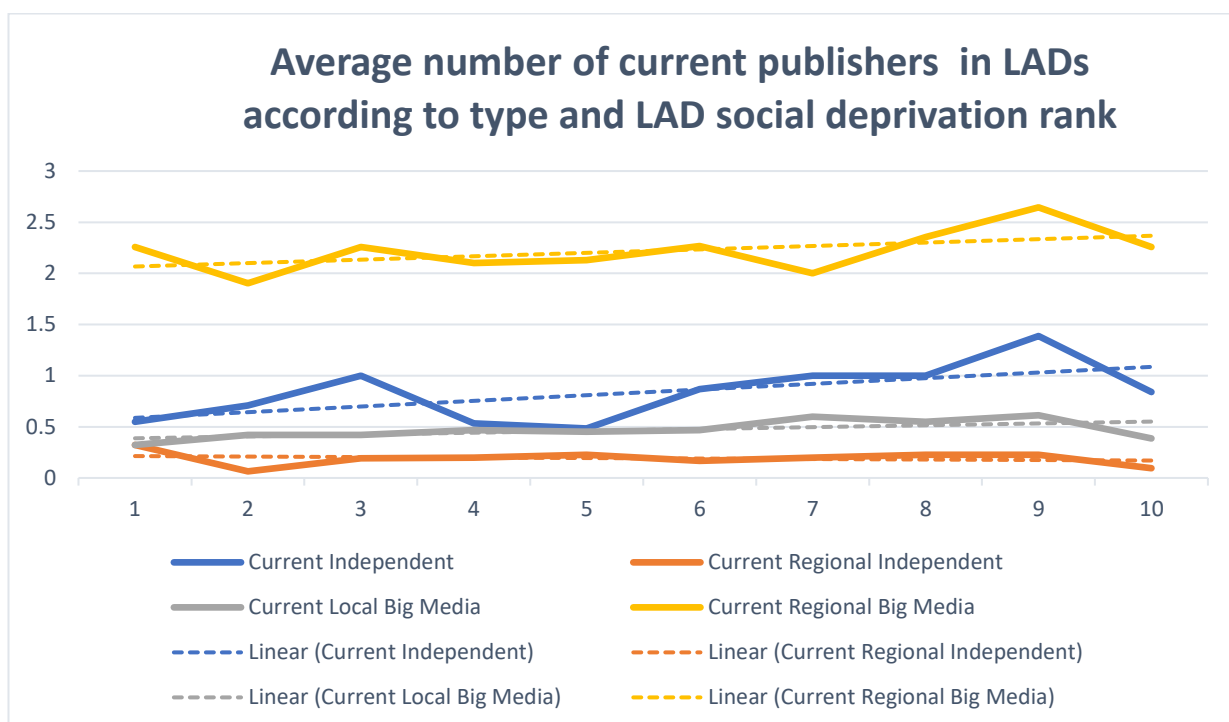


Figure 2

Figures 3 to 12 in Appendix 1 show the breakdown of the presence of local media outlets according to type and details of closures of LADs in the 50% most deprived authorities.

Figures 13 to 22 in Charts in Appendix 1 show that detail in the 50% least deprived areas.

The data visualisation allows for a closer examination of some of the trends discussed earlier. Table 2 also helps illustrate these details.

| IMD LAD Decile | % of LADs with Local Independent Publishers | % of LADs with Regional Independent Publishers | % of LADs with Local Big Media Publishers | % of LADs with Regional Big Media Publishers | % relying solely on Regional Big Media |
|----------------|---|--|---|--|--|
| 1 | 41.93548387 | 25.80645161 | 32.258065 | 100 | 22.580645 |
| 2 | 51.61290323 | 6.451612903 | 32.258065 | 100 | 25.806452 |
| 3 | 41.93548387 | 16.12903226 | 38.709677 | 100 | 22.580645 |
| 4 | 40 | 16.66666667 | 43.333333 | 100 | 26.666667 |
| 5 | 38.70967742 | 22.58064516 | 35.483871 | 100 | 25.806452 |
| 6 | 43.33333333 | 13.33333333 | 40 | 100 | 26.666667 |
| 7 | 50 | 20 | 43.333333 | 100 | 13.333333 |
| 8 | 45.16129032 | 19.35483871 | 48.387097 | 100 | 12.903226 |
| 9 | 54.83870968 | 22.58064516 | 48.387097 | 100 | 6.4516129 |
| 10 | 58.06451613 | 9.677419355 | 38.709677 | 100 | 9.6774194 |

Table 2

The data shows that the presence of Regional Big Media outlets dominates the local media ecosystem across deprivation deciles. Every LAD has at least one of these outlets

providing some coverage of the area. The data therefore complements and updates that from previous mapping studies (Ramsay, 2017) which identified 273 LADs in the UK not served by a dedicated local newspaper and 4.6% postcodes in England that had no local titles (Gulyas, 2020). These findings are important to gain an impression of presence of news provision in England but this does not explain the quality of that coverage. Different methods combined with these findings are required to achieve that.

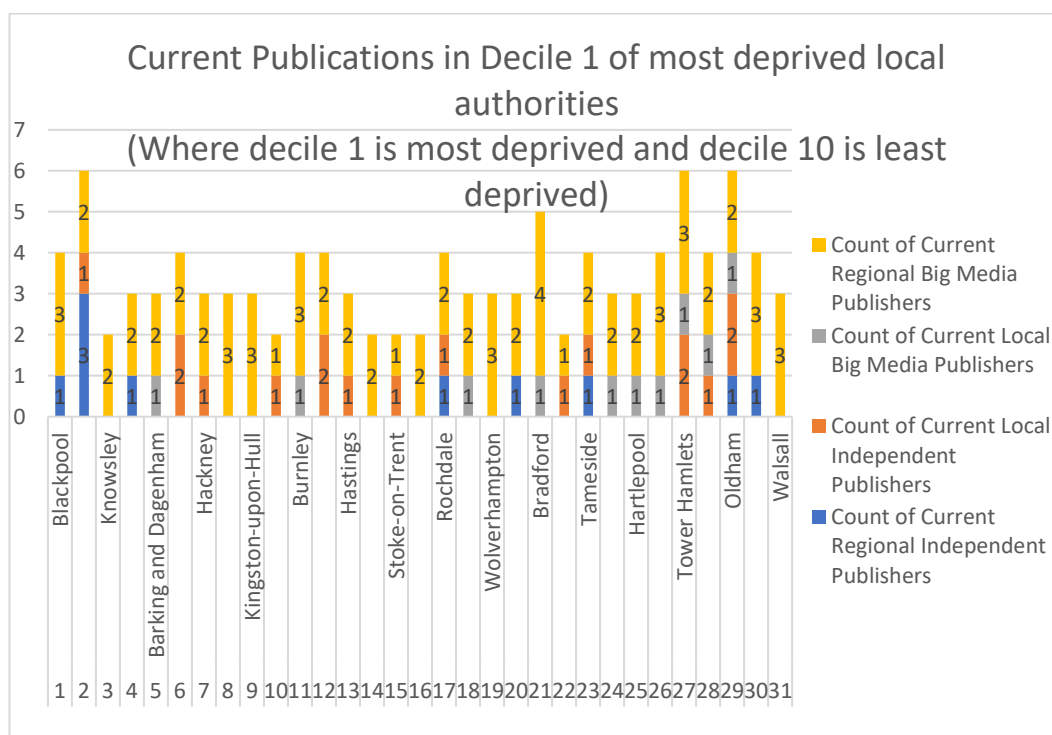


Figure 3

Examining some of the charts in Appendix 1, it can be observed that the data shows that Bradford has the most Regional Big Media outlets providing coverage of the area including the Yorkshire Post and the Yorkshire Evening Post, both published by National World. Reach plc also provides some news on Bradford under its Yorkshire Live outlet. The other outlet in this category is Newsquest's Telegraph and Argus which, although it covers other LADs and can therefore be categorised as regional, is probably more local in its focus. Bradford has one Local Big Media outlet, which covers the Keighley area within the borough. The presence of Regional Big Media in every LAD, including the most deprived could be said to pose challenges for the theory of news deserts and the notion that socially deprived communities are disadvantaged in terms of news provision

and might support objections to the theory put by industry leaders. However, as discussed earlier, the presence of titles is not the only measure of news coverage of an area.

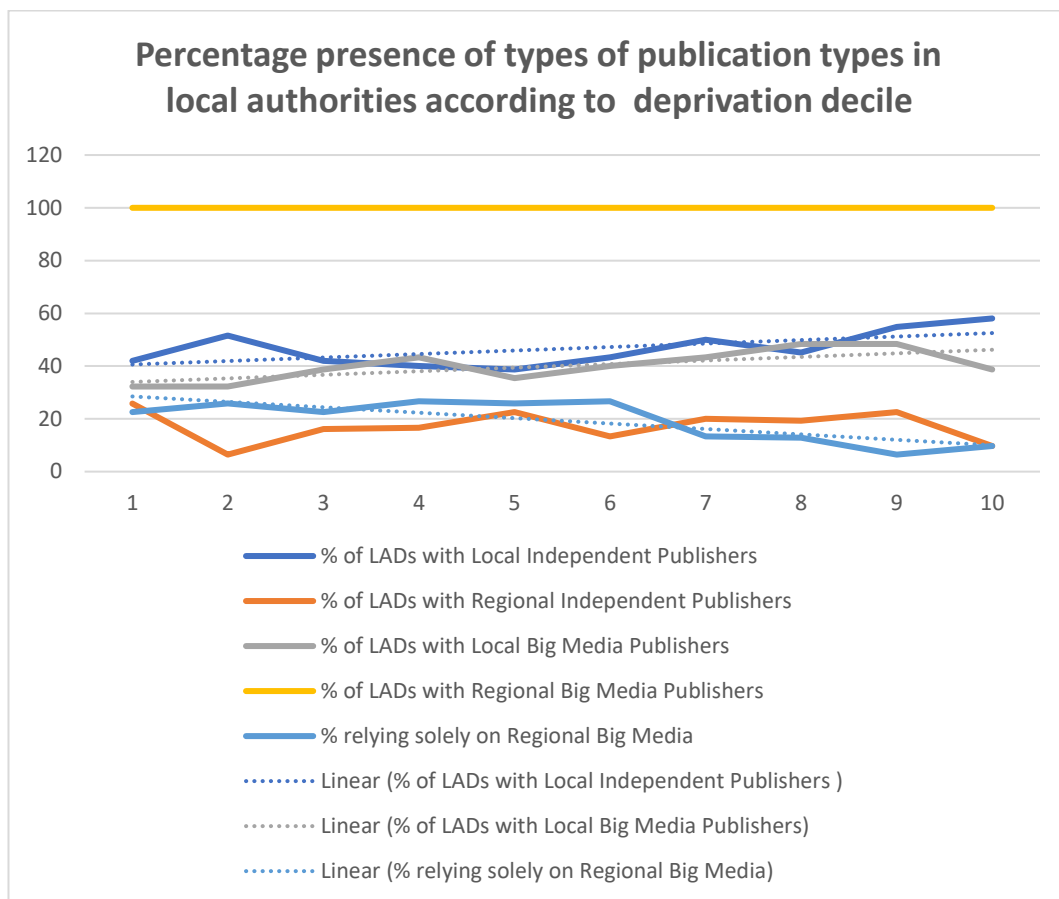
Local Big Media outlets have a presence in 10 of the 31 LADs (32%) in decile 1 providing dedicated coverage for the LAD or an area within it.

There is at least one independent publisher in 13 (42%) of the LADs in decile 1. Regional independent publishers such as the Meteor and About Manchester in Manchester, which cover more than one LAD, are present in 8 (25%) of LADs.

Local Big Media publishers have a presence in 12 (38.7%) of LADs in decile 10 and there is at least one independent publisher in 18 (58%) of LADs. Regional independent publishers have a presence in three LADs (9.6%).

4.6 General trends in percentage presence of media outlets

As observed earlier, Regional Big Media publications have some presence in every LAD irrespective of deprivation ranking, though the quality of that presence cannot be measured by this analysis, and there are some LADs which appear solely reliant on Regional Big Media for their news. Table 2 and Figure 23 show the percentage presence of each publication type as well as the percentages of LADs in each decile which are served only by Regional Media outlets. Figure 23 illustrates that there is a general trend showing a greater tendency for LADs which are the most deprived to rely solely on Regional Big Media outlets compared with the least deprived. This provides further evidence in addressing RQs 1 and 2 exploring the nature of news provision vis-a-vis Regional Big Media and independent community news publications.



Figure

23

The analysis illustrated by Figure 23 also appears to point to an upward trend in the percentage presence of Local Big Media and Local Independent publishers, the less deprived a LAD is. However, there are some instances where the trend is bucked somewhat. Eg. in decile 2 there is a presence of Local Independent media in 51.6% of LADs in that exceeding the presence in all other deciles apart from the 20% least deprived. This spike in the figures requires closer examination and may show that what could be determined news deprivation does not necessarily correspond with social deprivation. Perhaps this could be explained by the number of metropolitan / London boroughs in the decile or there may be other reasons which could be revealed with a closer analysis of the LADs themselves.

Although there appears to be a general tendency for Local Independent media to emerge in less deprived LADs to fill an apparent gap where there have been closures, the

tendency is not completely linear. There are areas which are particularly well served when it comes to the emergence of independent publications.

The LADs which stand out in decile 3 accounting for a presence of Local Independent media which appear to buck the trend are Wirral and Bristol with four publications. The reasonably high presence across LADs in decile 9 would be expected when considering the upward trend illustrated by the analysis. However South Gloucestershire stands out as an authority particularly rich in local independent media with 14 publications. Most of these are part of a number of publications under the Voice hyperlocal series which in some cases have an online and print presence. Some of the Voice publications are also present in Bristol. Bristol is also served by the respected independent publication, the *Bristol Cable*. Closer inspection of the nature of coverage in Wirral shows that the independent publication covers smaller areas within the borough. Although Wirral is ranked in the 30% most deprived LADs in England it has areas within it which are considerably less deprived. One of the independent publications is *Heswall Nub News*, part of an independent national network of hyperlocal sites. The LSOAs that cover Heswall are ranked in the 20% least deprived in the England. Another publication in Wirral covers the West Kirby area of the borough and its LSOAs are ranked in the 40% least deprived in the country. This finding should be viewed alongside the data which shows a presence of Big Media Regional titles in every area including areas of deprivation. It shows that within an area where there are inequalities based on socio economic factors there may also be inequalities in news provision possibly determined by the socio-economic status of smaller areas which confirms some of the principles of the theory of political economy of news and communication.

Whilst the analysis of the presence of the different types of media publication provides useful data to help determine general trends and address components of RQs 1 and 2, which appear to indicate a greater tendency for Local Independent Media to emerge in areas which are least deprived to fill gaps in Big Media provision, the observations re

Wirral show that it is useful to look more closely at areas within LADs. It is the case that a LAD may be ranked as being less deprived but may have smaller areas within it which are more deprived. Similarly, LADs which are ranked as the most deprived may have areas within it which are less deprived.

4.7 Nub News

Nub News is a network of hyperlocal independent news sites which has been steadily growing with launches across the country. Its progress can provide some indication of the nature of independent sites and whether they can fill a gap left by the decline of Local Big Media. An analysis of the presence of *Nub News* sites according to the deprivation of the communities they cover also goes some way to addressing the sustainability issue posed by RQ2.3. Although there are some which cover a whole borough eg Stoke and Basildon most of the sites cover a smaller hyperlocal area within a Local Authority.

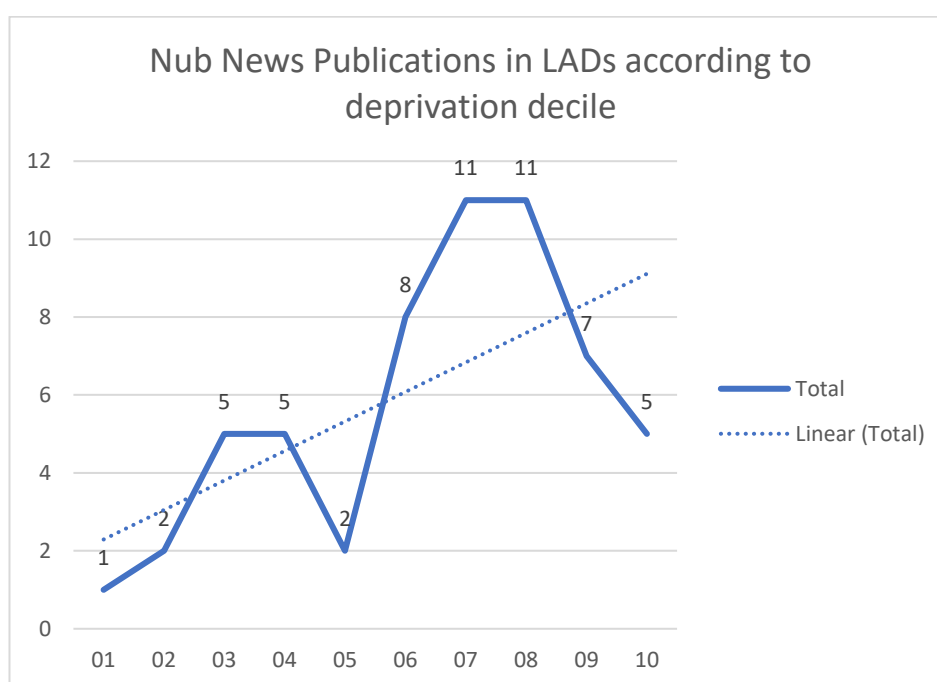


Figure 24

Nub News is a digital-only for-profit hyperlocal news platform aiming to fill the gaps left by the demise of traditional local newspapers in towns across the UK. Whilst operating as a business, the network's stated aims are to replace the product-centric approach prioritised by Big Media with a local-centric one (Mayhew, 2021). However, an analysis

of where Nub's sites operate suggests that it cannot escape from the laws confirmed by political economists of communication and media.

Nub news sites tend to have a greater presence in those local authorities ranked as least deprived. Deciles 7 and 8 have the highest cluster of Nub publications with 11 sites in each. This dips to 7 and 5 in the two least deprived deciles, but there is still an upward trend across the deciles, with one publication (0.2%) in the 10% most deprived LADs and 5 (9%) in the 10% least deprived. The figures show that 22 publications (41%) are in the 30% least deprived LADs and 8 (15%) are in the 30% most deprived.

4.8 The emergence of independent community hyperlocal publications

The figures show that 8% of the independent hyperlocal publications (18) are in the 10% most deprived local authorities. There are 70 publications (31%) in the 30% most deprived authorities. There are 19 publications (8.5%) in the 10% least deprived LADs and 77 (34.5%) in the 30% least deprived local authorities. This appears to show a fairly balanced distribution of publications across deciles but as the earlier analysis shows, the picture tells a different story when viewed in terms of the presence in each LAD and a closer analysis of the smaller areas within LADs can provide more meaningful analysis of how this occurs.

In the 30% most deprived LADs, 45 publications, covered smaller areas which were less deprived than the LADs they operated in and in the 10% least deprived areas 4 publications covered areas less deprived than the LAD.

In the 10% least deprived LADs, nine publications covered areas more deprived than the LADs and in the 30% least deprived areas 32 publications covered areas more deprived than the LADs.

The analysis counted 354 independent online media outlets which had been launched since 2007 including a relatively new network of Nub News sites. Of these, 19 were

regional independents which covered more than one LAD. One Regional Independent publisher, *Inside the M60* closed, leaving 18 operational regional sites. Of the 334 local independent sites, 118 closed, leaving 216 local independent sites currently operating.

Of the 118 sites that closed, 37 covered a whole LAD, therefore 81 covered smaller areas within a LAD. The smaller local areas covered were more deprived than the LAD for 33 publications. The remaining 48 covered areas which were less deprived than the LAD as a whole.

83 of the sites (closed and current) covered areas which were more deprived than the area's LAD. In local authorities in decile 1 of the most deprived, three publications closed covering smaller areas which were deprived and 16 closed covering areas which were less deprived than the authority.

The 314 local independent sites which covered either one LAD or a smaller area within the LAD were analysed according to the average LSOA deprivation rankings of the areas they covered. There are 32,844 LSOAs in England which are ranked according to deprivation – 1 being the most deprived and 32,844 being the least deprived. As with the previous analysis each area covered by each local independent publisher was identified as closely as possible on the government's data communities open data map to extract LSOA rankings for the area and come up with an average ranking for the area covered by the publication. Each area covered was then ranked in deciles in the range between 1-32,844. The aim of this was to provide a more accurate picture of deprivation of some of the areas covered, particularly of the publications operating in a smaller area of a LAD where the average LSOA rankings of that area might differ from the LAD average.

4.9 Current Local Independent Publishers according to areas they cover

When the LSOAs were averaged out for each area the result was that none of the areas covered by publishers fell into deciles 1 or 10. This was not surprising since this would be an expected consequence of the averaging process. But the results showed some trends

indicating how independent publishers might fare according to the deprivation of the area they operate in.

The analysis showed a general trend for publications to continue to operate successfully the less deprived the area covered is. Although there are just eight publications operating in areas with an average deprivation score in decile 9 (areas which are among the least deprived) there is a general upward trend of viable publications in which the less deprived an area is, the more publications operate – with just one publication operating in decile two areas rising to 45 in decile eight. There is a spike in decile 5 where there are 48 publications in operation.

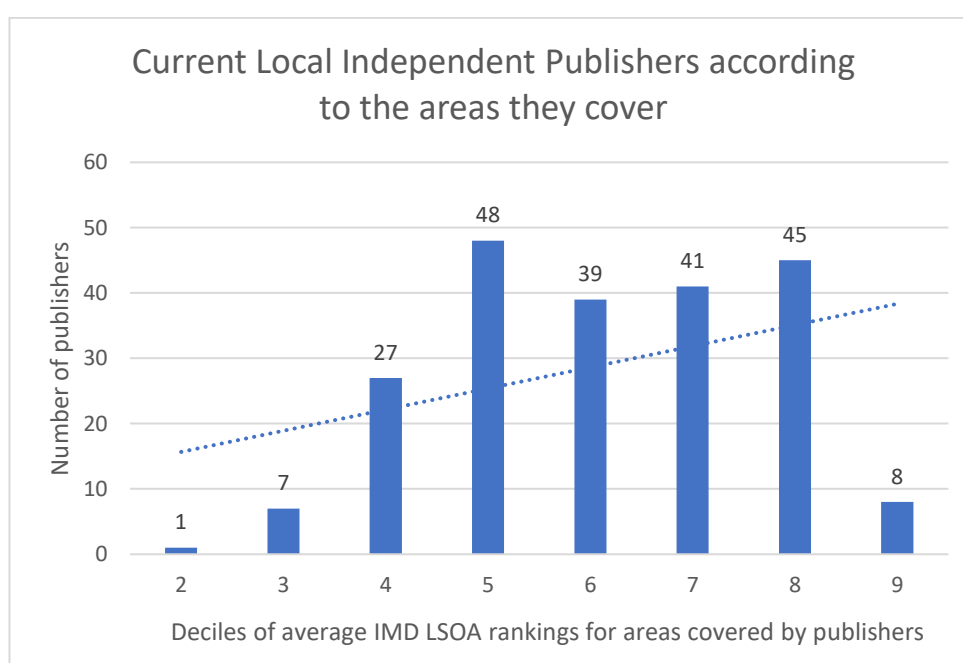


Figure 25

4.10 Closures of Local Independent Publishers according to areas they cover

When closures of local independent publishers are examined, a general downward trend can be observed which appears to show that there are fewer closures of publications the less deprived the area covered is.

The anomaly in this is the small number of closures in decile 2 areas (3). Closures appear to peak in decile 4 areas (32 closures) and there then follows a steady decline the less deprived an area is, with just 1 closure in decile 9.

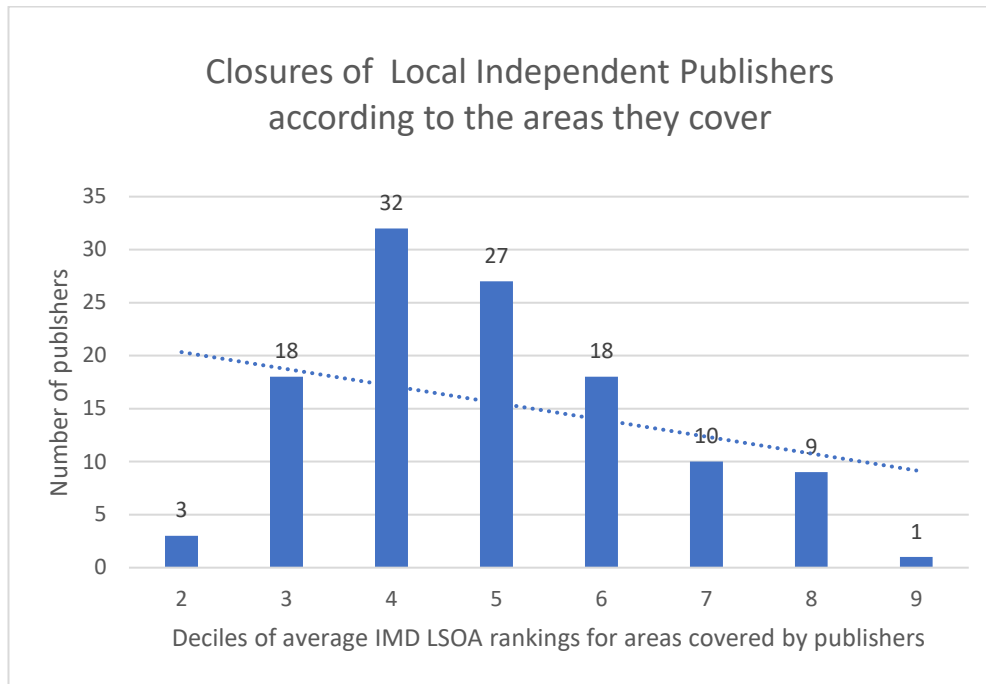


Figure 26

It is possible that the small number of closures in deciles 2 and 3 can be explained by a relatively small number of publications operating in those areas in the first place. An analysis of viable publications and closures according to the deprivation deciles of the areas covered shows that in decile 2 there were 4 publications in total, one of which (25%) is still operating. The percentage of closures of publications declines the less deprived an area is and the percentage of viable publications still operating in an area increases, the less deprived an area is. Although a general upward trend of the number of publications in total can be observed according to deprivation decile, it is also observed that there were relatively few publications in decile 9 (although a higher percentage survived – 8/9).

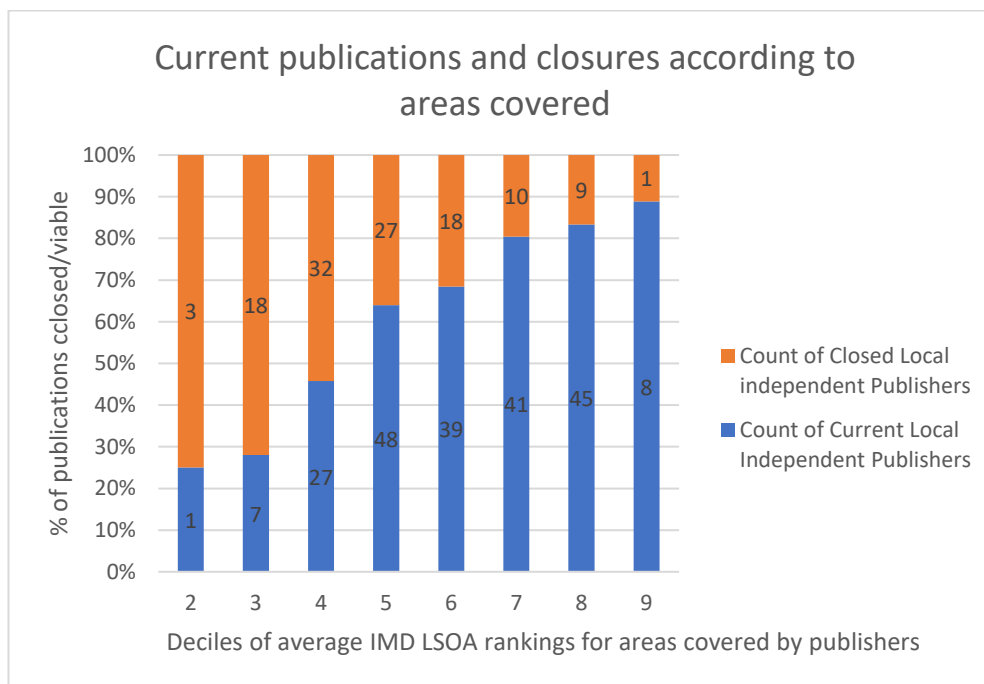


Figure 27

A major factor in the way news provision is developing is the rise of hyperlocal news sites. In literature examining the make-up of news provision in neighbourhoods the term news or journalism eco-system is gaining currency – a term which denotes the mix of the ways members of a community get their news.

In areas of social and economic deprivation, the main barrier to this is an economic one. The economic imperative of Big Media means they will rarely invest in a community unless there is a return in terms of advertising. Independent hyperlocal sites are mostly unconstrained by the requirement to make profit. The motivation of 7 in 10 hyperlocal sites in the UK are community activism rather than a desire for profit (Williams et al. 2014).

The laws illustrated by the political economy of news means hyperlocal sites will struggle in terms of sustainability while Big Media organisation, whilst undeniably facing challenges to their business model can always rely on economies of scale to remain viable economically. It can be concluded that all hyperlocals are likely to struggle but those which can be supported by advertising are more likely to survive - explaining the apparent likelihood of survival in more affluent areas.

4.11 The decline of Big Media publishers

The number of closures of Big Media local publications, including weekly newspapers, gives some indication of the decline of Big Media and the presence of publishers in LADs can also give an impression of the health of media ecosystems in LADs and local communities. But there are other factors which can be taken into account when attempting to determine the extent to which publishers play a role in contributing to community life and the delivery of critical information needs and engagement with communities. An analysis of print circulation, online engagement with digital products and consolidation of the industry in terms of staffing cuts and changes in infrastructure, addresses features of RQ1 which is aimed at assessing the nature of the decline in Big Media newspapers as well as the nature of the changes in news delivery.

Print circulation figures of printed products remaining following closures provides information on the reach of these products and as publishers focus more on the digital delivery of news, factors such as unique user figures and time spent by consumers on news websites are also important indicators. The health or decline of Big Media news organisations can also be measured by how the number of journalists working for publishers has decreased or declined.

4.12 Print circulation

Alongside the decline in local news titles, there has been an historical decline in circulation over many years. The digital revolution has contributed to declines in print circulations as advertising migrated to digital platforms. It has been companies like Google and Meta which has mainly benefitted from this, (Ponsford 2017) rather than Big Media news publishers which have relied on advertising revenue linked to print circulation to drive their digital transformation strategies.

| Title | Owner | Av circ 2022 | YOY % change |
|---|-----------------------|--------------|--------------|
| Manchester Evening News | Reach Plc | 11,726 | -44 |
| Hull Daily Mail | Reach Plc | 8,393 | -28 |
| Coventry Telegraph | Reach Plc | 4,488 | -27 |
| Plymouth - The Herald | Reach Plc | 5,276 | -27 |
| Newcastle Chronicle | Reach Plc | 8,954 | -25 |
| Birmingham Mail | Reach Plc | 6,582 | -24 |
| Liverpool Echo | Reach Plc | 15,395 | -24 |
| Cambridge News | Reach Plc | 3,024 | -23 |
| Cambridge News | Reach Plc | 3,024 | -23 |
| Nottingham Post | Reach Plc | 5,464 | -23 |
| Leicester Mercury | Reach Plc | 7,973 | -22 |
| Lancashire Post | National World | 3,884 | -21 |
| Lancashire Post | National World | 3,884 | -21 |
| Derby Telegraph | Reach Plc | 7,719 | -21 |
| Express & Star (West Midlands) | Express & Star Ltd | 14,497 | -19 |
| Leeds - Yorkshire Evening Post | National World | 4,389 | -17 |
| Leeds - Yorkshire Evening Post | National World | 4,389 | -17 |
| Oxford Mail | Newsquest Media Group | 5,077 | -16 |
| Bournemouth - The Daily Echo | Newsquest Media Group | 6,389 | -15 |
| Norwich - Evening News | Newsquest Media Group | 3,465 | -15 |
| Ipswich Star | Newsquest Media Group | 3,143 | -14 |
| Ipswich Star | Newsquest Media Group | 3,143 | -14 |
| Ipswich - East Anglian Daily Times | Newsquest Media Group | 7,721 | -13 |
| Leeds - Yorkshire Post | National World | 11,491 | -13 |
| Norwich - Eastern Daily Press | Newsquest Media Group | 15,255 | -13 |
| Swindon Advertiser | Newsquest Media Group | 4,477 | -13 |
| Bradford - Telegraph & Argus | Newsquest Media Group | 5,195 | |
| Carlisle - News and Star | Newsquest Media Group | 2,332 | |
| Carlisle - News and Star | Newsquest Media Group | 2,332 | |
| Colchester - Daily Gazette | Newsquest Media Group | 4,286 | |
| Colchester - Daily Gazette | Newsquest Media Group | 4,286 | |
| Northern Echo | Newsquest Media Group | 10,277 | |
| Dorset Echo | Newsquest Media Group | 4,871 | |
| Dorset Echo | Newsquest Media Group | 4,871 | |
| Lancashire Telegraph – Blackburn | Newsquest Media Group | 3,634 | |
| Lancashire Telegraph – Blackburn | Newsquest Media Group | 3,634 | |
| Oldham Times | Newsquest Media Group | 819 | |
| The Bolton News | Newsquest Media Group | 4,320 | |
| The Mail | Newsquest Media Group | 2,695 | |
| Worcester News | Newsquest Media Group | 3,252 | |

(source ABC)

Table 3

The circulation of print publications by Big Media publishers has fallen considerably. At the time of writing, the latest figures available from the Audit Bureau Circulation, recording the circulations of 40 printed newspapers reported large percentage year on year decreases for 2022. Reach Plc newspapers recorded some of the highest falls, the biggest being the *Manchester Evening News (MEN)* which fell by 44% to 11,726. This fall was the latest in a series of year-on-year decreases. The Greater Manchester area which constitutes the bulk of the *MEN*'s circulation area comprises 10 LADs. Five of those LADs are in the 10% most deprived in England, including Manchester City Council which is the 2nd most deprived LAD in the country according to the 2019 Index of Multiple Deprivation. Nine out of the 10 LADs are in the 50% most deprived LADs.

4.13 Engagement with Big Media online news sites

The central commercial strategy of the Big Media publishers is to consolidate its digital revenue, still mainly centred on advertising, as print revenue declines. This means that the production of digital news products which engage with readers is essential to its business strategy. Although the stated aims of these companies is to contribute to communities and inform readers, the success of these companies is measured in terms of revenue arising from the numbers of customers viewing their digital products. Consequently, news organisations have transformed the delivery of news to communities, and indicators of the way in which Big Media brands successfully deliver news digitally through their online products is increasingly important in attempting to evaluate the extent to which these brands engage with their audiences and continue to impart news and critical information to communities. The nature of online products presents opportunities for publishers to monitor closely their reach and engagement to produce data to be used to improve performance. This is particularly important for an advertising-based digital business model. It also presents opportunities for researchers to assess how successful publishers

might be in performing a community building role and delivery of CINs and whether mode of production which is based on generating revenue can serve those needs.

One indicator of engagement is a measure of unique users visiting online news sites and how long they spend on those sites. The data examined in this analysis, produced by IPSOS and published in trade journals such as *Press Gazette* and *Hold the Front Page* (Sharman 2023c), provide a snapshot of user engagement in March-April 2023, but helps paint part of a picture of how news users engage with news sites. What it does not show necessarily is the value gained from such engagement. Nonetheless, the data provides useful information to address questions concerning how news sites are used.

IPSOS Iris data is collected from a sample of 10,000 people designed to be nationally representative. The sample members have meters installed across 25,000 personal devices to monitor usage.

The data for March-April 2023 showed a decline in unique users visiting the sites of online media brands. The data shows that many of the brands still have considerable success in reaching users but there appears to be a decline nevertheless.

The most significant decline appears to be for the Reach plc outlets.

| Reach Plc – Title | March23 UU 000s | April 23 UU 000s | %change |
|----------------------|--------------------|------------------|---------|
| Wiltshire Live | 347 | 122 | -64.84% |
| Essex Live | 1,481 | 793 | -46.46% |
| Staffordshire Live | 401 | 222 | -44.64% |
| Northants Live | 263 | 157 | -40.30% |
| Somerset Live | 2,212 | 1,387 | -37.30% |
| Gloucestershire Live | 1,625 | 1,026 | -36.86% |
| Lancs Live | 4,500 | 3,034 | -32.58% |
| Bristol Live | 4,500 | 3,034 | -32.58% |
| Bristol Live | 4,500 | 3,034 | -32.58% |
| Kent Live | 1,168 | 822 | -29.62% |
| Derbyshire Live | 2,323 | 1,645 | -29.19% |
| Hampshire Live | 529 | 376 | -28.92% |
| Berkshire Live | 604 | 437 | -27.65% |
| Surrey Live | 1,552 | 1,132 | -27.06% |
| Dorset Live | 414 | 309 | -25.36% |
| Bedfordshire Live | 143 | 108 | -24.48% |

| | | | |
|-------------------------|--------|--------|---------|
| Devon Live | 2,165 | 1,637 | -24.39% |
| Grimsby Live | 631 | 479 | -24.09% |
| Leicestershire Live | 2,658 | 2,023 | -23.89% |
| Birmingham Live | 9,239 | 7,079 | -23.38% |
| Yorkshire Live | 5,799 | 4,473 | -22.87% |
| Manchester Evening News | 13,797 | 10,676 | -22.62% |
| Sussex Live | 425 | 329 | -22.59% |
| Plymouth Live | 1,236 | 975 | -21.12% |
| Leeds Live | 2,228 | 1,827 | -18.00% |
| Chronicle Live | 5,787 | 4,819 | -16.73% |
| Teeside Live | 1,124 | 939 | -16.46% |
| Coventry Live | 1,867 | 1,592 | -14.73% |
| Cornwall Live | 1,512 | 1,291 | -14.62% |
| Liverpool Echo | 9,223 | 8,005 | -13.21% |
| Nottinghamshire Live | 4,607 | 4,009 | -12.98% |
| Cheshire Live | 670 | 588 | -12.24% |
| Lincolnshire Live | 835 | 736 | -11.86% |
| Herts Live | 276 | 248 | -10.14% |
| Stoke on Trent Live | 1,807 | 1,679 | -7.08% |
| Hull Live | 1,270 | 1,195 | -5.91% |
| Norfolk Live | 125 | 124 | -0.80% |
| Cambridgeshire Live | 1,144 | 1,191 | 4.11% |
| Buckinghamshire Live | 76 | 94 | 23.68% |
| Suffolk Live | 78 | 107 | 37.18% |
| Kent Live | 1,168 | 822 | 70.38% |
| Surrey Live | 1,552 | 1,132 | 72.94% |
| Stoke on Trent Live | 1,807 | 1,679 | 92.92% |
| Oxfordshire Live | 70 | 161 | 130.00% |

Table 4

The online regional titles showing the most significant month-on-month declines in unique user engagement from March to April 2023 were: *Wiltshire Live*, which serves three LADs in the 50% least deprived authorities, including two in the 20% least deprived; *Essex Live*, which is serving a broad range of LADs including one of the 20% most deprived and three of the 10% least deprived; *Staffordshire Live*, covering eight LADs none of which are in the 30% most deprived and three of which were in the 30% most deprived; *Northants Live*, covering seven LADs, including one of the 30% most deprived and three of the 30% least deprived; *Somerset Live*, covering six LADs with four in the 50% least deprived including one in the 20% least deprived and *Gloucestershire Live* covering 10 LADs, six of which were in the 30% least deprived.

So there is little evidence from these figures to suggest that deprivation is a significant factor in the low engagement with these sites in terms of unique users. Although the figures could be explained by the fact that a number of these sites were relatively new sites which had been launched to compete with rival publishers – National World and Newsquest – and had not established a presence in the digital news market.

It can be noted from the figures that engagement for the most prominent Reach sites, the *Manchester Evening News*, *Liverpool Echo*, *Birmingham Live* and *Chronicle Live* covering LADs with significant levels of deprivation, remained relatively strong, there were still significant declines in unique users between March and April 2023 – 22.6%, 13.2%, 23.4% and 16.7% respectively.

The most significant monthly increase in unique users was at *Oxfordshire Live* (130%) which covers three of the 50% least deprived LADs including two of the 10% least deprived. *Surrey Live* covering 12 LADs – including six of the 10% least deprived saw a 73% increase. However *Stoke on Trent Live* which covers one of the 10% most deprived LADs also saw a significant rise in users of 93%

Press Gazette quoted IPSOS figures in June 2023 showing *Manchester Evening News*, *Liverpool Echo* and *Birmingham Live* with the highest number of page views, but they also showed year-on-year declines – 41%, 13% and 27% respectively and in terms of time spent by users on the sites, the figures show an average of seven, five, and three minutes respectively.

National World sites unique users (000s) March-April 2023

| Title | March23 UU 000s | April 23 UU 000s | %change |
|------------------------------------|-----------------|------------------|---------|
| Daventry Express | 34 | 12 | -64.71% |
| Bucks Herald | 142 | 82 | -42.25% |
| Bedford Today | 124 | 74 | -40.32% |
| northantstelegraph | 263 | 157 | -40.30% |
| hartlepoolmail | 191 | 126 | -34.03% |

| | | | |
|---------------------------------------|-------|-------|---------|
| halifaxcourier | 452 | 313 | -30.75% |
| Blackpool Gazette | 593 | 412 | -30.52% |
| Biggleswade Today | 44 | 31 | -29.55% |
| Harrogate Advertiser | 215 | 155 | -27.91% |
| Falmouth and Penryn Packet | 215 | 157 | -26.98% |
| hemeltoday | 65 | 48 | -26.15% |
| Yorkshire Evening Post | 2,065 | 1,536 | -25.62% |
| The Star | 1,356 | 1,049 | -22.64% |
| lutontoday | 196 | 153 | -21.94% |
| Lancashire Post | 754 | 601 | -20.29% |
| Lancaster Guardian | 251 | 202 | -19.52% |
| Scarborough Evening News | 397 | 323 | -18.64% |
| Burnley Express | 278 | 229 | -17.63% |
| Shields Gazette | 434 | 359 | -17.28% |
| Yorkshire Post | 1,792 | 1,491 | -16.80% |
| Portsmouth News | 959 | 807 | -15.85% |
| Sunderland Echo | 616 | 522 | -15.26% |
| Liverpool World | 9,223 | 8,005 | -13.21% |
| Harborough Mail | 38 | 33 | -13.16% |
| chad | 380 | 331 | -12.89% |
| Wigan Today | 322 | 294 | -8.70% |
| peterboroughtoday | 393 | 362 | -7.89% |
| miltonkeynes Citizen | 260 | 242 | -6.92% |
| Warwickshire World | 217 | 205 | -5.53% |
| Northampton Chronicle and Echo | 404 | 384 | -4.95% |
| Northamptonshire Telegraph | 383 | 380 | -0.78% |
| Worksop Guardian | 121 | 121 | 0.00% |
| lynnnews | 116 | 119 | 2.59% |
| leightonbuzzardonline | 52 | 54 | 3.85% |
| Northumberland Gazette | 319 | 344 | 7.84% |
| doncasterfreepress | 405 | 440 | 8.64% |
| SussexWorld | 1,170 | 1,277 | 9.15% |
| dewsburyreporter | 144 | 161 | 11.81% |
| Derbyshire Times | 609 | 801 | 31.53% |
| Lincolnshire World | 140 | 202 | 44.29% |
| hucknalldispatch | 26 | 38 | 46.15% |
| Banbury Guardian | 107 | 157 | 46.73% |
| Buxton Advertiser | 91 | 144 | 58.24% |
| wakefieldexpress | 345 | 546 | 58.26% |

Table 5

The sharpest declines between March and April 2023 in unique users for National World sites were at – *The Daventry Express* (64.7%) covering one of the 20% least deprived authorities, *Bucks Herald* (42.25%) covering five of the 50% least deprived

LADs including four of the 20% least deprived and *Bedford Today* (40.3%) covering one of the 50% most deprived LADs. Significant declines were also seen at the *Hartlepool Mail* (34%) covering one of the 10% most deprived LADs and *Blackpool Gazette* (31%) covering the LAD ranked as the most deprived in England. In terms of year-on-year changes in page views, National World's *Yorkshire Post* saw the biggest drop in this measure of engagement with a 63% decline.

Newsquest sites unique users (000s) March-April 2023

| Title | March23 UU | Apr-23 | %change |
|--------------------------------------|------------|--------|---------|
| Reading Chronicle | 843 | 172 | -79.60% |
| Oxford Mail | 1,264 | 629 | -50.24% |
| Craven Herald and Pioneer | 151 | 76 | -49.67% |
| Romford Recorder | 256 | 134 | -47.66% |
| Westmorland Gazette | 197 | 109 | -44.67% |
| bracknellnews | 208 | 128 | -38.46% |
| thetelegraphandargus | 807 | 518 | -35.81% |
| Hunts Post | 110 | 71 | -35.45% |
| eveningnews24 | 449 | 299 | -33.41% |
| Southern Daily Echo | 706 | 476 | -32.58% |
| Ledbury Reporter | 4,500 | 3,034 | -32.58% |
| Southern Daily Echo | 706 | 476 | -32.58% |
| Melton Times | 44 | 31 | -29.55% |
| ipswichstar | 266 | 198 | -25.56% |
| Ipswich Star | 266 | 198 | -25.56% |
| Northern Echo | 1,960 | 1,480 | -24.49% |
| newsandstar | 500 | 390 | -22.00% |
| gazette-news | 388 | 308 | -20.62% |
| Isle of Wight County Press | 182 | 146 | -19.78% |
| Eastern Daily Press | 967 | 781 | -19.23% |
| hampshirechronicle | 215 | 174 | -19.07% |
| Lancashire Telegraph | 692 | 578 | -16.47% |
| The Mail | 272 | 229 | -15.81% |
| dorsetecho | 546 | 469 | -14.10% |
| eadt | 627 | 542 | -13.56% |
| The Argus | 795 | 692 | -12.96% |
| Swindon Advertiser | 616 | 545 | -11.53% |
| Worcester News | 576 | 549 | -4.69% |
| York Press | 678 | 657 | -3.10% |
| Basingstoke Gazette | 157 | 153 | -2.55% |
| Hereford Times | 251 | 246 | -1.99% |
| Somerset County Gazette | 192 | 189 | -1.56% |
| Watford Observer | 312 | 308 | -1.28% |

| | | | |
|------------------------------------|-----|-----|---------|
| Bolton News | 332 | 334 | 0.60% |
| gazetteandherald | 172 | 179 | 4.07% |
| Bournemouth Echo | 472 | 495 | 4.87% |
| burytimes | 143 | 152 | 6.29% |
| warringtonguardian | 241 | 261 | 8.30% |
| northnorfolknews | 149 | 167 | 12.08% |
| Guardian series | 121 | 136 | 12.40% |
| wirralglobe | 211 | 239 | 13.27% |
| chesterstandard | 195 | 227 | 16.41% |
| echo-news | 440 | 530 | 20.45% |
| Kidderminster Shuttle | 95 | 115 | 21.05% |
| hamhigh | 154 | 188 | 22.08% |
| The Comet | 133 | 168 | 26.32% |
| HertsAdvertiser | 119 | 153 | 28.57% |
| sthelensstar | 95 | 130 | 36.84% |
| northwichguardian | 98 | 135 | 37.76% |
| Salisbury Journal | 240 | 358 | 49.17% |
| Wiltshire Times | 186 | 300 | 61.29% |
| bucksfreepress | 254 | 423 | 66.54% |
| rutland-times | 5 | 19 | 280.00% |

Table 6

Among Newsquest sites, the *Reading Chronicle*, covering one of the 50% most deprived LADs, recorded the steepest monthly decline in unique users (80.6%). Others were the *Oxford Mail* which covers LADs in the 50% least deprived authorities including three of 10% least deprived, *The Craven Herald* which covers one of the 20% least deprived and the *Romford Recorder* which covers two of the 50% least deprived. The outlet with the largest audience, the *Northern Echo* which is a largest regional site covering 17 LADs including eight of the 30% most deprived and five of the 30% least deprived saw a monthly decline of 25%. The *News and Star* covering one of the 40% most deprived LADs and *Bradford Telegraph and Argus* covering one of 10% most deprived saw declines of 25% and 36% respectively.

There doesn't appear to be a discernible pattern as far as changes in consumer engagement with websites and deprivation is concerned. Engagement appears to have been falling in both the most and least deprived areas. There are a number of possible

explanations for the changes in these areas which don't necessarily relate to their socio-economic status. What is important, however, is the impact that it has on subsequent commercial decisions by these companies which are driven by maintaining profit for shareholders. Drops in engagement coupled with falls in print circulation mean falling revenue and profits which are often addressed by rationalisation.

4.14 Staff reductions and office closures

Another indicator of how well or poorly a Big Media site is serving an area is an assessment of staffing and job reductions throughout these groups.

Assessing precise numbers of journalists in the workforce and the subsequent job losses has proved difficult. The Journalists at Work report published for the National Council for the Training of Journalists (NCTJ) in 2018 draws on figures from the Labour Force Survey and showed that the number of Journalists working in the UK grew from 65,000 in 2012 to an estimated 73,000 in 2018, but just 30 per cent were employed in 'traditional' journalism, with 15 per cent in newspaper publishing and a further 15 per cent in journal and periodical publishing. The Labour Force Survey figures quoted in the report showed a decline in jobs in newspaper publishing from 24,000 in 2012 to 15,000 in 2018. A report for the News Media Association in 2015 confirmed that the two major news publishers, Trinity Mirror (later Reach plc) and Johnston Press (later JPI which was taken over by National World) had reduced their workforces by 46% and 47% respectively – although the cuts were targeted at non-editorial staff.

This study attempted to count the number of recent job cuts in regional news brand sites as well as other cuts in services provided by the outlets. The exact numbers are difficult to record with complete accuracy but information gathered and collated from industry reports, annual reports and announcements in the trade press such as *Press Gazette* and *Hold the Front Page* give some impression of the decline of staffing and

other cuts made which will have an impact on the delivery of news and critical information needs to communities.

According to reports in the trade press and information logged by the National Union of Journalists, the forerunner of Reach plc, Trinity Mirror made a series of redundancies since 2008. It also took over other companies which had already made significant cuts in staffing, including Local World acquired in 2015, which had been formed from a merger of Northcliffe Media and the Iliffe newspaper group. Northcliffe had already cut 2000 jobs between 2008-12. In 2013-15 between 100 and 200 editorial jobs were cut. Further spending cuts in 2015, of £20 million, but it was unclear how much would come through job losses (2016). Reach made considerable cuts in jobs in 2020. The company's annual report in 2021 showed 500 jobs were lost during the Covid pandemic including 300 journalism jobs. But a subsequent recruitment drive meant it employed more journalists than in 2019. Reach, which runs four national news brands as well as regional outlets, reportedly recruited 400 journalists in 2021, although it is not clear how many of those jobs were in local news or on their national titles. A study of reports in the trade press shows that the net gain in jobs in 2021 was more than wiped out by a steady stream of job cuts from May 22 to November 2023. The company announced 48 cuts to editorial jobs in the Midlands following a decision to cut the costs of print outlet production. A further 13 jobs were cut in June 2022 following a restructure. The job cuts appear to have accelerated in 2023. The company announced 102 job losses in January 2023 and in March there were a further 192 jobs cut. In July 2023 seven jobs were cut in Reach's community hyperlocal network, *In Your Area* and in November there was an announcement that another 320 jobs would be cut. As well as the closure of the 13 *Live* brands at Reach, with subsequent job cuts it was reported that editorial staff at *Lancs Live* would be halved. Other restructuring suggests cuts in quality of covering of some areas – ie that there was no dedicated staff

at the *Burton Mail* after the departure of the editor with the title now edited 30 miles off patch (Tobitt, 2023). Reach blamed difficult trading conditions and changes in social media algorithms which means smaller audiences are seeing news shared on platforms such as Facebook. A Reach spokesperson quoted in *Hold the Front Page* said; “As we announced in January, with the current market headwinds we are facing we have had to take decisive action to review costs across the entire business including print production, energy sourcing, external suppliers, as well as, regrettably, the size of some of our teams.”

Other publishers have had fewer job losses than Reach between 2020-23, possibly because they have employed fewer journalists. Nevertheless, there have been cuts – 53 jobs were lost at National World in 2023 and five were lost at Newsquest. It must be noted that the former owner of National World publications, Johnston Press and JPI Media and Newsquest had already made considerable reductions in staffing prior to 2014. Between 2009 and 2014 Johnston Press reduced the number of editorial and photographic staff by 49 per cent - from 2,222 in 2009 to 1,133 in 2014. *Press Gazette* estimates that the number of editorial and photographic staff fell by a further 10-15% in 2015. In the twelve months after December 2013 Newsquest made 228 staff redundant. The following year, it cut more than 140 further positions.

| Publisher | Title | Posts lost | Date |
|----------------|-----------------|------------|--------|
| National World | Various | 45 | Aug-23 |
| Reach | In Your Area | 7 | Jul-23 |
| Reach | Various | 192 | Mar-23 |
| Reach | Various | 102 | Jan-23 |
| Reach | Various | 13 | Jun-22 |
| Reach | Midlands titles | 48 | May-22 |
| Reach | Various | 300 | 2020 |
| Newsquest | Various | 18 | Jul-20 |
| Newsquest | Various | 5 | Feb-23 |
| National World | Various | 8 | Aug-23 |
| Reach | Various | 320 | Nov-23 |

Table 7

To summarise, the cuts in staffing in the three major Big Media publishers represent a significant decline in journalism roles. In research carried out by *Press Gazette* in 2023 it has been found that between 2007 and 2022 journalist jobs fell from 4050 to 1500 at Reach plc, from 2,242 to 608 at Newsquest and from 2,555 to 722 at National World (Ponsford, 2024).

Precise details of how many of these posts directly involve the gathering of news and the provision of critical information needs is unclear (some losses may be editors, sports journalists, sub editors or feature writers), but the figures provide a fair indication of the decline of news services provided by these outlets and gives an impression of the presence of the outlets in communities.

Reflecting on this data showing a decline in Big Media news jobs, circulation and digital engagement, it should be placed in the historical context that there is clear evidence that newspapers have been steadily in decline, in these respects for decades. The origins of the decline predate the development of the internet and the impact of digital technology on the industry. Technological change in the newspaper industry is not new and it enabled the owners of news business to accumulate vast profits utilising a business model which was to produce news as cheaply as possible and sell it as a commodity to readers. In local newspapers, that news performed an important role in providing critical information needs as well as entertainment. In turn, the attention of those communities was sold as a commodity to businesses in the form of advertising.

The changes in news production with the consequent loss of jobs and decline in the service to communities to the extent that there are places and spaces without news coverage can be seen as part of a historical and economic process which began in the 1980s, an overhaul of print technology enabled newspaper businesses to cut costs and which led to an increased culture of managerialism in the industry:

which reduced the status of the news worker to that of a cog in a machine designed to yield maximum advertising revenue. (Matthews, 2017: 172).

Rachel Matthews' historical examination of the press in the UK observes that the impact of computerisation on aspects of the industry in the 1980s are as profound as the recent "digital revolution", although falling short of challenging the business model.

It can be concluded from Matthews' observations that the internet and the digital revolution in isolation is not the sole driver of the crisis in Big Media local news operation and a detachment from communities. So, it can be concluded that some of the factors which have led to the decline of circulation, jobs and digital engagement predate the "digital revolution" and are owed more to the dominant profit imperative as encapsulated by Matthews' reference to comments by DH Simpson:

"The main aim is to make sufficient return on capital rather than to provide a community with information of local and national events. They still do report local and national news but this is merely a means to an end. Editorial departments are constrained in attempting to search for the 'truth' and have to report that news which is easy to collect."(2017).

The underlying difficulties in the industry were revealed in the 2019 annual report for Reach plc which reported a drop in overall revenue. This was despite an increase in revenue for Reach's digital platforms and the company being named by its CEO Jim Mullen as the fifth largest digital asset in the UK after Google, Facebook, Amazon and Microsoft (Sharman 2020).

4.15 Conclusion

These findings provide some evidence of answers to aspects of Research Questions 1 and 2 – that there are differences in the nature of the decline of Big Media Regional and Local publications.

The finding that there is a presence of Regional Big Media digital news sites in every LAD is significant and questions the theory that there are news deserts in England and LADs where the plurality of titles poses a problem (Abernathy, 2018; Gulyas, 2021; Ramsay and Moore, 2017) and could confirm some of the objections to the idea of news deserts raised by industry leaders (Higgerson, 2017). It is also the case that the presence of these sites provides only a partial account of the extent of the quality of news provision in an area. However, there is evidence from these findings that for some small communities, regional outlets seem to be the only source of news which points to the fact that some areas, many of which are the most deprived, rely on these publications for news and the meeting of critical information needs. An assessment of the quality of that news provision cannot be assessed here but is addressed by the findings of qualitative interviews of news consumers as well as analysis of media coverage elsewhere in this study.

Notwithstanding the continued presence of Big Media titles in LADs, there is certainly evidence of a decline in the resources deployed in communities in terms of staff and titles. This decline appears not to discriminate on the basis of the deprivation of the communities they serve. However, one of the aims of this research is to determine whether independent community news publications can fill the gap left by the decline of Big Media and whether deprivation makes a difference in the extent to which they can fill that gap. The findings appear to show that the economic status of a community is a factor in the viability of these publications, with closures less likely in the less deprived LADs. So political economy can be seen to provide a useful context to explain this phenomenon and it possibly confirms the view that a rebirth of journalism brought about by the growth of independent community/hyperlocal news sites will be hampered by the same market forces which have contributed to decline of print journalism and Big Media (Curran 2016, Fenton 2009, Freedman 2016, McChesney

2013). The aspect of political economy which relates to independent community hyperlocal community news is also a factor in providing an explanation for the apparent difficulties posed for providers in areas of deprivation and confirms the findings of previous studies which question whether independent community hyperlocals can fill the gap by Big Media's decline citing the precarity of the publications and other economic factors (Kurpius 2010, Williams et al. 2014, Williams, et al. 2014, Harte, Turner and Williams 2018, Waldman, 2011, van Kerkhoven and Bakker 2015). The finding that the outlets provided by hyperlocal news network Nub News are far more prominent in the least deprived areas than the most deprived is a strong indication that the laws of political economy apply to this sector and points to a conclusion that independent community sites hoping to adopt a local-centric approach may need financial and practical support if they are to fill the gap left by the demise of Big Media in the more deprived communities (Toomer 2023). The apparent link of independent community hyperlocal closures and difficulties to deprivation could also confirm the theory that community publishers are held back by a digital production gap based on class (Schradié, 2012).

There is evidence from the findings in this section that Big Media News providers appear to have responded to economic pressures in the industry to close titles and withdraw from communities in terms of the allocation of resources. It would appear from the information gathered from reports of closures and cuts in the industry that economic pressures are a significant factor in the rationalisation of the industry with a subsequent impact on the communities they have served. It would appear that the trends can be associated with the challenges posed by collapse of the news+advertising business model which has dominated the industry and the migration of advertising to Big Tech companies like Google and Meta.

The evidence points to challenges for the hyperlocal / Independent Community publications. The motivations and drivers of the producers of independent publications are explored in chapter 5. There are outliers of publishers which have continued to operate regardless of deprivation, but the general trends appear to show that the independent sector is not immune from the apparent laws demonstrated by the theory of the political economy of news. This supports observations made by some researchers (DCMS, 2023)) that deprivation may make a difference when it comes to the emergence of independent sites which may have implications for the quality of news and information delivered to the most deprived communities and raises questions about the challenges faced by those who wish to provide independent news organisations for those deprived communities – themes which will be explored further in the next chapter.

Are hyperlocals emerging to fill gaps in news provision and what is the situation in socially deprived communities? Do the trends show evidence of “news deserts”.

The concept of news deserts can be useful in attempting to explain what is happening in communities affected by the decline of print news products and the reconfiguration of news production as a result of the “digital revolution” – but this is hampered by the lack of a clear definition of what a news desert is. Can it be characterised as an area where there is no news coverage at all, where there is no news coverage by professional journalists, where there is no or limited presence of a news outlet, or where there is little news coverage (such a phenomenon has been described as a news “dryland” rather than a news desert (Public Interest News Foundation, 2023)). Such a variation in the definition of news desert has led to challenges to the concept, including from industry commentators representing Big Media. This study has attempted to arrive at a more precise definition of news deserts and concludes that a different approach might be necessary. It might be more useful to view this problem through a

lens of news and information deprivation for individual areas possibly at LSOA, local authority ward, Local Authority District or parliamentary constituency level. This could potentially complement the news desert concept.

Addressing the concept of news deprivation prompts further questions in the light of the focus of this research inquiry – does news deprivation correspond to socio-economic deprivation? Applying the analysis of news outlet presence, viability/sustainability of outlets (both Big Media and independent community media) some correlation can be observed, but it is not uniform. Whilst there may be a general trend to support the above, there are outliers and it can be concluded that the least deprived areas have not escaped the economic shocks to the industry and to media ecosystems. When the study of industry job losses and falls in print circulation and engagement with digital news outlets are considered, that data shows that news deprivation and/or the presence of news deserts does not necessarily correspond to the socio-economic status of the areas. The data shows a decline in Big Media across the socio-economic profile and a tendency for independent hyperlocal outlets to be more sustainable with a greater prospect of viability in the least deprived areas. But the data also reveals some LADs ranked as the least deprived where there is no hyperlocal publication filling a gap left by the decline of Big Media. There have been some deprived LADs such as Birmingham where there was a flurry of hyperlocal start-ups followed by a subsequent rapid fall in the operation of those outlets. The question prompted is what is it about Birmingham and other areas which led to those outlets launching? What is it about other communities in the least deprived areas which resulted in no independent hyperlocal launches. It suggests there may be other, non-economic, factors at play here. Perhaps an explanation lies in the characterisation of the nature of community in those areas or the influence of particular individuals. These factors could explain the presence of independent media outlets in deprived areas.

These issues could be best addressed perhaps by an approach based on nature of community and community action and how this might interact with political economy. This therefore justifies an examination of how community members get their news to meet their critical information needs, the importance of attitudes to news media and an examination of the experiences of independent news providers.

Chapter 5: An analysis of qualitative interviews with news consumers and providers

5.1 Introduction

The study conducted a series of qualitative semi-structured interviews in two of the four communities studied in Greater Manchester and Cheshire, utilising a survey/in-depth interview hybrid method used by Berelson (1948) to gather richer qualitative data of how people feel their communities are portrayed, how they feel about coverage of the area and about news and information providers.

The study also explores how members of these communities use the internet and their level of access and the extent to which digital divide impacts on the provision of news and information and in particular, news in socially deprived communities. For the purposes of the study, community is defined as residents in groups of geographical areas known as Lower-layer Super Output Areas (LSOAs) as explained in Chapters 1 and 3. As well as utilising measures of socio-economic deprivation for each LSOA, indicators of digital engagement are also available to provide an additional dimension to enhance understanding of the findings.

Another strand of research which can inform the discussion about how communities engage with digital media comes from data which has mapped communities and localities assigning them to categories which define their status according to their level of participation in digital use. The Consumer Data Research Centre merged information from the *British Population Survey* (BPS), OFCOM, *DataTalk*, online retailers and the Office for National Statistics (ONS) to produce an Internet User Classification (IUC) describing how people living in different parts of Great Britain interact with the Internet (2018). The IUC provides coverage for Great Britain at a Lower Layer Super Output level categorising each small area according to digital behaviour. The IUC comprises 10 profiles of neighbourhoods which are summarised as: e-Cultural Creators; e-Professionals; e-Veterans; Youthful Urban Fringe; e-Rational Utilitarians; e-Mainstream,

Passive and Uncommitted Users; Digital Seniors; Settled Offline Communities and e-Withdrawn. These categories can be mapped against the Index of Multiple Deprivation.

This data is particularly useful when cross referring to the mapping of socio economic status and the Index of Multiple Deprivation map.

The methods implemented in this chapter address RQ 3:

What kind of news and information do people in the most and least deprived neighbourhoods want and need about the areas in which they live – and to what extent does social deprivation make a difference to the extent to which they get it from print and digital media?

The question has been formulated to assess inquiries covered by sub-questions to this RQ which explores the extent to which they consider communities get the news and information they want and need, the extent to which community members engage and connect with their local newspapers and/or online news websites, the extent to which it is considered that Big Media publishers meet the critical information needs of the most and least deprived communities and the extent to which both Big Media digital products and independent community hyperlocal sites fill the gap left by the decline of print to meet the critical information needs (CINs) of people in the most and least deprived communities. This will contribute to an assessment of whether deprivation makes a difference to the meeting of those CINs and the extent to which the existence of news deserts and the lack of news sources affect communities. The interviews also explore how well represented community members' views are and the extent to which they feel able to voice their concerns and be heard and/or answered by those in authority – an important indicator of the community building role of local news and its impact on the public sphere. When analysed alongside the findings in Chapter 4, these findings also assess how the public sphere is affected by economic factors, taking into account the political economy of news media and communication.

5.2 Digital engagement (and socio-economic) profile of two of the communities studied

The two communities from which samples of news consumers were chosen for interview from the four studied in this project are the town of Altrincham (ALT) comprising smaller areas of Altrincham town centre, Hale, Hale Barns and Bowden in Greater Manchester (formerly Cheshire) North East Manchester (NEM) comprising Collyhurst, Harpurhey and Moston.

As detailed in the profiles of four communities in Chapter 1, The Altrincham area has 23 Lower-layer Super Output Areas (LSOAs) all ranked in deciles eight, nine and 10 of the Index of Multiple Deprivation. Some LSOAs in Hale and Bowden are ranked among some of the least deprived in decile 10. The North East Manchester area has 25 LSOAs all ranked in deciles 1-3, with the majority in decile 1. Harpurhey has the most deprived LSOA in Manchester and is ranked the 49th most deprived in the country out of 32,844.

In terms of digital engagement, the majority of LSOAs (74%) in Altrincham are described as having consumers who are e-veterans, with users also categorised as rational utilitarian and e-mainstream – 21.7% and 4.3% respectively.

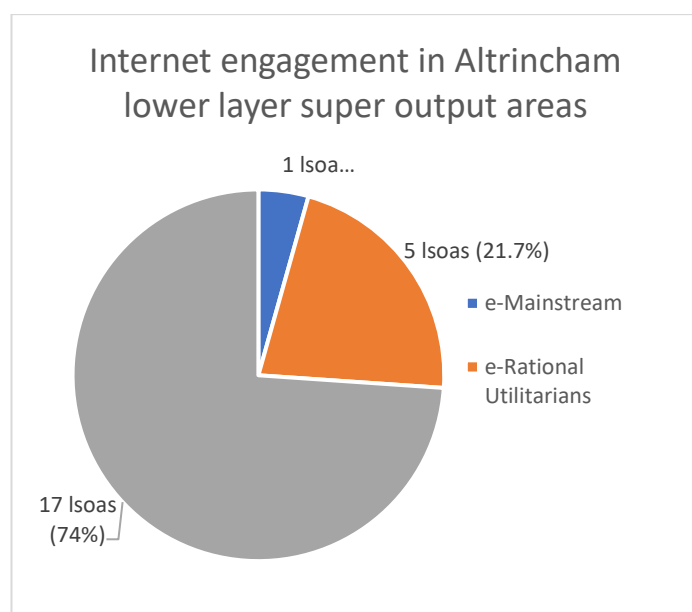


Figure 28

The categories identified in the communities studies are described as follows by the Consumer Data Research Centre (2018):

The e-veterans Group represents affluent families, usually located within low-density suburbs, with populations of mainly middle-aged and highly qualified professionals. They are more likely to be frequent and experienced users of the internet, having the second highest levels of internet access at work after the e-Professionals users. They engage with the internet using multiple devices and in a variety of ways. They are fairly mature users and as such they have higher levels of engagement for information seeking, online services and shopping, but relatively less so for communication and entertainment, particularly social networks or gaming.

The **e-rational utilitarian** group members are described as typically occupying mainly rural and semi-rural areas at the city fringe. High demand for internet services by members of this group may be constrained by poor infrastructure. Users undertake online shopping, particularly for groceries, perhaps because of the limited offer from “bricks and mortar” retailers. Users tend to be late middle-aged or elderly, and as might be expected, include a high percentage of retired home owners. The preferred method of engagement with the internet is personal computers located at home, with low levels of mobile access. In addition to shopping, users search for information or access online banking rather than engage with social networks or gaming: the internet is used as a utility rather than a conduit for entertainment.

The **e-mainstream group** are drawn from a wide range of social echelons as defined using conventional socioeconomic data, and most likely represent heterogeneous neighbourhoods. Geographically, the group is usually located at the periphery of urban areas or in transitional neighbourhoods. Their level of engagement is average across most attributes, characterising the typical user.

Users in the North East Manchester area can be characterised as having a typically much lower level of digital engagement. The majority of LSOAs are comprised of users which are e-withdrawn (40%) or passive non-committed users (44%).

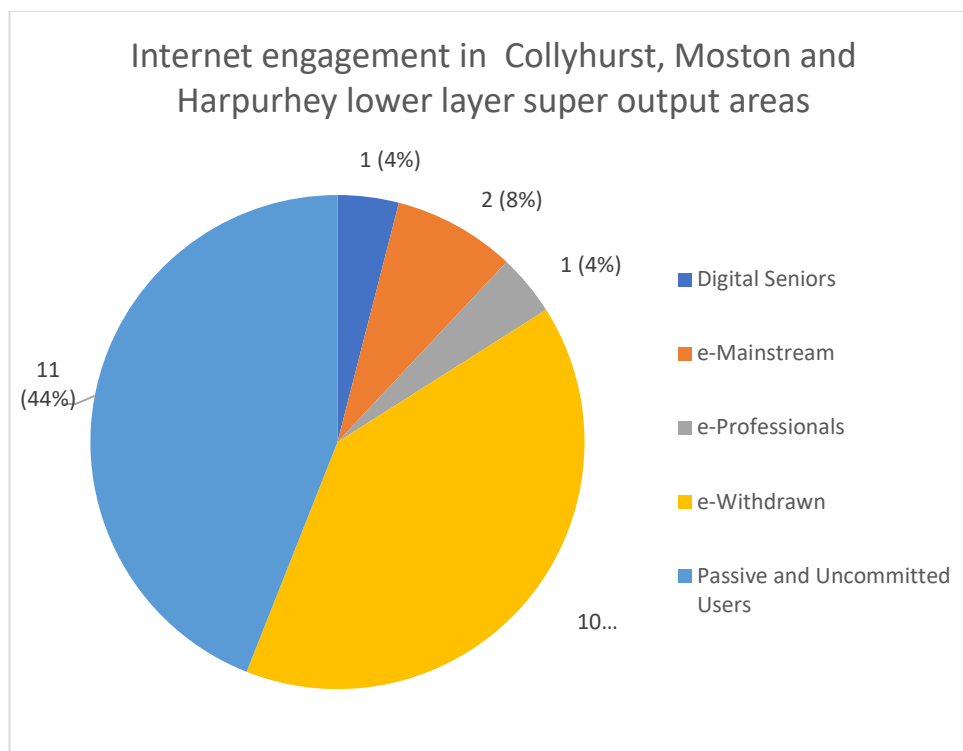


Figure 29

The **e-withdrawn group** is mainly characterised by individuals who are the least engaged with the internet. Their geography is expressed by areas that are associated with those more deprived neighbourhoods of urban regions. The socio-economic profile of the population is characterised by less affluent white British individuals or areas of high ethnic diversity; and it has the highest rate of unemployment and social housing among all other groups. The eWithdrawn Group appears to have the highest ratio of people that don't have access or have access but never engage with the internet. It also expresses the lowest rates of engagement in terms of information seeking and financial services, as well as the lowest rate in terms of online access via a mobile device. Online shopping is also particularly low, with the exception of clothing on credit, suggesting an opportunistic dimension to internet usage. This is further reinforced by the higher than average access

to cable broadband by TV provider, which may suggest that some individuals have opted into broadband mainly for the TV-associated benefits. It is possible that many people within this group have opted out of online engagement, either because it is considered unnecessary or because of economic reasons.

Passive or uncommitted users have limited or no interaction with the internet. They tend to reside outside city centres and close to the suburbs or semi-rural areas. Members of this group have few distinctive characteristics in conventional socioeconomic terms, albeit higher levels of employment in semi-skilled and blue-collar occupations. Individuals are rarely online, and most commonly report use once a week or less. Access to broadband is well below average, and for those online, there is mild preference for access via smartphones. The internet is typically used for social networks, gaming and some limited online shopping.

The **e-professionals group** (in 8% of the LSOAs in North East Manchester) have high levels of internet engagement, and comprises fairly young populations of urban professionals, typically aged between 25 and 34. They are experienced users and engage with the internet daily and in a variety of settings. While communication and entertainment activities are very common, they tend to favour entertainment, such as gaming, more than social networks. They also carry out a significant portion of shopping activities online, particularly for non-groceries, and they use a variety of devices and methods to access the Internet. This group is ethnically diverse, with a very strong representation of white, non-British populations. They are well-qualified and have very high availability of internet at work. This group tends to be found at in residential areas abutting city centres or within affluent suburbs.

Digital seniors (in 2% of the LSOAs in North East Manchester) are ageing and predominantly white British, retired and relatively affluent. They make average use of the

internet, typically using a personal computer at home. Despite being infrequent users, they are adept enough to use the internet for information seeking, financial services and online shopping, but less so for social networks, streaming or gaming. Members of this group typically reside in semi-rural or coastal regions, where infrastructure provision is often limited.

The e-mainstream group is also in 2% of the LSOAs in North East Manchester.

So overall, the levels of internet/ digital engagement are probably as expected when the socio-economic make-up of the areas studied is considered. This overview of engagement sets the context and informs the analysis of the responses of community members who have been interviewed and surveyed as part of this study. This does not mean, however, that there are not outliers in these communities ie people in eg the least deprived communities who are individually disadvantaged.

5.3 What CINs are important to community members?

CINs are met through a mixture of private and public goods through a variety of means including news media as well as other sources, but according to Friedland's own examination of the media and information ecology in Seattle, USA, lower income communities are particularly dependent on public goods which are under-produced, although he has observed that there was at least been a partial bridging of these gaps where there have been attempts to invest in the information needs of low income communities (2014). In the UK there have been attempts to address the so-called democratic deficit with the BBC's Local Democracy Reporting Service and Facebook's Community Journalism project, although the extent to which this has benefitted deprived communities is yet to be determined.

Interviewees were asked what kinds of news and information is important to them and whether they had looked for news and information characterised as meeting CINs within

the previous six months.

In ALT, all of the interviewees indicated they had looked for at least four of the eight CINs identified by Friedland. Three had searched for six types of CIN and two had searched for seven and one searched for all eight. All eight interviewees had looked for civic information about charities, services, religious and arts organisations (CIN7). The category least looked for concerned education (three interviewees). Five of the eight interviewees looked for information about emergency services and public safety (CIN1) and information about economic opportunities, which includes jobs and business information. Seven out of eight interviewees looked for information concerning health and welfare, transport and travel, the environment and planning and political information.

In NEM, it could be demonstrated that most interviewees desired information covered by CIN categories, though their needs are different compared to people in Altrincham. Seven of the eight interviewees had looked for at least four of the CINs with one interviewee searching for all eight, one had searched for five CINs, one looked for six and two looked for seven. The most sought-after category of information in the deprived community concerned economic matters (CIN 6) including job opportunities with seven of the eight interviewees looking for that type of information. Six of the eight interviewees had looked for information about emergency services and public safety, transport and travel, and civic information. Five had looked for information about health and welfare and environment and planning. The least popular types of information searched for concerned education and political information, although it was still the case that four of the eight subjects had looked for this type of information. The perception of the community members of how well the CINs were addressed is discussed later in this chapter and the evidence of how they were actually delivered in terms of news content is analysed in Chapter 6.

Overall, interviewees in the least deprived community had searched for more CINs than

their counterparts in the most deprived area although it should be noted that does not necessarily indicate a lower level of information need in that area. When interviewees were questioned further about what information is important to them (to be discussed later in the analysis of qualitative interviews) data emerged which helped shed light on the differences between the two communities. In these survey type questions, differences in information priorities appear to emerge eg. economic and job information is important to more interviewees in the most deprived area than in the least deprived area and civic information is important to more interviewees in Altrincham (ALT) than in Collyhurst, Moston and Harpurhey (NEM). It can also be observed that political information is less of a priority for community members in the most deprived area than in the least deprived, according to this inquiry.

| Critical information need type | ALT | NEM |
|---|-----|-----|
| CIN 1: Emergency services and public safety: Risks to the public including crime and policing, fire service, dangerous weather, fire and environmental hazard, | 5 | 6 |
| CIN 2: Local health and healthcare, including doctors and hospitals, public health information, info about the health service | 7 | 5 |
| CIN 3: Education: Quality of schools, exam results, league tables, after school care, adult education – language courses and training | 3 | 4 |
| CIN 4: Transport: Bus, rail and Metro info, road conditions and closures | 7 | 6 |
| CIN 5: Environment and planning: local air quality, flytipping, planning and new developments | 7 | 5 |
| CIN6: Economic opportunities: Job opportunities and training, small business opportunities including start-up assistance, Info about major economic development plans | 5 | 7 |
| CIN 7:Civic information: non-profit organisations and charities, libraries and community info, local arts, sports and leisure organisations (eg football clubs) | 8 | 6 |
| CIN 8: Political information: re local councillors, MPs. Metro Mayor. Council and regional policies, public meetings, details about voting | 7 | 4 |

Table 8

The media theory of CINs developed by Friedland and deployed by Stonbely et al (2015) in a study of three communities in the USA provides theoretical context for this analysis. The theory is utilised in this analysis to provide a metric for determining the extent to which the news and information wants and needs of community members correspond to

those categories of information needs which are considered important for effective participation in community life. The findings, based on the desires of community members, are viewed alongside perceptions of how well those desires are met, as demonstrated by the comments recorded in qualitative interviews later in this chapter. The interview findings also serve as a measure of awareness of important news stories which indicate the effectiveness of news and information outlets in the communities in delivering critical information needs and whether deprivation makes a difference to the meeting of those needs. The theory also provides an important context to the more in-depth analysis in Chapter 6 of the delivery of political information to facilitate participation in the democratic process. Alongside CIN theory, the analysis should also be viewed in the context of political economy of news and communication and news inequality since evidence emerges of a link between the delivery of CINs and the socio-economic nature of the communities studied and findings are analysed according to whether the delivery of CINs differs according to deprivation.

5.4 Perceptions of the quality of news coverage and access to news and information

The responses to the survey-type questions give an impression of the perceptions of the quality of news coverage in the most and least deprived areas and also provide data related to the subjects' engagement in the community and how well they are able to access news and information and play a role in their communities. Underpinning the analysis is public sphere theory (Habermas 1996, Howells 2015, Gitlin 2002) as well as community theory originating from Stamm, since they emphasise the importance of media and information to the health of community life and participation. In these theories, media plays a crucial role in the effectiveness of the public sphere, the health of which is vital for a functioning society in which citizens play an active role and benefit from it. Since this study is concerned with identifying possible deficiencies in the public sphere and whether those deficiencies could be determined by the deprivation of

communities, the theories of digital divides and socio-digital inequality (Gilbert 2010, Helsper 2021, Van Dijk, 2020) are also important. These theories provide the framework for an attempt to explain and identify the story which emerges from the findings and draw conclusions and recommendations for policy.

These issues will be explored further in the concluding chapter of this study.

Experiences of news and information consumption

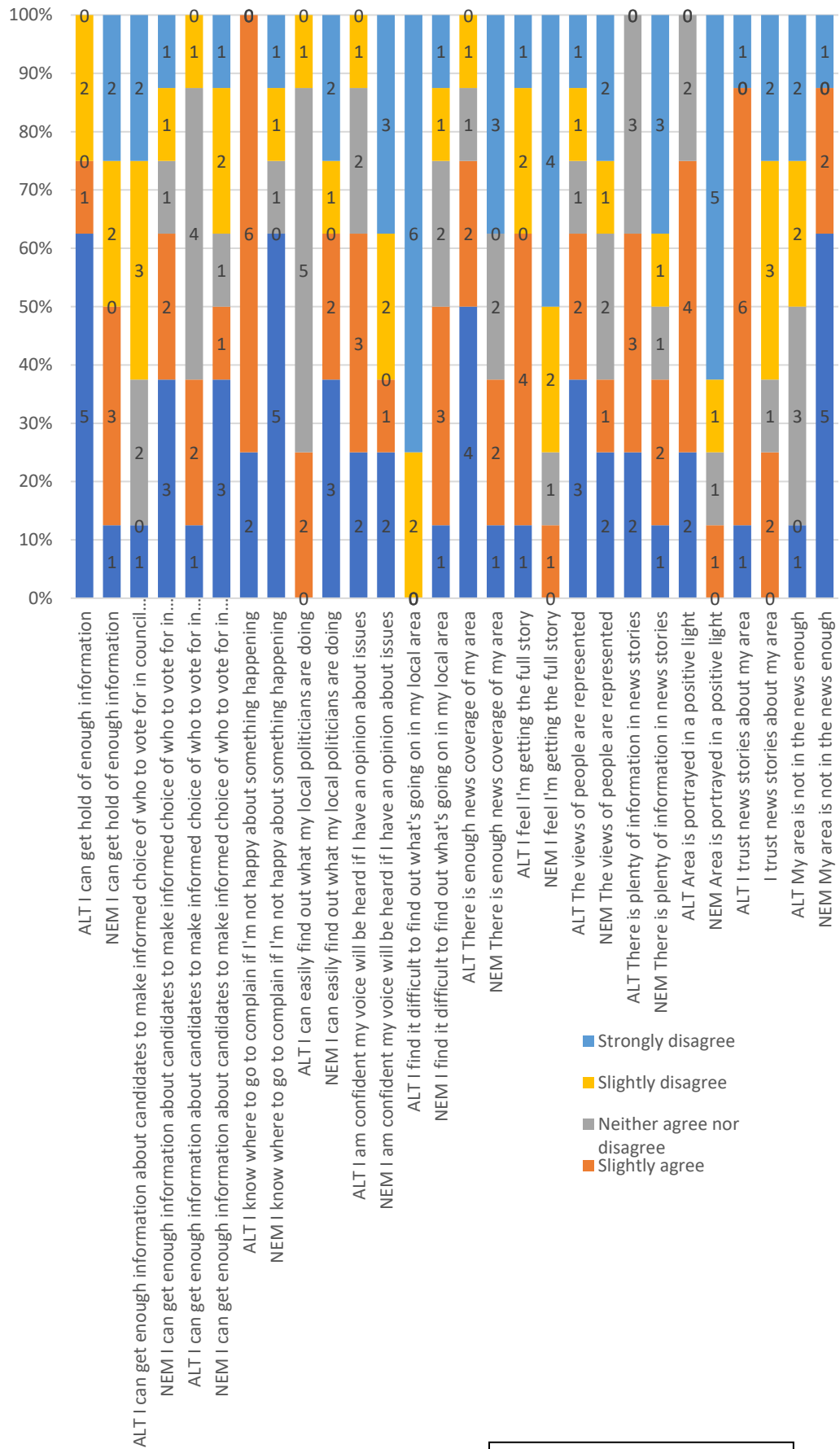


Figure 30

The findings were able to show to some extent the differences in respect of social deprivation and also the extent to which there are commonalities in attitudes to the media irrespective of deprivation. In terms of access to information, there seems to be a majority view in the least deprived community that they can get hold of enough information about the area with only two people slightly disagreeing with the view. This compares with four people either strongly or slightly disagreeing, with one person in strong agreement in the most deprived community. In addition to this, when it comes to whether a community member finds it difficult to find out what is going on in their local area, none of the respondents in the least deprived community agree, with six strongly disagreeing, whereas in the most deprived area half of the respondents either strongly or slightly agree, with two in disagreement. There is dis-satisfaction with the level of information about candidates in local elections in both communities, but it seems to be greater in ALT than in NEM with five respondents disagreeing or slightly disagreeing. The question of whether community members can easily find out what local politicians are doing is more complex, with five in agreement and three disagreeing in the most deprived area. In the least deprived area five of the eight respondents could neither agree nor disagree with two slightly agreeing and one slightly disagreeing.

Empowerment – respondents in both communities generally felt confident that they knew where to complain to if they felt aggrieved about something but those in the least deprived community felt more confident that their voices would be heard.

An interesting feature of the findings in these survey-type questions – recognising that they come from a small sample – is the perception in NEM that the respondents in some cases can get enough information about their area and can get CINs which enable them to participate in their community. So, could it be concluded from this that people in those communities can still get their information needs despite living in what some would term a “news desert”? At face value this could be seen to support findings from a study in the

USA that people in news deserts still have access to news, but from other sources such as Facebook pages, other social media platforms, chambers of commerce community bulletin boards and word of mouth. According to the survey for the study, a significant proportion (45.6%) did not believe they were living in a news desert (Collier and Graham, 2022). The people who did not believe their communities were news deserts felt informed about their community and were knowledgeable about critical information issues and what was going on their areas. The most important factor that appeared to determine the view that respondents were not living in news deserts was the level of social cohesion compared to those who believed they lived in a news desert. What is missing from Collier and Graham's study is reference to the socio-economic status of the respondents and areas surveyed.

When considering the results of the survey type questions in ALT and NEM, the data shows that there are clearly some respondents who are satisfied with the information they are getting and some who are not in both areas. More context to these responses is provided in the answers to the qualitative questions which provide for more detailed responses and the data which gives more detail about the sources of information and news and the quality of those sources, to be discussed later in the chapter about how knowledgeable they are about what is happening in their areas.

When it comes to perceptions of actual news coverage rather than broader sources of information, the data shows there is much more agreement that there is not enough news about the area in the most deprived community with seven of the eight respondents in agreement (five strongly agreeing) whereas only one agreed with the statement in ALT. There is also a difference in the perception of whether news stories tell the full story about the areas with only one respondent slightly agreeing that the full story is told about the most deprived area compared with five respondents in the least deprived area who agreed they were getting the full story (one strongly agreeing, four slightly agreeing).

Regarding the portrayal of the area none of the respondents disagreed that the least deprived area is portrayed in a positive light, whereas five strongly disagreed and one slightly disagreed in the most deprived community.

These survey-type responses, although sampled from small areas, represent a snapshot and a small representation of the areas. Although more generalisable than a larger area such as a town or a city, nevertheless that data gathered needs to be supported by further research, preferably with a larger survey sample. However, the method of combining these questions with the semi-structured interview approach adopted by Berelson provided richer data which provides stronger evidence of the type of information news consumers want and need as well as how they perceive the quality of the coverage.

The qualitative data provided by the open-ended questions in the structured interviews are analysed according to thematic codes aimed at addressing the research questions.

5.5 News and communities

The relationship of news consumption patterns to community participation has been examined in the US context examining both local and national news, testing the relationship of both types to important measures of community conversation as well as “attitude about community participation”, finding that news is strongly related to both community conversation and attitude. These relationships were tested in a large American metropolitan area whose newspaper whose operating against current trends away from civic journalism (Thorson, Chen and Lacy. 2020).

In the framework of building social capital, Professor Robert Putnam and colleague Lewis Feldstein suggested that “trust relationships and resilient communities generally form through local personal contact.” Others have cited the socio-emotional shortcomings of e-communication as the key difference between the digital and real worlds. Still others

have advocated for a wider perspective, one that recognises the complementary roles of offline and online communities.

The findings of this study show that there appears to be a stronger sense of community in the least deprived communities and a greater perception of empowerment and the feeling that community members are listened to. There is some evidence of a degree of disconnect with politicians in the least deprived area, but this is much more prevalent in the most deprived community. Those in NEM are less likely to feel represented and that their voices are being heard.

I talk to the councillors at election time and I put my point across and they won't listen. They don't listen to the people, councillors do not listen to the people...when you try to explain to them what's going on they don't want to know. (NEM04 line 45)

Respondents in Altrincham are more likely to feel empowered and have a more positive outlook about their community, mainly because of their networks and connections and this feeds into the type of information they are interested in and is reflected in a sense of pride in the area, whereas an apparent sense of disempowerment in NEM can be linked with more negative views about the area. This provides some evidence to support the theory that the presence of news media plays a community building role in areas where there is a strong media presence as posited by Stamm and others (Stamm 1986, Mersey Davis 2010).

Well, it's been said that these areas are deprived areas, you know, not much happens..., it's just a dump. (NEM05 line 27)

I suppose some might get through the networking groups I go to, because a lot of the people I interact with... (ALT03 line 29)

Stamm highlighted the limitation of interpretations of community as linked solely to space and physical entities (1986). The alternative posited by McMillan and Chavis (1986) is that community is defined by a sense of community and is the product of social relations. This model lends itself to the idea of virtual communities which can transcend

physical boundaries. Shared emotional connection with a common history, though not necessarily a shared history, and sense of identification with those of similar backgrounds is defined as what could constitute a community. Digital media, personal connections and the possession of media skills and literacy plays a significant role in how well served the least deprived community members are in terms of information needs. Respondents in these communities were much more likely to be connected.

It could be argued that this sense of community in the least deprived area could be the result of a more integrated media system. There is certainly evidence from the literature exploring the impacts of news deserts on communities that living in a news desert, however they are defined, could have various negative impacts (Gulyas, Jenkins and Bergstrom, 2023). These impacts can include a less vibrant local community (Ferrier, 2014), local government which is not held to account sufficiently (Napoli & Weber, 2020), a reduction in the civic engagement of citizens, (Shaker, 2014), less informed citizens (Rubado & Jennings, 2019), and community members feeling isolated (Mathews, 2022). The findings of this chapter are particularly relevant when read alongside the assertion by Gulyas that the impact of news deserts and news and information deprivation on community members can be significant because their experiences of the world are, to a large extent, mediated. Societal knowledge is unevenly distributed because of education, social conditions, and different views of the status of knowledge. News consumption can reduce the knowledge gap but this is predicated on the fact that there is a flow of relevant news content to those communities. In the case of news deserts, access to relevant news content is reduced or diminished, which compromises the functioning of the public sphere in maintaining a healthy and vibrant community. Although non-media methods, including word of mouth features as information sources in the least deprived community (ALT), it is also the case that digital platforms including *Altrincham HQ* and the independent community news site *Altrincham Today* are cited on a number of

occasions as sources. The fact that these sources are seen by some as reliable and trustworthy supports the notion that hyperlocal news providers can provide a community building function – that they can be the “glue that holds communities together” (Baines, 2012). A broad-based news and information ecology comprising digital, print media and radio absent in NEM would be important in forming that “glue” given the disadvantages in the area terms of media literacy, economic power and the socio-economic digital inequality identified by Helsper and others (2021). There is mostly a high regard for *Altrincham Today* in the least deprived community where there is a recognition that it stands out as an effective source of local news, although there is still some criticism that its presence is not always enough. However, the apparent contribution made by an independent outlet like this is in sharp contrast to the news ecosystem in NEM where there is no such publication. ALT08 places emphasis on the fact that the outlet is independent of councillors, politicians and institutions which distinguishes it from social media platforms and other sources of information. There is a general agreement among interviews in NEM that local media covering the area is not good but some say they can still find out what is happening in their area through word of mouth and other sources. Those who can access political information do so via leaflets, flyers and newsletters distributed by political parties or institutions or through meetings or contact with the politicians themselves. So, therefore these respondents rely heavily on sources of information which are not independent of the sources which would be held to account by an independent news outlet hold politicians and institutions to account. In this sense, this situation could be said to contribute to a democratic deficit.

When asked views on the ideal local news system for their area, the respondents in NEM put forward ideas which included a return of their local printed newspaper as well as a local news app and other platforms such as TV and radio. But it can be concluded that the solution to closing the news and information gap in that community is multi-faceted and

would need to include tackling issues such as media literacy, community building and income inequality.

There is a common theme across both communities analysed that Big Media news media is somewhat lacking in the provision of critical information. There are criticisms of news outlets in both communities and there is a recognition of the decline of newspapers and traditional news outlets in both communities. *The Manchester Evening News* – both its print and digital products – is referred to by respondents in both communities with a greater tendency to use it in North East Manchester, although there appears to be dissatisfaction with its ability to deliver very local news about the area. Respondents in Altrincham are more likely to rely on social media and personal connections and trust those sources of information whilst criticising *the Manchester Evening News* and their local paper – the *Sale and Altrincham Messenger*. The digital products offered by Big Media (the *MEN* and *Cheshire Live*) are criticised for not being user friendly and for the domination of advertising on their platforms.

In terms of news outlets, there is a greater reliance on Big Media in NEM because of the lack of other outlets. There are a variety of outlets referred to including *the Manchester Evening News*, TV, and teletext, but the general perception appears to be that the area is not served well as far as these outlets are concerned when it comes to local news about the immediate area. Respondents in North East Manchester refer to the decline in news provision in the area and hark back to a time when the area was served by a local weekly newspaper.

In Altrincham, there is criticism of news provision, and an acknowledgement of the decline of print news.

I think if you're talking about printed news. I think it's pretty grim and you know the local newspaper, the Sale and Altrincham Messenger used to be about 60 pages. It's now about 12. It's got very, very basic information. So unless you are actually on the internet and looking at things like Twitter and Facebook, and you know, so on and so forth. And accessing Altrincham Today online, you're basically not getting any information at all apart from the mainstream media. And

I think that's a bit of a problem. So yeah, certainly printed media is a disaster.
(ALT02 line 426)

There is a recognition that the area is being served by the independent online outlet – *Altrincham Today* – although there is also a feeling by some that this is not enough in terms of news provision. Despite this, there appears to be a general feeling that Altrincham is in the news enough and the quality of the coverage is generally good notwithstanding some points raised about some of its shortcomings. But most of the news about the area is consumed from online sources and there is considerable criticism of Big Media outlets.

Generally it's pretty good. It's generally pretty accurate. Um, there are on occasions when you go where's this couple, what's going on now? But, and like you say, you just got to go and find out yourself really to make sure it's accurate.
(ALT01 line 111)

Most people are going to source news using social media. So I think channels like Altrincham Today I think would actually be where I would go to as a source of information. I don't think there's actually anything else that's going to give me a broad picture, you know. (ALT02 line 467)

I think it's quite good despite the decline of the print media in the past 10 years maybe and I would say it's always quite easy to find the information you want ... It seems to be in the news every week. (ALT05 line 145)

The theme emerging about local news coverage in NEM is that it is generally poor. Big Media news outlets are similarly criticised. Although most respondents cite *the Manchester Evening News* and other Big Media outlets such as TV and radio as news sources they rely on, news provision about the local area comes in for considerable criticism compared with the least deprived area (ALT) and what coverage there is, portrays the area in a negative light

There's no local news. If I go into a local shop, there's a local shop I can buy the Irish Times, I can buy the Irish Herald. There's more newspapers about dogs and races than there is for local information for Manchester. It needs updating.
(NEM01 line 280)

I'm aware of the paper, but there's not much news on the news about this area. And it's just like a generalised thing. It's not about a specific place, right? A specific community sort of thing, you know what I mean? Yeah. And you wouldn't see something like, Oh, this is happening in Collyhurst or this has

happened in Harpurhey this has happened in Moston or where I'm coming from. you wouldn't see something like that. (NEM05 line 212)

These comments point to evidence of a localness deficit in news coverage of NEM. As is discussed in Chapter 6, the area relies heavily on coverage by Big Media titles, *The Manchester Evening News* and *Manchester World*. It further supports the conclusions drawn by scholars and industry commentators that when an area relies on Big Media publishers for their news, a significant proportion of it will be less relevant to that area – that Big Media products, like those produced by Reach plc and National World, are more likely to publish stories which are more generic and regional rather than focussing on the information and community needs of an area like North East Manchester (DCMS, 2022).

The data shows that there is a dissatisfaction to some extent with Big Media News outlets in both areas – but this is much stronger in NEM and there is a stronger feeling that news coverage is generally good in the ALT whereas it is poor in NEM. Social media features as a significant source of information in both communities but ALT community members seem to be able to benefit from networks and personal contacts better than those in NEM.

A conclusion that could be drawn from some of the responses made in both communities studied is that media organisations would benefit from listening to their consumers. The concept of media providers producing better and more constructive journalism has been theorised by Rachel Davis Mersey, who re-evaluated Stamm's cyclical theory of the impact of newspapers through community ties, in the light of new media, focussing on newspapers and websites in geographical areas, utilising social identity theory as a method of measuring sense of community. Her research indicates that individuals choose media to confirm their positive social identities within groups and in comparison to other groups. Mersey has used this method to measure the effect of media on community connectedness and found that newspapers provide stronger links than online news sites. In *Can Journalism Be Saved*, Mersey questions the social responsibility model for journalism which has set the model upon which journalism has been based and

calls for it to be replaced with an identity- based model taking into account the needs of audiences (2010). According to the social responsibility model services are provided from the top down. Journalists decide what people should know, read and care about, but an identity-based model lets the audience have the power – it is a bottom up model where the audience determines everything and journalists have to fit in to what the audiences want. If there is news that journalists think the audience needs to know, they have to work out how to cast it in the audience's interest. In other words, news organisations have to listen to their audiences. The data from the interviews and to some extent from the survey type responses reveals little evidence of Big Media news providers listening to their audiences, particularly in NEM, where there is evidence of a sense of injustice about the levels on local news about the area. But this is the case to a lesser extent in ALT also. Both communities also cite non media methods of information gathering as a source. When it comes to non-news sources of information the dominant source in NEM appears to be word of mouth and picking up information directly first hand from noticeboards etc. Social media is also a significant source but digital inequality appears to be a barrier. In some cases non-media methods complement news sources but there are some cases where word of mouth seems to be the only or dominant source. The following is a typical comment:

again, social media off the news. And also I go into Manchester quite often I go around, I have quite a number of friends. So, you know, we do word of mouth media and also the news. (NEM01 line 246)

So in some cases the sources of critical information come from relatives, friends, and notices in streets rather than from Big Media news sources or social media. In NEM there appears to be much more of a two-step flow in the dissemination and consumption of local news and information – a phenomenon theorised by Katz and Lazarsfeld which identifies the practice of receiving news via opinion leaders rather than directly from news sources (1955). However, in these cases it is unclear who the original sources are.

Social media is cited as an ultimate source in some cases. However, some consumers seem to find their own ways of getting information from sources they might consider reliable. One interviewee – a construction worker – cites planning application notices on lampposts as a source of news about the area rather than news outlets. This supports findings by Rachel Howells, who, in her study of a South Wales community affected by the closure of their local newspaper found that individuals were relying on graffiti in the area for information about what was happening in their community (2015).

5.6 Digital inequality is a significant barrier to obtaining news and information in the most deprived community compared with the least deprived.

Whilst there is a certain level of competency in the most deprived community as far as the use of digital tools is concerned which enable community members to gather information using these sources in North East Manchester, this competency only goes so far and compares unfavourably with the apparent competency of the least deprived community members. There is a barrier in terms of access and a gap in terms of how these tools are used based on a lack of digital skills and confidence – evidence of a second level digital divide. This contrasts with the least deprived community in which members appear much more confident in the use of digital tools and have fewer barriers in accessing those tools.

This digital inequality appears to be based on social and economic inequality which supports the literature on the nature of digital divides, characterising the phenomenon as socio-digital inequality (Helsper 2021). These findings appear to confirm this perspective and the attitudes and views found in the two communities also confirm the characterisation of the demographics of the areas as identified in the categories listed in the CRDC categories of internet engagement. To explain and make sense of the differences between the two communities the phenomenon of digital divide needs to be situated within the broader field of social inequality. It has been argued that an

explanation of digital divides or socio-digital inequalities must start with an exploration of social inequality, deprivation and poverty, that the digital divide reinforces social inequalities and that the divide cannot be closed unless these social inequalities are (Gilbert 2010, Van Dijk 2020, Helsper 2021).

There are more barriers in NEM when it comes to access to digital news and information. For some people in this community, the barriers are based on lack of confidence and skill or access and for some it is based on economic factors making it harder to access the internet and therefore digital news. For some, news it is accessed intermittently from the local library because of limited or no access to the internet at home.

NEM08: Just at the moment with being on this universal credit. My bill falls on a different day to when I get paid. So, a couple of days a month I do without the internet. (NEM08 line 112)

Do you have a computer at home?

NEM04: I don't have internet access. (NEM04 line 205)

It can therefore be argued that as the delivery of news and information becomes increasingly digital by default, a certain level of news inequality is becoming entrenched – a position which appears to be illustrated by the view by news consumers, particularly in the most deprived area that it is harder than it used to be to access news and information about the area. The responses of some of the respondents in NEM seem to offer a view that other more affluent areas have a better quality of news and information about their areas and that something needs to be done to improve news in the least deprived community.

You know they could do a little bit more for the immediate area. We get a lot of news for, you know places as far out as Warrington and Altrincham and Alderley Edge. You know, we have a lot of news for things like that because obviously somebody drops a crisp packet in Alderley Edge the tabloids are all over it. When you walk on Queens Road and someone drops a crisp packet, no-one bats an eyelid. so you know we do get a varied level of local media, but they do tend to go for the crime where we live. (NEM01 line 73)

This sense of injustice about news coverage could possibly lead to a sense of resentment and mistrust in media and have a detrimental effect on community life and the nature of

the public sphere. The perception that there is a focus on crime in coverage by Big Media, to the detriment of community news perhaps fuels further resentment and a sense of injustice as the area is seen to be perceived in a negative light. The study concludes that the stigmatization and lack of balanced reporting has, if anything, been accentuated by the increased marketisation of news.

Public sphere theory recognises this damage to community. According to some theorists which see the public sphere as cogs in a machine with intraspheres within a larger regional and national public sphere, communities see little relevance to their lives in news from other areas and damage to one part of the machine can cause damage to the public sphere as a whole (Gitlin 2002, Howells 2015). Sources are disparate and atomised (sphericules). Big media provides a more centralised source. But the low volume of stories in NEM (see chapter 6) means it is poor in terms of local and relevant news.

5.7 Awareness of major news stories concerning communities

As discussed earlier, the data shows that in some respects, some respondents in NEM were dissatisfied with the quality of news media in their area but nevertheless, some were satisfied that they were able to access some of the information they needed from other sources, such as social media, word of mouth etc. In ALT there is a higher level of satisfaction with media sources, but it appears that the independent community hyperlocal publication plays a large part in the level of that satisfaction and some of the aforementioned alternative sources also play a part in the delivery of CINs. Given that alternative sources play such a significant role in the information ecology of NEM, questions arise concerning the quality and reliability of those sources. The test for this would be the assessment of knowledgeability of important issues which affect their communities.

In ALT, interviewees were asked about what they knew about two major news stories

affecting their areas. The stories were different for two groups of interviewees because of the necessity to interview them in different periods because of the issues caused by the COVID pandemic. Some were asked about their knowledge of the rules and restrictions concerning COVID and how it affected their area and some were asked about plans to use a hotel in the area to accommodate asylum seekers. The subjects in NEM were all interviewed within a short period and were asked about a major regeneration plan, known as the Northern Gateway, which would have a significant impact on their area.

The responses show a distinct difference between the most and least deprived communities in the level of awareness about these issues. All of the respondents in ALT were aware of the COVID rules and those interviewed later were aware of the asylum seeker hotel issue. They all conveyed the details of the issues accurately and some had direct involvement and engagement with the issue, attending meetings and actively implementing measures. The sources of information about the issues varied, but local media including Big Media and the independent news outlet, *Altrincham Today* did play a role in conveying the information – although social media and personal connections also played an important part in engagement with and awareness of the issue.

Re the COVID rules, this was a typical comment:

I feel reasonably confident that I know what the rules are and I know we're in Tier four, and I know what the regulations are because I follow it quite closely and it's been well publicised on social media and stuff like so I feel reasonably confident.
(ALT02 line 233)

And concerning the asylum seeker hotel story, these were common responses in ALT which accurately summarised the issue although there was some concern about the accuracy of the information conveyed on social media.

The accurate impressions of the issue was associated with the combination of more reliable sources which included personal networks and hyperlocal media as well as some coverage in regional media.

I think somebody like David Prior [who runs Altrincham Today] is a proper journalist, which might sound very pompous, but, you know, it's like any occupation, you have training and you have experience in it to be able to do the job well (ALT08 line 142)

In NEM there was less awareness of the Northern Gateway project. These responses showed levels of awareness which range between no awareness, to limited and some awareness.

I've heard of it. I don't know what it entails, but I have heard of the Northern Gateway. But it's like Brexit. It's been on the TV that long that you just, you know, you don't listen anymore. (NEM01 line 152)

I've heard about it from the Sure Start. They have some people like mentors. You know, and give information if you have kids support. Yeah. And that's how I heard of it... Yeah, I've heard about it, but not, you know, in depth what I heard about it and we talked about it briefly. (NEM 05 280)

| Have not heard about it | Heard a little about it and not satisfied with information | Know a lot about it and satisfied with the information |
|-------------------------|--|--|
| NEM04 | NEM01 | NEM03 |
| NEM07 | NEM02 | |
| NEM08 | NEM05 | |
| | NEM06 | |

Table 9

The interviewee who knew about the Northern Gateway Project and was satisfied with the information they had received had sourced the information from non media sources. They had received leaflets delivered to their home and had attended a meeting involving councillors and other officials. News media was not identified as an information source. The stories affecting both communities had been covered by Big Media news outlets. However, word of mouth and social media were both contributors in the conveying of information. The *Manchester Evening News*, which covered the stories in both communities and the *BBC* which covered the asylum seeker hotel story in Altrincham, were acknowledged by interviewees in ALT. The Northern Gateway story was acknowledged by only some in NEM. Word of mouth was a significant factor in the awareness of the story in NEM and as discussed earlier, other non-media sources

contributed greatly to the dissemination of information. The one interviewee who has been able to accurately discuss the Northern Gateway did so because they had received the information directly from the institution involved in the plan. Others who had not read about the issue in the *Manchester Evening News* relied on friends, family and opinion leaders for information. As Howells points out in her examination of the awareness of stories in what she describes as a news black hole (2015), the timeliness of information is important and in a two step flow model the quality of the original information which is passed on is also important if it is to play a useful part in informing citizens, and if the information does not reach enough opinion leaders the process could result in an echo chamber of rumour and false information (Howells, 2015). For Howells, a trusted source of news is required to ensure that the public sphere is maintained as a healthy sphere. Some discussions about the asylum seeker hotel in Altrincham took place on Facebook and some interviewees reported concerns about rumour and false information. However, these interviewees accurately portrayed the facts of the story, having been able to access information from *Altrincham Today*, which was seen as a trusted source of news and information. So, a key feature of the least deprived community was that for anyone who had missed the story in Big Media outlets and were receiving, in some cases unreliable information via Facebook, an independent community news site was able to fill any gaps left. There was no such opportunity to fill those news gaps for the most deprived community. This may confirm the theory that a digital production gap based on class (Schradi, 2012) may have profound implications for the health of the public sphere meaning there are significant barriers to independent community news sites filling a gap left by the decline or withdrawal from deprived communities.

The findings of the data collected present differing narratives for the role of news organisations depending on the socio-economic status of those communities. In ALT, although there is distinct criticism and dissatisfaction with Big Media, there is support for the role of an independent publication and evidence that digital sources of information

make for a more informed and possibly more cohesive community. It appears to support the view propounded by the internet celebrants (Benkler 2006, Shirky 2008), that the internet plays a positive role in the news ecology of an area so that even when more traditional media declines, new forms of communication can come to the rescue of the public sphere. It may even make for a healthier public sphere as counter-publics can emerge, working alongside a dominant public sphere that functions to the benefit of dominant groups (Fraser 1990). These counterpublics challenge established views and offer a counterweight to outdated ideas. They are:

"subaltern counterpublics, in order to signal that they are parallel discursive arenas where members of subordinated social groups invent and circulate counterdiscourses to formulate oppositional interpretations of their identities, interests, and needs." (1990 p67)

However, in NEM, this is not the case. There is an absence of alternative voices, and the community has to rely on a declining Big Media as its only source of critical information which is mainly digital and sparse. The extent of that decline is discussed further in the analysis of content in Chapter 6. Other sources are not always reliable, with digital sources often fragmented and disparate leading to a lower level of awareness of important issues affecting the community. Here it could be argued that the public sphere in communities such as NEM is damaged by virtue of its deprivation and digital social inequality. It could be seen to support Todd Gitlin's pessimistic perspective on public sphere theory, taking into account the impact of the internet which may have helped create fragmented, scattered communities, thus damaging the public sphere, shattering it into "public sphericules". "Does it not look as though the public sphere, in falling, has shattered into a scatter of globules, like mercury?" (Gitlin, 1998, p. 173). The mass audience has been broken up into smaller, closed communities. This is a much more pessimistic view of the public sphere than Fraser's assertion that counter publics can

strengthen the public sphere. Gitlin questions whether there is “a rough equivalence of resources for the purpose of assuring overall justice” and asserts that these competing publics are “riven by deep-going fissures which are subject to being deepened and exacerbated in the absence of ongoing negotiation among members of different groups” (ibid, p. 173). He also highlights declining public participation and a media debased by tabloidisation as indications of a compromised public sphere. The public sphere is subdividing because of the growth of media outlets, and the fragmentation of mass audiences leading to social exclusion. Gitlin's view chimes with a number of studies examining the internet and the public sphere, challenging the position of internet "celebrants" like Clay Shirky. These researchers have found a marginalisation of minority or alternative voices (Fenton et al. 2010), and a diminution of news and politics knowledge among internet users.

5.8 Independent hyperlocal community news providers

As well as interviewing a small sample of independent news providers, who ran digital and in some cases print publications, the study was able to examine the responses to a survey of publishers conducted by the Public Interest News Foundation (PINF). At the request of the PINF the titles were anonymised but were classified according to the deprivation decile of the LADs they were based in. The central points of interest in the survey for this study was the responses to the questions: 1. “What do you consider to be the greatest challenge that your organisation faces in the next five years?” and 2. “What do you consider to be the greatest opportunities for your organisation over the next five years?”

In the responses to question 1, sustainability is a common theme for all the outlets surveyed irrespective of the deprivation decile of the LAD they operate in. Most of those who responded, mentioned money or struggling to continue existing as a challenge for the future. However, it appears that these challenges are perhaps more acute for outlets in

the 30% most deprived LADs illustrated to some extent by the fact that two outlets have ceased operating since the survey was conducted. The responses of one of these outlets appears to foreshadow its fate. In answer to question 1 re challenges, the publication says:

Staying alive - we are squeezed on one side by the increasing ability of the major players to Hoover up grants and to manipulate schemes such as the LDRS (Local Democracy Reporting Service); and on the other by social media users increasingly staying on those platforms to the benefit of Musk, Zuckerberg, etc.

And to question 2 re opportunities:

Seriously? None. There is very little recognition of very small players like ours and nothing offered to help us expand and develop viable business models. Community journalism help at present seems to favour organisations which already have managed to jump those hurdles (often in small English towns) or voluntary groups who move into journalism or citizen journalism. And a lot of attention is given to people providing publications which supplement what is already produced by the legacy press in major English cities and conurbations. All of these are great. But those of us who started on our own, before this field had so much attention placed on it have had to bolt some kind of business model onto our operations as the legacy local press fades away and we find ourselves replacing it. And there's nothing there to help us as we hit the ceiling of time/ability/money.

The less deprived a LAD is the more other issues such as succession planning or recruiting volunteers come into play as a challenge to the outlets' operation, but sustainability is still a significant object of concern, with some publications calling for more support for the sector.

In answer to a third question asking what would be most helpful in taking their organisation forward almost all respondents highlight funding and support with some saying that allowing publications to carry public notices would be helpful.

Precarity can therefore be seen as a dominant issue for independent news providers operating in areas of various ranks of deprivation, but as found in the previous chapter, outlets operating in the least deprived communities seem better able to survive in those conditions. Interviews conducted for this study were able to explore some of the experiences of outlets which were still operating in the most and least deprived areas as well as those that have closed.

| Publication | Referred to as | Permission to identify? |
|--------------------------------|----------------|-------------------------|
| News Provider Least Deprived 1 | NPLD01 | No |
| News Provider Least Deprived 2 | NPLD02 | No |
| News Provider Least Deprived 3 | NPLD02 | No |
| News Provider Most Deprived 1 | NPMD01 | No |
| News Provider Most Deprived 2 | NPMD02 | Yes |
| News Provider Most Deprived 3 | NPMD03 | Yes |

Table 10

Most of the independent news providers had a personal connection to the areas they operated their publications in and referred to the decline of legacy Big Media publications as part of the motivation for launching publications in their areas. They saw a gap in news provision either because of the lack of newspaper or inadequate and declining coverage which was directly relevant to the community. This applied regardless of the socio-economic status of the areas.

what became apparent to me was that [REDACTED]'s local news scene was limited to say the least. I guess a lot of the questions I had about things that were happening weren't being answered by local media. (NPLD01 line 7)

probably like a lot of people that became interested in the idea of hyperlocal, I was trying to address the problem of a lack of news provision in the area. At the

time weekly newspapers were closing, but in the area I lived there hadn't been a dedicated weekly newspaper for the area for quite some time... the idea of the site was to provide the kind of coverage that would have been provided by a weekly newspaper. (NPMD03 line 7)

In Salford.... I mean, the joke the whole joke about this whole thing it is supposed to be media city and it has no media. There's no Advertiser. The Salford City Reporter didn't last very long that came out Salford City News, whatever it was called, we had six months of that.

Salford City Radio is still going but it's lost its budget. There is no media, there's no magazine, there's no nothing at all in media city. A city with a huge city in a huge population, growing affluent population. There's nothing here. It says it all to me.

(NPMD02 line 305)

NPM02 refers to the irony of a major media hub in Salford Quays, Media City which is the home of the BBC in the North of England as well as ITV and a number of media production companies serving the whole country, whilst there has been a withdrawal of local newspapers serving the locality of Salford.

Developing this theme of a gap in the coverage further, there is a sense that the communities have been let down in some way by the short-comings of Big Media whose publications have either ceased to operate for some time or were underserving those communities

I knew anecdotally and informally that a lot of us felt that a lot of stories were missing from the pages of the paper that were never being told. And in particular, perspectives were missing and interrogation of power was increasingly missing. (NPMD01 line 22)

And a lot of communities, like the most disadvantaged areas, were often only seeing themselves in the pages of the local press if a crime had taken place, if a stabbing had taken place.(NPMD01 line 34)

These findings confirm those of other studies exploring the motivations of independent community hyperlocal publications. In van Kerkhoven and Bakker's study on the motivations of the providers of 123 hyperlocal news sites in the Netherlands, including qualitative interviews with 23 owners, it was found that the majority of owners said they wanted to serve their community and play a social role. Commercial motives came second and most sites were happy to break even. The third most important reason to start

a hyperlocal was dissatisfaction with traditional media reporting. Lack of money was seen as a serious risk to maintaining the sites but did not seriously impact on their optimism. Views on journalistic practices differed substantially, although there appeared to be a consensus that they would fact check stories afterwards and one saying they would prefer to rely on their own sources rather than official sources such as the police press office, who were often too slow to provide information. The general conclusion of the study was that online local news sites underperform in terms of efficient use of resources, acquisition of readers and advertisers and in terms of connecting with their audiences.

Other publications studied in this project, particularly some operating in deprived areas, saw their mission as providing a voice to the community and to under-reported and under-represented groups. In some cases the creation of the publications were driven by the communities and in others they arose as the result of former journalists or activists seeing the need for a community news publication and acting on that need.

Because I lived in Salford we used to see all these signs along the road saying no to demolition, no to this, no to that. And she said he asked her and said that the community needs a voice. Is there anyone you know that can do it? And she said, Yes, Steve will do it. So we had a meeting with him and they were trying to save, I think it was 500 houses from demolition. They were desperate for a voice and they had all the placards up along the road. They were fighting the demolitions. (NPMD02 line 18)

But we were also just really keen to be a place where those voices that were either totally missing or in some way marginalised, sometimes misrepresented, underrepresented. (NPMD01 line 60)

The desirability of a printed product for community news publications was expressed by most of the news providers interviewed whether they were from the most or least deprived areas – although the reasons were different. The Salford Star (NPMD02) started as a printed magazine but was forced to go online because of costs and difficulties in securing advertising to fund it. The former editor who was interviewed said the magazine format worked better than an online publication because it engaged better with the

community. This experience concurs with the observations of scholars who have concluded that print publications provide better connections with communities than online products and that local community media can perform a community building function by virtue of the nature of its engagement as promoting community as an active process, rather than as an object to be reported on or commodified as part of a revenue-raising function (Baines, 2024).

I think print is taken more seriously -or it was certainly taken far more seriously. And it's something in your hands. People could share it. People go to the neighbour and say, look at this, isn't it great? Whereas if you send them a link you know, it was different. It was very, very different.
(NPMD02 line 214)

NPMD02 was seen as publication embedded in the community. The editor recalls the launch of the magazine when copies were handed out in the town's shopping precinct when taxi drivers and local residents were engaging with those handing it out – the distribution of the publication becoming a community activity.

The Wythenshawe Reporter (NPMD03) was never a printed product, but it was felt that if it was to successfully engage with the community some sort of print presence would be needed.

I don't think an Altrincham Today type site could work in Wythenshawe because it is more deprived and because of the demographic. It would need to be a print publication but its frequency would be inadequate in terms of providing a proper service for the area. In all the time I've lived in Wythenshawe – and that's just over 30 years – there has never been a printed weekly newspaper. (NPMD03 line 102)

For community news providers operating in the least deprived areas, print was recognised as serving a community building role to some extent but its value was seen mainly in economic terms, since advertising was seen as a more viable business model. NPLD01 was launched as a web-based news site which was regularly updated but later was supplemented by the production of a quarterly glossy magazine which contained features, adverts and advertorials.

We went from online to print. It was felt from an advertising perspective if an advert's not in print, it's not really an advert. That very much still persists even though online you will get a much better response in my experience. But people still like the idea of having a hard copy of something tangible. They can show their clients or have in the office or whatever else and we've found since launching the magazine, which just we've just published our 20th issue our fifth anniversary issue. We've found from an advertising perspective, that is still the biggest draw. (NPLD01 line 56)

So, all the interviewees, regardless of the socio-economic make-up of the area their publications have covered, appear to care about the communities they operate in, but there is a difference in outlook in terms of the need to make a profit to sustain their publication. There is a feeling among operators in the most deprived communities that the traditional business model of news+advertising is not adequate to sustain publications in these areas and there is a feeling from some that advertising compromised the independence of the publication and diverted resources from the primary aim of the publication which was to provide a service to the community.

the business model was that it would be sustained through advertising because we were going to undercut the Advertiser because their advertising rates were ridiculous at the time. So we're going to undercut them and everything would be great. Didn't quite work out that way.... NPMD02 line 113)

It was a kind of catch 22. If I'd had more time I could have done a better job. But having more time would mean not being able to make a living and I always felt that trying to get enough advertising online to sustain a regular publication was not viable in an area like Wythenshawe. So I think the biggest challenge arose from the nature of the area. And I don't think those challenges are as strong in other more affluent areas. (NPMD03 line 88)

whereas advertising is seen as being vitally important to the sustainability of sites in the least deprived areas

I just wanted it to be a profitable enterprise from the start. This is you know, it's not a charity. I think it's really important for all hyperlocal news to be a business model that works. You can't just rely on people who are incredibly community minded and will do stuff for nothing or whatever, I think if you want it to be sustainable and have any long term to it. it needs to add up and we believe we are providing a really useful service and that is sustained by the advertising that service attracts. (NPLD01 line 77)

So, there is a difference in ethos when it comes to the business model and the adherence to an advertising-based model, but there is also a common theme across all providers that

support in addition to advertising is required to help independent providers. NPLD02 maintains that this support should come from the community but NPLD01 goes further and suggests that there should be a more official type of financial support for community media start-ups.

It should also be noted that NPLD01 recognises that the advertising-based model will not necessarily be suited to deprived areas.

And this model won't work everywhere but in xxxxxxxx, it does work just because it's a particular kind of a place, a particular size place. And, you know, it does have a demographic that obviously is relatively affluent. (NPLD01 line 126)

A significant difference in the nature of views concerning the sustainability of the sites according to the socio-economic status of the areas operated in, which is linked to how the sites are funded, was the strategy – or lack of strategy – based on a business model. Funding for the sites in the least deprived areas was based on advertising which was viable because of the socio-economic status of the areas the publications operated in and although it is the case that the NPLD02 site ceased publication, this was said to be largely due to the impact of the Covid pandemic rather than a systemic issue in terms of the advertising model and the provider was still able to maintain another lifestyle title.

As observed earlier, the advertising model was of limited or no use in sustaining sites in the most deprived areas studied here. Some (NPMD01 and NPMD02) were able to secure some funds from grants from charitable organisations like NESTA and from tech companies such as Google but NPMD03 did not secure any funding. A common theme for all these sites' publishers in deprived areas was a precarity in terms of their existence which eventually led to closure or placing the publication in hiatus. This is borne out in the experiences of other publications which have been the subject of previous studies where it is shown that the primarily advertising based model in deprived areas is difficult to sustain and is susceptible to economic disruption. Rachel Howells in evidence to the News Journalism in Wales consultation (2017) highlighted some of the difficulties in

sustaining the *Port Talbot Magnet* - a community news site established by a group of journalists following the closure by Trinity Mirror of two titles in the area. Funding enabled the launch of their tabloid newspaper, which was delivered quarterly to 20,000 homes in Port Talbot. Howells also refers to this process in an overview of the emergence of the hyperlocal sector (Harte, Howells and Williams, 2018)

Residents responded enthusiastically to the *Magnet*, which became well-known in the town. Many businesses supported the outlet by advertising and the website and social media channels gained thousands of likes, shares and followers, with many online stories being read by 5-6,000 people. The *Magnet* was also shortlisted in the Wales Media Awards as the Community News Service of the year in 2015, and many of their stories were picked up by other media outlets.

But despite these successes Howells maintained the publication was never sustainable:

We reluctantly concluded that there was insufficient wealth in the local economy in Port Talbot to support a news service. Many of our advertisers were not able to spend money regularly, or were not able to pay our rates, even reduced to cost prices.

Online advertising revenues were not enough to sustain us. The newspaper brought in revenues of between £2.5k and £5k per edition. The website, in the entire seven years it ran, brought in £1.5k – an average of £215 per year, not even enough to cover our insurance bill. We found advertisers far preferred the hard copy newspaper. The crisis in the local steel industry was what eventually took its toll on our already precarious news service. From January 2016, when the first job cuts at the steelworks were announced, our advertising revenue halved, and unfortunately it never recovered. This is understandable, as business is precarious for many small businesses in Port Talbot. Tata had never advertised with us, but many families in Port Talbot are affected by the steelworks' fortunes. One café

owner who had regularly advertised with us, told us she could no longer do so, as she feared for her business since many of her customers worked at the steelworks, and so did her husband. Had the works closed, she knew her own income stream would be damaged and her husband's would vanish.” (Howells 2017)

Evidence given by the Independent Community News Network (ICNN) to a government inquiry into the future of local media asserted that there is a variety of models deployed including advertising, subscription, philanthropy and newsletters, but support in form of public funds is needed in some areas to ensure sustainability (DCMS, 2022). In evidence to the same inquiry the publisher of the Burngreave Messenger said support was needed in areas of deprivation.

A theme common to these sites analysed in this study is that they appeared to be powered predominantly by a desire to provide a service to the community. This community building motivation was also present in the least deprived communities, but they had the advantage of operating in an area where advertising worked for them. This supports theoretical positions of the political economy of hyperlocal sites and how the traditional business model of news+advertising, whilst useful in areas where the consumer demographic can support such a model, is less appropriate for community news services serving the most deprived areas.

Another theme common to the community news providers operating in the most deprived communities was the degree of self-exploitation involved in maintaining the publications. This is linked to the reasons for either closure or hiatus, as it became increasingly difficult for the providers to continue to maintain their publications. There was a tension for these providers between the need to devote enough time to produce a publication which could adequately serve the community and the need to sustain the living standards of the providers.

I could keep the site going because I could give my time for free and the reason for that was because I had paid work. ...I was told that you needed at least 10 hours a week to devote to a news site. But it was becoming increasingly difficult to find that time. (NPMD03 line 77)

for the first few years it was sustained by doing other jobs. So we do kids magazines in the summer to work all summer. And I work with kids. And. I do a bit of teaching on the side. Steve would do a bit of teaching on the side, but he left to get a full time job so he couldn't sustain it... And of course, when you're doing that, that takes you away from running the magazine, running the publication. (NPMD02 line 225)

Williams et al (2014) found, in structured interviews with 36 hyperlocal producers and in a survey which attracted 183 responses, that a third of hyperlocal / community journalism publishers made money from their ventures, with 12 per cent making less than £100 per month and 13 per cent generating more than £500. It was found that most producers self funded the running costs of the sites and one in four raised enough money to at least cover their costs. Advertising was the dominant form of income generation but a number of other methods were also employed. The study observed that the sector is primarily based on volunteer labour and emphasised the precarious nature of the ventures, often run by individuals or very small teams. The organisations could not be guaranteed to survive if key contributors decided to move on.

So local journalism for these providers and those examined in this study is about more than fulfilling economic goals it is about serving a community and, demonstrated by an approach drawing on Lefebvre's critique of everyday life, disclosing an insight into local life through glimpses into the banal and everyday ways in which people connect to spaces or to each other (Harte, Howells and Williams, 2018). This works against the attempts of capitalist society to disguise subjugation to the means of production. Harte, Howells and Williams cite Barry Parr who established a hyperlocal site in California and claims the gatekeeping role in journalism has been overhauled and that his activity as a citizen journalist forges stronger bonds with the local community. He argues that his journalism both ties him to the community which, in turn, ties them to each other. This appears to

echo some of the assertions made by Keith Stamm of his theoretical model of the links between newspapers and community ties (1985). So the work of independent community hyperlocal publications has a community building role which clashes with the laws of political economy.

The reflections of the editor of the Salford Advertiser (NPMD02) appears to show that a community publication can suffer in terms of sustainability, the more embedded it is in the community. The interviewee cites instances of local businesses and groups withdrawing advertising support because of concern about being seen to support a publication which challenged powerful institutions such as the local authority. At the same time, it is observed, communities such as Salford, North East Manchester and Wythenshawe, need independent media to give them a voice and redress a power imbalance. NPMD02 refers to a disparity between more affluent communities and poorer communities who do not have “their own PR” to promote their areas.

Data from the interviews in this study shows that the news providers in the most deprived communities were also faced with challenges with problems faced by personal and health issues which made it difficult to continue running their publications. In the least deprived community, the editor could sustain the publication with a system which enabled him to maintain the site thanks to income generated from advertising. The provider acknowledged that the status of relatively affluent consumers enabled that to happen, whereas in the most deprived areas notably in Salford the advertising model was problematic and there was a limit to how much financial support could be generated from the area because of its socio-economic status.

you can't keep going back to your community asking them for money. That's the reason I shut it down, because we did one big fundraiser at Salford Precinct, which is great, but you can't keep going into the poor communities (NPMD02 line 433)

So this data shows that the socio-economic status of communities does make a difference in terms of whether a hyperlocal news site is viable in an area of deprivation, appearing to support the theory that a digital production gap based on class exists (Schradie, 2013) as well as a divide in terms of how well news and information is consumed.

Therefore, some of the sites particularly in the most deprived areas operated against the grain of the dominant culture of media which is based on for-profit ventures powered by advertising. This finding offers an explanation for the motivations of some sites which fit the position of a sub-culture akin to alternative media. This phenomenon is highlighted in Hess and Waller's work characterising the subculture phenomenon as an unwillingness to accept or a resistance to the mainstream view. eg, *Salford Star*, *Bristol Cable*, and *theMeteor*. In some cases formulaic and traditional news styles are rejected and it represents a revival of the alternative media boom of the 60s and 70s. There is a resistance to massification, manifested in the resistance to "sustainable business models". The report of a survey of hyperlocals cited in Farhi (2007) states "When they talk about success, they are not talking about revenue. They are talking about the impact they've had on their communities". There is a rejection of the "cookie-cutter" approach to attempts to mass produce local news utilising economies of scale where individuality and a connection to community is lost. This also chimes with the concept of some independent community hyperlocal publications contributing to the alternative or "subaltern" spheres within the public sphere challenging the dominant culture (Fraser 1990). The problem these publications face is the difficulty in surviving economically. Their survival often relies on the enthusiasm and drive of the people operating them. Despite support from the communities they serve, this often is not enough and the sites close. Such was the case with the *Salford Star*.

The notion of reciprocal journalism can also be recognised in some of these findings confirming the findings of Lewis, Holton and Coddington cited by Harte, Howells and

Williams in a study of independent community hyperlocal news sites in the UK, which found that acts of reciprocal exchange rooted in hyperlocal news sites, with publishers fostering more community participation offline, would lead to better communities and better journalism. Reciprocity is seen as a social good underpinning strong communities in relation to the development of trust, connectedness and social capital. When applied to journalism's function, journalists are seen as community builders who can encourage community participation.

The reciprocal journalism framework is a useful model to better understand the everyday nature of community journalism as it allows the researcher to consider hyperlocal journalism as a cultural practice that has as much to do with place-making as it does journalism.

Rachel Matthews asserts that a useful way to envisage news provision is an ecosystem with a variety of providers. She points to hyperlocal publishers as a participant in this, citing the *Bristol Cable* and the *Filton Voice* as examples.

While it is clear that serving the good of the community is a key concept to the local newspaper, it is far from clear whether the dominant corporate model is focused on this purpose. Indeed the large majority of titles has shifted the emphasis from social purpose to the bottom line so that aspects of news work aligned to that purpose - such as the coverage of local government - are increasingly absent. Digital newcomers to the local news landscape are challenging the notions which underpin the relationship between news and community, while in equal measure using it to justify their own existence. What each is able to draw on is, simultaneously, the often unquestioned assumption that local news is central to the well being of informed democratic communities together with the fluidity of the notion of community itself. (2017 p220)

Harte, Howells and Williams' study observes that direct reciprocal exchange comes in the form of the labour that is given by volunteers and many hyperlocals relied on networks of volunteers who gave small amounts of time, often with some reciprocal benefit. The value gained in return was either seen as gaining new, or honing existing, skills; or, benefiting emotionally, or in terms of enhanced social capital, from contributing (2017) . There were many examples of hyperlocals creating wider community benefit and it was common for publishers to cite the community value of their work as a motivating factor. The data from this study show that these concepts can be demonstrated in the experiences of publications in the most and least deprived areas, but the requirement for profit is emphasised more in the least deprived. The reciprocal participatory exchange, both online and offline, both traditionally journalistic and less so, underpins the work of many hyperlocal publishers. Whether there are differences in approach across hyperlocal sites serving more affluent communities where there is a benefit in terms of advertising revenue and other financial rewards, is not dealt with in the study. It is therefore possible to identify two types of hyperlocal: one where there is a more traditional business motivation and one where the operation makes little or no money and is fuelled primarily by altruism and reciprocity. That is not to say the operations in the former communities are not motivated by these things, but it may be possible to identify a tension between the motivations of public good and the political economic paradigm which determines how these publications operate.

5.9 Conclusion

The data explored in this section provides insights into way news is consumed by individuals in the most and least deprived areas as illustrated by samples from each community. Information identified as CINs by Friedland are considered important in those communities but there are differences in how that information is accessed which, it is argued can make a difference to the civic health of those communities. This therefore

answers directly RQ3 of this study which probes the kind of news and information people in the most and least deprived communities want and need and the extent to which they get it.

The precarity of the independent community hyperlocal publications is highlighted in these findings, confirming the work of previous studies. The experiences and motivations of the sites studied provide important insights into how CINs might be delivered as well as the community building role of news and media ecosystems.

Previous work by Harte et al focused on concepts of entrepreneurship as applied to the hyperlocal (Harte, Turner and Williams. 2018). But as part of the “Media, Community and the Creative Citizen” project, the study is also concerned with the ways in which everyday creativity, supported by digital technologies, could enhance civic life and asked in what ways do hyperlocals situate themselves as both civic activists and digital business innovators at the forefront of huge changes in local journalism.

The precarious state of independent community news providers does not appear to have shifted from the position reported in previous studies of these types of publications, despite government inquiries and reports aimed at addressing news deficits. This precarity seems to be more acute in deprived communities because of economic factors concerned with the ability of providers to maintain their commitment to providing a voice for those communities, as well as the nature of the communities themselves. The communities that are most in need of a voice are least able to speak-up due to a lack of confidence and an ability to provide “their own PR”. The data from the two deprived communities shows this lack of confidence and sense of community. The publications studied have been fuelled largely by altruism and enthusiasm which takes a toll on the provider.

There is a consensus that an advertising based model does not work for all communities and there is a limit to the extent to which a subscription model would work in poorer communities because of difficulties in repeatedly asking those communities for money. This may point to the need for the sort of independent fund proposed by NPMD02 to assist publishers in the most deprived areas.

The levels of access to information, linked to social inequality is important but equally important is the quality of information delivered to those communities. It is therefore necessary to analyse the quality of coverage in relation to a Critical Information Need eg political information – such as that delivered in the course of a general election campaign – and whether the quality of that information has declined according to deprivation over time as the delivery of that information has become increasingly reliant on digital platforms. This will be the focus of analysis in Chapter 6.

Chapter 6: An analysis of the delivery of critical information needs in the most and least deprived communities -can independent community news providers fill the news gap?

6.1 Introduction

This chapter explores the nature of the decline in local newspapers, how news delivery by Big Media has changed as digital news has evolved. It focuses on the localness of news delivery and whether deprivation makes a difference to the way in which Critical Information Needs (CINs) are delivered to communities by print and online news outlets. As well as a broad analysis of these issues, the study explores how political information is delivered and the impact on communities by analysing the coverage of elections in the parliamentary constituencies in which the communities are located. It also attempts to determine whether independent community news sites can make a difference to how news is delivered and questions their ability to contribute to the news ecosystem in the most and least deprived communities. So Critical Information Need (CIN) theory and how CINs are delivered to the news ecosystems in communities is crucial to the analysis of the delivery of news in the four communities studied and is utilised as a lens to examine and measure the extent to which information needs are met. It further develops some of the findings in Chapter 5 which seek answers to what kinds information people in the most and least deprived communities want and need by attempting to measure the extent to which they get that information.

In carrying out the analyses, inventories of media outlets covering the communities and constituencies have been conducted (See Chapter 1). These inventories which typically feature in news ecosystem studies (Stonbely, Konieczna, & Holcomb, J, 2019), include Big Media, and independent community hyperlocal outlets as well as local TV and radio stations covering the areas, but the analysis itself focusses solely on Big Media and independent print and online outlets rather than broadcast and non-news social media platforms, since this study is concerned with print and online news publications and their impact on communities and news media ecosystems.

In this component of this thesis, the analysis focuses on one aspect of the media ecosystem in the areas studied – that which relates to the news infrastructure, in particular print and online outlets. Anderson defines a news ecosystem as “the entire ensemble of individuals, organizations, and technologies within a particular geographic community or around a particular issue, engaged in journalistic production and, indeed, in journalistic consumption” (2016:42). In this definition all information providers are considered. This enables studies to consider CINs delivered by providers outside the newsroom (Stonbely, Konieczna, & Holcomb, J, 2019) including by non-journalistic organizations, such as libraries, local authorities, political parties, business groups, or campaigning organisations as well as from family and friends through word of mouth and through social media platforms. These originators of CINs are important and have been analysed through the interviews with news consumers in Chapter 5. As discussed in the previous chapter, recognised news sources may be seen as more trustworthy and authoritative than social media and other sources. However, a healthy journalism/news ecosystem considers 1) journalistic infrastructure, 2) journalistic output and 3) journalistic performance (Napoli et al, 2015) summarised by 1) the number and variety of journalism sources ie news outlets 2) an assessment of the volume of stories produced for and related to the local community and 3) the quality of the stories ie their originality, the extent to which they are about the community and the extent to which they deliver CINs as defined by Friedland.

In focussing on CIN 8: political information – including information about candidates at all levels of governance and about relevant public policy – the study analyses the impact of the media on democracy, exploring the influence of the decline of printed newspapers as well as the reconfiguration of news delivery in the light of technological change on the democratic process, exploring whether a democratic deficit might exist in the communities served by media, there are differences in the nature of that deficit in areas of

social deprivation and the extent to which the deficit might be closed by independent community hyperlocal publications.

6.2 Addressing research aims

The analysis addresses **RQ1** of this study:

What is the nature of the decline in local newspapers and changes in the way news and information is delivered by Big Media publishers to the most and least deprived communities in England and how has this affected community life?

To help address this question a method was devised to assess the extent to which news and information delivered to those communities addresses their CINs. A content analysis of media coverage in two of the most deprived areas in England and the two of the least deprived areas was therefore carried out.

This method would be designed to answer sub-question 1.1 which asks

how well are the most socially deprived neighbourhoods served by local news organisations compared with least deprived communities in England?

It was also concluded that a longitudinal content analysis would also be required to assess the effect of the changes in news delivery over time, focusing on one CIN and whether the socio-economic status of those communities makes a difference in the delivery of that CIN.

This would address components of **RQs 2 and 3** which attempt to assess the kinds of information communities want and need and most importantly, the extent to which they get it.

The analysis of local online media coverage in the most and least deprived communities was done over a constructed week in August 2023. The analysis examined the extent to

which critical information needs were delivered in those communities as well as the localness of news stories in those areas and the differences in the nature of coverage. This is in part an attempt to determine the extent to which the decline of Big Media news organisations has impacted on communities and whether deprivation makes a difference in the nature of that decline. It was also hoped that the analysis would provide an answer to the question of whether independent hyperlocal news sites are filling a gap left by the decline of Big Media news outlets.

6.3 Journalistic infrastructure and output

In examining the localness and output of news stories the data shows that there are significant differences between the volume of coverage in the most and least deprived communities over the constructed week. In the two most deprived areas 44 stories, which focussed specifically on the areas, were recorded compared with a combined total of 233 stories focussing on the two least deprived communities. The least deprived communities benefitted from a broader range of news sources with the more deprived areas relying heavily on Big Media news outlets for the local news. Of the two deprived communities, Wythenshawe fared better in terms of diversity of news sources accounting for a higher story count of 32 stories from 10 outlets. Nevertheless, *The Manchester Evening News* (*MEN*) run by Reach plc is by far the biggest local news provider (20 stories) for the area with *Manchester World* run by National World producing four stories. Most of the other sources are national news outlets or those based outside the local area.

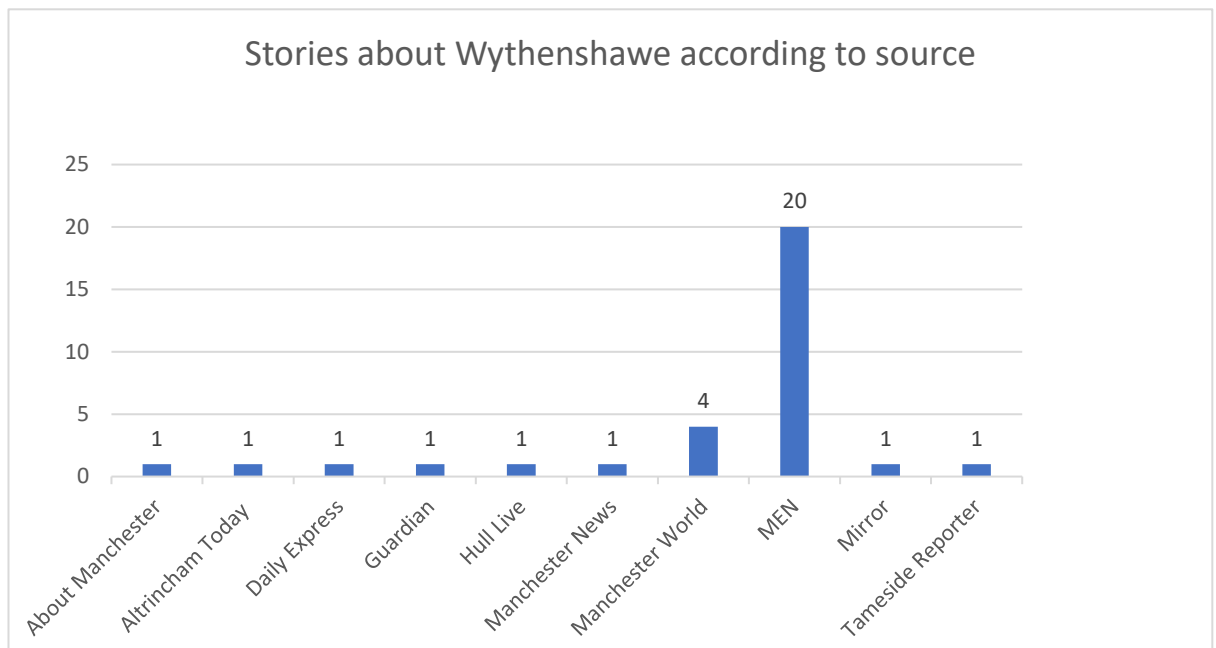


Figure 29

In the NEM area covering Collyhurst, Harpurhey and Moston, the community relied solely on the Big Media news outlets (*MEN and Manchester World*) for their local news stories, with the MEN providing most.

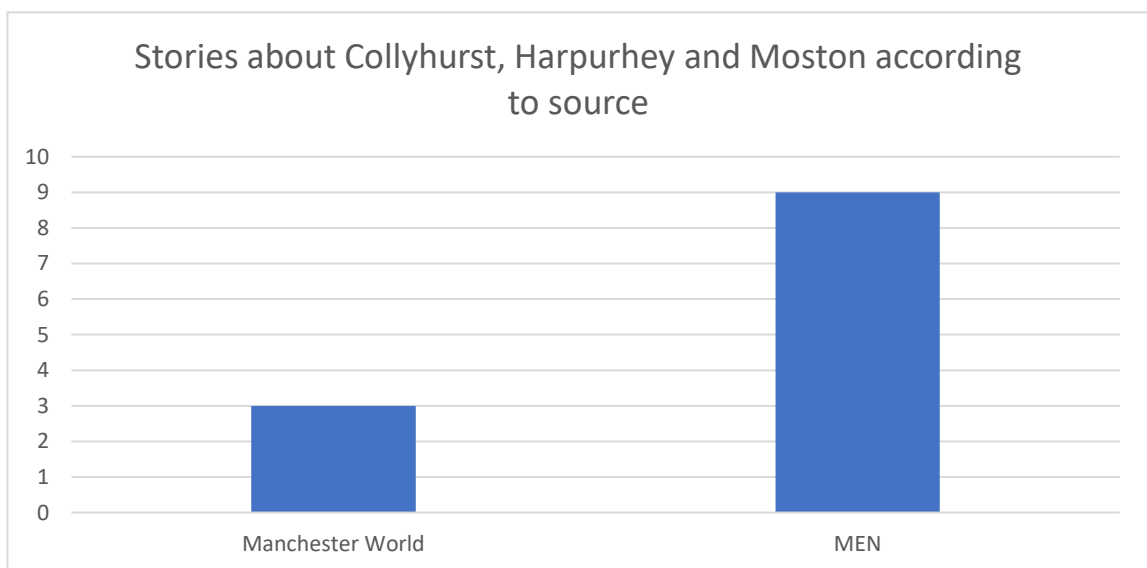


Figure 31

The data therefore shows a paucity of news sources in both of the most deprived areas, compared with the least deprived, which is especially pronounced in North East Manchester, where the area suffers in terms of both the volume of stories and diversity of sources.

This paucity of news sources points to a narrow and restricted news ecology infrastructure in the area in which news and critical information is in short supply and does not illustrate the kind of news ecosystem characterised by Benkler's wealth of networks and networked fourth estate (2012). Such heavy reliance on two Big Media sources challenges the view from internet celebrants who saw digital technology as a means to preserve and enhance the public sphere thanks to a new wealth of opportunities to create and exchange information (Shirky, 2008). The fact that this area is one of the most socially deprived in England gives credence to an argument that the potential of digital technology is difficult to realise whilst barriers exist in terms of socio-economic factors. This can be viewed as evidence that digital technology will not be utilised to create a healthy news eco-system thanks to the nature of the political economy of the internet and communication. It can be concluded that there may be a link between the social deprivation of the area and the lack of variety in the news ecosystem.

The Wilmslow and Alderley Edge community is in the large county of Cheshire East, therefore it would be expected that *The MEN* and *Manchester World* would produce far fewer stories about this area than they do about the two most deprived communities in Greater Manchester. Just four stories were produced by these outlets. However, other Big Media providers contributed considerably to the overall story count. Reach plc's *CheshireLive* – a regional news website, produced 11 stories focussed on the community, but the majority were produced by the more locally focussed *Knutsford and Wilmslow Guardian* – the digital version of the weekly printed newspaper of the same name owned by Newsquest – publishing 42 stories over the constructed week. This story count is almost matched by two independent community hyperlocal news websites – *wilmslow.co.uk* and *alderleyedge.com*. It should be noted that these two sites are run by the same independent publisher and some of the stories are duplicated because of the overlap in the Wilmslow and Alderley Edge areas. However, it is the case that these

outlets make a significant contribution to the delivery of news in the area and add to the variety of stories delivering critical information needs and stories about local community life. Combined with Local Big Media outlets which also contribute significantly to the journalistic output, the coverage of the areas is more localised and there are more opportunities for people in those communities to view the same story in some instances, perhaps contributing to greater awareness of issues affecting the communities.

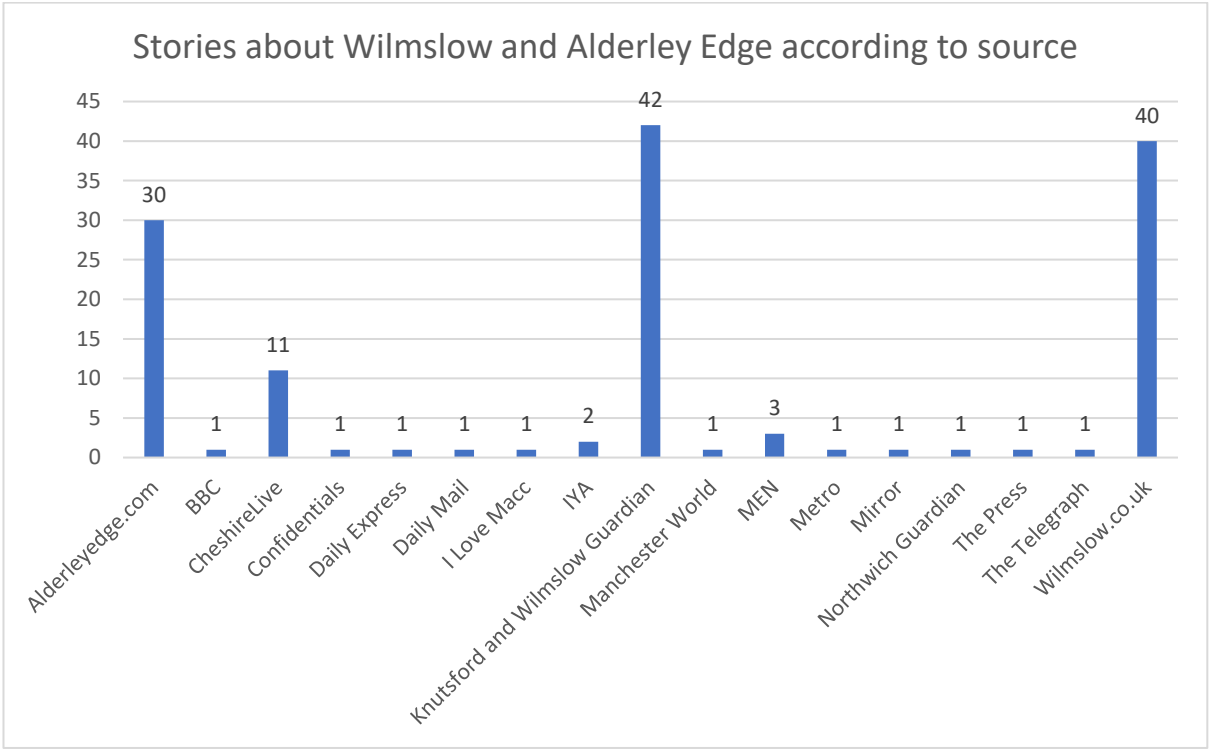


Figure 32

In Altrincham, the biggest contributor to the count of stories focussing on the area is *The Messenger*; the digital version of a series of weekly printed newspapers which cover Altrincham and neighbouring towns of Sale, Stretford and Urmston, with 33 of the total of 87 stories. The next most significant contributor to the overall story count for the area is the independent community hyperlocal publisher, *Altrincham Today* with 23 stories.

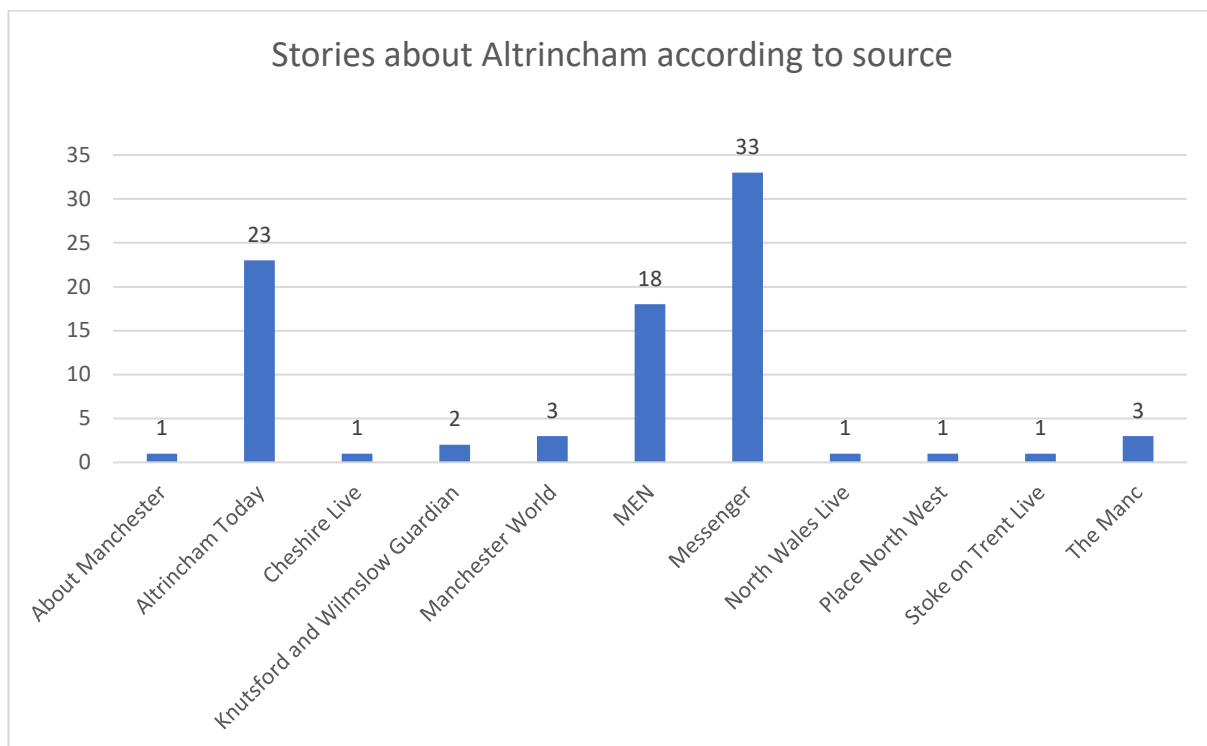


Figure 33

The coverage provided by Reach plc's digital first publication, *CheshireLive* is negligible (1), but *The MEN* contributed 18 stories, possibly because of the position of Altrincham in Trafford, one of the 10 boroughs of Greater Manchester.

So it can be observed that in the least deprived areas of Wilmslow and Altrincham, Big Media plays a significant role in the provision of news for those communities and that locally focussed online Big Media outlets which are digital versions of print products play an important part in that provision. In the most deprived areas of North East Manchester and Wythenshawe, Big Media also plays a hugely significant part in the proportion of news provision, but at a much lower volume and there is a less diverse range of sources which are not as focussed on those local areas.

Altrincham and Wilmslow are served by a more diverse range of news sources. Whilst the Big Media sources could be said to be more locally focussed in these areas than they are in the most deprived communities it could still be argued that there is an issue with these outlets in terms of localness. In Altrincham, although most stories are published by

The Messenger about the area, the site itself is not focussed solely on the town. So, to find stories about the area, a news consumer using this site would scroll through stories about other areas including Sale, Stretford and Urmston, which they would not necessarily consider relevant to them. The experience of local news being delivered digitally in this way does not replicate the nature of the weekly papers the site is designed to replace or enhance the delivery of stories in separate more locally focussed printed products. This is supported by the qualitative findings in Chapter 5 in which news consumers in Altrincham refer disparagingly to the quality of local Big Media but nevertheless acknowledge the positive contribution other digital media, including the role the main independent community hyperlocal site plays. It is acknowledged that the presence of independent community sites does make for a much more diverse media ecosystem than those in the most deprived areas. The principles of the political economy of news come into play when examining the nature of Big Media in these less deprived communities but the architecture of the media ecosystem is much closer to the vision of Benkler of a wealth of networks (2006).

There seems to be a news and information deficit as well as a “localness” deficit when it comes to news coverage of the most deprived areas. Localness is important to the nature of news in its community building function and to the contribution of news to the public sphere. The assertion that Big Media are more generic in their coverage with a decline in local coverage specifically relating to an area, can lead to the conclusion that more deprived communities are disadvantaged by the damage to the public sphere envisaged by Habermas (1991) and considered in studies by Koopmans and Erbe (2004), Gitlin (2002) and Howells (2015). The findings of this study can draw parallels with development of public sphere theory and how it has been damaged by the withdrawal of Big Media news organisations from local communities (Howells, 2015). Additionally, it could be argued that the apparent news and information deficit according to deprivation

confirms the position that the political economy of news is a central factor in determining how well local communities are served in terms of news coverage.

The independent community hyperlocal site, *Altrincham Today* on the other hand focusses solely on Altrincham and the communities within the town. So, news consumers from Altrincham using the site are much more likely to come across stories relevant to them. In Wilmslow there is a similar issue, although to a lesser extent because the *Knutsford and Wilmslow Guardian* Big Media site is more locally focussed than *The Messenger*, but it is still the case that news consumers from Wilmslow and Alderley Edge using the *Knutsford and Wilmslow Guardian* will come across news from Knutsford which they might not consider relevant to their news and information needs. The independent community and hyperlocal sites, *wilmslow.co.uk* and *alderleyedge.com* provide a more locally focussed news service. So, it can be concluded that where Big Media falls short is in its contribution to local news provision and perhaps the delivery of locally focussed CINs, independent community hyperlocal sites can step in to contribute to making up that shortfall.

The above is not the case in the most deprived areas. These issues of localness, or the lack of it, are magnified considerably in the most deprived areas. Firstly, there are no locally focussed Big Media outlets providing news either as weekly printed newspapers or as digital versions of those products. *The MEN*, which provides the vast majority of news stories about these areas is a regional news outlet supplying news across the conurbation of Greater Manchester. This means that Wythenshawe and North East Manchester are competing with the rest of Manchester as well as Stockport, Trafford, Bury, Bolton, Rochdale, Wigan, Tameside, Oldham and Salford for attention. Secondly, there are no independent community hyperlocal news sites in those areas providing regular news, which can fill the gap left by the lack of Big Media News provision. No

community news site is produced in North East Manchester, and the only print news publication in Wythenshawe was *Your Local Voice* which is printed bi-monthly.

In carrying out this analysis of local online news coverage there was an attempt to replicate how a news consumer would attempt to access news about their local area. This is why the *In Your Area* (IYA) online local news portal was used to search for stories as well as individual news websites. Those consumers wishing to rely on the *Manchester Evening News*, particularly in the most deprived areas, wishing to specifically seek out news relevant to them about their local area can tailor their news search to small areas relating to post codes and immediate surrounding areas. The search produces a feed of stories which aggregates news items from a range of sources including the *Manchester Evening News*, IYA's own team of journalists and other outlets including local, regional and national providers.

The results emerging from the search for this analysis produced local stories but also a large proportion of items which were not related to the local areas highlighted in the search. Some stories related to other stories in another part of the region in which the search subject was located and some were national stories. Many of the items which were produced by the IYA team were national stories or generic in nature relating to human interest, and lifestyle stories which provided no focus on the local areas.

6.4 Journalistic performance – the delivery of CINs

The stories which focused on the communities studied were coded according to whether they had met the following CINs, as defined by Friedland et al: 1 – crime, emergency services and public safety; 2 – health and welfare; 3 – education; 4 – transport and travel info; 5 – environment and planning; 6 – economic opportunities; 7 – civic information; and 8 – political information. It was also noted when stories did not address any CIN.

In the least deprived communities (Wilmslow and Altrincham) all of the CINs were

addressed in some way over the breadth of stories counted. A small proportion delivered no CINs (Wilmslow 2% and Altrincham 4%). The most prominent CIN delivered for both Wilmslow and Altrincham was CIN 7 (30% and 44% respectively). CIN 1 also featured strongly in the coverage in these areas 29% and 20% respectively.

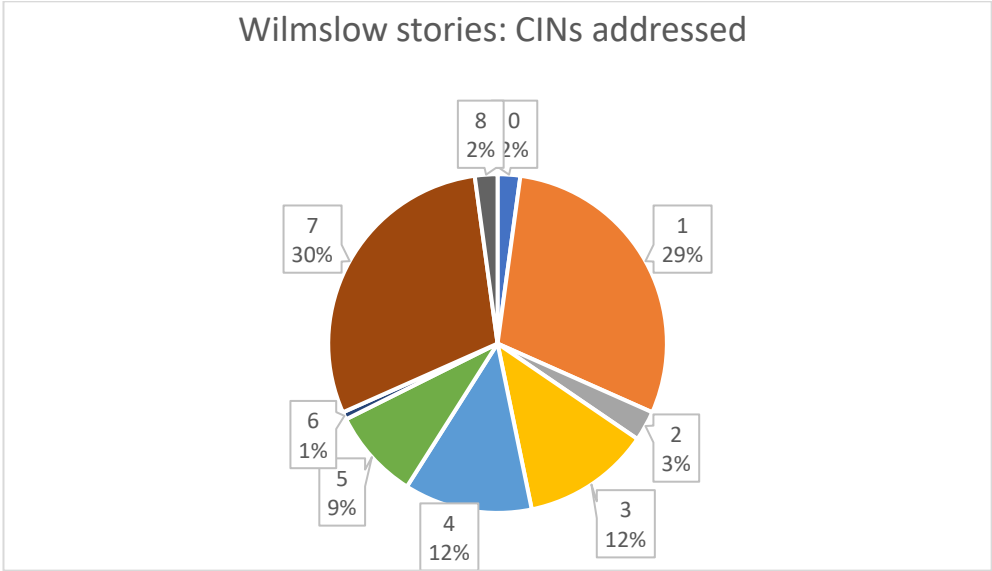


Figure 33

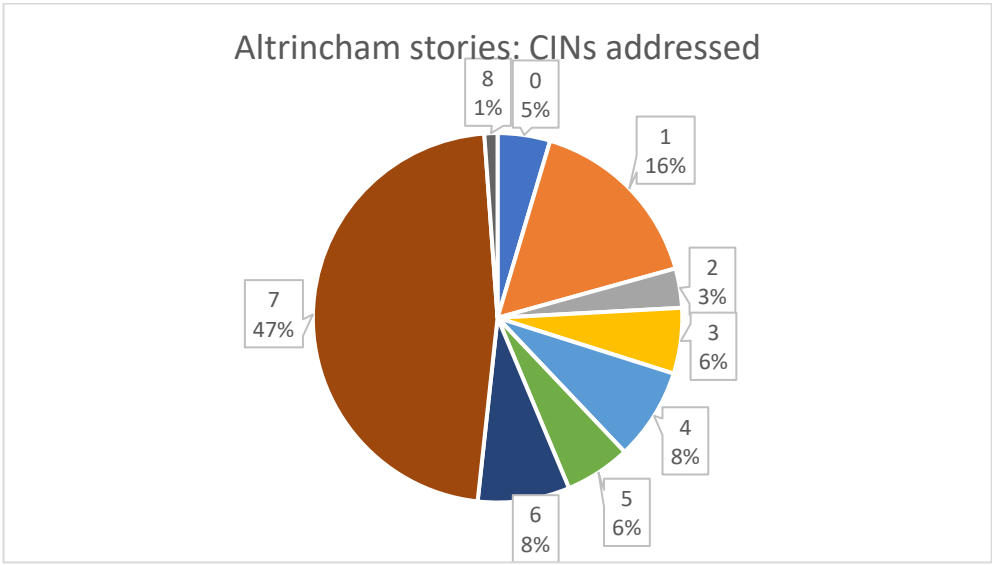


Figure 34

In the most deprived communities (North East Manchester and Wythenshawe) there was a less diverse coverage of the CINs over the breadth of stories counted. A significant proportion of stories covering Wythenshawe (22%) delivered no CINs. All of the North East Manchester stories delivered a CIN, but it should be noted that, as discussed earlier, this was over a relatively small volume of local stories. News media delivered five of the

eight CINs from the stories about North East Manchester: 1 – crime and emergencies (25%); 3 – education (8%) 4 – transport and travel (8%); 5 – environment and planning (25%); and 7 – civic information (34%).

The Wythenshawe area fared better in terms of the range of CINs delivered with only CIN 6 – economic opportunities – missing from the stories analysed. The two most prominent CINs delivered in Wythenshawe were 1 – crime and emergencies (28%) and 7 – civic information (22%).

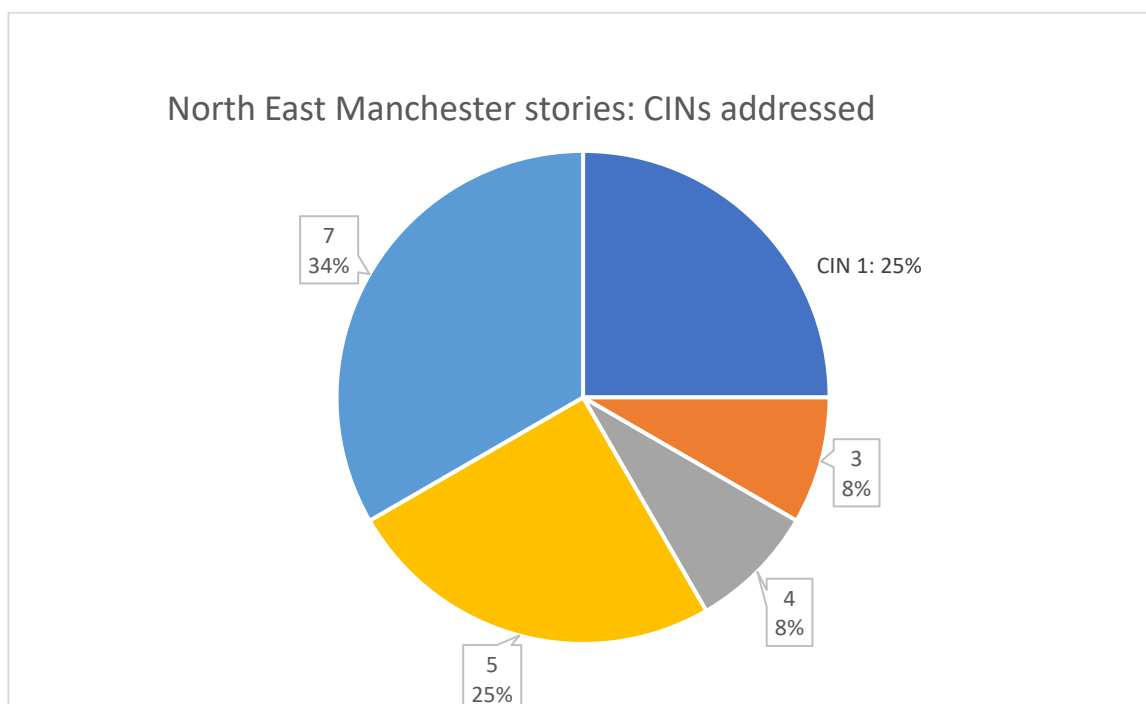


Figure 35

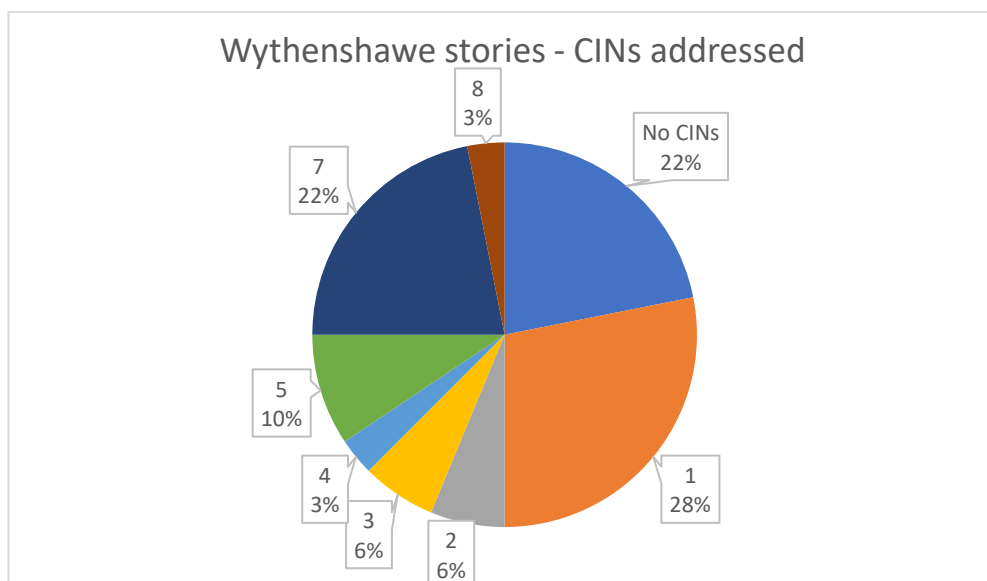


Figure 36

6.5 Fulfilling CIN demands

In referring back to the findings of Chapter 5 which asked news consumers in the most and least deprived communities what types of information was most important to them, it is possible to map how successful local media is in meeting those desires in ALT and NEM.

6.5.1 Least deprived community (ALT)

In ALT, the interviews with community members revealed that all of the CINs were identified as desirable news and information important to them and all were delivered by the range of news stories in the constructed week. The most significant was CIN 8 (civic information) identified by all eight interviewees. CINs 2 (health and welfare), 4 (transport), 5 (economic opportunities) and 8 (political information) were identified by 7 interviewees. CINs 1 (emergencies and crime) and 6 (environment and planning) were identified by five interviewees and CIN 3 (education information) was identified by three respondents.

6.5.2 Most deprived (NEM)

In NEM, the interviews also revealed that all of the CINs were identified as desired information but, as reported earlier, not all were delivered by the stories in local media. The most sought after information, CIN 7 (environment and planning) was identified by seven interviewees but was not delivered in any of the stories counted in the content analysis. CIN 2 (health and welfare) identified by five interviewees and CIN 8 (political information) identified by four respondents, were also not delivered. The remaining sought after CINs – 1 (emergencies and crime), 3 (health), 4 (transport) 5 (economic opportunities and 7 (civic information) were sought after by six, four, six, five, and six respondents respectively.

6.6 The portrayal of crime and CIN delivery inequality

So this data shows news and information inequality in terms of the delivery of critical information which was desired by community members in addition to inequality in the volume of stories published in local media.

The reporting of stories related to CIN 1 features in all four communities. This CIN refers to range of stories including crime, accidents, safety information and emergency services. In Wilmslow, the proportion is 29%, but the stories which are specifically about crime in the areas studied is 22%. In the areas studied in Altrincham, the percentage of CIN 1 stories is 16% and the percentage of stories specifically crime related is 11.5%. In North East Manchester all of the CIN 1 stories are about crime (25% of the stories recorded) and in Wythenshawe, 19% of the stories recorded are specifically about crime. It is also notable that the figures in Wilmslow and Altrincham can be attributed to the same stories being reported a number of times by multiple outlets because of the greater diversity of news sources in those areas, whereas stories in NEM and Wythenshawe are covered once. The coverage of crime stories could be said to present a distorted perception of an area and as observed in Chapter 5, there is a perception in NEM of an injustice in news coverage which favours other areas and focusses on negative aspect of NEM with a particular focus on crime.

Crime appears to feature as a staple of all coverage of all communities but it is often a cause of particular concern in more deprived communities because of the disproportionate coverage viewed by some scholars as a result of the marketisation of news. Devereux et al argue that constrictions and limitations of working for highly commercial news media organisations provide a framework for understanding the negativity of media representations of Moyross – one of the most deprived estates in the Republic of Ireland. The study observed that while newspaper journalists spoke of their own support for the coverage of positive events in terms of a principled stance, they

spoke of their media organisations' coverage of positive events in terms of profit motivation. It was their perception that local media give more space to positive events in Moyross in publications that are seen to have a bigger market in the area:

The commercial pressures and commercial realities of contemporary media practices work to shape, in no small measure, the character of these representations. In particular, we have shown how they result in journalists and other media professionals (such as sub-editors) reproducing media discourses which are stigmatizing and pathologizing and which possess immense power in shaping public perceptions. Moreover, we have evidenced that this result is not an inevitability and that spaces for resistance can be created through active engagement in critical self-reflection, as part of organizational rather than individual practice. (Devereux, Haynes and Power. 2012: 13).

Perhaps a greater cause for concern in the results of this analysis is the overall inequality in the delivery of CINs. It would appear from this analysis that the more deprived communities are particularly information poor when it comes to news media coverage of their areas, both in terms of the volume of stories produced which specifically focus on the areas and in terms of the breadth of critical information needs that are delivered in the stories that are produced.

These findings, particularly those relating to the disparity in the volume of stories produced according to deprivation could be viewed in the context of the political economy of news and communication and may point to a link between the problems of a business model relying on selling communities to advertisers and the poor coverage of those communities. The findings appear to confirm some of the concern of Friedland that the information landscape is in a precarious position as “news deserts” increase in the face of a contracting news media economy (2016). It may also point to a conclusion that such a model is not suited to delivering news and information to poorer areas.

These findings also appear to confirm those of Napoli et al in their study of three communities in the USA. They concluded that as well as the business of journalism being more economically viable in the least deprived communities, it may also be the case that the differences are a result of the fact that the greater economic prosperity in some communities means that there is a greater prospect of individuals or organizations being in a favourable financial position to engage with journalism as a for-profit or not-for-profit community enterprise, or has been shown by some of the findings in Chapter 5, they are able to invest in journalism businesses to make money as well as provide a local service. In other words, the economic status of the least deprived or more affluent communities are better able to support a public service model of journalism.

This may ultimately exacerbate what appears to be a journalism gap between wealthier and poorer communities as the traditional economic models of journalism continue to erode. This is speculation that could presumably be verified in future research. (2015:31)

The findings of this part of this study go some way to providing that verification.

6.7 A localness deficit and community

The data shows a deficit in terms of the localness of stories as far as the volume of stories directly related to the area is concerned, as well as the delivery of CINs. This can be seen to have a direct impact on the health of local communities. But the role of localness and the delivery of CINs tells only part of the story of the value and contribution of local news organisations to communities. Much of the value of local news is in its civic role. This is encapsulated in the importance of CIN 7 which covers information concerning culture, events, sport etc – but can be seen to go beyond that in terms of the importance of local news to community building eg the quirky stories about local characters and the part that weekly newspapers played in holding communities together simply by virtue of their presence. It can be argued that much of that role has been lost with the demise of weekly

papers and the regionalisation of news production which reinforces communities as objects to be commodified and sold to advertisers by virtue of the dominant economic model for the industry. Some independent community hyperlocal sites can be viewed as baulking at that model establishing an approach characterised by David Baines and Rachel Matthews as community as action, activity and process in which community media can contribute to a sense of belonging “a co-operative beingness”.

When people buy a printed paper, they interact with the shop assistant, or fellow customers; they may call into a local newspaper office to place an ad; tip off a reporter about a story; they may discuss an article with someone sharing a café table. Micro-sociality occurs when someone visits a venue, attends a meeting or event they have read about in the paper; or when an advert prompts them to buy something, apply for a job, volunteer with a charity. (Baines and Matthews, 2024:11)

Baines and Matthews cite case studies of publications which it is argued have achieved this model. The question is how this model can be maintained whilst the mode of news production which sees community as object, thanks to the requirement to continue to make profit, dominates. One of the case studies is *Hartlepool Life* “good news” paper which continues to operate in an area which has areas of considerable deprivation. However, its sister titles in East Durham and Stockton and Billingham have ceased publication – a decision attributed to an issue of economic viability (Linford, 2024). The concept of community as process might well be an approach which could provide a model for the independent sector, but the fate of the aforementioned publications might indicate that the economic pressures for those operating in deprived areas might need additional support if they are to enjoy sustained viability.

The findings reveal shortcomings in the role of digital media – both Big Media and independent community media in delivering CINs equally to communities of varying

socio-economic status, apparently confirming some of the concerns of Friedland who, when assessing the importance of CINs in the USA, observed:

There is evidence of few regional and local media, hyperlocal news websites, information blogs, and online sources of neighbourhood news in low-income communities, although the evidence is not yet systematic. Although much has been made about the ability of new media to fill the gap left by the decline of traditional reporting, it seems likely that there will be significant gaps, or even “news deserts” in some low income communities. (Friedland, 2012: 6)

And there is evidence that this phenomenon can have an impact on the perception of these communities and community development as well as on the community members’ access to basic opportunities.

6.8 Comparative longitudinal content analysis of elections in four communities

Research questions 2 and 3 are aimed at determining how critical information needs are met by print and digital media, Big Media online publications as well as independent hyperlocal media as well as the extent to which social deprivation might be a factor in whether these needs are met.

They are:

RQ2. To what extent do hyperlocal news websites / independent community journalism publications contribute to the news eco-systems, meeting the critical information needs, in a) the most socially deprived communities and b) the least socially deprived communities?

RQ 3. What kind of news and information do people in the most and least deprived neighbourhoods want and need about the areas in which they live – and to what extent does social deprivation make a difference to the extent to which they get it from print and digital media?

As previously discussed one of the most basic needs for information that has been identified is that which informs people about candidates standing for public office, and access to policy choices facing them and information on decisions that will affect them. Democracy has been defined in various ways including the system which allows citizens to participate fully in civic life and, has been defined in the introduction to this thesis, as a system of elections which gives power to citizens to determine who governs them and that government has the mandate to implement the popular will. It also involves that active participation of citizens in civic life (Katz, 2001) and therefore requires well informed citizens to allow that system to work for the benefit of those citizens and for the benefit of society.

The democratic citizen is expected to be well informed about political affairs. He is supposed to know what the issues are, what their history is, what the relevant facts are, what alternatives are proposed, what the party stands for, what the likely consequences are. (Berelson, Lazarsfeld and McPhee, 2017)

Local media therefore plays a crucial role in providing this critical information in order to maintain that informed citizenry and it follows that damage to the public sphere caused by shortcomings in the local media ecosystem can have profound consequences for the health of local democracy leading to what can be termed a democratic deficit.

It is partly the impact on the scrutiny of democratic functions that has led some scholars to conclude that the decline of local newspapers can have consequences which are profound and “catastrophic” (Lavender et al, 2020).

Some studies have examined election turnouts to determine the impact of the provision and consumption of local news on local democratic participation showing areas with higher levels of local newspaper circulation also report higher local election turnout (Lavender et al, 2020). Similar studies in the USA also seem to support this. When *The*

Cincinnati Post closed in 2007, leaving the *Cincinnati Enquirer* as the only daily newspaper in the market, the following year, fewer candidates ran for office in the areas most reliant on the *Post*, incumbents became more likely to win re-election, and voter turnout and campaign spending fell. Voter turnout remained depressed through 2010, nearly three years after the *Post* closed, but the other effects diminished with time (Schulhofer-Wohl & Garrido, 2013). Voting behaviour has also become more polarised with the “nationalisation” of American politics as local newspapers have closed leading to a heavier reliance on available national outlets, for information to make political decisions (Darr, Hitt, and Dunaway, 2018). Political information and details of policy initiatives is therefore included as one of Friedland’s 8 CINs which are considered important for people to be able to participate fully in their communities.

It was this CIN which was focussed on in this part of the study by examining the nature of the coverage of print and online publications in the four constituencies covering the most and least deprived communities. The study examines the extent to which publications provide information related to UK parliamentary elections, political party policies and details related to candidates standing in those elections.

A longitudinal study comprising a quantitative content analysis of four UK general elections was also able to partially address **RQ1** which seeks to determine the nature of the decline of Big Media, the extent to which independent community hyperlocal media might be filling a gap left by Big Media and newspaper decline and whether social deprivation makes a difference in the extent to which that gap might be filled.

The content analysis was carried out examining the coverage of general elections in 2010, 2015, 2017 and 2019 focusing on the parliamentary constituencies which covered the four communities which are the subject of this study. It meant studying the election coverage of Wythenshawe and Sale East which covers the Wythenshawe community,

Blackley and Broughton which covers North East Manchester, Altrincham and Sale West covering Altrincham, and Tatton covering Wilmslow. In the period spanning these election there were major changes in the UK media landscape with a large number of newspaper closures and cuts in local news provision (Ramsay and Moore 2016). One of the major developments was the switch by Big Media news organisations to digital delivery of news and the emergence of hyperlocal news sites. The hypothesis to be tested in this part of the study was that there is a link between deprivation and the quantity and quality of media coverage. The analysis utilises the theory of Critical Information Needs by focusing on CIN 8 and links it with political economy of news and communication in the context of the changing practices in the delivery of news to communities between 2010 and 2019. Against this context the analysis questions the role that independent community news publications play in the delivery of those CINs and whether they play a different role in the least deprived communities compared with most deprived. This may support the view that there is a fundamental problem with the nature of the dominant economic model that has led to demise of news provision (Fenton, 2009; Curran, 2016; McChesney, 2013).

The study examines the changing nature of coverage, exploring how the quantity (ie the volume of stories) and quality (ie the depth of focus on constituencies and candidates) of election coverage changed.

An analysis of print coverage of the 25 days preceding the election is carried out – counting the number of stories, their platform, word count and prominence in the publications. The content of the stories are also coded into three categories according to whether they 1. focussed on the constituency, 2. quoted the incumbent candidate from the constituency 3. quoted candidates including those other than the incumbent – thus providing an analysis of the quality of the coverage and the extent to which the electorates were presented with a diversity of political views. Data from print and from

manchestereveningnews.co.uk was collected from the Lexis Nexis newspaper database and material from weekly newspapers and hyperlocal websites was collected from archives. A comparative study was carried out to explore differences in coverage between the 2010 general election, when online news delivery was less prevalent, and the 2019 election, when the media ecosystem had changed, to include a more dominant digital product offered by legacy media and the emergence of hyperlocal news sites. Media audits have been carried out for each of the areas to help place the analysis in context and to build a picture of the media eco-systems and how they changed over time.

The Blackley and Broughton constituency lies to the North East of the city of Manchester which has within it areas of severe deprivation. News coverage for the area was provided by the *Manchester Evening News (MEN)* - now owned by Reach Plc and previously Trinity Mirror, the *North East Manchester Advertiser* – which was launched by the MEN's previous owners, the Guardian Media Group in partnership with the local regeneration company – the *Prestwich Advertiser*, which straddled Manchester and Bury local authorities and the *South Manchester Reporter*. The *Salford Advertiser* also covered part of the Manchester Blackley and Broughton constituency. All these publications were active at the time of the 2010 general election. The *North East Manchester Advertiser* and *Prestwich Advertiser* closed in 2012, and the *South Manchester Reporter* and *Salford Advertiser* ceased publication in 2015 so did not cover the 2015 general election. In this year *Manchester Weekly News*, was launched in eight editions, as described in Chapter 1. The only print and online outlets covering the Blackley and Broughton constituency in the 2015, 2017 and 2019 general elections therefore was the *Manchester Evening News* and *Manchester Weekly News* editions. The constituency was not covered by a dedicated hyperlocal site, although the *Salford Star* very occasionally carried some stories about the area, usually if there was a Salford connection. The area has also been covered by BBC

and ITV regional news programmes, and BBC Radio Manchester. The area was also covered by a community radio station NMFm, but broadcasts very little local news.

Since the general elections, Big Media news coverage of this area has been further consolidated and reconfigured. *Manchester Weekly News* eight editions were closed in 2022, leaving just the *MEN* printed edition and its website as well as the National World online publication *Manchester World* covering the area.

The closure of the *Manchester Weekly News* was an economically driven decision aimed at cutting the cost of printing the 123,822 free newspapers and providing “smarter digital solutions” to meet the needs of advertisers (Sharman, 2022). So the economic imperative over-rode any consideration there might be for the information and community needs of readers. Whilst still maintaining its paid-for print edition, the *MEN* pivoted away from print towards establishing itself as the UK’s biggest digital publisher. It could be concluded however that the emphasis on growth as a digital brand means greater regionalisation of coverage rather than the local and hyperlocal coverage once provided by the weeklies the reconfigured publisher has replaced.

The Tatton constituency is in Cheshire East, to the south of Manchester and has within it some of the most affluent towns and villages in the UK, including Wilmslow, Alderley Edge and Knutsford. Wilmslow was covered by the *Wilmslow Express Advertiser*, owned by Trinity Mirror which also owned the *Macclesfield Express Advertiser*. Knutsford is also served by a Newsquest paper, the *Knutsford Guardian*. As referred to earlier, in 2015 Trinity Mirror closed the *Wilmslow Express* and declared the area would be covered by an edition of the *Manchester Weekly News*. Shortly after the closure of the *Wilmslow Express*, Newsquest launched the *Wilmslow Guardian*. Since 2009, the area is also served by two independent community hyperlocal news websites – *wilmslow.co.uk* and *Alderleyedge.com*. The area is also covered by BBC and ITV local TV and radio.

The Wythenshawe and Sale East constituency is in the south of Manchester close to Manchester Airport and features one of the largest social housing estates in Europe. It's socio-economic and media profile is also covered in Chapter 1, as is the profile of Altrincham and Sale West, which is immediately adjacent to Wythenshawe and is one of the most prosperous areas in the UK. The *Manchester Evening News* has also covered the constituency together with another Reach regional site *Cheshire Live*. It has also been served by the *Sale and Altrincham Messenger* weekly paper as well as its digital version owned by Newsquest. In 2014 the *Altrincham Today* website was launched and is now established as one of the leading hyperlocal sites in the UK. The site was launched by former Press Association journalist, David Prior who, at the time, said he wanted to emulate the *Patch* network in the USA and establish similar sites under the *Hyperlocal Today* franchise across the UK. The network established few sites, although *Altrincham Today* continues to be successful and is respected in the local community, as is illustrated in the findings in Chapter 5.

The first trend that can be observed is that there was a significant increase in words written about both the most and least deprived constituencies between the 2010 and 2015 elections. The combined increase was an 83 per cent rise. As the digital first trend developed between 2010 and 2015 it would be expected that a rise in online stories on legacy news sites would occur and indeed this was the case. It was in the more deprived constituencies that the bulk of this increase occurred – although it should be acknowledged that a number of these online stories were duplicates of print stories. Nevertheless, seven-fold and 32 per cent rises in online and print respectively are significant increases, especially when the closures of the *North East Manchester Advertiser* and *South Manchester Reporter* are taken into account.

In the least deprived constituencies, the word-count for election stories in print dropped considerably from 11,169 to 4013, which can be explained by the demise of the *Wilmslow*

Express which closed shortly before the 2015 election. It had produced 6,509 words in 2010. This drop in print word-count is more than made up for by the contribution made by independent community news sites which became part of the news ecology in 2015. They contributed 11,657 words on the election.

| Most deprived constituencies total words written | | 2010 | 2015 | 2017 | 2019 | Total |
|--|--------------------|--------------|--------------|--------------|--------------|--------------|
| | Independent online | 0 | 0 | 3213 | 0 | 3213 |
| | Big media online | 832 | 6062 | 1273 | 2067 | 10234 |
| | Big media print | 3572 | 4723 | 1643 | 1016 | 10954 |
| | Total | 4404 | 10785 | 6129 | 3083 | 24401 |
| Least deprived constituencies words written | | | | | | |
| | Independent online | 0 | 11657 | 3716 | 14334 | 29707 |
| | Big media online | 0 | 2062 | 2065 | 11176 | 15303 |
| | Big media print | 11169 | 4013 | 1469 | 8414 | 25065 |
| | Total | 11169 | 17732 | 7250 | 33924 | 70075 |
| | Grand total | 15573 | 28517 | 13379 | 37007 | 94476 |

Table 11

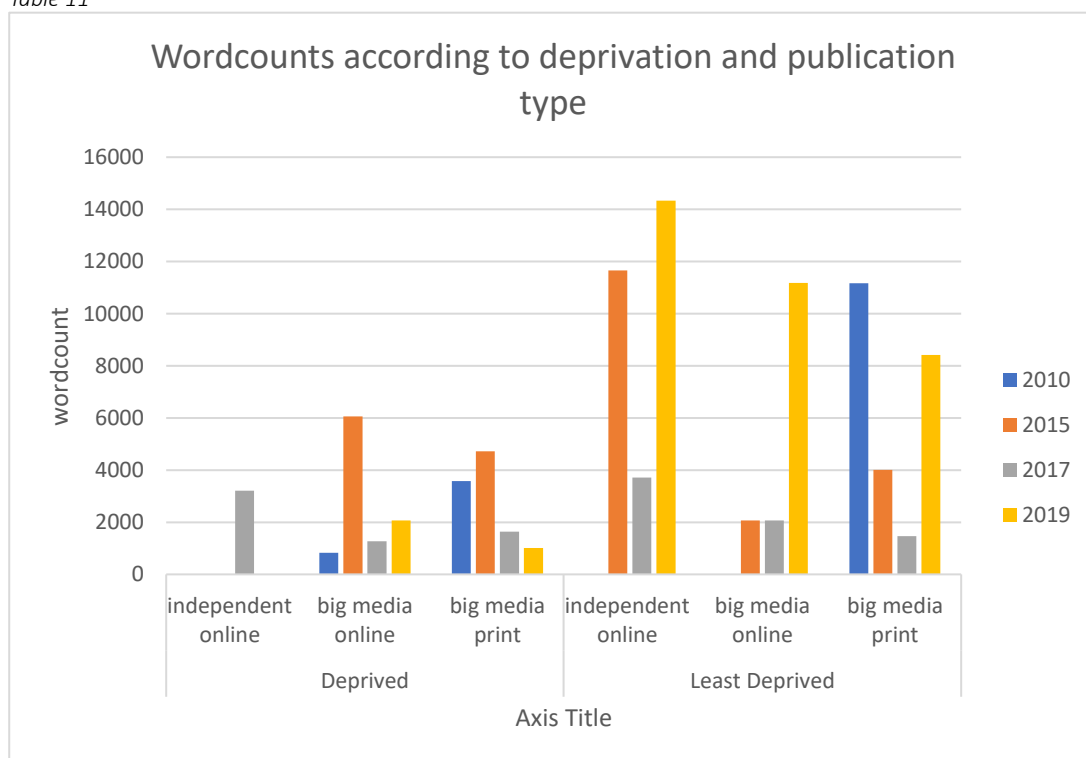


Figure 37

The word-count for print stories in the more deprived constituencies continued a downward trend over the next two elections whilst online content carried by legacy media dipped in 2017, rising in 2019 but not reaching the figures achieved in the 2015 election. The contribution to the 2017 election coverage by the independent *Wythenshawe Reporter* provided more than half the word-count in the more deprived constituencies in

the 2017 election, but this publication did not cover the 2019 election in the 25-day pre-election period analysed.

In the least deprived constituencies, the *Knutsford Guardian* played a significant part in contributing coverage in both 2017 and 2019 in print and online although it should be acknowledged there was duplication of stories across platforms. However, it was independent online sites which provided the bulk of the coverage, particularly in 2019.

The bulk of the stories in 2010 were provided by print publications with the *Wilmslow Express* being the most prolific, providing a story count for the least deprived constituencies double that of the most deprived where the *Manchester Evening News* produced 10 stories and the *MEN*-owned *North East Manchester Advertiser* and *South Manchester Reporter* produced five between them. It is therefore not surprising that the demise of the *Wilmslow Express* led to a significant drop in stories in 2015. However, as referred to earlier, with regard to word-count, the drop in Big Media stories was made up for by the significant presence of independent community news sites.

| | Stories | | | | stories on constituency | | | | quoting incumbent | | | | quoting other than incumbent | | | |
|-------------|---------|------|------|------|-------------------------|------|------|------|-------------------|------|------|------|------------------------------|------|------|------|
| | 2010 | 2015 | 2017 | 2019 | 2010 | 2015 | 2017 | 2019 | 2010 | 2015 | 2017 | 2019 | 2010 | 2015 | 2017 | 2019 |
| independent | | | | | | | | | | | | | | | | |
| online | 0 | 17 | 17 | 9 | 0 | 17 | 16 | 9 | 0 | 14 | 10 | 8 | 0 | 11 | 9 | 7 |
| Deprived | 0 | 0 | 7 | 0 | 0 | 0 | 7 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 5 | 0 |
| Least | | | | | | | | | | | | | | | | |
| Deprived | 0 | 17 | 10 | 9 | 0 | 17 | 9 | 9 | 0 | 14 | 4 | 8 | 0 | 11 | 4 | 7 |
| Big Media | | | | | | | | | | | | | | | | |
| Online | 2 | 16 | 13 | 13 | 0 | 8 | 10 | 9 | 1 | 6 | 8 | 8 | 0 | 2 | 7 | 7 |
| Deprived | 2 | 12 | 5 | 2 | 0 | 4 | 2 | 2 | 1 | 3 | 2 | 2 | 0 | 1 | 1 | 2 |
| Least | | | | | | | | | | | | | | | | |
| Deprived | 0 | 4 | 8 | 11 | 0 | 4 | 8 | 7 | 0 | 3 | 6 | 6 | 0 | 1 | 6 | 5 |
| Big Media | | | | | | | | | | | | | | | | |
| Print | 46 | 28 | 11 | 9 | 40 | 14 | 6 | 6 | 14 | 9 | 6 | 5 | 23 | 5 | 4 | 3 |
| Deprived | 15 | 17 | 5 | 2 | 10 | 5 | 0 | 0 | 3 | 3 | 2 | 0 | 5 | 1 | 0 | 0 |
| Least | | | | | | | | | | | | | | | | |
| Deprived | 31 | 11 | 6 | 7 | 30 | 9 | 6 | 6 | 11 | 6 | 4 | 5 | 18 | 4 | 4 | 3 |
| Grand Total | 48 | 61 | 41 | 31 | 40 | 39 | 32 | 24 | 15 | 29 | 24 | 21 | 23 | 18 | 20 | 17 |

Table

12

In the most deprived constituencies in 2015 there were no independent community news sites operating and it was Big Media – mostly the *Manchester Evening News* which provided most of the stories in print and online at that time. However, this changed markedly in the subsequent elections of 2017 and 2019.

The data show that there was a general decline in the quality of stories over the four elections, defined in terms of the number that focused in some detail on the constituency rather than mentioning it as part of a general round-up or regional or national feature. In the least deprived constituencies, the number of print stories focussing on the constituencies fell from 30 in 2010 to nine out of 11 stories in 2015 followed by six stories in the subsequent elections. None of the print stories in 2017 and 2019 stories covering the deprived constituencies focussed on the constituencies. Independent online stories fared best in terms of this criterion with 17 stories in the least deprived areas in 2015 and nine in subsequent elections.

The least deprived constituencies had fared best in terms of quoting candidates other than the incumbent in 2010 with 18 print stories compared with five covering the deprived areas. This dropped sharply in subsequent elections, although the least deprived areas still fared best.

The independent online sites in covering the least deprived areas produced the most stories quoting candidates other than the incumbent in 2015 and 2019.

The most deprived constituencies performed poorly in producing stories which quoted candidates other than the incumbent with just five in 2010, 2 in 2015, and 2 in 2019. The five stories recorded in the 2017 election came from the Wythenshawe Reporter hyperlocal which produced no stories in the period of analysis in 2019.

When assessing whether the changes in the nature of coverage and the challenges presented to participants in the changing media ecosystem represents a democratic deficit, it should be acknowledged that legacy media titles such as the *Manchester Evening News* do provide extensive coverage of general elections in terms of highlighting major policy issues, manifesto pledges and the impact of policy on their regions. In this sense it can be argued that they contribute to providing the critical information needs referred to earlier (Friedland et al. 2012). But the data from these findings and those of

other aspects of this study show that there are distinct deficiencies in the quality of the localness of the coverage vis-à-vis CINs and that this could have an impact on the communities in question. They confirm the conclusions drawn earlier in this chapter concerning the analysis of the delivery of CINs over a constructed week – that as the contribution of Big Media to election stories decline, independent community publications can be seen to be filling a gap in the least deprived communities, but this is not the case in the most deprived. This could be explained by notion that hyperlocal publication can act as a glue to hold communities together (Baines, 2012) but this position is difficult to hold because of the precarious nature of their existence (Harte, Turner and Williams, 2018) and the political economy of digital news which relies on audiences generating revenue. The findings can also be viewed in the context of links between theories of Critical Information Need (CIN), political economy and digital divide theories. In devising the CIN theory, Friedland et al concluded that those in low income and some minority and marginalised communities within metropolitan and rural areas and areas that are “lower-information” areas were likely to be systematically disadvantaged in both personal and community opportunities when information needs lag or go unmet. Friedland therefore observed that information goods are public goods and the failure to provide them is, in part, due to market failure (2012). The political economy of communication and the marketisation of news suggests that deprivation makes communities unattractive for investment under the current business model for newspapers, which relies on selling readers to advertisers. However, an examination of the scale of title closures reveals that it is clear that in the least deprived areas of the UK local news titles, especially weekly papers, do not escape the axe as legacy Big Media companies make cuts. These findings go some way to addressing the question of whether the digital offering of these companies and the emergence of a wave of hyperlocal titles can fill the gap in areas of social deprivation to the same extent as in the more affluent communities. The conclusion from these findings appears to be that they do not. In

attempting to explore the extent to which deprivation is a factor in determining the quality and quantity of coverage in these elections the study takes into account the concept of digital divides - the social cleavage between the information rich and the information poor (Loader and Keeble 2004). The study also explored the socio-economic factors in digital news consumption as well as the existence of a “digital production gap” (Schradie 2013: 990) based on social class.

Reach Plc, who own the *MEN* boast a significant reach for their digital product – with 100 million page views in a month (Medium, 2020) and in the 2019 election the publication’s online content included a large amount of digital content relating to national and regional issues which dwarfed the content directly related to individual constituencies, the local issues affecting those constituencies and information about the candidates. If news media is to maintain its role as community builder and binding communities together, a media ecosystem which combines the role fulfilled by regional titles and by hyperlocal titles might be considered desirable, but the findings of this study pose questions about how independent sites can play that role in areas of deprivation.

6.9 Conclusion

These findings show that newspaper cuts and closures affect all communities and that independent community hyperlocal sites can fill a gap in news provision, but in this case study the gap has not been filled adequately in deprived areas and this may result in a democratic deficit. The findings raise questions of whether there is a digital consumption and access gap based on class and whether a digital production gap exists based on class. Perhaps this should be factored into the attempt to theorise on the nature of news deserts and a localness deficit. There is certainly evidence of a localness deficit demonstrated by the constructed week analysis which is particularly acute in the most socio-economically deprived communities. That is not to say there has not been a decline in the localness of coverage by Big Media in the least deprived areas, but it would appear that independent

community hyperlocal publications have at least gone some way to making up for that decline. It is also clear that there is a greater diversity of Big Media titles in the least deprived areas meaning there are multiple opportunities in some cases to see the same story which perhaps contributes to better informed communities. This has not been the case in the most deprived areas, with a narrower range of Big Media outlets providing coverage and a lack of independent outlets to fill the gaps left by the decline of Big Media. The economically driven decisions to close weekly titles by Reach plc and its predecessors, Trinity Mirror and the Guardian Media Group, as highlighted in Chapter 4, in the period covering the four elections can be correlated with the decline in the localness and the delivery of CINs as well as a decline in quality of coverage of parliamentary elections over nine years. This is notwithstanding a stated desire of the *Manchester Evening News* to serve its communities. The publication still maintains a presence and reach in all ten boroughs in the Greater Manchester conurbation with a reporter covering each borough as well as a chief reporter, crime reporter and general news reporters. However, there is evidence that the demise and decline of weekly newspapers has had an impact on the coverage of these boroughs. Eg in the borough of Salford the *Salford Advertiser*, prior to its closure, was staffed by several reporters as well as an editor and deputy editor and it covered districts within the borough providing a higher level of localness in its coverage. This was as well as coverage by a Salford reporter for the *Manchester Evening News (MEN)*. A similar situation existed in other areas within Greater Manchester such as North East Manchester, South Manchester, and Stockport. The *MEN*'s parent company, Reach plc, has been forced to make cuts in terms of staffing and infrastructure (See Chapter 4). The *MEN* is facing difficult economic conditions. The title is experimenting with paywalls for access to its digital content requiring readers accessing via its app to pay £2.99 per month once they have read more than 25 stories in a week and have introduced another app allowing consumers to read their stories without advertisements for £1.99 per month (Sharman, 2023). This signals an

attempt move the title to a primarily paid-for product which may further exclude parts of communities which might rely on free content to be informed. It is a further indication of the tension between the mission of Big Media titles to serve communities and the economic requirements which are, as admitted by the editor of the *MEN*, still primarily based on a business model in which advertising is important (Sharman, 2023) which according to the political economy of news means the commodification of communities to sell to advertisers.

Titles have closed in the least as well as the most deprived areas and there has been a decline in print coverage in Altrincham and Wilmslow. However, a significant difference between the constituencies studied here has been the role of independent community hyperlocal sites. In both Tatton and Altrincham hyperlocal sites emerged to provide a service. There was a particularly sharp drop in print stories and that drop is more pronounced in the least deprived areas. The *Wilmslow Express Advertiser* had been particularly prolific in 2010 and this title closed shortly before the 2015 election. This drop in print was more than made up for by the presence of new hyperlocal sites in Wilmslow, Alderley Edge and Altrincham. When the quality of the coverage in Altrincham and Tatton is examined it can be concluded that hyperlocals make a major contribution to that quality.

This is not generally the case in Wythenshawe and Blackley. In Wythenshawe there was one site which, although in existence in the last three elections, struggled to provide any effective coverage of the 2015 and 2019 elections, although it did produce stories presenting the views of candidates in 2017. The reason for the fluctuation in this coverage can be explained by the precarious nature of independent hyperlocal sites. In Blackley and Broughton there were no independent community hyperlocals to fill the coverage gap.

An examination of the quality of the coverage in Altrincham and Tatton shows hyperlocals make a major contribution to that quality in the least deprived communities. Conversely, in the most deprived areas news coverage providing this critical information need declines, because the prospects for hyperlocal news sites to step in and fill the gap is diminished by the difficulties faced by operators. Thus, it could be concluded that if news deserts do exist, they are more likely to open up in deprived areas because of what could be termed a digital production divide.

Chapter 7: Conclusions

7.1 Addressing the research questions

This chapter presents a summary of findings related to the three research questions and sub-questions and then analyses what these mean and how they might inform media policy, concluding with a summary of the limitations of the research and recommendations for policy and further research.

This study has attempted to give a definitive interrogation of how Big Media news providers have declined since 2008 in terms of their physical presence in communities both in print and digital form, how the nature of the delivery of Critical Information Needs (CINs) has changed and how the decline has impacted on deprived communities. It also questions the role played by independent community hyperlocal news publications and the extent to which they can fill the gap left by the withdrawal of Big Media from communities. These publications have been part of news ecosystems in communities for a number of years, so it would be pertinent to ask whether there have been changes in their role – hence the examination of launches and closures and the issue of sustainability.

The study is centred around three research questions and this chapter draws the conclusions from the findings arising from the addressing of those conclusions.

RQ1. What is the nature of the decline in local newspapers and changes in the way news and information is delivered by Big Media publishers to the most and least deprived communities in England and how has this affected community life?

- 1.1. As changes in the nature of news delivery by Big Media publishers change, how well are the most socially deprived neighbourhoods served by local news organisations compared with the least deprived communities in England?
- 1.2. Are there news deserts in England?
- 1.3. How has the decline in local newspapers and changes in way news is

delivered affected the meeting of “critical information needs” (Friedland et al. 2012) of communities to enable local people to feel well informed and able to participate in community civic or democratic life?

1.4. How does the impact on communities vary according to socio-economic factors?

The study seeks to explore the impact of the changing nature of the delivery of news and information by Big Media publications to communities and whether the socio-economic status of those communities makes a difference to the way news and information is delivered. The mapping of newspaper closures and the presence/coverage of Big Media digital sites against deprivation contributes considerably to answering this. This also helps to determine whether news deserts exist – a phenomenon for which there is difficulty in arriving at an agreed definition – the existence of which has been disputed by some commentators and industry leaders.

The question of whether there is a difference in how well socially deprived communities are served compared with the least deprived communities is addressed by the analysis of media coverage over the constructed week in two of the most deprived and two of the least deprived communities in Greater Manchester and Cheshire as well as from qualitative interviews with people from those communities. So, the triangulation of these methods seeks to establish the presence and reach of Big Media publications, the extent to which they are in decline and the quality of the coverage in terms of the meeting of critical information needs.

When the results of analyses arising from the use of methods deployed in this study are triangulated, a distinct decline in the nature and quality of Big Media news production can be determined over a period from at least 2010, but the identification of social deprivation as a factor in this decline is nuanced. When considering the decline of Big Media as evidenced by the closure of printed weekly newspapers since 2008, it can be concluded

that the location of the closures according to deprivation is not a significant factor. The cuts to weekly papers occurred across the board and were just as likely to occur in areas which were less deprived as in areas of deprivation. The laws explained by the political economy of news are certainly factors in these closures which were determined by economic decisions of Big Media publishers based on maintaining a healthy revenue position. Also, there is a perceived decline in the quality of news and information as recorded in the responses from news consumers in two of the four communities studied – one from one of the most deprived communities (North East Manchester) and one from one of the least deprived (Altrincham) – who reported dissatisfaction with Big Media and reflected on how news provision was better in the past. This dissatisfaction and acknowledgment of a better quality of news in the past is a feature of responses in both communities. Closer examination of the quality of the coverage does show differences in terms of the attitudes to media provision and the delivery of CINs and the kind of news community members want.

Social deprivation can be seen to be a factor in a decline in the quality of the delivery of CINs flowing from changes in the way news is delivered by Big Media. When examining the coverage of elections, in terms of the changes in the way news is delivered, the development of digital delivery appeared to have contributed to a rise in the volume of coverage between 2010 and 2015 and it was the most deprived constituencies that appeared to benefit from this. However, this volume declined considerably in the subsequent elections. It could be concluded the decline in 2017 and 2019 accompanied a sharper decline in print products and changes in the way Big Media news outlets were delivering news digitally.

The number of words written by Big Media covering the least deprived communities declined, reflecting a decline in print products, most notably the closure of a weekly paper

covering Wilmslow. Independent community/ hyperlocal news could be seen to be filling the gap left by this decline in this more prosperous area.

It can be seen that media in the most deprived areas were consistently poor in producing stories which quoted a variety of candidates and it is significant that the one apparent anomaly arose in the 2017 election because of five stories produced by the independent community /hyperlocal site, the Wythenshawe Reporter which subsequently produced no stories in 2019.

So local Big Media outlets contributed significantly to the delivery of election stories in terms of words and stories, but it was independent community hyperlocals, particularly in Wilmslow that played a significant part in that contribution.

When current publications are analysed, Regional Big Media publications have a significant presence in LADs irrespective of social deprivation. Local Big Media online publications have less of a presence, but that presence is consistent across LAD deciles irrespective of deprivation.

Other indicators of the quality of news and CIN provision are also relevant to this discussion ie the declines in circulation of print products as well as the measurement of page views etc, the restructuring of local and regional Big Media digital news websites, the loss of editorial staff and the increasing remoteness of coverage away from local areas.

The decline in circulation shows a rapidly declining engagement with the print product of news publishers as more focus is directed at the digital delivery of news to meet the growing market for digital products. However, as print declines it could be the case that demographics which may find it difficult to engage with digital are being left behind.

Whilst the reach of news websites may be comprehensive there is evidence that engagement is declining in terms of unique users and time spent on sites. There could be a danger that as news delivery has moved towards being digital by default, those least able

to access these services because of digital inequality are disadvantaged in the provision of community building and critical information needs.

However, whilst the reach of Big Media providers might appear to be extensive when observing the presence of outlets in Local Authority Districts, the quality of the coverage is questioned when set alongside the perceptions of media in communities and the measurement of the extent to which (CINs) are delivered.

There is a consensus across interview respondents in the most and least deprived communities that there is a lack of critical information. Interviewees in both communities studied are critical of Big Media and take note of the decline in Big Media. *The Manchester Evening News* is criticised for its lack of localness in the most deprived area and the digital products offered by Big Media are also criticised and there is a perception that the community has been let down. There is a particular feeling in the most deprived area that it is not served well by Big Media or indeed any media. Both communities comment that the quality of media has declined and this seems to be more the case in the most deprived areas. In theorising “localness” to determine how the effectiveness of local news can be assessed it is assumed that “local” pertains to news targeted at part of a town (Coleman 2021) or at a small community of people (Harte, Howells and Williams 2019) rather than at a metropolitan city (Anderson, 2013).

In terms of the potential impact on communities of a deficit in news and information provision, it can be observed that there appears to be a greater sense of empowerment and that people are listened to in the least deprived areas to a greater extent than in the most deprived. A causal link between a news coverage deficit and community empowerment is not necessarily certain, since there are other factors that may contribute to this, but this correlation fits with theories of the links between news and media activity and community building (Baines, 2023; Mersey, 2009; Stamm 1985) and confirms how the closure or lack of news outlets can cause damage to the public sphere which can in turn have a

detrimental impact on the sense of community in a geographical area (Habermas 1996, Howells 2015, Gitlin 2002).

So whilst the assertions of industry leaders who refute the notion of the existence of “news deserts” (ie areas which are not covered by a news provider) may have some validity as far as the defined areas of coverage for Big Media news sites is concerned, it is certainly the case that there are areas where news provision is not adequate.

RQ2. To what extent do independent community hyperlocal journalism publications contribute to the news eco-systems, meeting critical information needs, in a) the most socially deprived communities and b) the least socially deprived communities?

2.1 To what extent do independent community hyperlocal journalism publications contribute to the news eco-systems in the most deprived and least deprived communities?

2.2 To what extent do independent community hyperlocal publishers meet the “critical information needs of communities?

2.3 Does the socio economic status of communities make a difference in the meeting of “critical information needs” as well as keeping local people informed and able to participate in community life?

2.4 Does socio economic status make a difference in journalistic practice and economic models of hyperlocal /community publishers?

2.5 How does the sustainability of independent / hyperlocal news publication influence the extent to which the gap is filled, and has sustainability improved over time?

RQ2 could be said to overlap with RQ1 in that it attempts examine the impact in the changes in the media ecosystem and whether the emergence of independent community /

hyperlocal media is helping fill any gaps that may be created by the decline in Big Media print publications and the changes in the digital delivery of news and CINs. The mapping of independent community/ hyperlocals as well as the closure of sites mapped against deprivation can give an indication of whether social deprivation makes a difference to the sustainability of sites. Triangulated with content analyses of media coverage of the four communities together with interviews with both news consumers and providers, conclusions can be drawn concerning the contribution of these publications and whether they can adequately fill the gap left by the decline of Big Media publications and their withdrawal from communities.

The data shows that Local Independent Community / hyperlocal publishers are more likely to operate in LADs which are less deprived. Regional Independent publications operating in multiple LADs have the least significant presence here and appear to be more prominent in the most deprived areas although the differences are slight.

Whilst there may have been an emergence of independent online sites which may have helped fill news and information gaps left by the demise of traditional Big Media publications, many of those publications have since closed. It appears that publications are more likely to close in the most deprived areas / LADs than in the least deprived. The trend does point to the likelihood that the viability of these sites is stronger in the least deprived LADs. This is supported by observations arising from the analysis of the development of *Nub News*, a network of hyperlocal sites which is motivated by the desire to provide news services in localities across the UK but which also seek to operate as viable businesses. It can be inferred that the greater likelihood of higher advertising revenue from less deprived areas provides a better business case for start-ups in these areas and it is the case that *Nub News* sites are more prominent in the least deprived areas. So, it would appear that political economy can provide a useful framework for explaining the viability and sustainability of hyperlocal publishers. This position is supported by

evidence from interviews with independent community hyperlocal providers.

Respondents in both the most and least deprived communities have commented on the precarity of these publications and acknowledge that socio-economic factors are a significant factor in the sustainability of publications in the most deprived areas. So, the political economy of independent hyperlocal news comes into play with a confirmation of conclusions drawn by Harte et al of the barriers posed by the precarious nature of many of these sites (2019). This seems to add validity to the doubts expressed about hyperlocals about the limitations of the roles they can play because of a range of potential problems, principally around economic sustainability and audience reach (Kurpius, 2010, Williams et al. 2014, Williams, Harte et al. 2014, Harte, Turner et al. 2016 Waldman, 2011, van Kerkhoven, & Bakker 2015) It would appear though that two categories of independent sites are developing – those that are fuelled almost exclusively by a passionate desire to provide a news service supplying information needs to a community and those that are fuelled by that desire plus a degree of financial security afforded by an advertising base or other funding model. In the case of the former, there is direct reciprocal exchange in the form of the labour that is given by volunteers and many hyperlocals have relied on networks of volunteers who give small amounts of time, often with some reciprocal benefit. The value gained in return is either seen as gaining new, or honing existing, skills; or, benefiting emotionally, or in terms of enhanced social capital, from contributing (Harte, Williams and Turner, 2020). Some hyperlocals are able to continue to function on that basis, but there is clearly a limit to how far this model can be taken, posing significant pressures in terms of sustainability as demonstrated by some of the comments made by independent community hyperlocal providers in the more deprived communities which have closed, paused their operations or continue to operate under precarious circumstances.

There is a recognition by all independent hyperlocal publishers interviewed for this study that communities have been let down by Big Media and this was a motivation for launching their news outlets. The providers see a gap left by the decline of Big Media and they see their role as attempting to fill that gap. However, the extent to which that gap can be filled is questioned, especially by providers in the most deprived areas. This difficulty is also recognised by one of the providers serving the more prosperous community. The combined data from both the mapping analysis and qualitative interviews with providers shows that precarity and sustainability is still a barrier to serving communities which has not changed over time.

Content analyses of independent / hyperlocal media coverage in communities and elections determines the extent to which hyperlocals contribute to the media ecosystem and step in to fill the gap left by Big Media decline and whether deprivation makes a difference.

The presence of independent community hyperlocal news providers in the least deprived areas means that community members there are much more likely to come across stories that are relevant to them.

There is a difference in ethos when it comes to the business model and the adherence to an advertising-based model. Hyperlocal news providers in the most deprived communities feel the traditional business model is not enough to sustain a viable service delivering CINs to communities and there is consensus among providers in all communities that additional financial help is needed to support the independent news sector and there is recognition in the least deprived community that an advertising-based model is not necessarily suitable for operators in the most deprived areas.

RQ 3. What kind of news and information do people in the most and least deprived neighbourhoods want and need about the areas in which they live – and to what extent

does social deprivation make a difference to the extent to which they get it from print and digital media?

3.1 What kind of news and information do communities want and need?

3.2 How do people in socially deprived and more advantaged communities get their news?

3.3 To what extent do people in communities consider they get the news and information they want and need?

3.4 To what extent do communities engage and connect with their local newspapers and/or online news websites?

3.5 To what extent do the publishers of printed newspapers and/or Big Media news websites meet the critical information needs of people in the most and least deprived communities?

3.6 How well represented do local people feel and do they feel able to voice their concerns and be heard and/or answered by those in authority?

3.7 To what extent do the digital products of Big Media newspaper publishers fill the gap left by the decline of their print products to meet the critical information needs of people in the most and least deprived communities?

3.8 To what extent do independent community /hyperlocal news sites fill the gap left by the decline of Big Media print and/or online publications to meet the critical information needs of people in the most and least deprived communities?

The kind of information and news people need to live their lives well and participate in their communities can be determined objectively by the theoretical concept of CINs (Friedland et al, 2012). In answering this question, the study also explores what people in communities want, which may not necessarily be regarded as critical. The question regarding the delivery of CINs is addressed by the content analysis of coverage by all outlets operating in the four communities. The question of what news and information

people in communities want and the extent to which they get it or feel they are getting it is addressed in interviews with community members. Also, this question explores the extent to which deprivation makes a difference to the meeting of the news and information needs and desires of communities as well as the attitudes towards news providers. This is answered chiefly by the analysis of interviews in two of the four.

Does the socio-economic status of communities make a difference in terms of news delivery and the meeting of CINs? Yes. The evidence is in the difference in the volume of stories when contrasting the most and least deprived areas. The deprived areas have a heavy reliance on Big Media outlets.

Big Media's *In Your Area* digital initiative, run by Reach plc, should be providing and curating those local stories and providing CINs. But this is often not the case. Stories often have a national focus and are not relevant to the communities they are meant to be serving. This appears to be more pronounced in the most deprived areas.

Again, the examination of the CINs delivered to each community shows a deficit in terms of the delivery of those CINs according to deprivation. There is a broader coverage of the CINs in the least deprived communities. So, there is a significant difference in terms of the volume of stories and the extent to which communities are receiving CINs ie the information they need to participate effectively in community life.

Interviews with news consumers have shown a difference in the extent to which they get news they need between areas of deprivation, with those in the least deprived areas showing greater awareness of major stories and issues affecting them. There is a recognition that the extent to which news needs can be met by independent/hyperlocal providers is limited – particularly in the most deprived areas. There is a recognition by one provider in a more advantaged area that the advertising model which serves them well will not necessarily work in poorer areas and there is a call for more support and subsidy

for the hyperlocal sector as a whole to ensure its survival. This view is more pronounced among the operators in the most deprived areas where precarity arising from the socio-economic status of the communities they serve is a barrier to sustainability.

The assertion in responses in the deprived community that many rely on non-media methods of obtaining information such as word of mouth and planning notices highlights the failure of both Big Media and independent hyperlocal sites.

7.2 General conclusions

What conclusions can be drawn from the data? The print news platform has certainly declined, as shown by the scale of newspaper closures since 2008 – particularly in respect of weekly papers (chapter 4). There has also been significant change in the configuration of news delivery to communities as the digital mode of production takes over from print. There is a regionalisation of news delivery in digital Big Media production. There was a centralisation of production for some Big Media operations (Live sites at Reach, World sites at National World) while at the same time an attempt to maintain local brands (Newsquest and to some extent National World). This means that for some areas, news delivery is stretched much more thinly over a region, probably representing a decline in coverage and service. There has been the emergence of the phenomenon of news brands competing for coverage and revenue in areas where they would have previously avoided each other. Viewed through an economic lens, there has also been the retreat in some areas in the light of falling performance (eg Wiltshire Live and other Reach Live sites). At first glance, the decline of print could be seen as being the result of technological change (the digital revolution) but there is strong evidence that this is not sufficient for explaining this decline. It is only when viewed through the lens of political economy that a satisfactory explanation for this decline can be arrived at, which also explains the rationale behind the nature of the reconfiguration of news delivery as a digital product. The economic success of news businesses appears to ebb and flow according to the macro-economic business

cycle. This should not be surprising for an industry still fuelled primarily by advertising ie on the economic success of businesses which are prepared to invest in communities served up to them by news providers in the form of news consumers. The question of whether Big Media can serve communities is best answered in the findings of the analysis of content and interviews. The analysis of annual reports and trade press reports shows a general decline of digital products, with some upturns, of revenue, page views, and time spent on sites.

Are independent community hyperlocal publications filling a gap left by the decline of the role of Big Media in communities? The data shows that in some cases where they are active eg in Altrincham and Wilmslow this is the case. However, these publications are not present in every least deprived area and in more deprived areas it is more likely that they are not filling a gap.

Accompanying this is evidence that precarity is more significant in the most deprived areas where independent sites are more likely to close. In the least deprived areas, it is not guaranteed that independents will be present, but where they are, they are more likely to survive, suggesting economic conditions are a factor. The *wilmslow.co.uk* and the *alderleyedge.com* sites carry adverts and can be regarded as commercial sites. They also have a strong news content, suggesting they want to both provide a news service for their communities and make money. David Prior who attempted to create a *Hyperlocal Today* franchise, following the launch of *Altrincham Today* argued that to be successful, the sites required a level of advertising from communities to sustain them. Prior also maintained that anyone running a site in the franchise on their own needed ten hours a week to run it. The journalist who is running the *Wythenshawe Reporter* is the author of this study. The interview with the *Wythenshawe Reporter* shows that attracting the level of advertising necessary to sustain the site and provide a living for the journalist is not easy. The data in Chapter 5 shows that the running of the site was effectively subsidised

by the journalist's salary as a university lecturer, but the 'day job' meant he did not have the ten hours required to run the site – hence the fluctuations in the levels of activity and effectiveness of coverage. The operation of the site was suspended because of personal issues and it has not resumed. Independent commercial hyperlocal sites have emerged in relatively affluent areas. In areas where there is market failure as far as advertising is concerned, it is much more difficult for sites to thrive and they continue to enjoy a precarious existence. The independent community hyperlocal sector is growing, but the difficulties faced by operators in areas suffering deprivation are highlighted by the story of the *Port Talbot Magnet*'s demise. Rachel Howells, in evidence to the Welsh government recounted how the economic crisis in the town led to the drying up of advertising which ultimately led to the site's closure. Howells maintained that the publication, despite it being well received by local people, was never sustainable, concluding there was insufficient wealth in the community to support the news service (Howells 2017). Similarly, while there have been effective sites operating in areas with large pockets of deprivation and small pockets of affluence like the *Salford Star*, *Salford Online*, *Port Talbot Magnet*, *Wythenshawe Reporter*, *Rochdale Online* and *Pits and Pots*, they are often driven by the passion and commitment of the people who run them, which can leave them vulnerable. To date, of the sites surveyed above only *Rochdale Online* is still operating. The data in Chapter 4 shows a tendency for independent publications to close the more deprived an area is and the data in Chapter 5, revealing insights into the experiences of independent news providers, shows that despite a number of public inquiries aimed at resolving a crisis in local news, the precarity of independent news sites continues to be a major unresolved issue. The problem has not gone away over time, and the only proposed solution that has not been fully implemented is financial support for the independent sector – a proposal put forward by providers in both the most and least deprived communities interviewed for this study.

Other literature published following the emergence of independent community hyperlocal publishers as Big Media publications began their decline have observed the precarity of these operations – that their existence often relies on individuals whose "departure or illness would mean an end or pause to their publishing operation" (Thurman, Pascal and Bradshaw, 2011). Has this changed over time? There has been the emergence of some publishers such as the *Mill* in Greater Manchester and the *Lead North*, which have established models based on subscriptions and the *Nub News* network which has established a network based on advertising, mostly covering the less deprived areas. This shows that some progress has been made. However, it would appear that data from the Public Interest News Foundation (PINF) survey utilised in this study and analysed in Chapter 5, the qualitative interviews with independent community news providers shows that precarity is still a significant issue which affects publishers operating in all types of community, but particularly in areas of socio-economic deprivation. The *Mill* and the *Lead* have focussed on a successful model based on subscriptions on the Substack platform, which whilst making an important contribution to news ecology, does not reach everyone who can not afford a subscription. Although these publications have made an important contribution to the news media ecosystems in those localities, and would certainly reduce levels of news and information deprivation in areas which could be identified as deprived, do they replace the functions and contributions of weekly newspapers which once served those areas? Impressions suggest that although this could be seen as an important and exciting trend, the extent to which it can provide a hyperlocal service embedded in the community is limited. It appears the choice is between a funding model based on seeking support from communities or continuing to commodify those communities and present them to advertisers.

What has been the impact of the shifts in the configuration of the delivery of CINs on communities and what difference does deprivation make? The content analyses in this

study show a distinct difference between the delivery of CINs to communities according to deprivation and a localness deficit in the quality of coverage. The study shows areas where policy intervention may be required to redress these deficits. There is a difference in the perception of news media and how they operate. Interviewees in both the most and least deprived communities criticise Big Media but there is an absence of independent community hyperlocal sites in the most deprived communities where there is also a sense of injustice and concern about the quality of coverage in their area.

So, if there does appear to be a correlation between areas of social deprivation and areas of news media deprivation when it comes to delivering the critical information needs which enable community members to fully participate in their communities in terms of contributing to political, social and civic life, what is the impact of this on those communities? The findings of Chapter 5 suggest it may lead to a less empowered feeling and a distrust in political leaders which is in line with other studies (Howells, 2017, Magasic, Hess and Freeman, 2023). The participants interviewed in the two communities studied saw themselves as part of distinct geographical communities to the extent that they acknowledged the level of information about their areas. The responses from interviewees and the results of analysis of the delivery of CINs showed a news and information deficit in the more deprived areas. This deficit has consequences in terms of the damage to the public sphere resulting in a limited awareness of important issues affecting the area. This provides further evidence to support Rachel Howells' theory that damage to one part of the public sphere, caused by the demise or lack of a local news outlet, can damage the sphere as a whole (2015) and lead to an information and democratic deficit. As well as contributing to a weakened public sphere in terms of the health of local communities, the effect of this is to hamper the fourth estate function of local media in holding politicians to account as well as the ability of local people to exercise their mandate, thus creating a democratic deficit.

The observations connected to these themes can be best explained when viewed through the lens of both public sphere theory and the ideas of the political economy of news and communications. The findings demonstrate the corrupting influence of political and economic structures, based on the marketisation of news, on communities and a healthy public sphere. As discussed in the explanation of the theory of the public sphere in Chapter 2, society envisaged by Habermas comprises three realms – the public and private spheres and the sphere of public authority. The private sphere is where domestic concerns and private commercial transactions are enacted without the input from citizens in the form of economic democracy, and the public sphere is supposed to mediate between the private sphere and sphere of public authority. However, the question is prompted of how commercial media can successfully perform that mediating role when it in fact it engages in private commercial transactions. The institutions that own commercial media are part of the private sphere whilst at the same time nominally performing a mediating function. So, can this function be performed adequately when commercial media has a vested interest in protecting its private commercial transactions from the influence of the sphere of public authority? No. There is a conflict of interest with the commercial/economic imperative. It is where public sphere theory intersects or clashes with the political economy of news and communication theory. This has not been resolved, as some internet celebrants had hoped, by the internet, social media, and Big Media digital platforms. Political economist, Robert McChesney, observes that the internet is dominated by influential and powerful corporate interests, creating the same tensions that exist in off-line news media. He says the logic of the public sphere argument is to emphasise the importance of having a media system independent of the state and dominant corporate economic institutions (2013).

How might these issues be resolved? Possibly through stronger regulation of the commercial freedoms of commercial media (there would be “freedom of the press” issues

here) or through the strengthening of an independent media sector which can be done through the creation of an Institute of Public Interest news as advocated by the Cairncross Review.

Does the mapping of news outlets confirm the existence of news deserts, or can some Big Media spokespeople be justified in arguing that the news desert phenomenon is exaggerated? It could certainly be argued that every area and every LAD is or has been at least nominally covered by a Big Media news outlet, but it depends on the definition of news desert. Once content analysis is taken into account, it can be concluded that there are some LADs and areas within LADs which are "drylands". There is certainly the existence of news deprivation or news poverty in some areas. The presence of news outlets is an indicator of this, but the extent of news deprivation can only be determined fully when news content and the perceptions of news consumers are taken into account, adopting a combined and holistic approach to researching the health of news ecosystems. The combined approach adopted by this study shows that the communities which are deprived in socio-economic terms also suffer news deprivation relative to the least socially deprived communities. This may not always be the case eg. some of the least socially deprived communities do not have independent community/hyperlocal publishers to fill a gap left by the decline of Big Media. So more research is needed in other communities.

It may be the case that in the least deprived areas where there is poor level of coverage by Big Media regional or local publications and an absence of independent community hyperlocal publications, CINs may still be met thanks to a higher level of media literacy, strong networks and other factors. Such was the case in Altrincham, where respondents referred to the benefits of being able to navigate channels of information in addition to those provided by Big Media and independent sources.

So, these findings would appear to concur with Robert McChesney's that good journalism should always be biased in giving the least powerful a voice, since those "at the top of the tree" will usually find a way to get their voice heard (2013). But this assumption should not be taken for granted.

If the impact of the decline of news is to be tackled, policy intervention is required to provide support for those areas most in need. A definitive map of news deprivation alongside the mapping of news deserts is required. So there needs to be an agreed definition on news deserts or an agreed metric for determining relative news deprivation which could be mapped at LSOA, ward, and LAD level. This can complement the work already carried out to identify news gaps in LSOAs (Gulyas, 2020). A score for news deprivation for LSOAs or groups of LSOAs constituting a defined community can be arrived at by:

- factoring the presence of Big Media and independent community hyperlocal journalism outlets,
- counting the number of locally focussed stories,
- assessing the perception of the quality of news media in communities gathered through surveys,
- counting the number of professional journalists serving LSOAs
- assessing the percentage of CINs delivered in analyses of content of outlets in a given constructed week.

The scores for each LSOA, ward and LAD would then be ranked in a similar fashion to the way in which the Index of Multiple Deprivation is presented. The gathering of such data can be part of the function of an Institute of Public Interest News referred to earlier. Policy intervention is controversial, particularly the use of public funds to support

journalism, because of concerns that this would interfere with the independence of the press – hence the failure to implement the Cairncross Review recommendation for an Institute of Public Interest News which was opposed by Big Media publishers (Sharman, 2020). Initiatives have been implemented including the BBC funded Local Democracy Reporting Service to support the coverage of local councils, a digital innovation fund and an investigation into online advertising. However, the findings from this study suggest that these initiatives have not addressed news inequality. State funding for public interest media has been implemented in Sweden where there has been a news initiative to provide state support for areas with poor news coverage. Gunnar Nygren has investigated these initiatives along with concerns about the state determining the funding of local journalism. His conclusion is that it should be funded if news deserts are the alternative (Nygren, 2023). In the UK, proposed solutions to the crisis in journalism have included reform of the rules for publishing public notices, charitable status for public interest publishers, a windfall tax on major tech companies and an ongoing digital tax, and free vouchers for online and print subscriptions for 18 and 19-year-olds and tax credits for households with subscriptions to news outlets (NUJ, 2024).

It can be concluded that the commercial strategy of Big Media news businesses has been (at least until very recently) to secure some sort of presence in all communities. The mapping of the presence of media outlets shows that these digital regional news providers provide at the very least nominal coverage of every area across England, giving the impression that there is a presence in all communities. Such an impression is important for Big Media news providers since, as political economists Dallas Smythe's and Christian Fuchs's (2014) commodification of audiences concept explains, they are in the business of serving up communities to advertisers. This would explain why spokespeople for these businesses might contest the notion of "news deserts", which suggests there are areas which are not served by a news outlet and therefore cannot be sold to advertisers.

As explained in previous chapters, an area may be named by a regional Big Media news site as being covered, but the quality of that coverage may be poor in terms of the number of stories focussed on that area and the journalistic resources devoted to the area. A phenomenon associated with the quality some Local Big Media publications, covering a smaller area, is that of “zombie” newspapers. This has been highlighted in some of the literature related to news deserts in which zombie papers in Germany have been defined as those published without a local staff, reporters, or newsrooms, threatening to complicate audiences’ perceptions of news credibility and trust (Assman, 2023). References to zombie papers have emerged in the UK in relation to the decline of media where they are referred to as publications with very few staff and little journalism in their products (Osley, 2024).

Whilst the concept of local news deserts is understandably challenged by sections of the industry, the concept is perhaps hampered by a difficulty in arriving at an agreed definition (Gulyas. 2021). The findings of this study support the conclusion arrived at by Gulyas that there are spatial inequalities of local news provision and reach in England, that deprived communities have the most restricted access to local news and that independent community hyperlocal news providers are not able to resolve these inequalities.

The findings of this study reveal a definite gap in the quality of the delivery of critical information needs generally according to deprivation, as well as a deficit in the delivery of CIN8 relating to the democratic process. The economic imperatives that drive the production of news provision mean that these CINs will not be delivered adequately unless there is a return in terms of advertising, paywall or subscription revenue. The evidence from independent community hyperlocal providers operating in deprived communities, and some operating in the least deprived areas, is that there are serious limitations to these models which do not work in the same way as in the more relatively

prosperous areas. This is particularly highlighted by the former editor of the *Salford Star* who reported a dwindling of advertising support for both economic and political reasons and who felt there was a limit to the amount of support which could be tapped into from the local community because of the socio-economic status of that community.

It is clear from the findings that there is a deficit in the provision of news needs and critical information needs according to deprivation and it is also clear that there is a desire for news to be provided in the communities studied whether they are deprived or more prosperous. In the more deprived areas, the ideal news ecosystem, according to responses in this study, could be delivered in print, digitally via an app, through radio or through a combination of these platforms. If these inequalities are to be addressed, it may not be enough to simply provide the platforms. As Gulyas points out, the other factors which contribute to inequalities in news provision need to be addressed also. This means tackling the issue of digital divides or socio-digital inequality. Since there is evidence that inequality in digital engagement is linked to social inequality (Gilbert 2010, Helsper 2021, Van Dijk, 2020), solutions to inequality of news provision need to go beyond providing platforms and should address inequality and poverty in communities. These theories which develop the concept of digital divides draw the conclusion that digital divides cannot be closed until social inequalities are and that the provision of infrastructure alone and the further adoption of digital practices has in fact increased social inequality rather than reduced it. As news delivery is further entrenched as digital infrastructure technologies evolve, there is a greater risk for disadvantaged groups to be left behind. Therefore, it can be concluded that the resolution to digital and news inequality involves broader societal and economic tasks which include strategies to address income and educational inequality as well as a programme of media literacy and digital skills targeted at deprived communities. “News refusal” and the concept of communities which are unnewsed (Curtis 2019) provide important context here. The findings of this study show

that whilst there is dissatisfaction with news providers in deprived areas and skepticism towards news provided by Big Media, there is still a desire for an effective news ecosystem in their areas. However, many of the responses in the study support Curtis' conclusions that information and opinions are still shared in deprived areas, but they are based on sources that do not produce that information with the rigour and standards of traditional journalism – amounting to “poor information for poor people” (2019).

The nature of communities consuming news and information is not the full story in this analysis. Alongside policy interventions to address inequality in communities, it has been suggested that support is needed for independent community hyperlocal providers if they are to “come to the rescue of socially deprived communities” (Toomer, 2023). Studies have concluded that the impact of hyperlocal publications on communities is minimal (Gulyas 2021) in some cases and this study suggests that this is particularly the case in the most deprived areas, confirming that as well as social digital inequality being a factor in news inequality, there also appears to be an independent news production gap based on class and socio-economic status. This flows from the concept of a digital production gap theorised by Schradie who found evidence of this in the United States (2012). This phenomenon appears to be reflected in the UK, evidenced by the assertion at a Westminster Media Forum seminar in 2015, that most hyperlocal websites are run by ‘white, middle class men’ (Toomer, 2023). To counter this, a number of hyperlocal providers have attempted to produce printed publications to complement their digital offering – but these often require financial support through grants to maintain their viability.

The final conclusions of this study are that local journalism as provided by Big Media publications both in print and online continues to be in decline and that although the emergence of independent community hyperlocal news sites is to be welcomed and is beginning to fill a gap in some communities, those in the most deprived areas are being

left behind as far as the provision of critical information needs and the coverage of the democratic process is concerned and the precarity of independent community / hyperlocal publications continues to be a barrier in addressing these inequalities. There is little disagreement among politicians, theorists and media commentators that local news is vital for the functioning of communities – that news is as important a public good as transport, education and health. But if public interest news is to have a future, policy decisions need to be made that will address the challenges facing the local news sector.

7.3 Project contribution and limitations

The findings and conclusions arising from this study make an original and distinctive contribution, adding to the body of work regarding the impact of the decline of news organisations on communities with a firm focus on news and information inequality as well as an assessment of the extent to which hyperlocals fill the gap left, examining whether the sustainability of these publications has improved over time and whether deprivation makes a difference to that sustainability. It also contributes further to the assessment of whether the changes in news delivery with the only analysis of four general elections showing the decline of coverage revealing inequalities and the failure of independent community / hyperlocal publications to fill news gaps in areas of socio-economic deprivation.

This thesis builds on existing studies, providing a news assessment of the progress made in addressing the decline on news coverage of communities with particular emphasis on areas of social and digital inequality, combining the different approaches of mapping news provision, interpreting how communities view their local news provision, and how different types of local media deliver vital news and information. The study confirms that the state of local media continues to decline and that deprived communities continue to suffer as a result of that decline, providing a definitive assessment of the state of local media in deprived areas and concluding that a new approach is required for assessing

news needs to allow for the implementation of new measures to address those needs.

Thus, the study moves towards a new theory of news deprivation and news poverty which can be the basis for assessing where resources can be directed to address these issues.

The study provides a broad picture of the state of print and online news in Local Authority Districts to resolve some of the debates over the existence of news deserts in England.

This breadth of analysis is enhanced by a more in depth focus to explore differences between some of the most and least deprived communities in terms of CIN delivery to move towards a definitive theory of news deprivation/inequality.

There are limitations to this research which need to be acknowledged and points to the need for further research in the field. The mapping exercise builds on the work of previous studies as well as that of the Public Interest News Foundation, but this exercise is an ongoing process and must be revised regularly as the local media landscape changes at a rapid rate. These changes include the continued rationalisation of Big Media as well as the start-up and closures of independent community news ventures. Indeed, it is likely that a number of these changes have taken place between the study's analysis and submission. The data gathered from interviews for this study provide a snapshot of viewpoints and whilst the sample is a robust sample of the Lower-layer Super Output areas drawn from, more studies of this nature as well as content analyses are required to build a definitive map of the wants and needs of news consumers in a variety of communities.

The study can be seen as a response to Gulyas' call for further research to provide a more comprehensive analysis of spatial equalities in local news and the factors influencing them (2021). This study has attempted that and to complement the work already done by Gulyas, Howells, Abernathy and others by engaging in a comprehensive mapping exercise of news provision across LADs in England combined with an exploration of the needs and views of news consumers in both the most and least deprived communities. It also attempts to measure the level of the delivery of those needs to communities and highlight

inequalities in provision. The answer to the challenge posed by industry leaders and critics of the concept of news deserts may be answered by the conclusion that the concept is about more than the fact that a local community is nominally covered by a news outlet.

It may be useful to consider reassessing the concept of “news deserts” and perhaps focus on the concept of “news/information deprivation” or “news poverty”. Such a concept can borrow from the methods used to determine the Index of Multiple Deprivation and produce a score for each community based on a variety of indices including the presence of news outlets, the quality of coverage in terms of locally focussed news, the resources dedicated to an area in terms of journalists and the results of surveys of news consumers. News deprivation may correspond to social deprivation but this may not necessarily be the case. A map of news deprivation can be used to introduce “crafted public policy” (Friedland et al 2012) to support the launches of new community independent news publication where they are needed.

So a suggestion arising from this study could be a shift of focus in future research to complement investigations into “news deserts” to arrive at a measurement of news deprivation which is scalable and can be applied to multiple communities. Such an initiative represents a new and distinctive contribution and addition to existing theory and practice relating to approaches to local news in communities.

7.4 Policy recommendations

1. Formulation of a metric for measuring news deprivation at LSOA, ward and LAD level derived from: indicators of presence of news providers, the numbers of professional journalists covering the area, the number of locally focussed stories produced in a given week, the percentage of locally focussed CINs delivered in a given week.

2. Implementation of the Cairncross Review recommendation to create an Institute of Public Interest News to provide financial and practical support for independent news producers in areas of news and information deprivation.
3. The ranking of LSOAs, wards and LADs according to news deprivation.
4. The requirement for Big Media News organisations to publish an audit of staffing for each outlet in their annual reports to assist in news deprivation assessments.
5. Reform of the rules concerning government public notice advertisement to allow independent community publishers the opportunity to benefit from local authority advertising.
6. Public policy to direct resources at geographical areas where news and information deprivation can be identified.
7. To implement and co-ordinate programmes of media literacy and digital skills alongside support for independent community media as part of broader social and welfare policy to address socio-economic digital inequality and news deprivation.

The future of local news, which plays a crucial role in communities cannot be left solely in the hands of Big Media. Therefore it is recommended that, in line with the recommendations of other bodies such as the National Union of Journalists:

8. Attribute “asset of community value” status on local newspapers and independent community publishers and allow charitable status to publishers who want it.
9. Introduce windfall tax on Big Tech companies of 6% with an ongoing digital tax, with the revenue directed at supporting public interest news in communities according to news and information deprivation ie those in most need.

7.5 Potential impact of this study

There has been no shortage of debates, investigations, public and parliamentary inquiries into the crisis in local news, and yet, and as the findings of this study confirm, there continues to be a crisis, especially for the most deprived communities. The need for a

reliable local news ecosystem is strong for every area of England and the maintenance of these ecosystems may need financial support. Some of the solutions to these issues, it can be argued, lies in the full implementation of recommendations already made by the aforementioned inquiries. As the results and conclusions of this study show, the need for the support for the delivery of CINs varies between the least and most socially deprived. Independent community media does play a role in improving this delivery. However, there needs to be a “levelling up” of news infrastructure. This study proposes a new approach of measuring news deprivation or news poverty in communities across the country, complementing the identification of news deserts, so that need can be identified and addressed.

This would impact on the approaches of government departments – the Ministry of Housing, Communities and Local Government and the Department for Culture Media and Sport – to how local news is regarded ie as an asset to communities as important as other utilities. If targeted support based on the news and information needs of communities is to be implemented to the benefit of those communities, there would also be implications for commercial Big Media news providers playing a role in reconfigured news ecosystems based on the needs of communities.

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Appendix 1: current and closed publications in most and least deprived local authorities

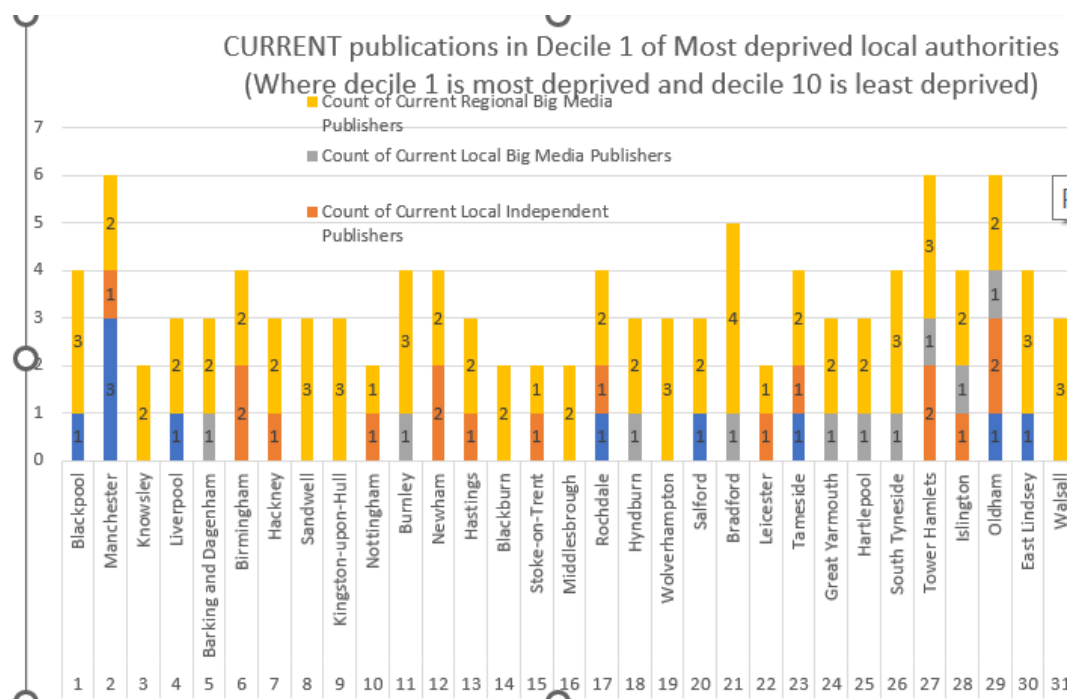


Figure 3

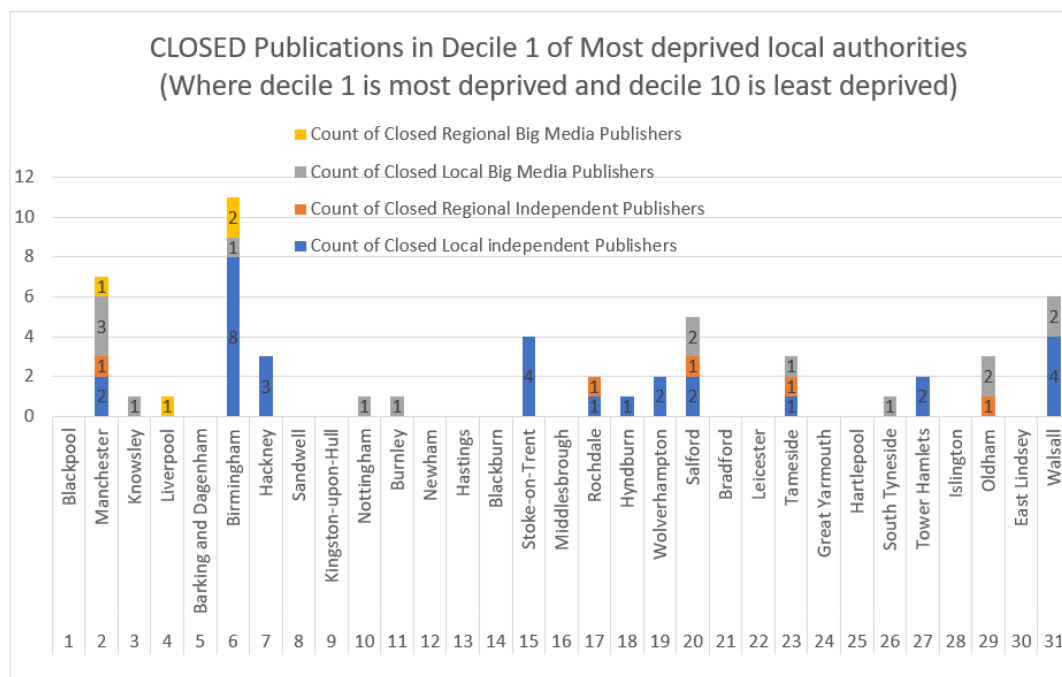


Figure 4

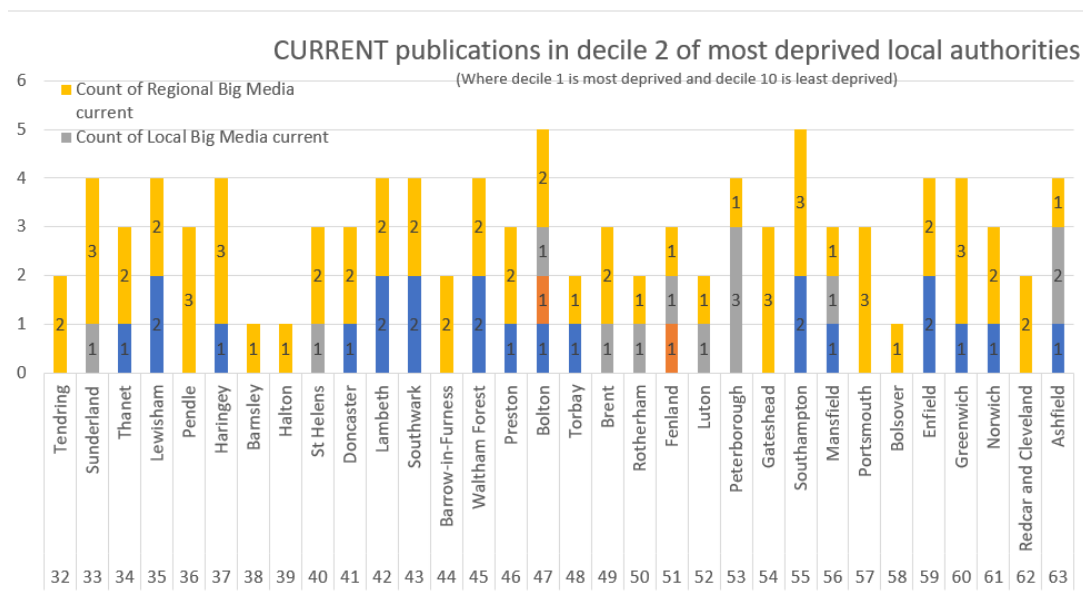


Figure 5

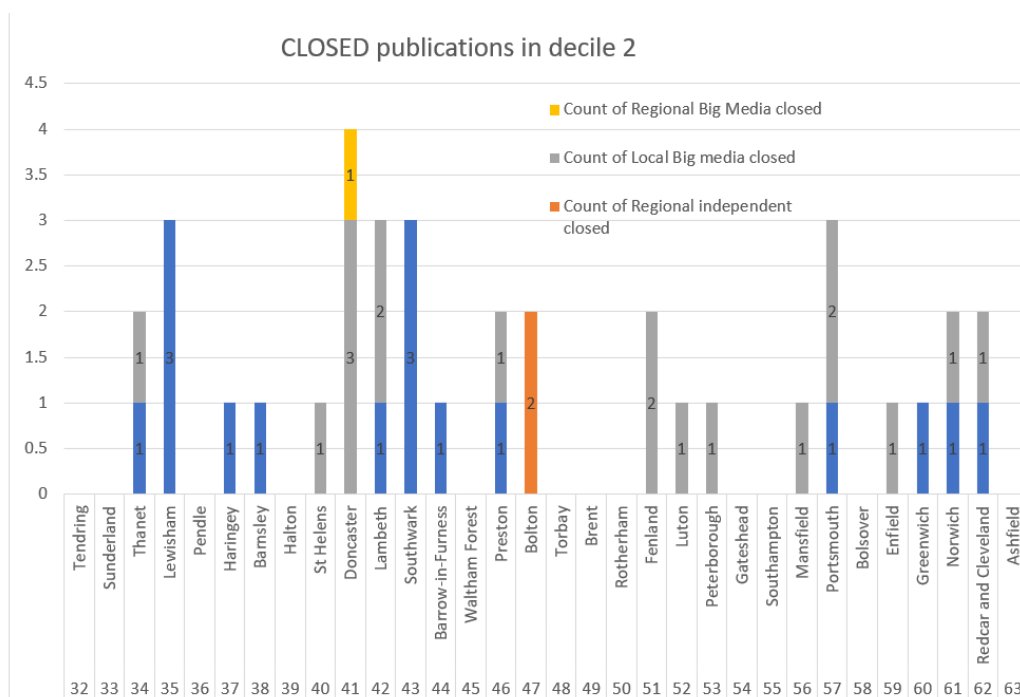


Figure 6

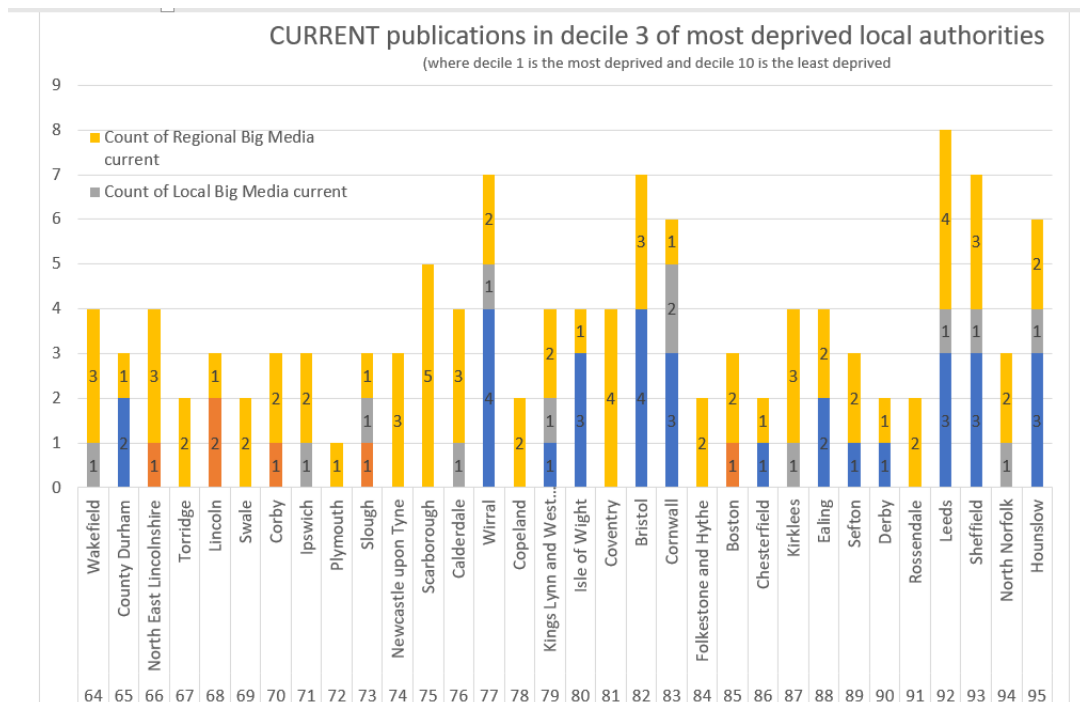


Figure 7

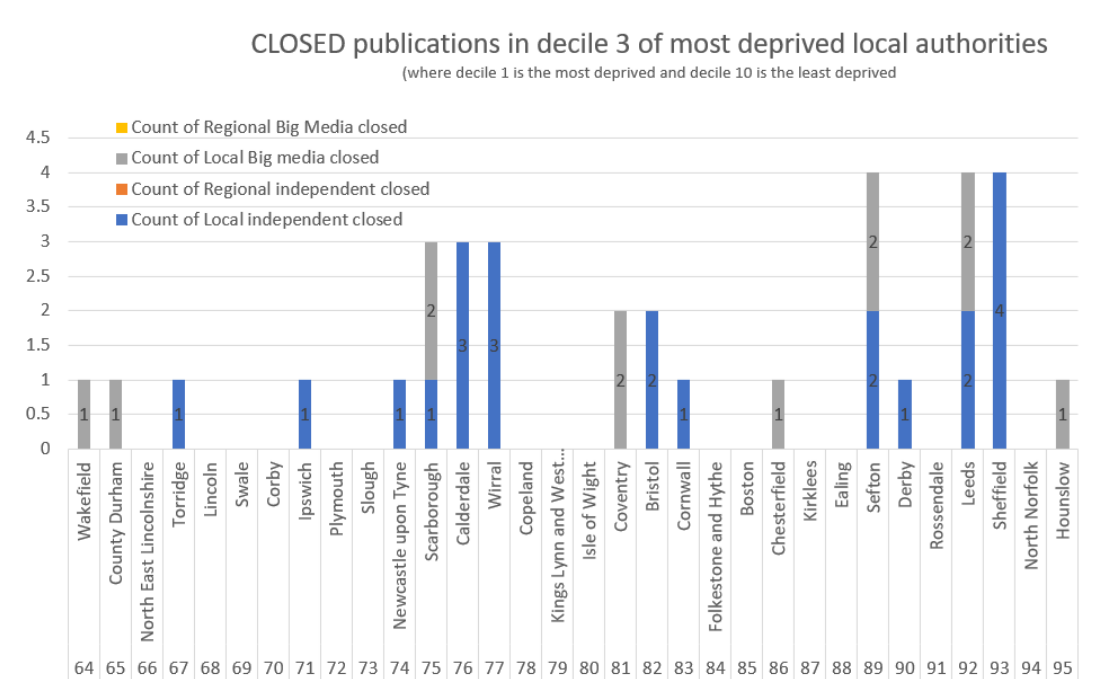


Figure 8

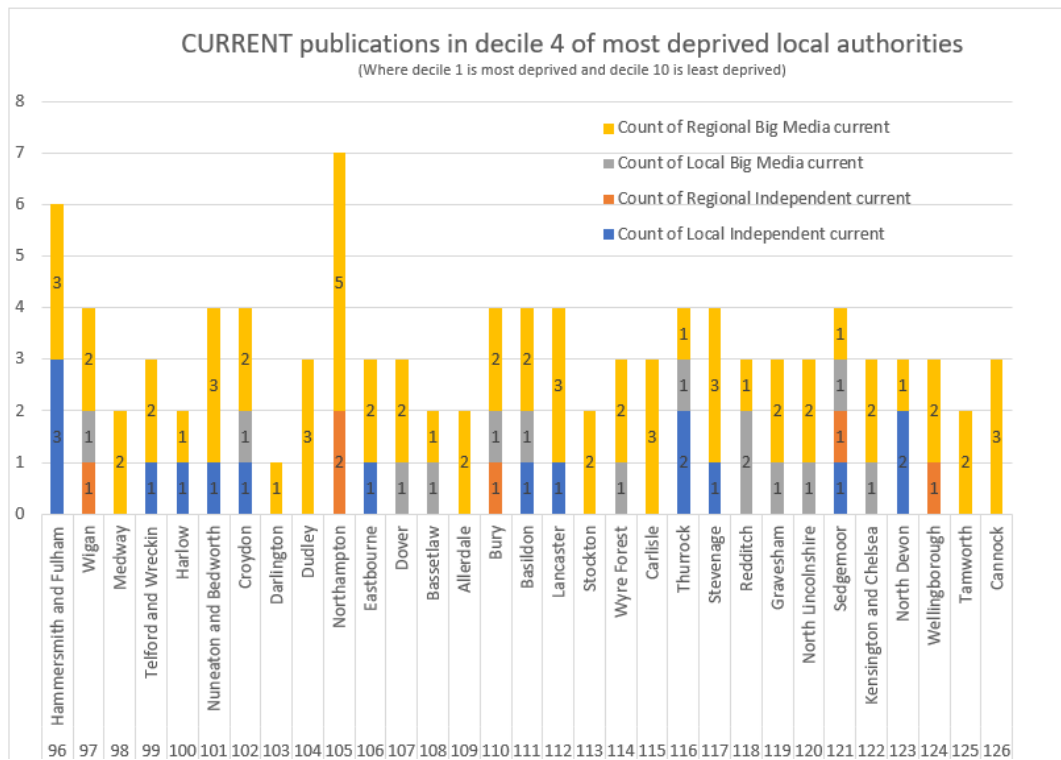


Figure 9

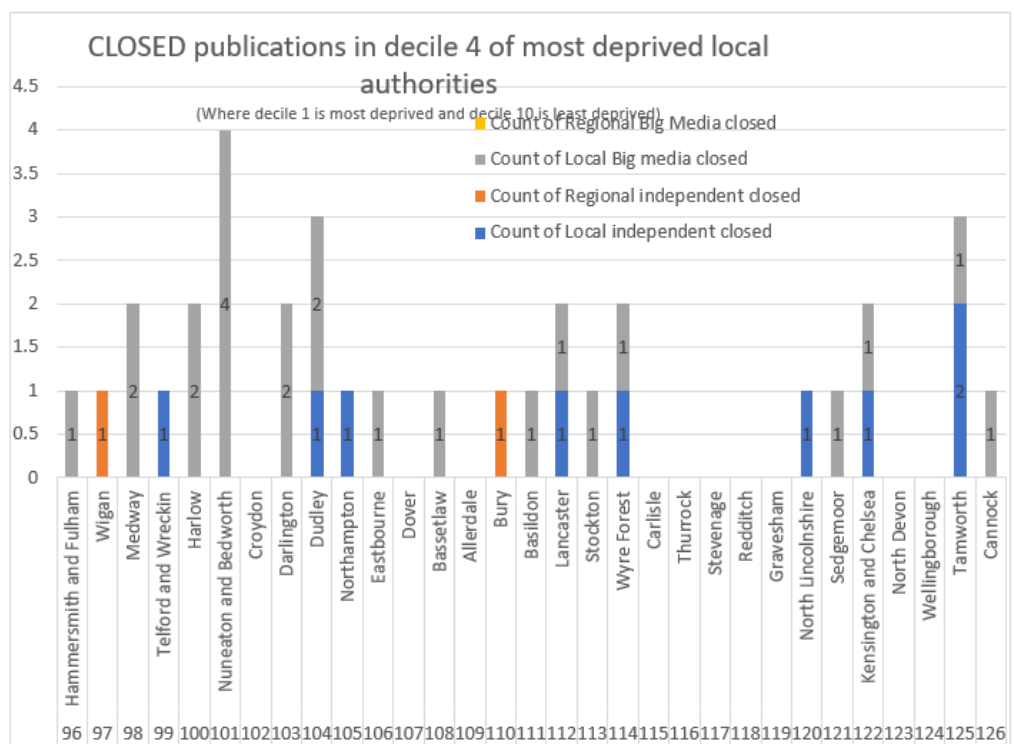


Figure 10

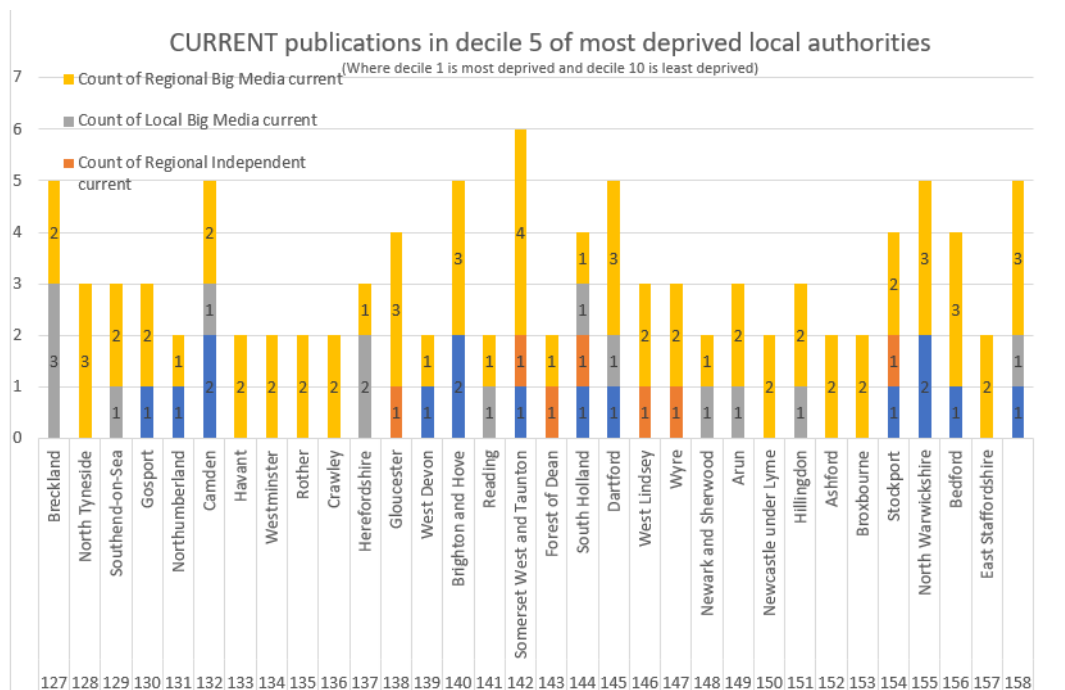


Figure 11

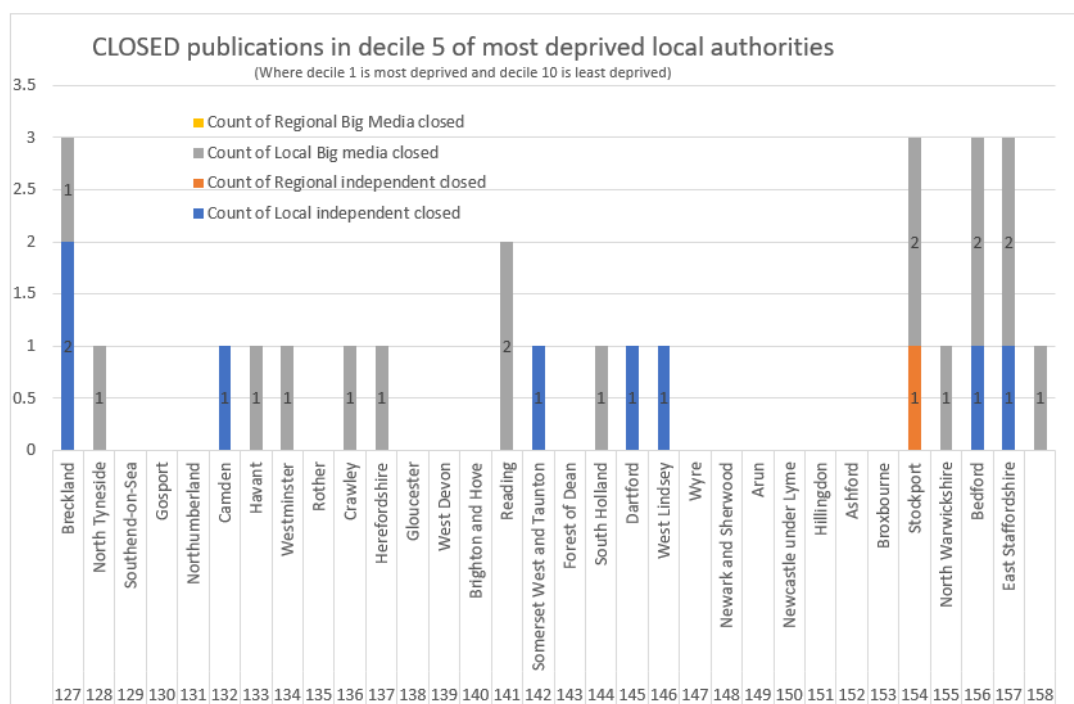


Figure 12

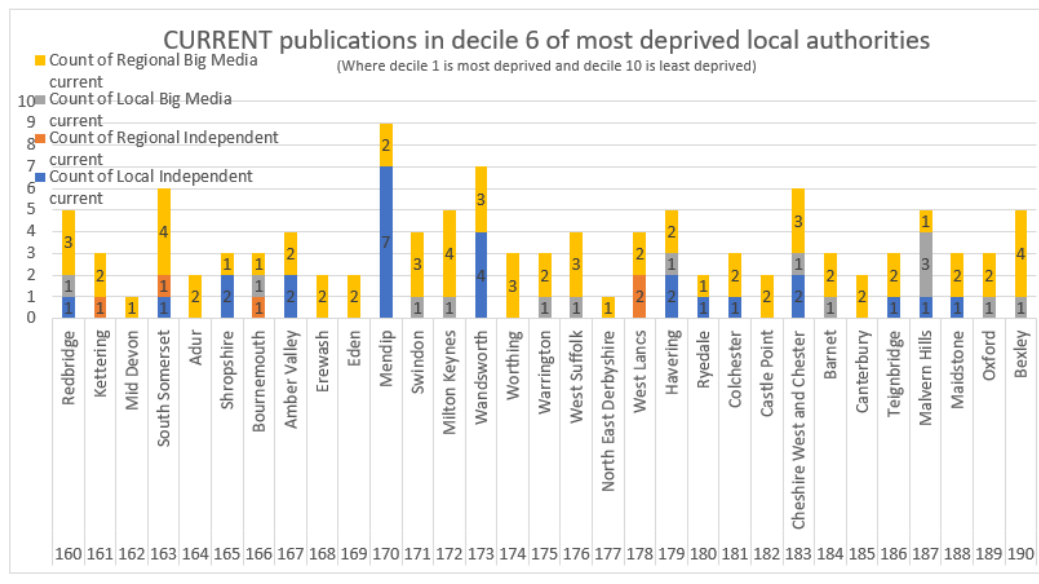


Figure 13

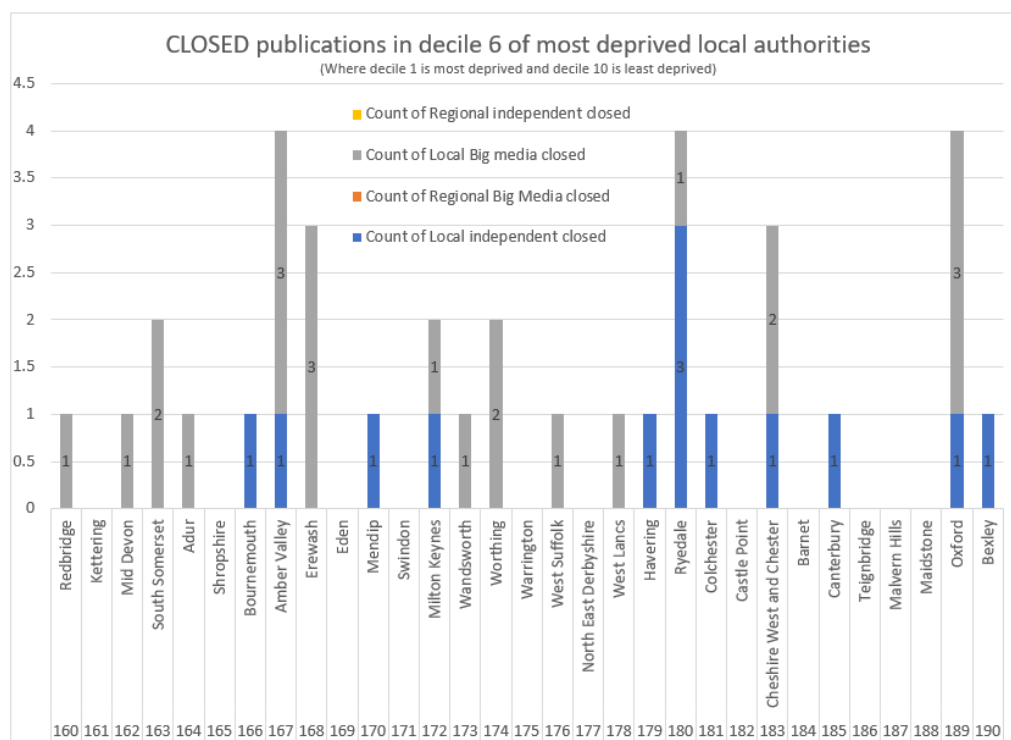


Figure 14

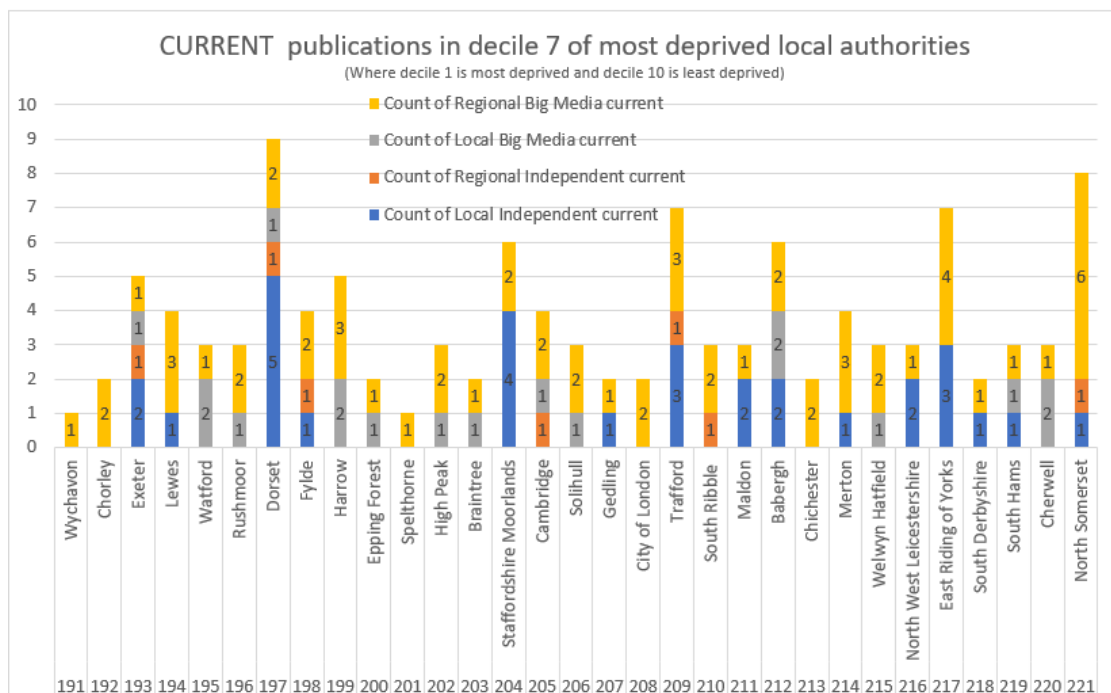


Figure 15

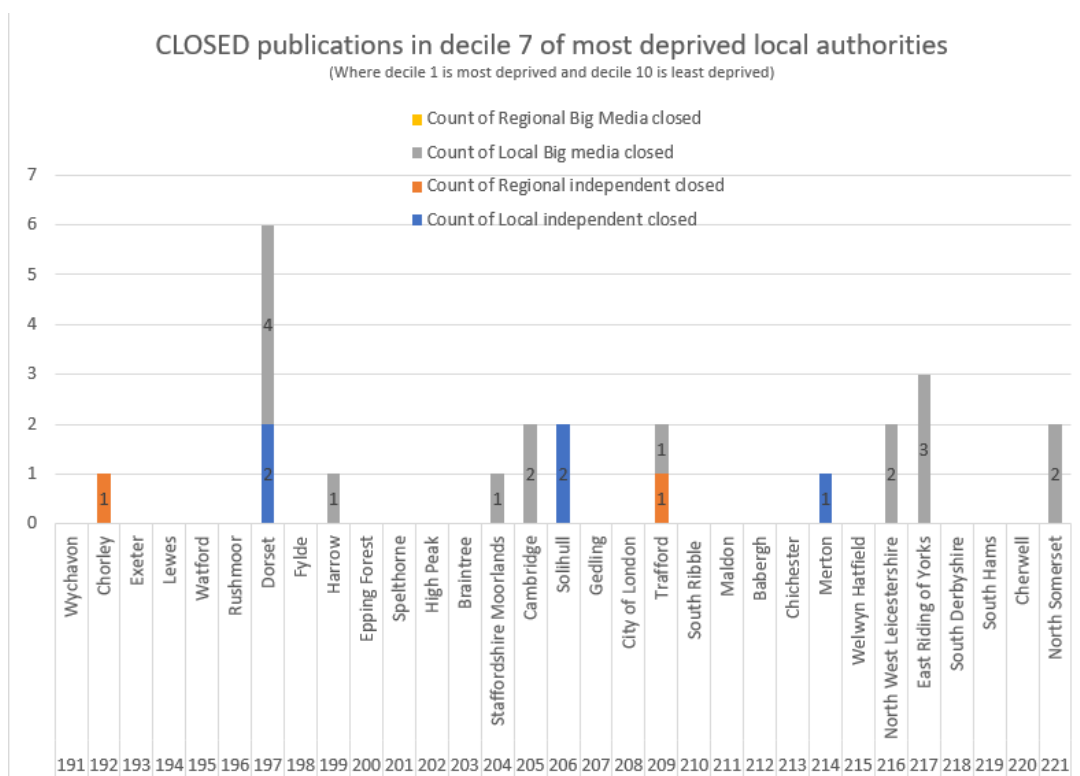


Figure 16

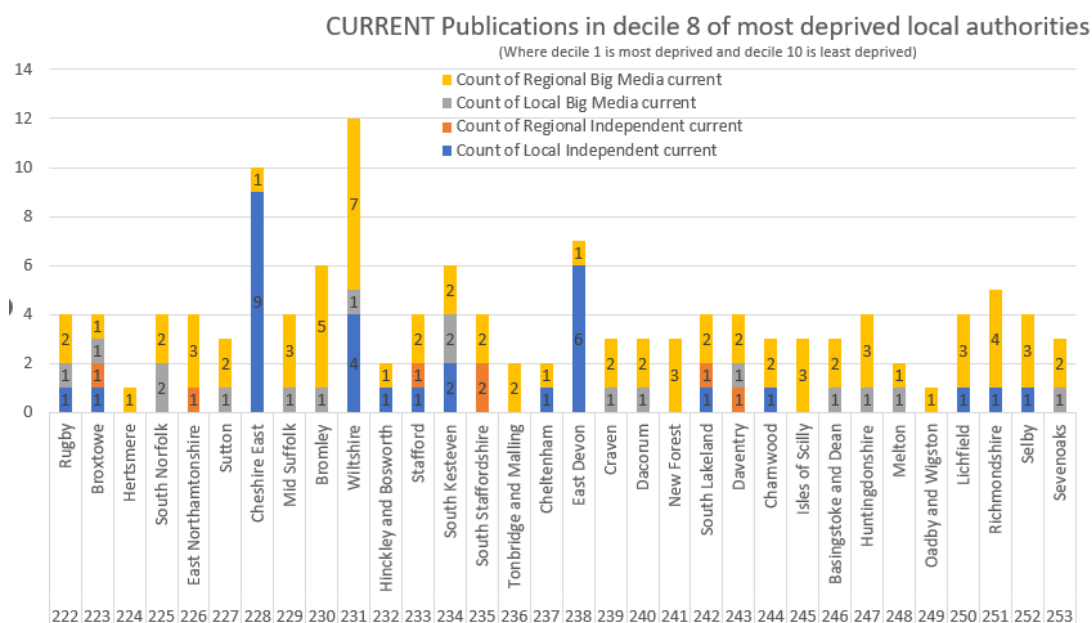


Figure 17

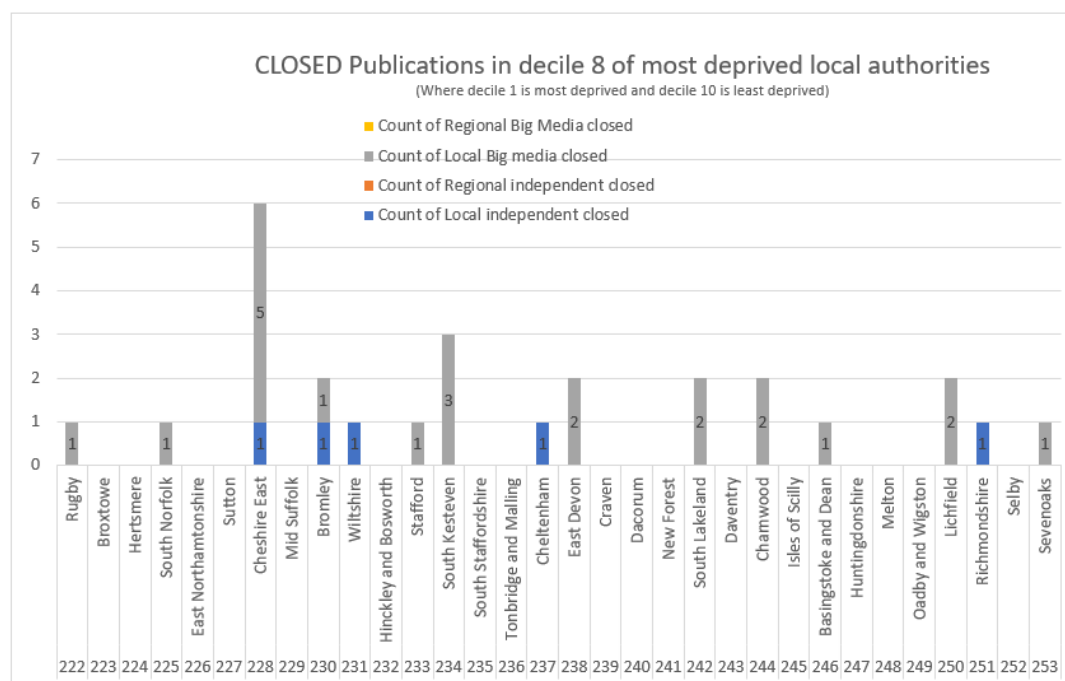


Figure 18

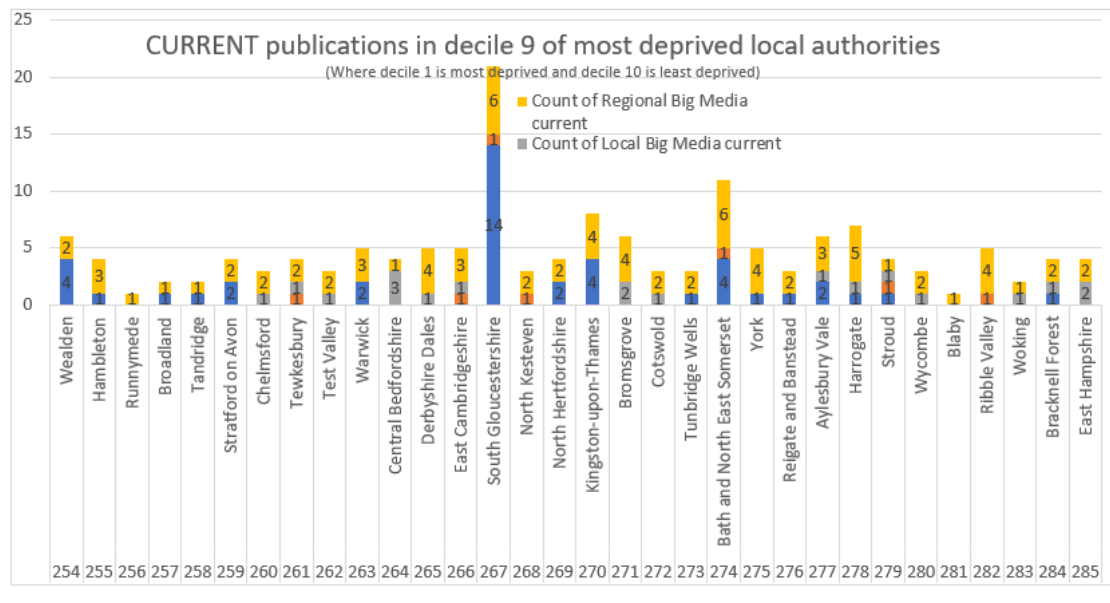


Figure 19

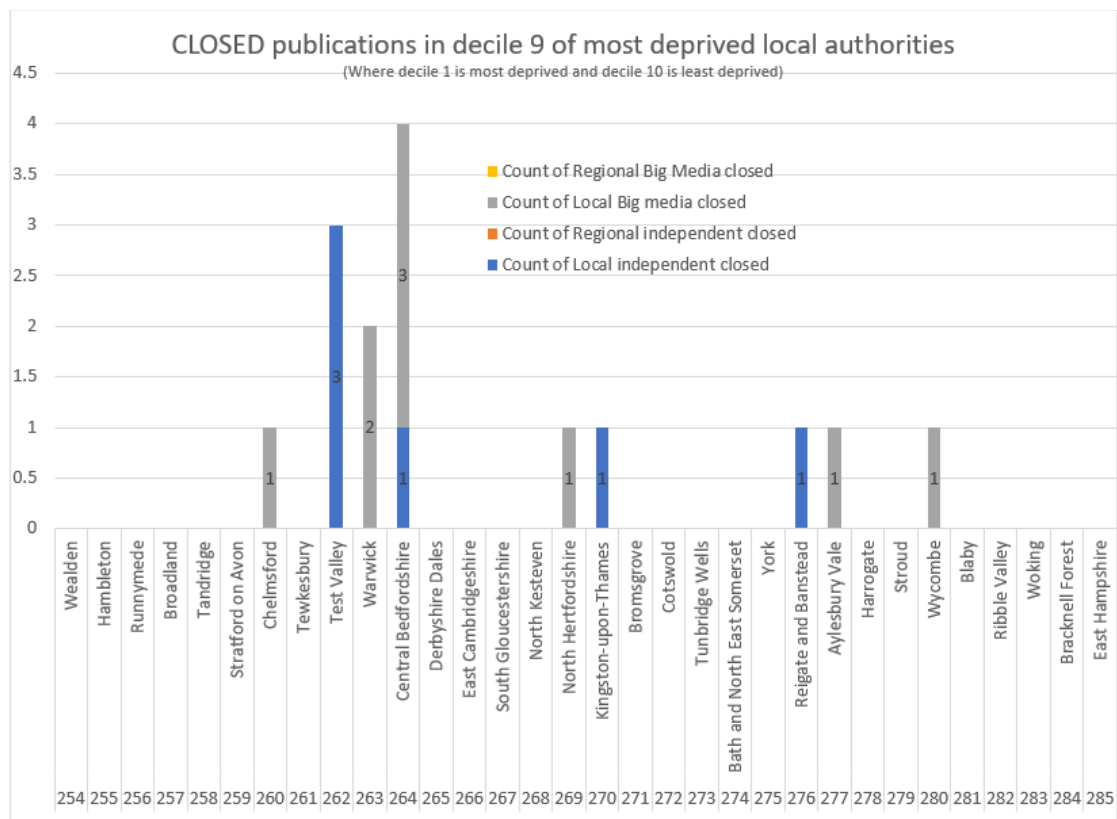


Figure 20

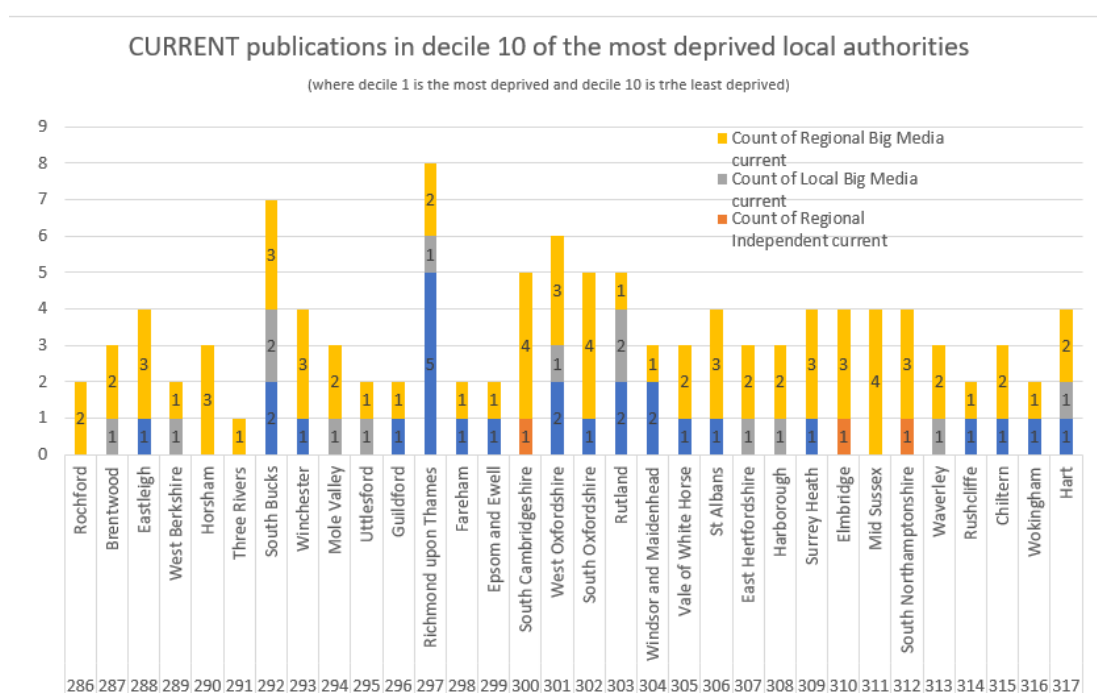


Figure 21

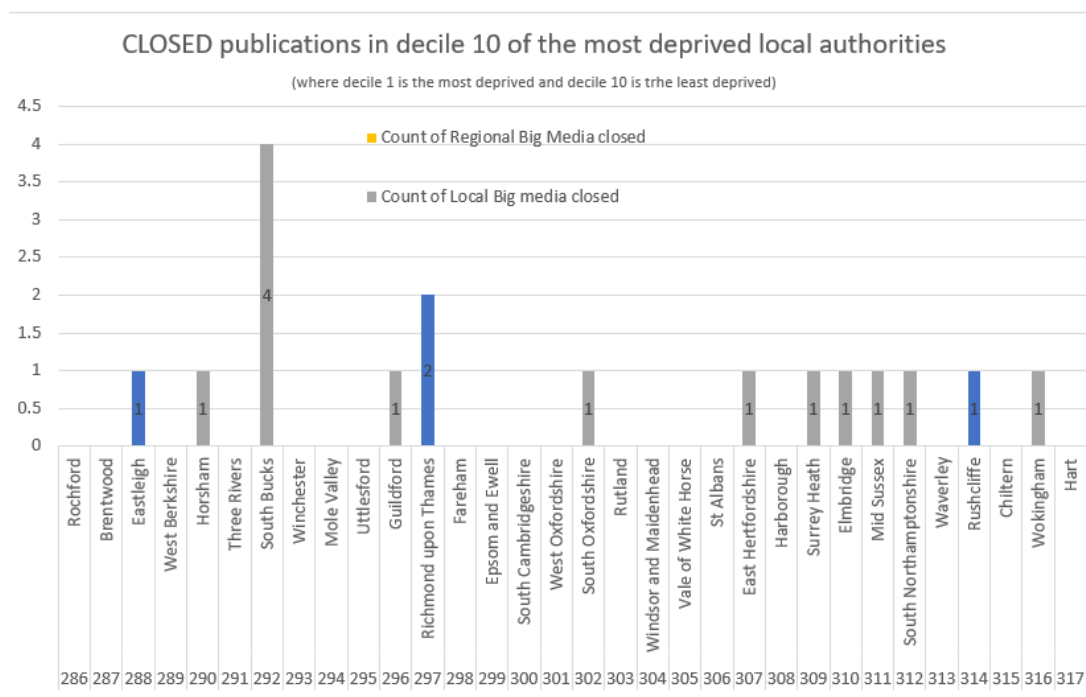


Figure 22

Appendix 2: Mapping local media in Local Authority districts covering Big Media current and closed titles and independent current and closed titles

| Title | Ownership | Publication type | Local Authority | IMD LA Rank 2019 | LA IMD Decile | Status |
|----------------------------------|----------------|------------------------|-----------------|------------------|---------------|---------|
| Lancing Herald | JPI Media | Big Media | Adur | 164 | 06 | Closed |
| Sussex Live | Reach | Big Media | Adur | 164 | 06 | Current |
| Sussex Live | Reach Plc | Big Media | Adur | 164 | 06 | Current |
| The Mail | Newsquest | Big Media | Allerdale | 109 | 04 | Current |
| Times and Star (West Cumberland) | Newsquest | Big Media | Allerdale | 109 | 04 | Current |
| Belper News | JPI Media | Big Media | Amber Valley | 167 | 06 | closed |
| Ripley & Heanor News | JPI Media | Big Media | Amber Valley | 167 | 06 | closed |
| Derbyshire Times | National World | Big Media | Amber Valley | 167 | 06 | current |
| Derbyshire Live | Reach Plc | Big Media | Amber Valley | 167 | 06 | current |
| Ripley Trader | | Big Media | Amber Valley | 167 | 06 | closed |
| Nailed | Independent | Independent/hyperlocal | Amber Valley | 167 | 06 | closed |
| Our Belper | Independent | Independent/hyperlocal | Amber Valley | 167 | 06 | current |
| Our Ripley | Independent | Independent/hyperlocal | Amber Valley | 167 | 06 | current |
| Bognor Regis Observer | National World | Big Media | Arun | 149 | 05 | current |
| SussexWorld | National World | Big Media | Arun | 149 | 05 | current |
| Sussex Live | Reach Plc | Big Media | Arun | 149 | 05 | current |
| Ashfield Chad | National World | Big Media | Ashfield | 63 | 02 | current |
| hucknalldispatch | National World | Big Media | Ashfield | 63 | 02 | current |
| Nottinhamshire Live | Reach Plc | Big Media | Ashfield | 63 | 02 | current |
| Hucknall Nub | Nub News | Independent/hyperlocal | Ashfield | 63 | 02 | current |
| Kent Online | Iliffe Media | Big Media | Ashford | 152 | 05 | current |
| Kent Live | Reach Plc | Big Media | Ashford | 152 | 05 | current |
| Woking Informer | | Big Media | Aylesbury Vale | 277 | 09 | closed |
| Bucks Herald | National World | Big Media | Aylesbury Vale | 277 | 09 | current |

| | | | | | | |
|---|----------------------|------------------------|----------------------|-----|----|----------------|
| bucksfreepress | Newsquest | Big Media | Aylesbury Vale | 277 | 09 | <u>current</u> |
| Buckinghamshire Live | Reach Plc | Big Media | Aylesbury Vale | 277 | 09 | <u>current</u> |
| Woking News and Mail | Tindle | Big Media | Aylesbury Vale | 277 | 09 | <u>current</u> |
| Wendover News | Independent | Independent/hyperlocal | Aylesbury Vale | 277 | 09 | <u>current</u> |
| Wycombe Today | Independent | Independent/hyperlocal | Aylesbury Vale | 277 | 09 | <u>current</u> |
| Suffolk News | Iliffe Media | Big Media | Babergh | 212 | 07 | <u>current</u> |
| East Anglian Daily Times | Newsquest | Big Media | Babergh | 212 | 07 | <u>current</u> |
| Ipswich Star | Newsquest | Big Media | Babergh | 212 | 07 | <u>current</u> |
| Sudbury Mercury | Newsquest | Big Media | Babergh | 212 | 07 | <u>current</u> |
| Ipswich Spy | Independent | Independent/hyperlocal | Babergh | 212 | 07 | |
| Hadleigh Nub | Nub News | Independent/hyperlocal | Babergh | 212 | 07 | <u>current</u> |
| Shotley Peninsular Nub | Nub News | Independent/hyperlocal | Babergh | 212 | 07 | <u>current</u> |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Barking and Dagenham | 5 | 01 | <u>current</u> |
| Barking and Dagenham Post | Newsquest | Big Media | Barking and Dagenham | 5 | 01 | <u>current</u> |
| MyLondon | Reach Plc | Big Media | Barking and Dagenham | 5 | 01 | <u>current</u> |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Barnet | 184 | 06 | <u>current</u> |
| Barnet and Potters Bar Times | Newsquest | Big Media | Barnet | 184 | 06 | <u>current</u> |
| MyLondon | Reach Plc | Big Media | Barnet | 184 | 06 | <u>current</u> |
| Barnet Post | Independent | Independent/hyperlocal | Barnet | 184 | 06 | |
| Yorkshire Live | Reach Plc | Big Media | Barnsley | 38 | 02 | <u>current</u> |
| Alternative Barnsley | Independent | Independent/hyperlocal | Barnsley | 38 | 02 | <u>closed</u> |
| The Mail | Newsquest | Big Media | Barrow-in-Furness | 44 | 02 | <u>current</u> |
| Lancs Live | Reach Plc | Big Media | Barrow-in-Furness | 44 | 02 | <u>current</u> |
| Central and Hindpool Neighbourhood Management | Independent | Independent/hyperlocal | Barrow-in-Furness | 44 | 02 | <u>closed</u> |
| echo-news | Newsquest | Big Media | Basildon | 111 | 04 | <u>current</u> |

| | | | | | | |
|---------------------------------------|----------------|------------------------|------------------------------|-----|----|----------------|
| Southend Echo | Newsquest | Big Media | Basildon | 111 | 04 | <u>current</u> |
| Essex Live | Reach Plc | Big Media | Basildon | 111 | 04 | <u>current</u> |
| Yellow Advertiser | | Big Media | Basildon | 111 | 04 | <u>closed</u> |
| Basildon Nub | Nub News | Independent/hyperlocal | Basildon | 111 | 04 | <u>current</u> |
| Basingstoke Gazette | Newsquest | Big Media | Basingstoke and Dean | 246 | 08 | <u>current</u> |
| hampshirechronicle | Newsquest | Big Media | Basingstoke and Dean | 246 | 08 | <u>current</u> |
| Hampshire Live | Reach Plc | Big Media | Basingstoke and Dean | 246 | 08 | <u>current</u> |
| Basingstoke Observer | | Big Media | Basingstoke and Dean | 246 | 08 | <u>closed</u> |
| worksopguardian | National World | Big Media | Bassetlaw | 108 | 04 | <u>current</u> |
| Nottinhamshire Live | Reach Plc | Big Media | Bassetlaw | 108 | 04 | <u>current</u> |
| Worksop Trader | | Big Media | Bassetlaw | 108 | 04 | <u>closed</u> |
| Somerset County Gazette | Newsquest | Big Media | Bath and North East Somerset | 274 | 09 | <u>current</u> |
| somersetcountygazette | Newsquest | Big Media | Bath and North East Somerset | 274 | 09 | <u>current</u> |
| somersetcountygazette | Newsquest | Big Media | Bath and North East Somerset | 274 | 09 | <u>current</u> |
| Bristol Live | Reach Plc | Big Media | Bath and North East Somerset | 274 | 09 | <u>current</u> |
| Goucestershire Live | Reach Plc | Big Media | Bath and North East Somerset | 274 | 09 | <u>current</u> |
| Somerset Live | Reach Plc | Big Media | Bath and North East Somerset | 274 | 09 | <u>current</u> |
| Keynsham Voice | Independent | Independent/hyperlocal | Bath and North East Somerset | 274 | 09 | <u>current</u> |

| | | | | | | |
|---|-------------------------|------------------------|---------------------------------|-----|----|----------------|
| So Derbyshire | Independent | Independent/hyperlocal | Bath and North East Somerset | 274 | 09 | <u>current</u> |
| Somerset Apple | Independent | Independent/hyperlocal | Bath and North East Somerset | 274 | 09 | <u>current</u> |
| Midsomer Norton Nub | Nub News | Independent/hyperlocal | Bath and North East Somerset | 274 | 09 | <u>current</u> |
| Radstock Nub News | Nub News | Independent/hyperlocal | Bath and North East Somerset | 274 | 09 | <u>current</u> |
| Bedford Midweek | Independent | Big Media | Bedford | 156 | 05 | <u>closed</u> |
| Bedford Today | National World | Big Media | Bedford | 156 | 05 | <u>current</u> |
| bedfordshirelive | Reach Plc | Big Media | Bedford | 156 | 05 | <u>current</u> |
| bedfordshirelive | Reach Plc | Big Media | Bedford | 156 | 05 | <u>current</u> |
| Bedfordshire on Sunday | | Big Media | Bedford | 156 | 05 | <u>closed</u> |
| Bedford Independent | Independent | Independent/hyperlocal | Bedford | 156 | 05 | <u>current</u> |
| Biddenham Blog | Independent | Independent/hyperlocal | Bedford | 156 | 05 | <u>closed</u> |
| Kent Online | KentOnline | Big Media | Bexley | 190 | 06 | <u>current</u> |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Bexley | 190 | 06 | <u>current</u> |
| South London Press and Mercury | MSI Media | Big Media | Bexley | 190 | 06 | <u>current</u> |
| Bexley News Shopper | Reach Plc | Big Media | Bexley | 190 | 06 | <u>current</u> |
| MyLondon | Reach Plc | Big Media | Bexley | 190 | 06 | <u>current</u> |
| Erith Watch | Independent | Independent/hyperlocal | Bexley | 190 | 06 | <u>closed</u> |
| Birmingham World | National World | Big Media | Birmingham | 6 | 01 | <u>current</u> |
| Birmingham Live | Reach Plc | Big Media | Birmingham | 6 | 01 | <u>current</u> |
| Birmingham Free Press | | Big Media | Birmingham | 6 | 01 | <u>closed</u> |
| Birmingham Press | | Big Media | Birmingham | 6 | 01 | <u>closed</u> |
| Sutton Coldfield News | | Big Media | Birmingham | 6 | 01 | <u>closed</u> |
| Birmingham City Centre Neighbourhood Forum | Independent | Independent/hyperlocal | Birmingham | 6 | 01 | <u>current</u> |

| | | | | | | |
|-------------------------------|----------------|------------------------|-------------|-----|----|---------|
| B26 Community | Independent | Independent/hyperlocal | Birmingham | 6 | 01 | Closed |
| B31 Voices | Independent | Independent/hyperlocal | Birmingham | 6 | 01 | Current |
| Bournville News | Independent | Independent/hyperlocal | Birmingham | 6 | 01 | Closed |
| Created in Birmingham | Independent | Independent/hyperlocal | Birmingham | 6 | 01 | Closed |
| Eye on Moseley | Independent | Independent/hyperlocal | Birmingham | 6 | 01 | Closed |
| Kings Heath community website | Independent | Independent/hyperlocal | Birmingham | 6 | 01 | Closed |
| Sutton Coldfield Local | Independent | Independent/hyperlocal | Birmingham | 6 | 01 | Closed |
| The B44' Blog | Independent | Independent/hyperlocal | Birmingham | 6 | 01 | Closed |
| Vale Mail / Tyburn Mail | Independent | Independent/hyperlocal | Birmingham | 6 | 01 | Closed |
| Leicestershire Live | Reach Plc | Big Media | Blaby | 281 | 09 | Current |
| Lancashire Telegraph | Newsquest | Big Media | Blackburn | 14 | 01 | Current |
| Lancs Live | Reach Plc | Big Media | Blackburn | 14 | 01 | Current |
| Blackpool Gazette | National World | Big Media | Blackpool | 1 | 01 | Current |
| Lancashire Post | National World | Big Media | Blackpool | 1 | 01 | Current |
| Lancs Live | Reach Plc | Big Media | Blackpool | 1 | 01 | Current |
| Derbyshire Live | Reach Plc | Big Media | Bolsover | 58 | 02 | Current |
| Manchester World | National World | Big Media | Bolton | 47 | 02 | Current |
| Bolton News | Newsquest | Big Media | Bolton | 47 | 02 | Current |
| Manchester Evening News | Reach Plc | Big Media | Bolton | 47 | 02 | Current |
| About Manchester | Independent | Independent/hyperlocal | Bolton | 47 | 02 | Current |
| Horwich Advertiser | Independent | Independent/hyperlocal | Bolton | 47 | 02 | Current |
| Inside the M60 | Independent | Independent/hyperlocal | Bolton | 47 | 02 | Closed |
| Inside the M64 | Independent | Independent/hyperlocal | Bolton | 47 | 02 | Closed |
| Lincolnshire World | National World | Big Media | Boston | 85 | 03 | Current |
| Lincolnshire Live | Reach Plc | Big Media | Boston | 85 | 03 | Current |
| Lincolnite | Independent | Independent/hyperlocal | Boston | 85 | 03 | Current |
| Bournemouth Echo | Newsquest | Big Media | Bournemouth | 166 | 06 | Current |
| Dorset Live | Reach Plc | Big Media | Bournemouth | 166 | 06 | Current |
| Dorset Online | Independent | Independent/hyperlocal | Bournemouth | 166 | 06 | Current |
| The Boscombe Website | Independent | Independent/hyperlocal | Bournemouth | 166 | 06 | Closed |

| | | | | | | |
|--------------------------------------|----------------------|------------------------|------------------|-----|----|----------------|
| Sussex World | National World | Big Media | Bracknell Forest | 284 | 09 | <u>Current</u> |
| bracknellnews | Newquest | Big Media | Bracknell Forest | 284 | 09 | <u>Current</u> |
| Berkshire Live | Reach Plc | Big Media | Bracknell Forest | 284 | 09 | <u>Current</u> |
| Wokingham Today | Independent | Independent/hyperlocal | Bracknell Forest | 284 | 09 | <u>Current</u> |
| Yorkshire Evening Post | National World | Big Media | Bradford | 21 | 01 | <u>Current</u> |
| Yorkshire Post | National World | Big Media | Bradford | 21 | 01 | <u>Current</u> |
| Keighley News | Newsquest | Big Media | Bradford | 21 | 01 | <u>Current</u> |
| thetelegraphandargus | Newsquest | Big Media | Bradford | 21 | 01 | <u>Current</u> |
| Yorkshire Live | Reach Plc | Big Media | Bradford | 21 | 01 | <u>Current</u> |
| Essex Live | Reach Plc | Big Media | Braintree | 203 | 07 | <u>Current</u> |
| Eastern Daily Press | Newsquest | Big Media | Breckland | 127 | 05 | <u>Current</u> |
| Thetford and Brandon Times | Newsquest | Big Media | Breckland | 127 | 05 | <u>Current</u> |
| Watton and Swaffham Times | Newsquest | Big Media | Breckland | 127 | 05 | <u>Current</u> |
| Wymondham and Attleborough Mercury | Newsquest | Big Media | Breckland | 127 | 05 | <u>Current</u> |
| norfolklive | Reach Plc | Big Media | Breckland | 127 | 05 | <u>Current</u> |
| Thetford and Watton Times | | Big Media | Breckland | 127 | 05 | <u>Closed</u> |
| The Wayland News | Independent | Independent/hyperlocal | Breckland | 127 | 05 | <u>Closed</u> |
| The Breckland View | Independent | Independent/hyperlocal | Breckland | 127 | 05 | <u>Closed</u> |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Brent | 49 | 02 | <u>Current</u> |
| Brent and Times | Newsquest | Big Media | Brent | 49 | 02 | <u>Current</u> |
| MyLondon | Reach Plc | Big Media | Brent | 49 | 02 | <u>Current</u> |
| Brentwood Live | Newsquest | Big Media | Brentwood | 287 | 10 | <u>Current</u> |
| Romford Recorder | Newsquest | Big Media | Brentwood | 287 | 10 | <u>Current</u> |
| Essex Live | Reach Plc | Big Media | Brentwood | 287 | 10 | <u>Current</u> |

| | | | | | | |
|--|----------------------|------------------------|-------------------|------------|----|---------|
| SussexWorld | National World | Big Media | Brighton and Hove | 140 | 05 | Current |
| The Argus | Newsquest | Big Media | Brighton and Hove | 140 | 05 | Current |
| Sussex Live | Reach | Big Media | Brighton and Hove | 140 | 05 | Current |
| Brighton Seagull | Independent | Independent/hyperlocal | Brighton and Hove | 140 | 05 | Current |
| brightonandhovenews.org | Independent | Independent/hyperlocal | Brighton and Hove | 140 | 05 | Current |
| Bristol World | National World | Big Media | Bristol | 82 | 03 | Current |
| Bristol World | National World | Big Media | Bristol | 82 | 03 | Current |
| Bristol Live | Reach Plc | Big Media | Bristol | 82 | 03 | Current |
| Bishopston Voice | Independent | Independent/hyperlocal | Bristol | 82 | 03 | Current |
| Bristol Cable | Independent | Independent/hyperlocal | Bristol | 82 | 03 | Current |
| Bristol24-7 | Independent | Independent/hyperlocal | Bristol | 82 | 03 | Current |
| Greater Bedminster Neighbourhood Forum | Independent | Independent/hyperlocal | Bristol | 82 | 03 | Closed |
| Henleaze and Westbury Voice | Independent | Independent/hyperlocal | Bristol | 82 | 03 | Current |
| Horfield and Lockleaze Voice | Independent | Independent/hyperlocal | Bristol | 82 | 03 | Closed |
| Eastern Daily Press | Newsquest | Big Media | Broadland | 257 | 09 | Current |
| Old Buckenham blog | Independent | Independent/hyperlocal | Broadland | 257 | 09 | Current |
| Kent Online | Iliffe Media | Big Media | Bromley | 230 | 08 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Bromley | 230 | 08 | Current |
| South London Press and Mercury | MSI Media | Big Media | Bromley | 230 | 08 | Current |
| Bromley News Shopper | Newsquest | Big Media | Bromley | 230 | 08 | Current |
| Kent Live | Reach Plc | Big Media | Bromley | 230 | 08 | Current |
| Mylondon | Reach Plc | Big Media | Bromley | 230 | 08 | Current |
| Bromley Extra | | Big Media | Bromley | 230 | 08 | Closed |
| Crystal Palace Magazine | Independent | Independent/hyperlocal | Bromley | 230 | 08 | Closed |
| Bromsgrove Standard | Bullivant | Big Media | Bromsgrove | 271 | 09 | Current |

| | | | | | | |
|-----------------------------------|----------------|------------------------|------------|------------|----|---------|
| Bromsgrove Advertiser | Newsquest | Big Media | Bromsgrove | 271 | 09 | Current |
| Malvern Gazette | Newsquest | Big Media | Bromsgrove | 271 | 09 | Current |
| Worcester News | Newsquest | | Bromsgrove | 271 | 09 | Current |
| Birmingham Live | Reach Plc | | Bromsgrove | 271 | 09 | Current |
| Kidderminster Shuttle | | | Bromsgrove | 271 | 09 | Current |
| HertsAdvertiser | Newsquest | Big Media | Broxbourne | 153 | 05 | Current |
| Herts Live | Reach Plc | Big Media | Broxbourne | 153 | 05 | Current |
| Nottinhamshire Live | Reach Plc | Big Media | Broxtowe | 223 | 08 | Current |
| Burnley Express | National World | Big Media | Burnley | 11 | 01 | Current |
| Lancashire Post | National World | Big Media | Burnley | 11 | 01 | Current |
| Lancashire Telegraph | Newsquest | Big Media | Burnley | 11 | 01 | Current |
| Lancs Live | Reach Plc | Big Media | Burnley | 11 | 01 | Current |
| Burnley Star | | Big Media | Burnley | 11 | 01 | Closed |
| Manchester World | National World | Big Media | Bury | 110 | 04 | Current |
| burytimes | Newsquest | Big Media | Bury | 110 | 04 | Current |
| Manchester Evening News | Reach Plc | Big Media | Bury | 110 | 04 | Current |
| About Manchester | Independent | Independent/hyperlocal | Bury | 110 | 04 | Current |
| Inside the M65 | Independent | Independent/hyperlocal | Bury | 110 | 04 | Closed |
| halifaxcourier | National World | Big Media | Calderdale | 76 | 03 | Current |
| Yorkshire Evening Post | National World | Big Media | Calderdale | 76 | 03 | Current |
| Yorkshire Post | National World | Big Media | Calderdale | 76 | 03 | Current |
| Yorkshire Live | Reach Plc | Big Media | Calderdale | 76 | 03 | Current |
| Upper Calder Valley Plain Speaker | Independent | Independent/hyperlocal | Calderdale | 76 | 03 | Closed |
| Calderdale Guardian | Independent | Independent/hyperlocal | Calderdale | 76 | 03 | Closed |
| Pennine Life | Independent | Independent/hyperlocal | Calderdale | 76 | 03 | Closed |
| Cambridge First | | Big Media | Cambridge | 205 | 07 | Closed |
| Cambridge Independent | Iliffe Media | Big Media | Cambridge | 205 | 07 | Current |
| Cambs Times | Newsquest | Big Media | Cambridge | 205 | 07 | Current |

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|----------------------------------|----------------------------|------------------------|----------------------|------------|----|---------|
| Cambridge Live | Reach Plc | Big Media | Cambridge | 205 | 07 | Current |
| Cambs Times | | Big Media | Cambridge | 205 | 07 | Closed |
| Camden Citizen | Citizen News and Media Ltd | Big Media | Camden | 132 | 05 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Camden | 132 | 05 | Current |
| MyLondon | Reach Plc | Big Media | Camden | 132 | 05 | Current |
| Fitzrovia News | Independent | Independent/hyperlocal | Camden | 132 | 05 | Current |
| ActonW3.com | Independent | Independent/hyperlocal | Camden | 132 | 05 | Current |
| Holborn Voice | Independent | Independent/hyperlocal | Camden | 132 | 05 | Closed |
| Birmingham Live | Reach Plc | Big Media | Cannock | 126 | 04 | Current |
| Staffordshire Live | Reach Plc | Big Media | Cannock | 126 | 04 | Current |
| Cannock Chase Post | | Big Media | Cannock | 126 | 04 | Closed |
| Express and Star | | Big Media | Cannock | 126 | 04 | Current |
| Kent Online | KM Media Group | Big Media | Canterbury | 185 | 06 | Current |
| Kent Live | Reach Plc | Big Media | Canterbury | 185 | 06 | Current |
| Herne Bay Matters | Independent | Independent/hyperlocal | Canterbury | 185 | 06 | Closed |
| Cumberland News and Star | Newsquest | Big Media | Carlisle | 115 | 04 | Current |
| newsandstar | Newsquest | Big Media | Carlisle | 115 | 04 | Current |
| The Mail | Newsquest | Big Media | Carlisle | 115 | 04 | Current |
| Times and Star (West Cumberland) | Newsquest | Big Media | Carlisle | 115 | 04 | Current |
| Lancs Live | Reach Plc | Big Media | Carlisle | 115 | 04 | Current |
| echo-news | Newsquest | Big Media | Castle Point | 182 | 06 | Current |
| Essex Live | Reach Plc | Big Media | Castle Point | 182 | 06 | Current |
| Dunstable Gazette | JPI Media | Big Media | Central Bedfordshire | 264 | 09 | Closed |
| Biggleswade Today | National World | Big Media | Central Bedfordshire | 264 | 09 | Current |

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|---------------------------------------|----------------|------------------------|----------------------|-----|----|----------------|
| leightonbuzzardonline | National World | Big Media | Central Bedfordshire | 264 | 09 | <u>Current</u> |
| Luton Today | National World | Big Media | Central Bedfordshire | 264 | 09 | <u>Current</u> |
| bedfordshirelive | Reach Plc | Big Media | Central Bedfordshire | 264 | 09 | <u>Current</u> |
| Bedfordshire on Sunday | | Big Media | Central Bedfordshire | 264 | 09 | <u>Closed</u> |
| Biggleswade Comet | | Big Media | Central Bedfordshire | 264 | 09 | <u>Closed</u> |
| Biggleswade Online | Independent | Independent/hyperlocal | Central Bedfordshire | 264 | 09 | <u>Closed</u> |
| Leicestershire Live | Reach Plc | Big Media | Charnwood | 244 | 08 | <u>Current</u> |
| Loughborough Mercury | | Big Media | Charnwood | 244 | 08 | <u>Closed</u> |
| Loughborough Trader Xtra | | Big Media | Charnwood | 244 | 08 | <u>Closed</u> |
| Chelmsford and Mid Essex Times | Newsquest | Big Media | Chelmsford | 260 | 09 | <u>Current</u> |
| Maldon Standard | Newsquest | Big Media | Chelmsford | 260 | 09 | <u>Current</u> |
| Essex Live | Reach Plc | Big Media | Chelmsford | 260 | 09 | <u>Current</u> |
| Hertfordshire and Essex Observer | | Big Media | Chelmsford | 260 | 09 | <u>Closed</u> |
| Goucestershire Live | Reach Plc | Big Media | Cheltenham | 237 | 08 | <u>Current</u> |
| Leckhampton Online | Independent | Independent/hyperlocal | Cheltenham | 237 | 08 | <u>Closed</u> |
| Banbury Guardian | National World | Big Media | Cherwell | 220 | 07 | <u>Current</u> |
| Bicester Advertiser | Newsquest | Big Media | Cherwell | 220 | 07 | <u>Current</u> |
| Oxford Mail | Newsquest | Big Media | Cherwell | 220 | 07 | <u>Current</u> |
| Cheshire Live | Reach Plc | Big Media | Cheshire East | 228 | 08 | <u>Current</u> |
| Congleton Guardian | | Big Media | Cheshire East | 228 | 08 | <u>Closed</u> |
| Knutsford Community News | | Big Media | Cheshire East | 228 | 08 | <u>Closed</u> |
| Macclesfield Community News | | Big Media | Cheshire East | 228 | 08 | <u>Closed</u> |

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|--------------------------------------|-------------|------------------------|---------------------------|------------|----|---------|
| Wilmslow and Bramhall Community News | | Big Media | Cheshire East | 228 | 08 | Closed |
| Wilmslow Express | | Big Media | Cheshire East | 228 | 08 | Closed |
| alderleyedge.com | Independent | Independent/hyperlocal | Cheshire East | 228 | 08 | Current |
| Holmes Chapel Cheshire | Independent | Independent/hyperlocal | Cheshire East | 228 | 08 | Closed |
| Nantwich News | Independent | Independent/hyperlocal | Cheshire East | 228 | 08 | Current |
| So Cheshire | Independent | Independent/hyperlocal | Cheshire East | 228 | 08 | Current |
| wilmslow.co.uk | Independent | Independent/hyperlocal | Cheshire East | 228 | 08 | Current |
| Congleton Chronicle | Independent | Independent/hyperlocal | Cheshire East | 228 | 08 | |
| Alsager Nub | Nub News | Independent/hyperlocal | Cheshire East | 228 | 08 | Current |
| Congleton Nub | Nub News | Independent/hyperlocal | Cheshire East | 228 | 08 | Current |
| Crewe Nub News | Nub News | Independent/hyperlocal | Cheshire East | 228 | 08 | Current |
| Macclesfield Nub | Nub News | Independent/hyperlocal | Cheshire East | 228 | 08 | Current |
| Sandbach Nub | Nub News | Independent/hyperlocal | Cheshire East | 228 | 08 | Current |
| chesterstandard | Newsquest | Big Media | Cheshire West and Chester | 183 | 06 | Current |
| northwichguardian | Newsquest | Big Media | Cheshire West and Chester | 183 | 06 | Current |
| Cheshire Live | Reach Plc | Big Media | Cheshire West and Chester | 183 | 06 | Current |
| Ellesmere Port Pioneer | | Big Media | Cheshire West and Chester | 183 | 06 | Closed |
| Mid-Cheshire Chronicle | | Big Media | Cheshire West and Chester | 183 | 06 | Closed |
| stamfordmercury | | Big Media | Cheshire West and Chester | 183 | 06 | Current |
| We Are Chester | Independent | Independent/hyperlocal | Cheshire West and Chester | 183 | 06 | Current |
| Frodsham Nub | Nub News | Independent/hyperlocal | Cheshire West and Chester | 183 | 06 | Current |
| The Bodged Road Blog | Independent | Independent/hyperlocal | Cheshire West and Chester | 183 | 06 | Closed |

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|----------------------------------|----------------------|------------------------|----------------|-----|----|---------|
| Chesterfield Advertiser | | Big Media | Chesterfield | 86 | 03 | Closed |
| derbyshiretimes | National World | Big Media | Chesterfield | 86 | 03 | Current |
| Chesterfield News | Independent | Independent/hyperlocal | Chesterfield | 86 | 03 | Current |
| SussexWorld | National World | Big Media | Chichester | 213 | 07 | Current |
| Sussex Live | Reach Plc | Big Media | Chichester | 213 | 07 | Current |
| Bucks Herald | National World | Big Media | Chiltern | 315 | 10 | Current |
| bucksfreepress | Newsquest | Big Media | Chiltern | 315 | 10 | Current |
| Wycombe Today | Independent | Independent/hyperlocal | Chiltern | 315 | 10 | Current |
| Amersham People | Independent | Independent/hyperlocal | Chiltern | 315 | 10 | Closed |
| Lancashire Post | National World | Big Media | Chorley | 192 | 07 | Current |
| Lancs Live | Reach Plc | Big Media | Chorley | 192 | 07 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | City of London | 208 | 07 | Current |
| MyLondon | Reach Plc | Big Media | City of London | 208 | 07 | Current |
| gazette-news | Newsquest | Big Media | Colchester | 181 | 06 | Current |
| Essex Live | Reach Plc | Big Media | Colchester | 181 | 06 | Current |
| Colchester Chronicle | Independent | Independent/hyperlocal | Colchester | 181 | 06 | Current |
| Your Colchester | Independent | Independent/hyperlocal | Colchester | 181 | 06 | Closed |
| The Mail | Newsquest | Big Media | Copeland | 78 | 03 | Current |
| Times and Star (West Cumberland) | Newsquest | Big Media | Copeland | 78 | 03 | Current |
| Northamptonshire Telegraph | National World | Big Media | Corby | 70 | 03 | Current |
| Northants Live | Reach Plc | Big Media | Corby | 70 | 03 | Current |
| Northampton Life | Independent | Independent/hyperlocal | Corby | 70 | 03 | Current |
| Falmouth and Penryn Packet | National World | Big Media | Cornwall | 83 | 03 | Current |
| Cornwall Live | Reach Plc | Big Media | Cornwall | 83 | 03 | Current |
| Bodmin Voice | Tindle | Big Media | Cornwall | 83 | 03 | Current |
| Cornish Stuff | Independent | Independent/hyperlocal | Cornwall | 83 | 03 | Closed |
| Cornwall Reports | Independent | Independent/hyperlocal | Cornwall | 83 | 03 | Current |

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|------------------------------------|----------------------|------------------------|---------------|-----|----|---------|
| Falmouth Nub | Nub News | Independent/hyperlocal | Cornwall | 83 | 03 | Current |
| Helston Nub News | Nub News | Independent/hyperlocal | Cornwall | 83 | 03 | Current |
| Cotswold Journal | Newsquest | Big Media | Cotswold | 272 | 09 | Current |
| Wilts and Gloucestershire Standard | Newsquest | Big Media | Cotswold | 272 | 09 | Current |
| Goucestershire Live | Reach Plc | Big Media | Cotswold | 272 | 09 | Current |
| Wear Valley Mercury | | Big Media | County Durham | 65 | 03 | Closed |
| Northern Echo | Newsquest | Big Media | County Durham | 65 | 03 | Current |
| Consett Magazine | Independent | Independent/hyperlocal | County Durham | 65 | 03 | Current |
| South West Durham News | Independent | Independent/hyperlocal | County Durham | 65 | 03 | Current |
| Birmingham World | National World | Big Media | Coventry | 81 | 03 | Current |
| Eastern Daily Press | Newsquest | Big Media | Coventry | 81 | 03 | Current |
| Birmingham Live | Reach Plc | Big Media | Coventry | 81 | 03 | Current |
| Coventry Live | Reach Plc | Big Media | Coventry | 81 | 03 | Current |
| Coventry Herald | | Big Media | Coventry | 81 | 03 | Closed |
| Coventry Times | | Big Media | Coventry | 81 | 03 | Closed |
| Yorkshire Evening Post | National World | Big Media | Craven | 239 | 08 | Current |
| Craven Herald and Pioneer | Newsquest | Big Media | Craven | 239 | 08 | Current |
| Yorkshire Live | Reach Plc | Big Media | Craven | 239 | 08 | Current |
| SussexWorld | National World | Big Media | Crawley | 136 | 05 | Current |
| Sussex Live | Reach Plc | Big Media | Crawley | 136 | 05 | Current |
| Crawley News | | Big Media | Crawley | 136 | 05 | Closed |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Croydon | 102 | 04 | Current |
| Your Local Guardian | Newsquest | Big Media | Croydon | 102 | 04 | Current |
| MyLondon | Reach Plc | Big Media | Croydon | 102 | 04 | Current |
| Inside Croydon | Independent | Independent/hyperlocal | Croydon | 102 | 04 | Current |
| hemeltoday | National World | Big Media | Dacorum | 240 | 08 | Current |
| HertsAdvertiser | Newsquest | Big Media | Dacorum | 240 | 08 | Current |
| Herts Live | Reach Plc | Big Media | Dacorum | 240 | 08 | Current |
| Northern Echo | Newsquest | Big Media | Darlington | 103 | 04 | Current |

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|---|----------------|------------------------|------------------|-----|----|---------|
| Darlington and South Durham Herald and Post | | Big Media | Darlington | 103 | 04 | Closed |
| Darlington Despatch | | Big Media | Darlington | 103 | 04 | Closed |
| Dartford News Shopper | Newsquest | Big Media | Dartford | 145 | 05 | Current |
| News Shopper | Newsquest | Big Media | Dartford | 145 | 05 | Closed |
| Kent Live | Reach | Big Media | Dartford | 145 | 05 | Closed |
| Kent Online | | Big Media | Dartford | 145 | 05 | Closed |
| Dartford Living | Independent | Independent/hyperlocal | Dartford | 145 | 05 | Current |
| Dartford Matters | Independent | Independent/hyperlocal | Dartford | 145 | 05 | Closed |
| Daventry Express | National World | Big Media | Daventry | 243 | 08 | Current |
| Northampton Chronicle and Echo | National World | Big Media | Daventry | 243 | 08 | Current |
| Northants Live | Reach Plc | Big Media | Daventry | 243 | 08 | Current |
| Northampton Life | Independent | Independent/hyperlocal | Daventry | 243 | 08 | Current |
| Derbyshire Live | Reach Plc | Big Media | Derby | 90 | 03 | Current |
| Derby News | Independent | Independent/hyperlocal | Derby | 90 | 03 | Closed |
| Spondon Online | Independent | Independent/hyperlocal | Derby | 90 | 03 | Current |
| Buxton Advertiser | National World | Big Media | Derbyshire Dales | 265 | 09 | Current |
| Derbyshire Times | National World | Big Media | Derbyshire Dales | 265 | 09 | Current |
| Harrogate Advertiser | National World | Big Media | Derbyshire Dales | 265 | 09 | Current |
| Worksop Guardian | National World | Big Media | Derbyshire Dales | 265 | 09 | Current |
| Derbyshire Live | Reach Plc | Big Media | Derbyshire Dales | 265 | 09 | Current |
| Doncaster Advertiser | | Big Media | Doncaster | 41 | 02 | Closed |
| The Star (Doncaster) | JPI Media | Big Media | Doncaster | 41 | 02 | Closed |
| doncasterfreepress | | | | | | |
| | National World | Big Media | Doncaster | 41 | 02 | Current |
| Yorkshire Live | Reach Plc | Big Media | Doncaster | 41 | 02 | Current |
| Epworth Bells | | Big Media | Doncaster | 41 | 02 | Closed |
| South Yorkshire Times | | Big Media | Doncaster | 41 | 02 | Closed |
| Thorne Times | Independent | Independent/hyperlocal | Doncaster | 41 | 02 | Current |

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|--------------------------------|----------------------|------------------------|--------|-----|----|---------|
| dorsetecho | Newsquest | Big Media | Dorset | 197 | 07 | Current |
| dorset.live | Reach Plc | Big Media | Dorset | 197 | 07 | Current |
| bridportnews | | Big Media | Dorset | 197 | 07 | Current |
| View From Bridport | | Big Media | Dorset | 197 | 07 | Closed |
| View From Dorchester | | Big Media | Dorset | 197 | 07 | Closed |
| View From Lyme Regis | | Big Media | Dorset | 197 | 07 | Closed |
| View From Weymouth | | Big Media | Dorset | 197 | 07 | Closed |
| Dorset Biz News | Independent | Independent/hyperlocal | Dorset | 197 | 07 | Current |
| Dorset Eye | Independent | Independent/hyperlocal | Dorset | 197 | 07 | Current |
| Lyme Online | Independent | Independent/hyperlocal | Dorset | 197 | 07 | Current |
| Dorset Online | Independent | Independent/hyperlocal | Dorset | 197 | 07 | Current |
| Bridport Nub News | Nub News | Independent/hyperlocal | Dorset | 197 | 07 | Current |
| Dorchester Nub | Nub News | Independent/hyperlocal | Dorset | 197 | 07 | Current |
| Swanageview | Independent | Independent/hyperlocal | Dorset | 197 | 07 | Closed |
| The Blandford Buzz | Independent | Independent/hyperlocal | Dorset | 197 | 07 | Closed |
| Kent Online | Iliffe Media | Big Media | Dover | 107 | 04 | Current |
| Dover Mercury | KM Media | Big Media | Dover | 107 | 04 | Current |
| Kent Live | Reach Plc | Big Media | Dover | 107 | 04 | Current |
| Birmingham World | National World | Big Media | Dudley | 104 | 04 | Current |
| Birmingham Live | Reach Plc | Big Media | Dudley | 104 | 04 | Current |
| Dudley News | | Big Media | Dudley | 104 | 04 | Closed |
| Expressandstar | | Big Media | Dudley | 104 | 04 | Current |
| Halesowen News | | Big Media | Dudley | 104 | 04 | Closed |
| Sedgleyscene | Independent | Independent/hyperlocal | Dudley | 104 | 04 | Closed |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Ealing | 88 | 03 | Current |
| Mylondon | Reach Plc | Big Media | Ealing | 88 | 03 | Current |
| Ealing Today | Independent | Independent/hyperlocal | Ealing | 88 | 03 | Current |

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| Ealing Nub | Nub News | Independent/hyperlocal | Ealing | 88 | 03 | Current |
| Cambridge Independent | Iliffe Media | Big Media | East Cambridgeshire | 266 | 09 | Current |
| Cambs Times | Newsquest | Big Media | East Cambridgeshire | 266 | 09 | Current |
| Cambridge Live | Reach Plc | Big Media | East Cambridgeshire | 266 | 09 | Current |
| Devon Live | Reach Plc | Big Media | East Devon | 238 | 08 | Current |
| View from Axminster | | Big Media | East Devon | 238 | 08 | Closed |
| View from Seaton and Honiton | | Big Media | East Devon | 238 | 08 | Closed |
| East Devon News | Independent | Independent/hyperlocal | East Devon | 238 | 08 | Current |
| Axminster Nub | Nub News | Independent/hyperlocal | East Devon | 238 | 08 | Current |
| Exmouth Nub | Nub News | Independent/hyperlocal | East Devon | 238 | 08 | Current |
| Honiton Nub | Nub News | Independent/hyperlocal | East Devon | 238 | 08 | Current |
| Seaton Nub News | Nub News | Independent/hyperlocal | East Devon | 238 | 08 | Current |
| Sidmouth Nub News | Nub News | Independent/hyperlocal | East Devon | 238 | 08 | Current |
| hampshirechronicle | | | | | | |
| | Newsquest | Big Media | East Hampshire | 285 | 09 | Current |
| Hampshire Live | Reach Plc | Big Media | East Hampshire | 285 | 09 | Current |
| Alton Herald | Tindle | Big Media | East Hampshire | 285 | 09 | Current |
| Bordon Herald | Tindle | Big Media | East Hampshire | 285 | 09 | Current |
| Bishop's Stortford Independent | Iliffe Media | Big Media | East Hertfordshire | 307 | 10 | Current |
| HertsAdvertiser | Newsquest | Big Media | East Hertfordshire | 307 | 10 | Current |
| Herts Live | Reach Plc | Big Media | East Hertfordshire | 307 | 10 | Current |
| East Herts Scene | | Big Media | East Hertfordshire | 307 | 10 | Closed |
| Lincolnshire World | National World | Big Media | East Lindsey | 30 | 01 | Current |
| Grimsby Live | Reach Plc | Big Media | East Lindsey | 30 | 01 | Current |
| Lincolnshire Live | Reach Plc | Big Media | East Lindsey | 30 | 01 | Current |
| Lincolnite | Independent | Independent/hyperlocal | East Lindsey | 30 | 01 | Current |
| Northampton Chronicle and Echo | National World | Big Media | East Northamptonshire | 226 | 08 | Current |

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|--------------------------------|----------------------------|------------------------|-----------------------|------------|----|----------------|
| Northamptonshire Telegraph | National World | Big Media | East Northamptonshire | 226 | 08 | <u>Current</u> |
| Northants Live | Reach Plc | Big Media | East Northamptonshire | 226 | 08 | <u>Current</u> |
| Northampton Life | Independent | Independent/hyperlocal | East Northamptonshire | 226 | 08 | <u>Current</u> |
| Yorkshire Evening Post | National World | Big Media | East Riding of Yorks | 217 | 07 | <u>Current</u> |
| Yorkshire Post | National World | Big Media | East Riding of Yorks | 217 | 07 | <u>Current</u> |
| Yorkshire Gazette and Herald | Newsquest | Big Media | East Riding of Yorks | 217 | 07 | <u>Current</u> |
| Hull Live | Reach Plc | Big Media | East Riding of Yorks | 217 | 07 | <u>Current</u> |
| Beverley Guardian | | Big Media | East Riding of Yorks | 217 | 07 | <u>Closed</u> |
| Bridlington Gazette and Herald | | Big Media | East Riding of Yorks | 217 | 07 | <u>Closed</u> |
| Driffield Times and Post | | Big Media | East Riding of Yorks | 217 | 07 | <u>Closed</u> |
| Bridlington Echo | Independent | Independent/hyperlocal | East Riding of Yorks | 217 | 07 | <u>Current</u> |
| HU17.net | Independent | Independent/hyperlocal | East Riding of Yorks | 217 | 07 | <u>Current</u> |
| Driffield and Wolds Weekly | Independent | Independent/hyperlocal | East Riding of Yorks | 217 | 07 | <u></u> |
| HU12 Online | Independent | Independent/hyperlocal | East Riding of Yorks | 217 | 07 | <u>Current</u> |
| Utttoxeter Echo | Cheadle and Tean Times Ltd | Big Media | East Staffordshire | 157 | 05 | <u>Closed</u> |
| Staffordshire Live | Reach Plc | Big Media | East Staffordshire | 157 | 05 | <u>Current</u> |
| Burton Trader | | Big Media | East Staffordshire | 157 | 05 | <u>Closed</u> |
| Expressandstar | | Big Media | East Staffordshire | 157 | 05 | <u>Current</u> |

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| Your Uttoxeter | Independent | Independent/hyperlocal | East Staffordshire | 157 | 05 | Closed |
| suffolknews | Iliffe Media | Big Media | East Suffolk | 158 | 05 | Current |
| Beccles and Bungay Journal | Newsquest | Big Media | East Suffolk | 158 | 05 | Current |
| Suffolk Live | Reach Plc | Big Media | East Suffolk | 158 | 05 | Current |
| eadt | | Big Media | East Suffolk | 158 | 05 | Current |
| Felixstowe Extra | | Big Media | East Suffolk | 158 | 05 | Closed |
| Felixstowe Nub | Nub News | Independent/hyperlocal | East Suffolk | 158 | 05 | Current |
| Eastbourne Herald (Hailsham) | JPI Media | Big Media | Eastbourne | 106 | 04 | Closed |
| Sussex Live | National World | Big Media | Eastbourne | 106 | 04 | Current |
| Sussex Live | Reach Plc | Big Media | Eastbourne | 106 | 04 | Current |
| Eastbourne Reporter | Independent | Independent/hyperlocal | Eastbourne | 106 | 04 | Current |
| hampshirechronicle | | | | | | |
| | Newsquest | Big Media | Eastleigh | 288 | 10 | Current |
| Southern Daily Echo | Newsquest | Big Media | Eastleigh | 288 | 10 | Current |
| Hampshire Live | Reach Plc | Big Media | Eastleigh | 288 | 10 | Current |
| Eastleigh News | Independent | Independent/hyperlocal | Eastleigh | 288 | 10 | Current |
| Hedge End Blogger | Independent | Independent/hyperlocal | Eastleigh | 288 | 10 | Closed |
| Cumberland News and Star | Newsquest | Big Media | Eden | 169 | 06 | Current |
| The Mail | Newsquest | Big Media | Eden | 169 | 06 | Current |
| Elmbridge Guardian | | Big Media | Elmbridge | 310 | 10 | Closed |
| Surrey Live | Reach Plc | Big Media | Elmbridge | 310 | 10 | Current |
| Surrey Comet | | Big Media | Elmbridge | 310 | 10 | Current |
| Your Local Guardian | | Big Media | Elmbridge | 310 | 10 | Current |
| All About Weybridge | Independent | Independent/hyperlocal | Elmbridge | 310 | 10 | Current |
| Enfield Gazette | | Big Media | Enfield | 59 | 02 | Closed |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Enfield | 59 | 02 | Current |
| Mylondon | Reach Plc | Big Media | Enfield | 59 | 02 | Current |
| Enfield Dispatch | Independent | Independent/hyperlocal | Enfield | 59 | 02 | Current |

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|-------------------------|----------------|------------------------|----------------------|-----|----|---------|
| Palmers Green Community | Independent | Independent/hyperlocal | Enfield | 59 | 02 | Current |
| Essex Live | Reach Plc | Big Media | Epping Forest | 200 | 07 | Current |
| Surrey Comet | Newsquest | Big Media | Epsom and Ewell | 299 | 10 | Current |
| Epsom and Ewell Times | Independent | Independent/hyperlocal | Epsom and Ewell | 299 | 10 | Current |
| Ilkeston Advertiser | JPI Media | Big Media | Erewash | 168 | 06 | Closed |
| Derbyshire | National World | Big Media | Erewash | 168 | 06 | Current |
| Derbyshire Live | Reach Plc | Big Media | Erewash | 168 | 06 | Current |
| Ilkeston Trader | | Big Media | Erewash | 168 | 06 | Closed |
| Long Eaton Trader | | Big Media | Erewash | 168 | 06 | Closed |
| Exmouth Journal | Newsquest | Big Media | Exeter | 193 | 07 | Current |
| Devon Live | Reach Plc | Big Media | Exeter | 193 | 07 | Current |
| Exeter Observer | Independent | Independent/hyperlocal | Exeter | 193 | 07 | Current |
| East Devon News | Independent | Independent/hyperlocal | Exeter | 193 | 07 | Current |
| Exeter Daily | Independent | Independent/hyperlocal | Exeter | 193 | 07 | Current |
| Hampshire Live | Reach Plc | Big Media | Fareham | 298 | 10 | Current |
| Titchfield News | Independent | Independent/hyperlocal | Fareham | 298 | 10 | Current |
| Fenland Citizen | Iliffe Media | Big Media | Fenland | 51 | 02 | Current |
| Wisbech Standard | Newsquest | Big Media | Fenland | 51 | 02 | Closed |
| Cambridgeshire Live | Reach Plc | Big Media | Fenland | 51 | 02 | Current |
| Whittlesey Standard | | Big Media | Fenland | 51 | 02 | Closed |
| Cambs News | Independent | Independent/hyperlocal | Fenland | 51 | 02 | Current |
| Kent Online | Iliffe Media | Big Media | Folkestone and Hythe | 84 | 03 | Current |
| Kent Live | Reach Plc | Big Media | Folkestone and Hythe | 84 | 03 | Current |
| Goucestershire Live | Reach Plc | Big Media | Forest of Dean | 143 | 05 | Current |
| Gloucester News Centre | Independent | Independent/hyperlocal | Forest of Dean | 143 | 05 | Current |
| Blackpool Gazette | National World | Big Media | Fylde | 198 | 07 | Current |
| Lancashire Post | National World | Big Media | Fylde | 198 | 07 | Current |
| Lytham St Annes News | Independent | Independent/hyperlocal | Fylde | 198 | 07 | |
| Newcastle World | National World | Big Media | Gateshead | 54 | 02 | Current |
| Northern Echo | Newsquest | Big Media | Gateshead | 54 | 02 | Current |

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| Chronicle Live | Reach Plc | Big Media | Gateshead | 54 | 02 | Current |
| Nottinhamshire Live | Reach Plc | Big Media | Gedling | 207 | 07 | Current |
| Gedling Eye | Independent | Independent/hyperlocal | Gedling | 207 | 07 | Current |
| Gloucestershire County Gazette | Newsquest | Big Media | Gloucester | 138 | 05 | Current |
| Wilts and Gloucestershire Standard | Newsquest | Big Media | Gloucester | 138 | 05 | Current |
| Goucestershire Live | Reach Plc | Big Media | Gloucester | 138 | 05 | Current |
| Gloucester News Centre | Independent | Independent/hyperlocal | Gloucester | 138 | 05 | Current |
| hampshirechronicle | | | | | | |
| | Newsquest | Big Media | Gosport | 130 | 05 | Current |
| Hampshire Live | Reach Plc | Big Media | Gosport | 130 | 05 | Current |
| Gosport Globe | Independent | Independent/hyperlocal | Gosport | 130 | 05 | Current |
| Kent Online | Iliffe Media | Big Media | Gravesham | 119 | 04 | Current |
| Gravesend News Shopper | Newsquest | Big Media | Gravesham | 119 | 04 | Current |
| Kent Live | Reach Plc | Big Media | Gravesham | 119 | 04 | Current |
| Great Yarmouth Mercury | Newsquest | Big Media | Great Yarmouth | 24 | 01 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Greenwich | 60 | 02 | Current |
| News Shopper | Newsquest | Big Media | Greenwich | 60 | 02 | Current |
| MyLondon | Reach Plc | Big Media | Greenwich | 60 | 02 | Current |
| Murky Depths | Independent | Independent/hyperlocal | Greenwich | 60 | 02 | Current |
| Greenwich.co.uk | Independent | Independent/hyperlocal | Greenwich | 60 | 02 | Closed |
| Surrey Times | | Big Media | Guildford | 296 | 10 | Current |
| Surrey Live | Reach Plc | Big Media | Guildford | 296 | 10 | Current |
| Guilford Dragon | Independent | Independent/hyperlocal | Guildford | 296 | 10 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Hackney | 7 | 01 | Current |
| MyLondon | Reach Plc | Big Media | Hackney | 7 | 01 | Current |
| EastLondonLines | Independent | Independent/hyperlocal | Hackney | 7 | 01 | Closed |
| Hackney Citizen | Independent | Independent/hyperlocal | Hackney | 7 | 01 | Current |
| Dalstonist | Independent | Independent/hyperlocal | Hackney | 7 | 01 | Closed |

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| Yeah Hackney | Independent | Independent/hyperlocal | Hackney | 7 | 01 | Closed |
| Runcorn and Widnes World | Newsquest | Big Media | Halton | 39 | 02 | Current |
| Northern Echo | Newsquest | Big Media | Hambleton | 255 | 09 | Current |
| Yorkshire Gazette and Herald | Newsquest | Big Media | Hambleton | 255 | 09 | Current |
| Yorkshire Live | Reach Plc | Big Media | Hambleton | 255 | 09 | Current |
| Hambleton Today | Independent | Independent/hyperlocal | Hambleton | 255 | 09 | |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Hammersmith and Fulham | 96 | 04 | Current |
| hamhigh | Newsquest | Big Media | Hammersmith and Fulham | 96 | 04 | Current |
| Mylondon | Reach Plc | Big Media | Hammersmith and Fulham | 96 | 04 | Current |
| Hammersmith and Fulham Chronicle | | Big Media | Hammersmith and Fulham | 96 | 04 | Closed |
| FulhamSW6.com | Independent | Independent/hyperlocal | Hammersmith and Fulham | 96 | 04 | Current |
| HammersmithToday.co.uk | Independent | Independent/hyperlocal | Hammersmith and Fulham | 96 | 04 | Current |
| Shepherdsbushw12.com | Independent | Independent/hyperlocal | Hammersmith and Fulham | 96 | 04 | Current |
| Harborough Mail | National World | Big Media | Harborough | 308 | 10 | Current |
| Northampton Chronicle and Echo | National World | Big Media | Harborough | 308 | 10 | Current |
| Leicestershire Live | Reach Plc | Big Media | Harborough | 308 | 10 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Haringey | 37 | 02 | Current |
| hamhigh | Newsquest | Big Media | Haringey | 37 | 02 | Current |
| Mylondon | Reach Plc | Big Media | Haringey | 37 | 02 | Current |
| Haringey Community Press | Independent | Independent/hyperlocal | Haringey | 37 | 02 | Current |
| Opinion8 | Independent | Independent/hyperlocal | Haringey | 37 | 02 | Closed |
| Essex Live | Reach Plc | Big Media | Harlow | 100 | 04 | Current |
| Harlow Scene | | Big Media | Harlow | 100 | 04 | Closed |
| Harlow Star | | Big Media | Harlow | 100 | 04 | Closed |

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| Your Harlow | Independent | Independent/hyperlocal | Harlow | 100 | 04 | Current |
| Harrogate Advertiser | National World | Big Media | Harrogate | 278 | 09 | Current |
| Yorkshire Evening Post | National World | Big Media | Harrogate | 278 | 09 | Current |
| Yorkshire Post | National World | Big Media | Harrogate | 278 | 09 | Current |
| Northern Echo | Newsquest | Big Media | Harrogate | 278 | 09 | Current |
| York Press | Newsquest | Big Media | Harrogate | 278 | 09 | Current |
| Yorkshire Gazette and Herald | Newsquest | Big Media | Harrogate | 278 | 09 | Current |
| Harrogate Informer | Independent | Independent/hyperlocal | Harrogate | 278 | 09 | Current |
| The Stray Ferret | Independent | Independent/hyperlocal | Harrogate | 278 | 09 | |
| Harrow Observer | | Big Media | Harrow | 199 | 07 | Closed |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Harrow | 199 | 07 | Current |
| Brent and Kilburn Times | Newsquest | Big Media | Harrow | 199 | 07 | Current |
| MyLondon | Reach Plc | Big Media | Harrow | 199 | 07 | Current |
| Harrow Online | Independent | Independent/hyperlocal | Harrow | 199 | 07 | |
| Harrow Times | | | Harrow | 199 | 07 | Current |
| Watford Observer | | | Harrow | 199 | 07 | Current |
| Basingstoke Gazette | Newsquest | Big Media | Hart | 317 | 10 | Current |
| Hampshire Live | Reach Plc | Big Media | Hart | 317 | 10 | Current |
| Surrey Live | Reach Plc | Big Media | Hart | 317 | 10 | Current |
| For Fleet's Sake | Independent | Independent/hyperlocal | Hart | 317 | 10 | Current |
| hartlepoolmail | National World | Big Media | Hartlepool | 25 | 01 | Current |
| Northern Echo | Newsquest | Big Media | Hartlepool | 25 | 01 | Current |
| Teeside Live | Reach Plc | Big Media | Hartlepool | 25 | 01 | Current |
| SussexWorld | National World | Big Media | Hastings | 13 | 01 | Current |
| Sussex Live | Reach Plc | Big Media | Hastings | 13 | 01 | Current |
| Hastings Independent | Independent | Independent/hyperlocal | Hastings | 13 | 01 | Current |
| Portsmouth News | National World | Big Media | Havant | 133 | 05 | Current |
| Hampshire Live | Reach Plc | Big Media | Havant | 133 | 05 | Current |
| Hayling Islander | | Big Media | Havant | 133 | 05 | Closed |

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| Evening Standard | Lebedev Holdings Ltd | Big Media | Havering | 179 | 06 | Current |
| MyLondon | Reach Plc | Big Media | Havering | 179 | 06 | Current |
| romfordrecorder | | Big Media | Havering | 179 | 06 | Current |
| Hornchurch Life | Independent | Independent/hyperlocal | Havering | 179 | 06 | Current |
| Havering Daily | Independent | Independent/hyperlocal | Havering | 179 | 06 | Current |
| The Upminster Blog | Independent | Independent/hyperlocal | Havering | 179 | 06 | Closed |
| Hereford Journal | | Big Media | Herefordshire | 137 | 05 | Closed |
| Hereford Times | Newsquest | Big Media | Herefordshire | 137 | 05 | Current |
| Ledbury Reporter | Newsquest | Big Media | Herefordshire | 137 | 05 | Current |
| Goucestershire Live | Reach Plc | Big Media | Herefordshire | 137 | 05 | Current |
| Borehamwood and Elstree Times | Newsquest | Big Media | Hertsmere | 224 | 08 | Current |
| buxtonadvertiser | | | | | | |
| | National World | Big Media | High Peak | 202 | 07 | Current |
| The Star | National World | Big Media | High Peak | 202 | 07 | Current |
| Derbyshire Live | Reach Plc | Big Media | High Peak | 202 | 07 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Hillingdon | 151 | 05 | Current |
| Hillingdon and Uxbridge Times | Newsquest | Big Media | Hillingdon | 151 | 05 | Current |
| MyLondon | Reach Plc | Big Media | Hillingdon | 151 | 05 | Current |
| Leicestershire Live | Reach Plc | Big Media | Hinckley and Bosworth | 232 | 08 | Current |
| West Sussex County Times (South Downs) | JPI Media | Big Media | Horsham | 290 | 10 | Closed |
| SussexWorld | National World | Big Media | Horsham | 290 | 10 | Current |
| The Argus | Newsquest | Big Media | Horsham | 290 | 10 | Current |
| Sussex Live | Reach Plc | Big Media | Horsham | 290 | 10 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Hounslow | 95 | 03 | Current |
| Brentford Live | Newsquest | Big Media | Hounslow | 95 | 03 | Current |

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| Mylondon | Reach Plc | Big Media | Hounslow | 95 | 03 | Current |
| Hounslow and Brentford Times | | Big Media | Hounslow | 95 | 03 | Closed |
| BrentfordTW8.com | Independent | Independent/hyperlocal | Hounslow | 95 | 03 | Current |
| ChiswickW4.com | Independent | Independent/hyperlocal | Hounslow | 95 | 03 | Current |
| Brentford Nub News | Nub News | Independent/hyperlocal | Hounslow | 95 | 03 | Current |
| Cambridge Independent | Iliffe Media | Big Media | Huntingdonshire | 247 | 08 | Current |
| Cambs Times | Newsquest | Big Media | Huntingdonshire | 247 | 08 | Current |
| Hunts Post | Newsquest | Big Media | Huntingdonshire | 247 | 08 | Current |
| Cambridge Live | Reach Plc | Big Media | Huntingdonshire | 247 | 08 | Current |
| Lancashire Telegraph | Newsquest | Big Media | Hyndburn | 18 | 01 | Current |
| Accrington Observer | Reach Plc | Big Media | Hyndburn | 18 | 01 | Current |
| Lancs Live | Reach Plc | Big Media | Hyndburn | 18 | 01 | Current |
| Accrington Web | Independent | Independent/hyperlocal | Hyndburn | 18 | 01 | Closed |
| gazette-news | Newsquest | Big Media | Ipswich | 71 | 03 | Current |
| ipswichstar | Newsquest | Big Media | Ipswich | 71 | 03 | Current |
| eadt | | Big Media | Ipswich | 71 | 03 | Current |
| Ipswich Spy | Independent | Independent/hyperlocal | Ipswich | 71 | 03 | Closed |
| Isle of Wight County Press | Newsquest | Big Media | Isle of Wight | 80 | 03 | Current |
| Island Echo | Independent | Independent/hyperlocal | Isle of Wight | 80 | 03 | Current |
| Isle of Wight Observer | Independent | Independent/hyperlocal | Isle of Wight | 80 | 03 | Current |
| On The Wight | Independent | Independent/hyperlocal | Isle of Wight | 80 | 03 | Current |
| Cornwall Live | Reach Plc | Big Media | Isles of Scilly | 245 | 08 | Current |
| Islington Citizen | Citizen News and Media Ltd | Big Media | Islington | 28 | 01 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Islington | 28 | 01 | Current |
| Mylondon | Reach Plc | Big Media | Islington | 28 | 01 | Current |
| EC1 Echo | Independent | Independent/hyperlocal | Islington | 28 | 01 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Kensington and Chelsea | 122 | 04 | Current |

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| MyLondon | Reach Plc | Big Media | Kensington and Chelsea | 122 | 04 | Current |
| Kensington and Chelsea Chronicle | | Big Media | Kensington and Chelsea | 122 | 04 | Closed |
| South London Press and Mercury | | Big Media | Kensington and Chelsea | 122 | 04 | Current |
| Notting Barns Live | Independent | Independent/hyperlocal | Kensington and Chelsea | 122 | 04 | Closed |
| Northamptonshire Telegraph | National World | Big Media | Kettering | 161 | 06 | Current |
| Northants Live | Reach Plc | Big Media | Kettering | 161 | 06 | Current |
| Northampton Life | Independent | Independent/hyperlocal | Kettering | 161 | 06 | Current |
| lynnnews | National World | Big Media | Kings Lynn and West Norfolk | 79 | 03 | Current |
| Eastern Daily Press | Newsquest | Big Media | Kings Lynn and West Norfolk | 79 | 03 | Current |
| norfolklive | Reach Plc | Big Media | Kings Lynn and West Norfolk | 79 | 03 | Current |
| Town and Around | Independent | Independent/hyperlocal | Kings Lynn and West Norfolk | 79 | 03 | Current |
| Yorkshire Evening Post | National World | Big Media | Kingston-upon-Hull | 9 | 01 | Current |
| Yorkshire Post | National World | Big Media | Kingston-upon-Hull | 9 | 01 | Current |
| Hull Live | Reach Plc | Big Media | Kingston-upon-Hull | 9 | 01 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Kingston-upon-Thames | 270 | 09 | Current |
| Surrey Comet | Newsquest | Big Media | Kingston-upon-Thames | 270 | 09 | Current |
| Your Local Guardian | Newsquest | Big Media | Kingston-upon-Thames | 270 | 09 | Current |
| Kingston Nub | Nub NewsKingston upon Thames | Big Media | Kingston-upon-Thames | 270 | 09 | Current |
| MyLondon | Reach Plc | Big Media | Kingston-upon-Thames | 270 | 09 | Current |

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| Surbiton.com | Independent | Independent/hyperlocal | Kingston-upon-Thames | 270 | 09 | Current |
| Surrey Comet | Independent | Independent/hyperlocal | Kingston-upon-Thames | 270 | 09 | Current |
| The Good Life | Independent | Independent/hyperlocal | Kingston-upon-Thames | 270 | 09 | Current |
| This is our town Kingston | Independent | Independent/hyperlocal | Kingston-upon-Thames | 270 | 09 | Closed |
| dewsburyreporter | National World | Big Media | Kirklees | 87 | 03 | Current |
| Yorkshire Evening Post | National World | Big Media | Kirklees | 87 | 03 | Current |
| Yorkshire Post | National World | Big Media | Kirklees | 87 | 03 | Current |
| Yorkshire Live | Reach Plc | Big Media | Kirklees | 87 | 03 | Current |
| Liverpool World | National World | Big Media | Knowsley | 3 | 01 | Current |
| Liverpool Echo | Reach Plc | Big Media | Knowsley | 3 | 01 | Current |
| Huyton & Roby Star | | Big Media | Knowsley | 3 | 01 | Closed |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Lambeth | 42 | 02 | Current |
| MyLondon | Reach Plc | Big Media | Lambeth | 42 | 02 | Current |
| Lambeth Post | | Big Media | Lambeth | 42 | 02 | Closed |
| Streatham Guardian | | Big Media | Lambeth | 42 | 02 | Closed |
| Brixton Blog | Independent | Independent/hyperlocal | Lambeth | 42 | 02 | Current |
| Vassall View | Independent | Independent/hyperlocal | Lambeth | 42 | 02 | Closed |
| Clapham Nub | Nub News | Independent/hyperlocal | Lambeth | 42 | 02 | Current |
| Lancashire Post | National World | Big Media | Lancaster | 112 | 04 | Current |
| Lancaster Guardian | National World | Big Media | Lancaster | 112 | 04 | Current |
| Lancs Live | Reach Plc | Big Media | Lancaster | 112 | 04 | Current |
| Lancaster Citizen | | Big Media | Lancaster | 112 | 04 | Closed |
| Virtual Lancaster | Independent | Independent/hyperlocal | Lancaster | 112 | 04 | Current |
| Virtual-Lancaster blog | Independent | Independent/hyperlocal | Lancaster | 112 | 04 | Closed |
| Yorkshire Evening Post | National World | Big Media | Leeds | 92 | 03 | Current |
| Yorkshire Post | National World | Big Media | Leeds | 92 | 03 | Current |

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| Wharfedale Observer | Newsquest | Big Media | Leeds | 92 | 03 | Current |
| Leeds Live | Reach Plc | Big Media | Leeds | 92 | 03 | Current |
| Yorkshire Live | Reach Plc | Big Media | Leeds | 92 | 03 | Current |
| Morley Observer | | Big Media | Leeds | 92 | 03 | Closed |
| Wharf Valley Times | | Big Media | Leeds | 92 | 03 | Closed |
| Holt Park Community News | Independent | Independent/hyperlocal | Leeds | 92 | 03 | Closed |
| Leeds+ | Independent | Independent/hyperlocal | Leeds | 92 | 03 | Closed |
| South Leeds Life | Independent | Independent/hyperlocal | Leeds | 92 | 03 | Current |
| West Leeds Dispatch | Independent | Independent/hyperlocal | Leeds | 92 | 03 | Current |
| Yorkshire Reporter | Independent | Independent/hyperlocal | Leeds | 92 | 03 | Current |
| Leicestershire Live | Reach Plc | Big Media | Leicester | 22 | 01 | Current |
| Great Central Gazette | Independent | Independent/hyperlocal | Leicester | 22 | 01 | Current |
| SussexWorld | National World | Big Media | Lewes | 194 | 07 | Current |
| The Argus | Newsquest | Big Media | Lewes | 194 | 07 | Current |
| Sussex Live | Reach Plc | Big Media | Lewes | 194 | 07 | Current |
| Lewes Eye | Independent | Independent/hyperlocal | Lewes | 194 | 07 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Lewisham | 35 | 02 | Current |
| MyLondon | Reach Plc | Big Media | Lewisham | 35 | 02 | Current |
| Brockley Central | Independent | Independent/hyperlocal | Lewisham | 35 | 02 | Current |
| Catford Central | Independent | Independent/hyperlocal | Lewisham | 35 | 02 | Closed |
| Lewisham Ledger | Independent | Independent/hyperlocal | Lewisham | 35 | 02 | Closed |
| Sydenham Info | Independent | Independent/hyperlocal | Lewisham | 35 | 02 | Current |
| The Blackheath Bugle | Independent | Independent/hyperlocal | Lewisham | 35 | 02 | Closed |
| Express and Star | Midlands News Association | Big Media | Lichfield | 250 | 08 | Current |
| Lichfield Chronicle Week | Midlands News Association | Big Media | Lichfield | 250 | 08 | Closed |
| Birmingham Live | Reach Plc | Big Media | Lichfield | 250 | 08 | Current |
| Staffordshire Live | Reach Plc | Big Media | Lichfield | 250 | 08 | Current |
| Lichfield Post | | Big Media | Lichfield | 250 | 08 | Closed |
| Lichfield Live | Independent | Independent/hyperlocal | Lichfield | 250 | 08 | Current |

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| Lincolnshire Live | Reach Plc | Big Media | Lincoln | 68 | 03 | Current |
| Lincolnite | Independent | Independent/hyperlocal | Lincoln | 68 | 03 | Current |
| Lincolnite | Independent | Independent/hyperlocal | Lincoln | 68 | 03 | Current |
| Liverpool Post | Trinity Mirror | Big Media | Liverpool | 4 | 01 | Closed |
| Liverpool World | National World | Big Media | Liverpool | 4 | 01 | Current |
| Liverpool Echo | Reach Plc | Big Media | Liverpool | 4 | 01 | Current |
| Post | Independent | Independent/hyperlocal | Liverpool | 4 | 01 | Current |
| lutontoday | National World | Big Media | Luton | 52 | 02 | Current |
| Befordshire Live | Reach Plc | Big Media | Luton | 52 | 02 | Current |
| Luton on Sunday | | Big Media | Luton | 52 | 02 | Closed |
| Kent Live | Reach Plc | Big Media | Maidstone | 188 | 06 | Current |
| Kent Online | | Big Media | Maidstone | 188 | 06 | Current |
| Shepway Vox | Independent | Independent/hyperlocal | Maidstone | 188 | 06 | Current |
| Essex Live | Reach Plc | Big Media | Maldon | 211 | 07 | Current |
| Burnham and Dengie Nub | Nub News | Independent/hyperlocal | Maldon | 211 | 07 | Current |
| Maldon Nub | Nub News | Independent/hyperlocal | Maldon | 211 | 07 | Current |
| Malvern Observer | Bullivant | Big Media | Malvern Hills | 187 | 06 | Current |
| Malvern Gazette | Newsquest | Big Media | Malvern Hills | 187 | 06 | Current |
| Worcester News | Newsquest | Big Media | Malvern Hills | 187 | 06 | Current |
| Tenbury Blog | Independent | Independent/hyperlocal | Malvern Hills | 187 | 06 | Current |
| Prestwich Advertiser | | Big Media | Manchester | 2 | 01 | Closed |
| Manchester World | National World | Big Media | Manchester | 2 | 01 | Current |
| Manchester Evening News | Reach Plc | Big Media | Manchester | 2 | 01 | Current |
| Manchester Weekly News | | Big Media | Manchester | 2 | 01 | Closed |
| North East Manchester Advertiser | | Big Media | Manchester | 2 | 01 | Closed |
| South Manchester Reporter | | Big Media | Manchester | 2 | 01 | Closed |
| Manchester Meteor | Independent | Independent/hyperlocal | Manchester | 2 | 01 | Current |
| Manchester Mill | Independent | Independent/hyperlocal | Manchester | 2 | 01 | Current |
| Wythenshawe Reporter | Independent | Independent/hyperlocal | Manchester | 2 | 01 | Closed |

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| Your Local Voice | Independent | Independent/hyperlocal | Manchester | 2 | 01 | Current |
| About Manchester | Independent | Independent/hyperlocal | Manchester | 2 | 01 | Current |
| Inside the M60 | Independent | Independent/hyperlocal | Manchester | 2 | 01 | Closed |
| Withingtonia | Independent | Independent/hyperlocal | Manchester | 2 | 01 | Closed |
| chad | National World | Big Media | Mansfield | 56 | 02 | Current |
| Mansfield and Ashfield Observer | | Big Media | Mansfield | 56 | 02 | Closed |
| Nottinhamshire Live | Reach Plc | Big Media | Mansfield | 56 | 02 | Current |
| News Journal | Independent | Independent/hyperlocal | Mansfield | 56 | 02 | Current |
| East Kent Gazette | | Big Media | Medway | 98 | 04 | Closed |
| Medway News | | Big Media | Medway | 98 | 04 | Closed |
| Kent Live | Reach Plc | Big Media | Medway | 98 | 04 | Current |
| Kent Online | | Big Media | Medway | 98 | 04 | Current |
| Melton Times | Newsquest | Big Media | Melton | 248 | 08 | Current |
| Leicestershire Live | Reach Plc | Big Media | Melton | 248 | 08 | Current |
| NEMM | Independent | Independent/hyperlocal | Melton | 248 | 08 | |
| Somerset County Gazette | Newsquest | Big Media | Mendip | 170 | 06 | Current |
| Somerset Live | Reach Plc | Big Media | Mendip | 170 | 06 | Current |
| Frome Times | Independent | Independent/hyperlocal | Mendip | 170 | 06 | Current |
| Wells Voice | Independent | Independent/hyperlocal | Mendip | 170 | 06 | Current |
| Mendip Times | Independent | Independent/hyperlocal | Mendip | 170 | 06 | Current |
| Frome Nub | Nub News | Independent/hyperlocal | Mendip | 170 | 06 | Current |
| Glastonbury Nub | Nub News | Independent/hyperlocal | Mendip | 170 | 06 | Current |
| Shepton Mallet | Nub News | Independent/hyperlocal | Mendip | 170 | 06 | Current |
| Wells Nub | Nub News | Independent/hyperlocal | Mendip | 170 | 06 | Current |
| Shepton.org | Independent | Independent/hyperlocal | Mendip | 170 | 06 | Closed |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Merton | 214 | 07 | Current |
| Your Local Guardian | Newsquest | Big Media | Merton | 214 | 07 | Current |
| Mylondon | Reach Plc | Big Media | Merton | 214 | 07 | Current |
| WimbledonSW19.com | Independent | Independent/hyperlocal | Merton | 214 | 07 | Current |
| Your Town Wimbledon | Independent | Independent/hyperlocal | Merton | 214 | 07 | Closed |

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| Devon Live | Reach Plc | Big Media | Mid Devon | 162 | 06 | Current |
| Mid Devon Star | | Big Media | Mid Devon | 162 | 06 | Closed |
| suffolknews | Iliffe Media | Big Media | Mid Suffolk | 229 | 08 | Current |
| Stowmarket Mercury | Newsquest | Big Media | Mid Suffolk | 229 | 08 | Current |
| Suffolk Live | Reach Plc | Big Media | Mid Suffolk | 229 | 08 | Current |
| eadt | | Big Media | Mid Suffolk | 229 | 08 | Current |
| West Sussex County Times (South Downs) | JPI Media | Big Media | Mid Sussex | 311 | 10 | Closed |
| Portsmouth News | National World | Big Media | Mid Sussex | 311 | 10 | Current |
| SussexWorld | National World | Big Media | Mid Sussex | 311 | 10 | Current |
| The Argus | Newsquest | Big Media | Mid Sussex | 311 | 10 | Current |
| Sussex Live | Reach Plc | Big Media | Mid Sussex | 311 | 10 | Current |
| Burgess Hill Uncovered | Independent | Independent/hyperlocal | Mid Sussex | 311 | 10 | Current |
| Northern Echo | Newsquest | Big Media | Middlesbrough | 16 | 01 | Current |
| Teeside Live | Reach Plc | Big Media | Middlesbrough | 16 | 01 | Current |
| Bucks Herald | National World | Big Media | Milton Keynes | 172 | 06 | Current |
| miltonkeynes Citizen | National World | Big Media | Milton Keynes | 172 | 06 | Current |
| Northampton Chronicle and Echo | National World | Big Media | Milton Keynes | 172 | 06 | Current |
| bucksfreepress | Newsquest | Big Media | Milton Keynes | 172 | 06 | Current |
| Buckinghamshire Live | Reach Plc | Big Media | Milton Keynes | 172 | 06 | Current |
| oneMK/MK News | | Big Media | Milton Keynes | 172 | 06 | Closed |
| Olney100 | Independent | Independent/hyperlocal | Milton Keynes | 172 | 06 | Closed |
| Surrey Live | Reach Plc | Big Media | Mole Valley | 294 | 10 | Current |
| Mid Devon Advertiser | Tindle | Big Media | Mole Valley | 294 | 10 | Current |
| New Milton Advertiser and Lymington Times | New Milton News and Media | Big Media | New Forest | 241 | 08 | Current |

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|--------------------------------|----------------------|------------------------|-------------------------|------------|----|-------------------------|
| Southern Daily Echo | Newsquest | Big Media | New Forest | 241 | 08 | Current |
| Newark Advertiser | Iliffe Media | Big Media | Newark and Sherwood | 148 | 05 | Current |
| Nottinhamshire Live | Reach Plc | Big Media | Newark and Sherwood | 148 | 05 | Current |
| Staffordshire Live | Reach Plc | Big Media | Newcastle under Lyme | 150 | 05 | Current |
| Stoke on Trent Live | Reach Plc | Big Media | Newcastle under Lyme | 150 | 05 | Current |
| Newcastle World | National World | Big Media | Newcastle upon Tyne | 74 | 03 | Current |
| Northern Echo | Newsquest | Big Media | Newcastle upon Tyne | 74 | 03 | Current |
| Chronicle Live | Reach Plc | Big Media | Newcastle upon Tyne | 74 | 03 | Current |
| JesmondLocal | Independent | Independent/hyperlocal | Newcastle upon Tyne | 74 | 03 | Closed |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Newham | 12 | 01 | Current |
| MyLondon | Reach Plc | Big Media | Newham | 12 | 01 | Current |
| Forestgatedotnet | Independent | Independent/hyperlocal | Newham | 12 | 01 | Current |
| Newham Voices | Independent | Independent/hyperlocal | Newham | 12 | 01 | Current |
| Devon Live | Reach Plc | Big Media | North Devon | 123 | 04 | Current |
| North Devon Gazette | Independent | Independent/hyperlocal | North Devon | 123 | 04 | Current |
| South Molton and District News | Independent | Independent/hyperlocal | North Devon | 123 | 04 | Current |
| Derbyshire Live | Reach Plc | Big Media | North East Derbyshire | 177 | 06 | Current |
| Lincolnshire World | National World | Big Media | North East Lincolnshire | 66 | 03 | Current |
| Grimsby Live | Reach Plc | Big Media | North East Lincolnshire | 66 | 03 | Current |
| Lincolnshire Live | Reach Plc | Big Media | North East Lincolnshire | 66 | 03 | Current |

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| Lincolnite | Independent | Independent/hyperlocal | North East Lincolnshire | 66 | 03 | <u>Current</u> |
| The Comet | National World | Big Media | North Hertfordshire | 269 | 09 | <u>Current</u> |
| Herts Live | Reach Plc | Big Media | North Hertfordshire | 269 | 09 | <u>Current</u> |
| Midweek Mercury (Stevenage) | | Big Media | North Hertfordshire | 269 | 09 | <u>Closed</u> |
| Hitchin Nub | Nub News | Independent/hyperlocal | North Hertfordshire | 269 | 09 | <u>Current</u> |
| Latchworth Nub | Nub News | Independent/hyperlocal | North Hertfordshire | 269 | 09 | <u>Current</u> |
| Lincolnshire World | National World | Big Media | North Kesteven | 268 | 09 | <u>Current</u> |
| Lincolnshire Live | Reach Plc | Big Media | North Kesteven | 268 | 09 | <u>Current</u> |
| Lincolnite | Independent | Independent/hyperlocal | North Kesteven | 268 | 09 | |
| Lincolnshire World | National World | Big Media | North Lincolnshire | 120 | 04 | <u>Current</u> |
| Grimsby Live | Reach Plc | Big Media | North Lincolnshire | 120 | 04 | <u>Current</u> |
| Lincolnshire Live | Reach Plc | Big Media | North Lincolnshire | 120 | 04 | <u>Current</u> |
| Lincolnite | Independent | Independent/hyperlocal | North Lincolnshire | 120 | 04 | |
| thescunthorpeindependent.com | Independent | Independent/hyperlocal | North Lincolnshire | 120 | 04 | <u>Closed</u> |
| Eastern Daily Press | Newsquest | Big Media | North Norfolk | 94 | 03 | <u>Current</u> |
| norfolklive | Reach Plc | Big Media | North Norfolk | 94 | 03 | <u>Current</u> |
| northnorfolknews | | Big Media | North Norfolk | 94 | 03 | <u>Current</u> |
| Somerset County Gazette | Newsquest | Big Media | North Somerset | 221 | 07 | <u>Current</u> |
| somersetcountygazette | Newsquest | Big Media | North Somerset | 221 | 07 | <u>Current</u> |
| somersetcountygazette | Newsquest | Big Media | North Somerset | 221 | 07 | <u>Current</u> |

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|--------------------------------|----------------|------------------------|------------------------------|-----|----|---------|
| Bristol Live | Reach Plc | Big Media | North Somerset | 221 | 07 | Current |
| Goucestershire Live | Reach Plc | Big Media | North Somerset | 221 | 07 | Current |
| Somerset Live | Reach Plc | Big Media | North Somerset | 221 | 07 | Current |
| Glossop Advertiser | | Big Media | North Somerset | 221 | 07 | Closed |
| Weston & Worle News | | Big Media | North Somerset | 221 | 07 | Closed |
| Nailsea People | Independent | Independent/hyperlocal | North Somerset | 221 | 07 | Current |
| Somerset Apple | Independent | Independent/hyperlocal | North Somerset | 221 | 07 | Current |
| Newcastle World | National World | Big Media | North Tyneside | 128 | 05 | Current |
| Northern Echo | Newsquest | Big Media | North Tyneside | 128 | 05 | Current |
| Chronicle Live | Reach Plc | Big Media | North Tyneside | 128 | 05 | Current |
| North Tyneside Chronicle Extra | | Big Media | North Tyneside | 128 | 05 | Closed |
| Warwickshire World | National World | Big Media | North Warwickshire | 155 | 05 | Current |
| Warwickshire Telegraph | Reach | Big Media | North Warwickshire | 155 | 05 | Closed |
| Coventry Live | Reach Plc | Big Media | North Warwickshire | 155 | 05 | Current |
| Warwickshire Live | Reach Plc | Big Media | North Warwickshire | 155 | 05 | Current |
| Coleshill Post | Independent | Independent/hyperlocal | North Warwickshire | 155 | 05 | Current |
| Atherstone Nub | Nub News | Independent/hyperlocal | North Warwickshire | 155 | 05 | Current |
| Leicestershire Live | Reach Plc | Big Media | North West Leicestershire | 216 | 07 | Current |
| Ashby Trader & Echo | | Big Media | North West Leicestershire | 216 | 07 | Closed |
| Coalville Echo | | Big Media | North West Leicestershire | 216 | 07 | Closed |
| Ashby Nub | Nub News | Independent/hyperlocal | North West Leicestershire | 216 | 07 | Current |
| Coalville Nub | Nub News | Independent/hyperlocal | North West Leicestershire | 216 | 07 | Current |

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|------------------------------------|----------------|------------------------|-----------------------|-----|----|----------------|
| Northampton Chronicle and Echo | National World | Big Media | Northampton | 105 | 04 | <u>Current</u> |
| northamptonchron | National World | Big Media | Northampton | 105 | 04 | <u>Current</u> |
| Northamptonshire Telegraph | National World | Big Media | Northampton | 105 | 04 | <u>Current</u> |
| northantstelegraph | National World | Big Media | Northampton | 105 | 04 | <u>Current</u> |
| Northants Live | Reach Plc | Big Media | Northampton | 105 | 04 | <u>Current</u> |
| Northampton Life | Independent | Independent/hyperlocal | Northampton | 105 | 04 | <u>Current</u> |
| Northampton Life | Independent | Independent/hyperlocal | Northampton | 105 | 04 | <u>Current</u> |
| Semilong.org | Independent | Independent/hyperlocal | Northampton | 105 | 04 | <u>Closed</u> |
| Northumberland Gazette | National World | Big Media | Northumberland | 131 | 05 | <u>Current</u> |
| The Ambler | Independent | Independent/hyperlocal | Northumberland | 131 | 05 | <u>Current</u> |
| eveningnews24 | Newsquest | Big Media | Norwich | 61 | 02 | <u>Current</u> |
| norfolklive | Reach Plc | Big Media | Norwich | 61 | 02 | <u>Current</u> |
| Norwich Advertiser | | Big Media | Norwich | 61 | 02 | <u>Closed</u> |
| Enjoy Norwich | Independent | Independent/hyperlocal | Norwich | 61 | 02 | <u>Current</u> |
| South Norwich News | Independent | Independent/hyperlocal | Norwich | 61 | 02 | <u>Closed</u> |
| Nottinhamshire Live | Reach Plc | Big Media | Nottingham | 10 | 01 | <u>Current</u> |
| Nottingham Recorder | | Big Media | Nottingham | 10 | 01 | <u>Closed</u> |
| Nottingham Local News | Independent | Independent/hyperlocal | Nottingham | 10 | 01 | <u>Current</u> |
| Warwickshire World | National World | Big Media | Nuneaton and Bedworth | 101 | 04 | <u>Current</u> |
| Nuneaton Telegraph | Reach | Big Media | Nuneaton and Bedworth | 101 | 04 | <u>Closed</u> |
| Coventry Live | Reach Plc | Big Media | Nuneaton and Bedworth | 101 | 04 | <u>Current</u> |

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| Warwickshire Live | Reach Plc | Big Media | Nuneaton and Bedworth | 101 | 04 | Current |
| Bedworth Echo | | Big Media | Nuneaton and Bedworth | 101 | 04 | Closed |
| Nuneaton News | | Big Media | Nuneaton and Bedworth | 101 | 04 | Closed |
| Nuneaton Weekly Tribune | | Big Media | Nuneaton and Bedworth | 101 | 04 | Closed |
| Bedworth Nub News | Nub News | Independent/hyperlocal | Nuneaton and Bedworth | 101 | 04 | Current |
| Leicestershire Live | Reach Plc | Big Media | Oadby and Wigston | 249 | 08 | Current |
| Manchester World | National World | Big Media | Oldham | 29 | 01 | Current |
| Oldham Times | Newsquest | Big Media | Oldham | 29 | 01 | Current |
| Manchester Evening News | Reach Plc | Big Media | Oldham | 29 | 01 | Current |
| Oldham Advertiser | | Big Media | Oldham | 29 | 01 | Closed |
| Oldham Evening Chronicle | | Big Media | Oldham | 29 | 01 | Closed |
| Oldham Evening Chronicle | Independent | Independent/hyperlocal | Oldham | 29 | 01 | Current |
| Saddleworth Independent | Independent | Independent/hyperlocal | Oldham | 29 | 01 | Current |
| About Manchester | Independent | Independent/hyperlocal | Oldham | 29 | 01 | Current |
| Inside the M69 | Independent | Independent/hyperlocal | Oldham | 29 | 01 | Closed |
| Oxford Mail | Newsquest | Big Media | Oxford | 189 | 06 | Current |
| This is Oxfordshire | Newsquest | Big Media | Oxford | 189 | 06 | Current |
| Oxford Star | | Big Media | Oxford | 189 | 06 | Closed |
| Oxfordshire Live | Reach Plc | Big Media | Oxford | 189 | 06 | Current |
| Oxford Paper | | Big Media | Oxford | 189 | 06 | Closed |
| Oxfordshire Guardian | | Big Media | Oxford | 189 | 06 | Closed |
| TonyOX3 | Independent | Independent/hyperlocal | Oxford | 189 | 06 | Closed |
| Lancashire Post | National World | Big Media | Pendle | 36 | 02 | |
| Lancashire Telegraph | Newsquest | Big Media | Pendle | 36 | 02 | Current |
| Lancashire Live | Reach Plc | Big Media | Pendle | 36 | 02 | |

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|------------------------------------|----------------------|------------------------|--------------|-----|----|---------|
| Northampton Chronicle and Echo | National World | Big Media | Peterborough | 53 | 02 | Current |
| peterboroughtoday | National World | Big Media | Peterborough | 53 | 02 | Current |
| Peterborough Matters | Newsquest | Big Media | Peterborough | 53 | 02 | Current |
| PeterboroughTelegraph | Newsquest | Big Media | Peterborough | 53 | 02 | Current |
| Peterborough Herald and Post | | Big Media | Peterborough | 53 | 02 | Closed |
| Plymouth Live | Reach Plc | Big Media | Plymouth | 72 | 03 | Current |
| Portsmouth News | National World | Big Media | Portsmouth | 57 | 02 | Current |
| hampshirechronicle | Newsquest | Big Media | Portsmouth | 57 | 02 | Current |
| Portsmouth Journal | | Big Media | Portsmouth | 57 | 02 | Closed |
| Hampshire Live | Reach Plc | Big Media | Portsmouth | 57 | 02 | Current |
| Portsmouth Vew | | Big Media | Portsmouth | 57 | 02 | Closed |
| Star and Crescent | Independent | Independent/hyperlocal | Portsmouth | 57 | 02 | Closed |
| Lancashire Post | National World | Big Media | Preston | 46 | 02 | Current |
| Lancs Live | Reach Plc | Big Media | Preston | 46 | 02 | Current |
| Preston Citizen | | Big Media | Preston | 46 | 02 | Closed |
| Blog Preston | Independent | Independent/hyperlocal | Preston | 46 | 02 | Current |
| ashtononribble.com | Independent | Independent/hyperlocal | Preston | 46 | 02 | Closed |
| Reading Chronicle | Newsquest | Big Media | Reading | 141 | 05 | Current |
| Berkshire Live | Reach Plc | Big Media | Reading | 141 | 05 | Current |
| Get Reading | | Big Media | Reading | 141 | 05 | Closed |
| Reading Post | | Big Media | Reading | 141 | 05 | Closed |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Redbridge | 160 | 06 | Current |
| Guardian series | Newsquest | Big Media | Redbridge | 160 | 06 | Current |
| Ilford Recorder | Newsquest | Big Media | Redbridge | 160 | 06 | Current |
| MyLondon | Reach Plc | Big Media | Redbridge | 160 | 06 | Current |

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|--------------------------------------|----------------------|------------------------|----------------------|-----|----|---------|
| Loughton and Buckhurst Hill Recorder | | Big Media | Redbridge | 160 | 06 | Closed |
| Wansteadium | Independent | Independent/hyperlocal | Redbridge | 160 | 06 | Current |
| Northern Echo | Newsquest | Big Media | Redcar and Cleveland | 62 | 02 | Current |
| Teeside Live | Reach Plc | Big Media | Redcar and Cleveland | 62 | 02 | Current |
| Times series (Teesside) | | Big Media | Redcar and Cleveland | 62 | 02 | Closed |
| Redcar Observer | Independent | Independent/hyperlocal | Redcar and Cleveland | 62 | 02 | Closed |
| Redditch and Alcester Advertiser | Newsquest | Big Media | Redditch | 118 | 04 | Current |
| Redhill and Reigate and HorleyLife | Newsquest | Big Media | Reigate and Banstead | 276 | 09 | Current |
| Surrey Live | Reach Plc | Big Media | Reigate and Banstead | 276 | 09 | Current |
| Reigate.UK | Independent | Independent/hyperlocal | Reigate and Banstead | 276 | 09 | Current |
| Your Town Reigate | Independent | Independent/hyperlocal | Reigate and Banstead | 276 | 09 | Closed |
| Lancashire Post | National World | Big Media | Ribble Valley | 282 | 09 | Current |
| Yorkshire Post | National World | Big Media | Ribble Valley | 282 | 09 | Current |
| Lancashire Telegraph | Newsquest | Big Media | Ribble Valley | 282 | 09 | Current |
| Lancs Live | Reach Plc | Big Media | Ribble Valley | 282 | 09 | Current |
| Blog Preston | Independent | Independent/hyperlocal | Ribble Valley | 282 | 09 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Richmond upon Thames | 297 | 10 | Current |
| Richmond and Twickenham Times | Newsquest | Big Media | Richmond upon Thames | 297 | 10 | Current |
| Your Local Guardian | Newsquest | Big Media | Richmond upon Thames | 297 | 10 | Current |
| MyLondon | Reach Plc | Big Media | Richmond upon Thames | 297 | 10 | Current |

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|--------------------------------|----------------|------------------------|----------------------|-----|----|---------|
| Hampton Wick.org.uk | Independent | Independent/hyperlocal | Richmond upon Thames | 297 | 10 | Current |
| TeddingtonTown | Independent | Independent/hyperlocal | Richmond upon Thames | 297 | 10 | Current |
| Twickerati | Independent | Independent/hyperlocal | Richmond upon Thames | 297 | 10 | Closed |
| Richmond Nub | Nub News | Independent/hyperlocal | Richmond upon Thames | 297 | 10 | Current |
| Teddington Nub | Nub News | Independent/hyperlocal | Richmond upon Thames | 297 | 10 | Current |
| Twickenham Nub News | Nub News | Independent/hyperlocal | Richmond upon Thames | 297 | 10 | Current |
| St Margarets Community Website | Independent | Independent/hyperlocal | Richmond upon Thames | 297 | 10 | Closed |
| Yorkshire Evening Post | National World | Big Media | Richmondshire | 251 | 08 | Current |
| Yorkshire Post | National World | Big Media | Richmondshire | 251 | 08 | Current |
| Northern Echo | Newsquest | Big Media | Richmondshire | 251 | 08 | Current |
| Yorkshire Gazette and Herald | Newsquest | Big Media | Richmondshire | 251 | 08 | Current |
| Richmondshire Today | Independent | Independent/hyperlocal | Richmondshire | 251 | 08 | Current |
| Richmond Noticeboard | Independent | Independent/hyperlocal | Richmondshire | 251 | 08 | Closed |
| Manchester World | National World | Big Media | Rochdale | 17 | 01 | Current |
| Manchester Evening News | Reach Plc | Big Media | Rochdale | 17 | 01 | Current |
| LittleboroughLocal | Independent | Independent/hyperlocal | Rochdale | 17 | 01 | Closed |
| Rochdale online | Independent | Independent/hyperlocal | Rochdale | 17 | 01 | Current |
| About Manchester | Independent | Independent/hyperlocal | Rochdale | 17 | 01 | Current |
| Inside the M63 | Independent | Independent/hyperlocal | Rochdale | 17 | 01 | Closed |
| Southend Echo | Newsquest | Big Media | Rochford | 286 | 10 | Current |
| Essex Live | Reach Plc | Big Media | Rochford | 286 | 10 | Current |
| Lancashire Telegraph | Newsquest | Big Media | Rossendale | 91 | 03 | Current |
| Lancs Live | Reach Plc | Big Media | Rossendale | 91 | 03 | Current |
| SussexWorld | National World | Big Media | Rother | 135 | 05 | Current |
| Sussex Live | Reach Plc | Big Media | Rother | 135 | 05 | Current |

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|------------------------------------|----------------|------------------------|------------|------------|----|---------|
| Rotherham Advertiser | National World | Big Media | Rotherham | 50 | 02 | Current |
| Yorkshire Live | Reach Plc | Big Media | Rotherham | 50 | 02 | Current |
| Warwickshire World | National World | Big Media | Rugby | 222 | 08 | Current |
| Warwickshire Live | Reach Plc | Big Media | Rugby | 222 | 08 | Current |
| Rugby Times | | Big Media | Rugby | 222 | 08 | Closed |
| Rugby Times | | Big Media | Rugby | 251.3693 | 08 | Closed |
| Surrey Live | Reach Plc | Big Media | Runnymede | 256 | 09 | Current |
| Nottinhamshire Live | Reach Plc | Big Media | Rushcliffe | 314 | 10 | Current |
| Nottingham Local News | Independent | Independent/hyperlocal | Rushcliffe | 314 | 10 | |
| West Bridgford Online | Independent | Independent/hyperlocal | Rushcliffe | 314 | 10 | Current |
| hampshirechronicle | | | | | | |
| | Newsquest | Big Media | Rushmoor | 196 | 07 | Current |
| Hampshire Live | Reach Plc | Big Media | Rushmoor | 196 | 07 | Current |
| Surrey Live | Reach Plc | Big Media | Rushmoor | 196 | 07 | Current |
| Rutland and Stamford Mecury | Iliffe Media | Big Media | Rutland | 303 | 10 | Current |
| rutland-times | | | | | | |
| | Newsquest | Big Media | Rutland | 303 | 10 | Current |
| Leicestershire Live | Reach Plc | Big Media | Rutland | 303 | 10 | Current |
| Hambleton Today | Independent | Independent/hyperlocal | Rutland | 303 | 10 | Current |
| Oakham Nub | Nub News | Independent/hyperlocal | Rutland | 303 | 10 | Current |
| Yorkshire Gazette and Herald | Newsquest | Big Media | Ryedale | 180 | 06 | Current |
| Malton and Pickering Mercury | | Big Media | Ryedale | 180 | 06 | Closed |
| Slingsby Village website | Independent | Independent/hyperlocal | Ryedale | 180 | 06 | Current |
| The Town Blog | Independent | Independent/hyperlocal | Ryedale | 180 | 06 | Closed |
| Terrington Village | Independent | Independent/hyperlocal | Ryedale | 180 | 06 | Closed |
| The Helmsley Town Blog | Independent | Independent/hyperlocal | Ryedale | 180 | 06 | Closed |
| Manchester World | National World | Big Media | Salford | 20 | 01 | Current |
| Manchester Evening News | Reach Plc | Big Media | Salford | 20 | 01 | Current |
| Salford Advertiser | | Big Media | Salford | 20 | 01 | Closed |
| Salford City News | | Big Media | Salford | 20 | 01 | Closed |

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| Salford Star | es | Independent/hyperlocal | Salford | 20 | 01 | Closed |
| About Manchester | Independent | Independent/hyperlocal | Salford | 20 | 01 | Current |
| Inside the M68 | Independent | Independent/hyperlocal | Salford | 20 | 01 | Closed |
| SalfordOnline | Independent | Independent/hyperlocal | Salford | 20 | 01 | Closed |
| Birmingham World | National World | Big Media | Sandwell | 8 | 01 | Current |
| Birmingham Live | Reach Plc | Big Media | Sandwell | 8 | 01 | Current |
| expressandstar | | Big Media | Sandwell | 8 | 01 | Current |
| Scarborough Evening News | National World | Big Media | Scarborough | 75 | 03 | Current |
| Yorkshire Evening Post | National World | Big Media | Scarborough | 75 | 03 | Current |
| Yorkshire Post | National World | Big Media | Scarborough | 75 | 03 | Current |
| Northern Echo | Newsquest | Big Media | Scarborough | 75 | 03 | Current |
| Yorkshire Gazette and Herald | Newsquest | Big Media | Scarborough | 75 | 03 | Current |
| Scarborough Trader | | Big Media | Scarborough | 75 | 03 | Closed |
| Filey Mercury | | Big Media | Scarborough | 75 | 03 | Closed |
| Scarborough Review | Independent | Independent/hyperlocal | Scarborough | 75 | 03 | Closed |
| Bridgwater Mercury | Newsquest | Big Media | Sedgemoor | 121 | 04 | Current |
| Somerset Live | Reach Plc | Big Media | Sedgemoor | 121 | 04 | Current |
| Bridgwater and Burnham Times | | Big Media | Sedgemoor | 121 | 04 | Closed |
| Somerset Apple | Independent | Independent/hyperlocal | Sedgemoor | 121 | 04 | Current |
| Cheddar Nub News | Nub News | Independent/hyperlocal | Sedgemoor | 121 | 04 | Current |
| Liverpool World | National World | Big Media | Sefton | 89 | 03 | Current |
| Liverpool Echo | Reach Plc | Big Media | Sefton | 89 | 03 | Current |
| Crosby Herald | | Big Media | Sefton | 89 | 03 | Closed |
| Formby Times | | Big Media | Sefton | 89 | 03 | Closed |
| Formby Bubble | Independent | Independent/hyperlocal | Sefton | 89 | 03 | Current |
| Formby First | Independent | Independent/hyperlocal | Sefton | 89 | 03 | Closed |
| ABetterCrosby | Independent | Independent/hyperlocal | Sefton | 89 | 03 | Closed |
| Yorkshire Evening Post | National World | Big Media | Selby | 252 | 08 | Current |
| Northern Echo | Newsquest | Big Media | Selby | 252 | 08 | Current |
| Yorkshire Live | Reach Plc | Big Media | Selby | 252 | 08 | Current |

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| Selby Times | Independent | Independent/hyperlocal | Selby | 252 | 08 | Current |
| Shoreham Herald | JPI Media | Big Media | Sevenoaks | 253 | 08 | Closed |
| Kent Live | Reach Plc | Big Media | Sevenoaks | 253 | 08 | Current |
| Kent Online | | Big Media | Sevenoaks | 253 | 08 | Current |
| The Star | National World | Big Media | Sheffield | 93 | 03 | Current |
| Yorkshire Evening Post | National World | Big Media | Sheffield | 93 | 03 | Current |
| Yorkshire Post | National World | Big Media | Sheffield | 93 | 03 | Current |
| Yorkshire Live | Reach Plc | Big Media | Sheffield | 93 | 03 | Current |
| Crosspool News | Independent | Independent/hyperlocal | Sheffield | 93 | 03 | Current |
| Ecclesall News | Independent | Independent/hyperlocal | Sheffield | 93 | 03 | Closed |
| Now and Then Magazine | Independent | Independent/hyperlocal | Sheffield | 93 | 03 | Current |
| Sheffield Live | Independent | Independent/hyperlocal | Sheffield | 93 | 03 | Current |
| Heeley Online | Independent | Independent/hyperlocal | Sheffield | 93 | 03 | Closed |
| Sheffield blog | Independent | Independent/hyperlocal | Sheffield | 93 | 03 | Closed |
| Sheffield Charity Reporter | Independent | Independent/hyperlocal | Sheffield | 93 | 03 | Closed |
| shropshirestar | Midlands News Association | Big Media | Shropshire | 165 | 06 | Current |
| shropshirelive.com | Independent | Independent/hyperlocal | Shropshire | 165 | 06 | Current |
| So Shropshire | Independent | Independent/hyperlocal | Shropshire | 165 | 06 | Current |
| Slough and South Bucks Observer | Newsquest | Big Media | Slough | 73 | 03 | Current |
| Slough Express | Baylis Community Media CIC | Independent/hyperlocal | Slough | 73 | 03 | Current |
| Solihull Observer | Bullivant | Big Media | Solihull | 206 | 07 | Current |
| Birmingham World | National World | Big Media | Solihull | 206 | 07 | Current |
| Birmingham Live | Reach Plc | Big Media | Solihull | 206 | 07 | Current |
| BalsallCom.Com | Independent | Independent/hyperlocal | Solihull | 206 | 07 | Closed |
| The Silhillian | Independent | Independent/hyperlocal | Solihull | 206 | 07 | Closed |
| Somerset County Gazette | Newsquest | Big Media | Somerset West and Taunton | 142 | 05 | Current |

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|---------------------------------------|----------------|------------------------|---------------------------|------------|----|----------------|
| somersetcountygazette | Newsquest | Big Media | Somerset West and Taunton | 142 | 05 | <u>Current</u> |
| somersetcountygazette | Newsquest | Big Media | Somerset West and Taunton | 142 | 05 | <u>Current</u> |
| Somerset Live | Reach Plc | Big Media | Somerset West and Taunton | 142 | 05 | <u>Current</u> |
| Around Wellington | Independent | Independent/hyperlocal | Somerset West and Taunton | 142 | 05 | <u>Current</u> |
| Everything Exmoor | Independent | Independent/hyperlocal | Somerset West and Taunton | 142 | 05 | <u>Closed</u> |
| Somerset Apple | Independent | Independent/hyperlocal | Somerset West and Taunton | 142 | 05 | <u>Current</u> |
| Bucks Herald | National World | Big Media | South Bucks | 292 | 10 | <u>Current</u> |
| bucksfreepress | Newsquest | Big Media | South Bucks | 292 | 10 | <u>Current</u> |
| Slough and South Bucks Observer | Newsquest | Big Media | South Bucks | 292 | 10 | <u>Current</u> |
| Buckinghamshire Live | Reach Plc | Big Media | South Bucks | 292 | 10 | <u>Current</u> |
| Woking News and Mail | Tindle | Big Media | South Bucks | 292 | 10 | <u>Current</u> |
| Buckinghamshire Advertiser | | Big Media | South Bucks | 292 | 10 | <u>Closed</u> |
| Bucks Advertiser | | Big Media | South Bucks | 292 | 10 | <u>Closed</u> |
| Bucks Free Press Midweek | | Big Media | South Bucks | 292 | 10 | <u>Closed</u> |
| Wokin Review | | Big Media | South Bucks | 292 | 10 | <u>Closed</u> |
| Woking Interests Me | Independent | Independent/hyperlocal | South Bucks | 292 | 10 | <u>Current</u> |
| Wycombe Today | Independent | Independent/hyperlocal | South Bucks | 292 | 10 | <u>Current</u> |
| Cambridge Independent | Iliffe Media | Big Media | South Cambridgeshire | 300 | 10 | <u>Current</u> |
| Cambridge Independent | Iliffe Media | Big Media | South Cambridgeshire | 300 | 10 | <u>Current</u> |
| Cambs Times | Newsquest | Big Media | South Cambridgeshire | 300 | 10 | <u>Current</u> |

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| Cambridge Live | Reach Plc | Big Media | South Cambridgeshire | 300 | 10 | Current |
| Derbyshire Live | Reach Plc | Big Media | South Derbyshire | 218 | 07 | Current |
| Swadlincote Nub News | Nub News | Independent/hyperlocal | South Derbyshire | 218 | 07 | Current |
| Bristol World | National World | Big Media | South Gloucestershire | 267 | 09 | Current |
| Bristol World | National World | Big Media | South Gloucestershire | 267 | 09 | Current |
| Gloucestershire County Gazette | Newsquest | Big Media | South Gloucestershire | 267 | 09 | Current |
| Wilts and Gloucestershire Standard | Newsquest | Big Media | South Gloucestershire | 267 | 09 | Current |
| Bristol Live | Reach Plc | Big Media | South Gloucestershire | 267 | 09 | Current |
| Goucestershire Live | Reach Plc | Big Media | South Gloucestershire | 267 | 09 | Current |
| Downend Voice | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Emersons Green Voice | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Filton Journal | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Filton Voice | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Frome Valley Voice | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Hanham and Longwell Green Voice | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Kingswood Voice | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Patchway Journal | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| SoGlos | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |

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|----------------------------------|----------------|------------------------|-----------------------|-----|----|---------|
| South Glos Post | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Stoke Gifford Journal | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| The Bradley Stoke Journal | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Thornbury Voice | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Yate and Sodbury Voice | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Gloucester News Centre | Independent | Independent/hyperlocal | South Gloucestershire | 267 | 09 | Current |
| Devon Live | Reach Plc | Big Media | South Hams | 219 | 07 | Current |
| South Hams Gazette | Tindle | Big Media | South Hams | 219 | 07 | Current |
| Totnes Pulse | Independent | Independent/hyperlocal | South Hams | 219 | 07 | Current |
| South Hams.com | Independent | Independent/hyperlocal | South Hams | 219 | 07 | |
| spaldingtoday | Iliffe Media | Big Media | South Holland | 144 | 05 | Current |
| Lincolnshire Live | Reach Plc | Big Media | South Holland | 144 | 05 | Current |
| Spalding Target | | Big Media | South Holland | 144 | 05 | Closed |
| Lincolnite | Independent | Independent/hyperlocal | South Holland | 144 | 05 | Current |
| Spalding and South Holland Voice | Independent | Independent/hyperlocal | South Holland | 144 | 05 | Current |
| bournelocal | Iliffe Media | Big Media | South Kesteven | 234 | 08 | Current |
| granthamjournal | Iliffe Media | Big Media | South Kesteven | 234 | 08 | Current |
| Lincolnshire World | National World | Big Media | South Kesteven | 234 | 08 | Current |
| Lincolnshire Live | Reach Plc | Big Media | South Kesteven | 234 | 08 | Current |
| Deepings Standard | | Big Media | South Kesteven | 234 | 08 | Closed |
| Grantham Target | | Big Media | South Kesteven | 234 | 08 | Closed |
| Stamford Herald and Post | | Big Media | South Kesteven | 234 | 08 | Closed |

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| Allington Lincolnshire | Independent | Independent/hyperlocal | South Kesteven | 234 | 08 | Current |
| Lincolnite | Independent | Independent/hyperlocal | South Kesteven | 234 | 08 | |
| Stamford Nub News | Nub News | Independent/hyperlocal | South Kesteven | 234 | 08 | Current |
| The Mail | Newsquest | Big Media | South Lakeland | 242 | 08 | Current |
| thewestmorlandgazette | | | | | | |
| | Newsquest | Big Media | South Lakeland | 242 | 08 | Current |
| Lakeland Echo | | Big Media | South Lakeland | 242 | 08 | Closed |
| Westmorland Messenger | | Big Media | South Lakeland | 242 | 08 | Closed |
| dissexpress | | | | | | |
| | Iliffe Media | Big Media | South Norfolk | 225 | 08 | Current |
| Eastern Daily Press | Newsquest | Big Media | South Norfolk | 225 | 08 | Current |
| Wymondham and Attleborough Mercury | Newsquest | Big Media | South Norfolk | 225 | 08 | Current |
| norfolklive | | | | | | |
| | Reach Plc | Big Media | South Norfolk | 225 | 08 | Current |
| Diss Mercury | | Big Media | South Norfolk | 225 | 08 | Closed |
| Brackley & Towcester Adversiter | JPI Media | Big Media | South Northamptonshire | 312 | 10 | Closed |
| Northampton Chronicle and Echo | National World | Big Media | South Northamptonshire | 312 | 10 | Current |
| Northamptonshire Telegraph | National World | Big Media | South Northamptonshire | 312 | 10 | Current |
| Northants Live | Reach Plc | Big Media | South Northamptonshire | 312 | 10 | Current |
| Northampton Life | Independent | Independent/hyperlocal | South Northamptonshire | 312 | 10 | Current |
| Herald Series | Newsquest | Big Media | South Oxfordshire | 302 | 10 | Current |
| Oxford Mail | Newsquest | Big Media | South Oxfordshire | 302 | 10 | Current |
| This is Oxfordshire | Newsquest | Big Media | South Oxfordshire | 302 | 10 | Current |
| Oxfordshire Live | Reach Plc | Big Media | South Oxfordshire | 302 | 10 | Current |
| Thame Gazette | | Big Media | South Oxfordshire | 302 | 10 | Closed |

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| PARWICH.ORG | Independent | Independent/hyperlocal | South Oxfordshire | 302 | 10 | Current |
| Lancashire Post | National World | Big Media | South Ribble | 210 | 07 | Current |
| Lancs Live | Reach Plc | Big Media | South Ribble | 210 | 07 | Current |
| Yeovil Express | | Big Media | South Somerset | 163 | 06 | Closed |
| Yeovil Times | | Big Media | South Somerset | 163 | 06 | Closed |
| Somerset County Gazette | Newsquest | Big Media | South Somerset | 163 | 06 | Current |
| somersetcountygazette | | | | | | |
| | Newsquest | Big Media | South Somerset | 163 | 06 | Current |
| somersetcountygazette | | | | | | |
| | Newsquest | Big Media | South Somerset | 163 | 06 | Current |
| Somerset Live | Reach Plc | Big Media | South Somerset | 163 | 06 | Current |
| Leveller Live | Independent | Independent/hyperlocal | South Somerset | 163 | 06 | Current |
| Somerset Apple | Independent | Independent/hyperlocal | South Somerset | 163 | 06 | Current |
| Staffordshire Live | Reach Plc | Big Media | South Staffordshire | 235 | 08 | Current |
| expressandstar | | Big Media | South Staffordshire | 235 | 08 | Current |
| Newcastle World | National World | Big Media | South Tyneside | 26 | 01 | Current |
| Shields Gazette | National World | Big Media | South Tyneside | 26 | 01 | Current |
| Northern Echo | Newsquest | Big Media | South Tyneside | 26 | 01 | Current |
| Chronicle Live | Reach Plc | Big Media | South Tyneside | 26 | 01 | Current |
| South Tyne Chronicle Extra | | Big Media | South Tyneside | 26 | 01 | Closed |
| hampshirechronicle | | | | | | |
| | Newsquest | Big Media | Southampton | 55 | 02 | Current |
| Southern Daily Echo | Newsquest | Big Media | Southampton | 55 | 02 | Current |
| Hampshire Live | Reach Plc | Big Media | Southampton | 55 | 02 | Current |
| bitternepark.info | Independent | Independent/hyperlocal | Southampton | 55 | 02 | Current |
| In Common Southampton | Independent | Independent/hyperlocal | Southampton | 55 | 02 | Current |

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|--------------------------------|----------------------|------------------------|-----------------|------------|----|---------|
| echo-news | Newsquest | Big Media | Southend-on-Sea | 129 | 05 | Current |
| Southend Echo | Newsquest | Big Media | Southend-on-Sea | 129 | 05 | Current |
| Essex Live | Reach Plc | Big Media | Southend-on-Sea | 129 | 05 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Southwark | 43 | 02 | Current |
| MyLondon | Reach Plc | Big Media | Southwark | 43 | 02 | Current |
| Camberwell Online Blog CLOSED | Independent | Independent/hyperlocal | Southwark | 43 | 02 | Closed |
| London SE1 | Independent | Independent/hyperlocal | Southwark | 43 | 02 | Current |
| SE16.com | Independent | Independent/hyperlocal | Southwark | 43 | 02 | Closed |
| southwarknews | Independent | Independent/hyperlocal | Southwark | 43 | 02 | Current |
| Peckham Power | Independent | Independent/hyperlocal | Southwark | 43 | 02 | Closed |
| Surrey Live | Reach Plc | Big Media | Spelthorne | 201 | 07 | Current |
| HertsAdvertiser | Newsquest | Big Media | St Albans | 306 | 10 | Current |
| St Albans and Harpenden Review | Newsquest | Big Media | St Albans | 306 | 10 | Current |
| Herts Live | Reach Plc | Big Media | St Albans | 306 | 10 | Current |
| St Albans Nub | Nub News | Independent/hyperlocal | St Albans | 306 | 10 | Current |
| Liverpool World | National World | Big Media | St Helens | 40 | 02 | Current |
| sthelensstar | Newsquest | Big Media | St Helens | 40 | 02 | Current |
| Liverpool Echo | Reach Plc | Big Media | St Helens | 40 | 02 | Current |
| St Helens Reporter | | Big Media | St Helens | 40 | 02 | Closed |
| Staffordshire Live | Reach Plc | Big Media | Stafford | 233 | 08 | Current |
| expressandstar | | Big Media | Stafford | 233 | 08 | Current |
| Stafford Post | | Big Media | Stafford | 233 | 08 | Closed |
| A Little Bit of Stone | Independent | Independent/hyperlocal | Stafford | 233 | 08 | Current |
| So Staffordshire | Independent | Independent/hyperlocal | Stafford | 233 | 08 | Current |

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|-------------------------------|----------------|------------------------|-------------------------|-----|----|----------------|
| Your Leek Paper | | Big Media | Staffordshire Moorlands | 204 | 07 | <u>Closed</u> |
| Staffordshire Live | Reach Plc | Big Media | Staffordshire Moorlands | 204 | 07 | <u>Current</u> |
| expressandstar | | Big Media | Staffordshire Moorlands | 204 | 07 | <u>Current</u> |
| Draycott in the Moors Website | Independent | Independent/hyperlocal | Staffordshire Moorlands | 204 | 07 | <u>Current</u> |
| So Staffordshire | Independent | Independent/hyperlocal | Staffordshire Moorlands | 204 | 07 | <u>Current</u> |
| Biddulph Nub News | Nub News | Independent/hyperlocal | Staffordshire Moorlands | 204 | 07 | <u>Current</u> |
| Leek Nub | Nub News | Independent/hyperlocal | Staffordshire Moorlands | 204 | 07 | <u>Current</u> |
| HertsAdvertiser | Newsquest | Big Media | Stevenage | 117 | 04 | <u>Current</u> |
| The Comet | Newsquest | Big Media | Stevenage | 117 | 04 | <u>Current</u> |
| Herts Live | Reach Plc | Big Media | Stevenage | 117 | 04 | <u>Current</u> |
| Hitchin Nub | Nub News | Independent/hyperlocal | Stevenage | 117 | 04 | <u>Current</u> |
| Manchester World | National World | Big Media | Stockport | 154 | 05 | <u>Current</u> |
| Manchester Evening News | Reach Plc | Big Media | Stockport | 154 | 05 | <u>Current</u> |
| Stockport Times East | | Big Media | Stockport | 154 | 05 | <u>Closed</u> |
| Stockport Times West | | Big Media | Stockport | 154 | 05 | <u>Closed</u> |
| About Manchester | Independent | Independent/hyperlocal | Stockport | 154 | 05 | <u>Current</u> |
| Inside the M61 | Independent | Independent/hyperlocal | Stockport | 154 | 05 | <u>Closed</u> |
| Stockport Independent | Independent | Independent/hyperlocal | Stockport | 154 | 05 | <u>Current</u> |
| Northern Echo | Newsquest | Big Media | Stockton | 113 | 04 | <u>Current</u> |
| Teeside Live | Reach Plc | Big Media | Stockton | 113 | 04 | <u>Current</u> |
| Yarm Town Crier | | Big Media | Stockton | 113 | 04 | <u>Closed</u> |
| Stoke on Trent Live | Reach Plc | Big Media | Stoke-on-Trent | 15 | 01 | <u>Current</u> |
| Stoke Nub | Nub News | Independent/hyperlocal | Stoke-on-Trent | 15 | 01 | <u>Current</u> |
| Democracy4Stoke | Independent | Independent/hyperlocal | Stoke-on-Trent | 15 | 01 | <u>Closed</u> |

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| Dresden Community | Independent | Independent/hyperlocal | Stoke-on-Trent | 15 | 01 | Closed |
| Pits n Pots | Independent | Independent/hyperlocal | Stoke-on-Trent | 15 | 01 | Closed |
| Potteye | Independent | Independent/hyperlocal | Stoke-on-Trent | 15 | 01 | Closed |
| Warwickshire World | National World | Big Media | Stratford on Avon | 259 | 09 | Current |
| Warwickshire Live | Reach Plc | Big Media | Stratford on Avon | 259 | 09 | Current |
| stratford-herald | Stratford News and Media | Big Media | Stratford on Avon | 259 | 09 | Current |
| Stroud News and Journal | Newsquest | Big Media | Stroud | 279 | 09 | Current |
| Gloucestershire Live | Reach Plc | Big Media | Stroud | 279 | 09 | Current |
| Gloucester News Centre | Independent | Independent/hyperlocal | Stroud | 279 | 09 | Current |
| Stroud Times | Independent | Independent/hyperlocal | Stroud | 279 | 09 | Current |
| Newcastle World | National World | Big Media | Sunderland | 33 | 02 | Current |
| Sunderland Echo | National World | Big Media | Sunderland | 33 | 02 | Current |
| Northern Echo | Newsquest | Big Media | Sunderland | 33 | 02 | Current |
| Chronicle Live | Reach Plc | Big Media | Sunderland | 33 | 02 | Current |
| Surrey Herald | | Big Media | Surrey Heath | 309 | 10 | Closed |
| Surrey Comet | Newsquest | Big Media | Surrey Heath | 309 | 10 | Current |
| Your Local Guardian | Newsquest | Big Media | Surrey Heath | 309 | 10 | Current |
| Surrey Live | Reach Plc | Big Media | Surrey Heath | 309 | 10 | Current |
| Bagshot Village | Independent | Independent/hyperlocal | Surrey Heath | 309 | 10 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Sutton | 227 | 08 | Current |
| Your Local Guardian | Newsquest | Big Media | Sutton | 227 | 08 | Current |
| MyLondon | Reach Plc | Big Media | Sutton | 227 | 08 | Current |
| Kent Online | Iliffe Media | Big Media | Swale | 69 | 03 | Current |
| Kent Live | Reach Plc | Big Media | Swale | 69 | 03 | Current |
| gazetteandherald | Newsquest | Big Media | Swindon | 171 | 06 | Current |
| Swindon Advertiser | Newsquest | Big Media | Swindon | 171 | 06 | Current |
| Wiltshire Live | Reach Plc | Big Media | Swindon | 171 | 06 | Current |

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|------------------------------|----------------|------------------------|--------------------|------------|----|---------|
| Wiltshire 999s | Independent | Independent/hyperlocal | Swindon | 171 | 06 | Current |
| Manchester World | National World | Big Media | Tameside | 23 | 01 | Current |
| Manchester Evening News | Reach Plc | Big Media | Tameside | 23 | 01 | Current |
| Tameside Advertiser | | Big Media | Tameside | 23 | 01 | Closed |
| Tameside Correspondent | Independent | Independent/hyperlocal | Tameside | 23 | 01 | Current |
| About Manchester | Independent | Independent/hyperlocal | Tameside | 23 | 01 | Current |
| Inside the M67 | Independent | Independent/hyperlocal | Tameside | 23 | 01 | Closed |
| Tameside Eye | Independent | Independent/hyperlocal | Tameside | 23 | 01 | Closed |
| Birmingham Live | Reach Plc | Big Media | Tamworth | 125 | 04 | Current |
| Staffordshire Live | Reach Plc | Big Media | Tamworth | 125 | 04 | Current |
| Tamworth Times | | Big Media | Tamworth | 125 | 04 | Closed |
| Tamworth timehikes | Independent | Independent/hyperlocal | Tamworth | 125 | 04 | Closed |
| TamworthLIVE | Independent | Independent/hyperlocal | Tamworth | 125 | 04 | Closed |
| Surrey Live | Reach Plc | Big Media | Tandridge | 258 | 09 | Current |
| Tandridge Independent | | Independent/hyperlocal | Tandridge | 258 | 09 | Current |
| Devon Live | Reach Plc | Big Media | Teignbridge | 186 | 06 | Current |
| Mid Devon Advertiser | Tindle | Big Media | Teignbridge | 186 | 06 | Current |
| Dawlish Nub | Nub News | Independent/hyperlocal | Teignbridge | 186 | 06 | Current |
| Shropshire Star | MNA | Big Media | Telford and Wrekin | 99 | 04 | Current |
| Birmingham Live | Reach Plc | Big Media | Telford and Wrekin | 99 | 04 | Current |
| Telford Live! | Independent | Independent/hyperlocal | Telford and Wrekin | 99 | 04 | Current |
| Lightmoor Life | Independent | Independent/hyperlocal | Telford and Wrekin | 99 | 04 | Closed |
| gazette-news | Newsquest | Big Media | Tendring | 32 | 02 | Current |
| Essex Live | Reach Plc | Big Media | Tendring | 32 | 02 | Current |
| Andover Advertiser | Newsquest | Big Media | Test Valley | 262 | 09 | Current |

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|--------------------------------|----------------------|------------------------|-----------------------|-----|----|---------|
| Hampshire Chronicle | Newsquest | Big Media | Test Valley | 262 | 09 | Current |
| Hampshire Live | Reach plc | Big Media | Test Valley | 262 | 09 | Current |
| Andover Town | Independent | Independent/hyperlocal | Test Valley | 262 | 09 | Closed |
| Admirals Way Community Website | Independent | Independent/hyperlocal | Test Valley | 262 | 09 | Closed |
| Romsey Town | Independent | Independent/hyperlocal | Test Valley | 262 | 09 | Closed |
| Evesham Journal | Newsquest | Big Media | Tewkesbury | 261 | 09 | Current |
| Worcester News | Newsquest | Big Media | Tewkesbury | 261 | 09 | Current |
| Goucestershire Live | Reach Plc | Big Media | Tewkesbury | 261 | 09 | Current |
| Goucester News Centre | Independent | Independent/hyperlocal | Tewkesbury | 261 | 09 | Current |
| Thanet Times | | Big Media | Thanet | 34 | 02 | Closed |
| Thanet Extra | Iliffe Media | Big Media | Thanet | 34 | 02 | Current |
| Isle of Thanet News | Independent | Independent/hyperlocal | Thanet | 34 | 02 | Current |
| Thanet Star | Independent | Independent/hyperlocal | Thanet | 34 | 02 | Closed |
| Watford Observer | Newsquest | Big Media | Three Rivers | 291 | 10 | Current |
| Thurrock Gazette | Newsquest | Big Media | Thurrock | 116 | 04 | Current |
| Your Thurrock | Independent | Independent/hyperlocal | Thurrock | 116 | 04 | Current |
| Thurrock Nub | Nub News | Independent/hyperlocal | Thurrock | 116 | 04 | Current |
| Kent Online | Iliffe Media | Big Media | Tonbridge and Malling | 236 | 08 | Current |
| Kent Live | Reach Plc | Big Media | Tonbridge and Malling | 236 | 08 | Current |
| Devon Live | Reach Plc | Big Media | Torbay | 48 | 02 | Current |
| Torbay Today | Independent | Independent/hyperlocal | Torbay | 48 | 02 | Current |
| Devon Live | Reach Plc | Big Media | Torridge | 67 | 03 | Current |
| Buckland Brewer Parish | Independent | Independent/hyperlocal | Torridge | 67 | 03 | Closed |
| Cornish and Devon Post | Tindle | | Torridge | 67 | 03 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Tower Hamlets | 27 | 01 | Current |
| East London Advertiser | Newsquest | Big Media | Tower Hamlets | 27 | 01 | Current |

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|-----------------------------------|----------------|------------------------|---------------------|-----|----|---------|
| My London | Reach Plc | Big Media | Tower Hamlets | 27 | 01 | Current |
| MyLondon | Reach Plc | Big Media | Tower Hamlets | 27 | 01 | Current |
| East End Enquirer | Independent | Independent/hyperlocal | Tower Hamlets | 27 | 01 | Closed |
| Roman Road London | Independent | Independent/hyperlocal | Tower Hamlets | 27 | 01 | Current |
| Tower Hamlets News | Independent | Independent/hyperlocal | Tower Hamlets | 27 | 01 | Closed |
| Pootling around... | Independent | Independent/hyperlocal | Tower Hamlets | 27 | 01 | Closed |
| Manchester World | National World | Big Media | Trafford | 209 | 07 | Current |
| Messenger | Newsquest | Big Media | Trafford | 209 | 07 | Current |
| Manchester Evening News | Reach Plc | Big Media | Trafford | 209 | 07 | Current |
| Altrincham Today | Independent | Independent/hyperlocal | Trafford | 209 | 07 | Current |
| News4Trafford | Independent | Independent/hyperlocal | Trafford | 209 | 07 | Current |
| Sale Town Today | Independent | Independent/hyperlocal | Trafford | 209 | 07 | Current |
| About Manchester | Independent | Independent/hyperlocal | Trafford | 209 | 07 | Current |
| Inside the M62 | Independent | Independent/hyperlocal | Trafford | 209 | 07 | Closed |
| Hale Community News | | Independent/hyperlocal | Trafford | 209 | 07 | Closed |
| Kent Online | Iliffe Media | Big Media | Tunbridge Wells | 273 | 09 | Current |
| Kent Live | Reach Plc | Big Media | Tunbridge Wells | 273 | 09 | Current |
| Times of Tunbridge Wells | Independent | Independent/hyperlocal | Tunbridge Wells | 273 | 09 | |
| Essex Live | Reach Plc | Big Media | Uttlesford | 295 | 10 | Current |
| Saffron Walden Reporter | Reach Plc | Big Media | Uttlesford | 295 | 10 | Current |
| Herald Series | Newsquest | Big Media | Vale of White Horse | 305 | 10 | Current |
| Oxford Mail | Newsquest | Big Media | Vale of White Horse | 305 | 10 | Current |
| Hemsworth & South Elmsall Express | JPI Media | Big Media | Wakefield | 64 | 03 | Closed |
| Yorkshire Evening Post | National World | Big Media | Wakefield | 64 | 03 | Current |
| Yorkshire Post | National World | Big Media | Wakefield | 64 | 03 | Current |
| Yorkshire Live | Reach Plc | Big Media | Wakefield | 64 | 03 | Current |

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| wakefieldexpress | | Big Media | Wakefield | 64 | 03 | Current |
| Birmingham World | National World | Big Media | Walsall | 31 | 01 | Current |
| Birmingham Live | Reach Plc | Big Media | Walsall | 31 | 01 | Current |
| expressandstar | | Big Media | Walsall | 31 | 01 | Current |
| Walsall Advertiser | | Big Media | Walsall | 31 | 01 | Closed |
| Walsall Observer | | Big Media | Walsall | 31 | 01 | Closed |
| Brownhills Bob's Brownhills Blog CHECK AGAIN AT RISK | Independent | Independent/hyperlocal | Walsall | 31 | 01 | Closed |
| Common People: News for Pelsall | Independent | Independent/hyperlocal | Walsall | 31 | 01 | Closed |
| The YamYam | Independent | Independent/hyperlocal | Walsall | 31 | 01 | Closed |
| The Bloxidge Tallygraph | Independent | Independent/hyperlocal | Walsall | 31 | 01 | Closed |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Waltham Forest | 45 | 02 | Current |
| MyLondon | Reach Plc | Big Media | Waltham Forest | 45 | 02 | Current |
| Waltham Forest Echo | Independent | Independent/hyperlocal | Waltham Forest | 45 | 02 | Current |
| Waltham Forest Matters | Independent | Independent/hyperlocal | Waltham Forest | 45 | 02 | Current |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Wandsworth | 173 | 06 | Current |
| Your Local Guardian | Newsquest | Big Media | Wandsworth | 173 | 06 | Current |
| MyLondon | Reach Plc | Big Media | Wandsworth | 173 | 06 | Current |
| Wandsworth Borough News | | Big Media | Wandsworth | 173 | 06 | Closed |
| PutneySW15.com | Independent | Independent/hyperlocal | Wandsworth | 173 | 06 | Current |
| WandsworthSW18.com | Independent | Independent/hyperlocal | Wandsworth | 173 | 06 | Current |
| Battersea Nub News | Nub News | independent/hyperlocal | Wandsworth | 173 | 06 | Current |
| Tooting Nub | Nub News | Independent/hyperlocal | Wandsworth | 173 | 06 | Current |
| Liverpool World | National World | Big Media | Warrington | 175 | 06 | Current |

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| warringtonguardian | Newsquest | Big Media | Warrington | 175 | 06 | Current |
| Liverpool Echo | Reach Plc | Big Media | Warrington | 175 | 06 | Current |
| Kenilworth Weekly News | JPI Media | Big Media | Warwick | 263 | 09 | Closed |
| Warwick Courier | JPI Media | Big Media | Warwick | 263 | 09 | Closed |
| Warwickshire World | National World | Big Media | Warwick | 263 | 09 | Current |
| Coventry Live | Reach Plc | Big Media | Warwick | 263 | 09 | Current |
| Warwickshire Live | Reach Plc | Big Media | Warwick | 263 | 09 | Current |
| Kenilworth Nub | Nub News | Independent/hyperlocal | Warwick | 263 | 09 | Current |
| Warwick Nub News | Nub News | Independent/hyperlocal | Warwick | 263 | 09 | Current |
| Watford Observer | Newsquest | Big Media | Watford | 195 | 07 | Current |
| Herts Live | Reach Plc | Big Media | Watford | 195 | 07 | Current |
| Watford Observer | | Big Media | Watford | 195 | 07 | Current |
| Surrey Live | Reach Plc | Big Media | Waverley | 313 | 10 | Current |
| Farnham Herald | Tindle | Big Media | Waverley | 313 | 10 | Current |
| Haslemere Herald | Tindle | Big Media | Waverley | 313 | 10 | Current |
| SussexWorld | National World | Big Media | Wealden | 254 | 09 | Current |
| Sussex Live | Reach plc | Big Media | Wealden | 254 | 09 | Current |
| Crowborough Life | Independent | Independent/hyperlocal | Wealden | 254 | 09 | Current |
| Hailsham News | Independent | Independent/hyperlocal | Wealden | 254 | 09 | Current |
| Heathfield News | Independent | Independent/hyperlocal | Wealden | 254 | 09 | Current |
| Wealden Blue | Independent | Independent/hyperlocal | Wealden | 254 | 09 | Current |
| Northamptonshire Telegraph | National World | Big Media | Wellingborough | 124 | 04 | Current |
| Northants Live | Reach Plc | Big Media | Wellingborough | 124 | 04 | Current |
| Northampton Life | Independent | Independent/hyperlocal | Wellingborough | 124 | 04 | Current |
| HertsAdvertiser | Newsquest | Big Media | Welwyn Hatfield | 215 | 07 | Current |
| Welwyn Hatfield Times | Newsquest | Big Media | Welwyn Hatfield | 215 | 07 | Current |
| Herts Live | Reach Plc | Big Media | Welwyn Hatfield | 215 | 07 | Current |

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| newburytoday | Newbury News and Media | Big Media | West Berkshire | 289 | 10 | Current |
| Berkshire Live | Reach Plc | Big Media | West Berkshire | 289 | 10 | Current |
| Devon Live | Reach Plc | Big Media | West Devon | 139 | 05 | Current |
| Belstone Blog | Independent | Independent/hyperlocal | West Devon | 139 | 05 | Current |
| Lancashire Post | National World | Big Media | West Lancs | 178 | 06 | Current |
| Lancs Live | Reach Plc | Big Media | West Lancs | 178 | 06 | Current |
| Midweek Advertiser (Ormskirk) | | Big Media | West Lancs | 178 | 06 | Closed |
| Lincolnshire World | National World | Big Media | West Lindsey | 146 | 05 | Current |
| Lincolnshire Live | Reach Plc | Big Media | West Lindsey | 146 | 05 | Current |
| Caistor Citizen | Independent | Independent/hyperlocal | West Lindsey | 146 | 05 | Closed |
| Lincolnite | Independent | Independent/hyperlocal | West Lindsey | 146 | 05 | Current |
| Oxford Mail | Newsquest | Big Media | West Oxfordshire | 301 | 10 | Current |
| This is Oxfordshire | Newsquest | Big Media | West Oxfordshire | 301 | 10 | Current |
| Witney Gazette | Newsquest | Big Media | West Oxfordshire | 301 | 10 | Current |
| Oxfordshire Live | Reach Plc | Big Media | West Oxfordshire | 301 | 10 | Current |
| Charlbury Website | Independent | Independent/hyperlocal | West Oxfordshire | 301 | 10 | Current |
| Fishponds Voice | Independent | Independent/hyperlocal | West Oxfordshire | 301 | 10 | Current |
| suffolknews | Iliffe Media | Big Media | West Suffolk | 176 | 06 | Current |
| Bury Mercury | Newsquest | Big Media | West Suffolk | 176 | 06 | Current |
| Suffolk Live | Reach Plc | Big Media | West Suffolk | 176 | 06 | Current |
| eadt | | Big Media | West Suffolk | 176 | 06 | Current |
| West Suffolk Mercury | | Big Media | West Suffolk | 176 | 06 | Closed |
| Evening Standard | Lebedev Holdings Ltd | Big Media | Westminster | 134 | 05 | Current |
| Mylondon | Reach Plc | Big Media | Westminster | 134 | 05 | Current |
| Westminster Chronicle | | Big Media | Westminster | 134 | 05 | Closed |
| Manchester World | National World | Big Media | Wigan | 97 | 04 | Current |
| Wigan Today | National World | Big Media | Wigan | 97 | 04 | Current |

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| Manchester Evening News | Reach Plc | Big Media | Wigan | 97 | 04 | Current |
| About Manchester | Independent | Independent/hyperlocal | Wigan | 97 | 04 | Current |
| Inside the M66 | Independent | Independent/hyperlocal | Wigan | 97 | 04 | Closed |
| gazetteandherald | Newsquest | Big Media | Wiltshire | 231 | 08 | Current |
| Salisbury Journal | Newsquest | Big Media | Wiltshire | 231 | 08 | Current |
| This is Wiltshire | Newsquest | Big Media | Wiltshire | 231 | 08 | Current |
| Wilts and Gloucestershire Standard | Newsquest | Big Media | Wiltshire | 231 | 08 | Current |
| Wiltshire Gazette and Herald | Newsquest | Big Media | Wiltshire | 231 | 08 | Current |
| Wiltshire Times | Newsquest | Big Media | Wiltshire | 231 | 08 | Current |
| Wiltshire Live | Reach Plc | Big Media | Wiltshire | 231 | 08 | Current |
| wiltshiretimes | | Big Media | Wiltshire | 231 | 08 | Current |
| Bradford on Avon Community Site | Independent | Independent/hyperlocal | Wiltshire | 231 | 08 | Current |
| Marlborough News | Independent | Independent/hyperlocal | Wiltshire | 231 | 08 | Current |
| Melksham Independent News | Independent | Independent/hyperlocal | Wiltshire | 231 | 08 | Current |
| Wiltshire999s | Independent | Independent/hyperlocal | Wiltshire | 231 | 08 | Current |
| Cricklade Bugle | Independent | Independent/hyperlocal | Wiltshire | 231 | 08 | Closed |
| hampshirechronicle | Newsquest | Big Media | Winchester | 293 | 10 | Current |
| Southern Daily Echo | Newsquest | Big Media | Winchester | 293 | 10 | Current |
| Hampshire Live | Reach Plc | Big Media | Winchester | 293 | 10 | Current |
| Winchester Today | Independent | Independent/hyperlocal | Winchester | 293 | 10 | Current |
| Berkshire Live | Reach Plc | Big Media | Windsor and Maidenhead | 304 | 10 | Current |
| Ascot Windsor and Eaton Express | Baylis Community Media CIC | Independent/hyperlocal | Windsor and Maidenhead | 304 | 10 | Current |

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| Maidenhead Advertiser | Baylis Community Media CIC | Independent/hyperlocal | Windsor and Maidenhead | 304 | 10 | Current |
| Liverpool World | National World | Big Media | Wirral | 77 | 03 | Current |
| wirralglobe | Newsquest | Big Media | Wirral | 77 | 03 | Current |
| Liverpool Echo | Reach Plc | Big Media | Wirral | 77 | 03 | Current |
| Heswall.com | Independent | Independent/hyperlocal | Wirral | 77 | 03 | Current |
| Hoylake Junction | Independent | Independent/hyperlocal | Wirral | 77 | 03 | Closed |
| John Brace's blog about Wirral | Independent | Independent/hyperlocal | Wirral | 77 | 03 | Current |
| West Kirkby Today | Independent | Independent/hyperlocal | Wirral | 77 | 03 | Current |
| Birkenhead News | Independent | Independent/hyperlocal | Wirral | 77 | 03 | Current |
| Heswall Nub | Nub News | Independent/hyperlocal | Wirral | 77 | 03 | Current |
| West Kirby Times | Independent | Independent/hyperlocal | Wirral | 77 | 03 | Closed |
| Surrey Live | Reach Plc | Big Media | Woking | 283 | 09 | Current |
| Woking News and Mail | Tindle | Big Media | Woking | 283 | 09 | Current |
| Wokingham and Bracknell Times | | Big Media | Wokingham | 316 | 10 | Closed |
| Berkshire Live | Reach Plc | Big Media | Wokingham | 316 | 10 | Current |
| Wokingham Today | Independent | Independent/hyperlocal | Wokingham | 316 | 10 | Current |
| expressandstar | Midlands News Association | Big Media | Wolverhampton | 19 | 01 | Current |
| Birmingham World | National World | Big Media | Wolverhampton | 19 | 01 | Current |
| Birmingham Live | Reach Plc | Big Media | Wolverhampton | 19 | 01 | Current |
| WV11.co.uk | Independent | Independent/hyperlocal | Wolverhampton | 19 | 01 | Closed |
| Penn Now | Independent | Independent/hyperlocal | Wolverhampton | 19 | 01 | Closed |
| SussexWorld | National World | Big Media | Worthing | 174 | 06 | Current |
| The Argus | Newsquest | Big Media | Worthing | 174 | 06 | Current |
| Sussex Live | Reach Plc | Big Media | Worthing | 174 | 06 | Current |
| Worthing Advertiser | | Big Media | Worthing | 174 | 06 | Closed |

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| Worthing Sentinel | | Big Media | Worthing | 174 | 06 | Closed |
| Worcester News | Newsquest | Big Media | Wychavon | 191 | 07 | Current |
| Bucks Herald | National World | Big Media | Wycombe | 280 | 09 | Current |
| bucksfreepress | Newsquest | Big Media | Wycombe | 280 | 09 | Current |
| Buckinghamshire Live | Reach Plc | Big Media | Wycombe | 280 | 09 | Current |
| Woking Review | | Big Media | Wycombe | 280 | 09 | Closed |
| Wycombe Today | Independent | Independent/hyperlocal | Wycombe | 280 | 09 | |
| Blackpool Gazette | National World | Big Media | Wyre | 147 | 05 | Current |
| Lancs Live | Reach Plc | Big Media | Wyre | 147 | 05 | Current |
| Blog Preston | Independent | Independent/hyperlocal | Wyre | 147 | 05 | Current |
| Kidderminster Chronicle | | Big Media | Wyre Forest | 114 | 04 | Closed |
| Express and Star | MIN | Big Media | Wyre Forest | 114 | 04 | Current |
| Kidderminster Shuttle | Newsquest | Big Media | Wyre Forest | 114 | 04 | Current |
| Birmingham Live | Reach Plc | Big Media | Wyre Forest | 114 | 04 | Current |
| Wyrelife | Independent | Independent/hyperlocal | Wyre Forest | 114 | 04 | Closed |
| Yorkshire Evening Post | National World | Big Media | York | 275 | 09 | Current |
| Yorkshire Post | National World | Big Media | York | 275 | 09 | Current |
| Northern Echo | Newsquest | Big Media | York | 275 | 09 | Current |
| yorkpress | Newsquest | Big Media | York | 275 | 09 | Current |
| York Mix | Independent | Independent/hyperlocal | York | 275 | 09 | Current |

Appendix 3: Average current and closed publishers in each LAD according to deprivation

| IMD LAD Decile | Current Independent | Current Regional Independent | Current Local Big Media | Current Regional Big Media | Closed Local Independent | Closed Regional Independent |
|----------------|---------------------|------------------------------|-------------------------|----------------------------|--------------------------|-----------------------------|
| 1 | 0.548387097 | 0.32 | 0.322580645 | 2.258064516 | 0.967741935 | |
| 2 | 0.709677419 | 0.064516129 | 0.419354839 | 1.903225806 | 0.516129032 | |
| 3 | 1 | 0.193548387 | 0.419354839 | 2.258064516 | 0.677419355 | |
| 4 | 0.533333333 | 0.2 | 0.466666667 | 2.1 | 0.3 | |
| 5 | 0.483870968 | 0.225806452 | 0.451612903 | 2.129032258 | 0.258064516 | |
| 6 | 0.866666667 | 0.166666667 | 0.466666667 | 2.266666667 | 0.433333333 | |
| 7 | 1 | 0.2 | 0.6 | 2 | 0.166666667 | |
| 8 | 1 | 0.225806452 | 0.548387097 | 2.35483871 | 0.161290323 | |
| 9 | 1.387096774 | 0.225806452 | 0.612903226 | 2.64516129 | 0.193548387 | |
| 10 | 0.838709677 | 0.096774194 | 0.387096774 | 2.258064516 | 0.129032258 | |

Appendix 4 -Nub News data

| Title | Area covered1 | Local Authority covered | IMD rank 2019 |
|---------------------------|-------------------|---------------------------|---------------|
| Stoke Nub | Stoke on Trent | Stoke on Trent | 15 |
| Clapham Nub | Clapham | Lambeth | 42 |
| Hucknall Nub | Hucknall | Ashfield | 63 |
| Heswall Nub | Heswall | Wirral | 77 |
| Falmouth Nub | Falmouth | Cornwall | 83 |
| Helston Nub News | Helston | Cornwall | 83 |
| Ealing Nub | Ealing | Ealing | 88 |
| Brentford Nub News | BrentfordHounslow | Hounslow | 95 |
| Bedworth Nub News | Bedworth | Nuneaton and Bedworth | 101 |
| Basildon Nub | Basildon | Basildon | 111 |
| Thurrock Nub | Thurrock | Thurrock | 116 |
| Cheddar Nub News | Cheddar | Sedgemoor | 121 |
| Atherstone Nub | Atherstone | North Warwickshire | 155 |
| Felixstowe Nub | Felixstowe | East Suffolk | 158 |
| Frome Nub | Frome | Mendip | 170 |
| Glastonbury Nub | Glastonbury | Mendip | 170 |
| Wells Nub | Wells | Mendip | 170 |
| Battersea Nub News | Battersea | Wandsworth | 173 |
| Tooting Nub | Tooting | Wandsworth | 173 |
| Shepton Mallet Nub | Shepton Mallet | Medip | 174 |
| Frodsham Nub | Frodsham | Cheshire West and Chester | 183 |
| Dawlish Nub | Dawlish | Teignbridge | 186 |
| Bridport Nub News | Bridport | Dorset | 197 |
| Dorchester Nub | Dorchester | West Dorset | 197 |
| Biddulph Nub News | Biddulph | Staffordshire Moorland | 204 |
| Leek Nub | Leek | Staffordshire Moorland | 204 |
| Burnham and Dengie Nub | Burham and Dengie | Maldon | 211 |
| Maldon Nub | Maldon | Maldon | 211 |

| | | | |
|------------------------|-------------------------|---------------------------------|-----|
| Hadleigh Nub | Hadleigh | Berbergh | 212 |
| Shotley Peninsular Nub | Shotley Peninsular | Berbergh | 212 |
| Ashby Nub | Ashby | North West Leicestershire | 216 |
| Coalville Nub | Coalville | North West Leicestershire | 216 |
| Alsager Nub | Alsager | Cheshire East | 228 |
| Congleton Nub | Congleton | Cheshire East | 228 |
| Crewe Nub News | Crewe | Cheshire East | 228 |
| Macclesfield Nub | Macclesfield | Cheshire East | 228 |
| Sandbach Nub | Sandbach | Cheshire East | 228 |
| Stamford Nub News | Stamford | South Kesteven | 234 |
| Axminster Nub | Axminster | East Devon | 238 |
| Exmouth Nub | Exmouth | East Devon | 238 |
| Honiton Nub | Honiton | East Devon | 238 |
| Seaton Nub News | Seaton | East Devon | 238 |
| Sidmouth Nub News | Sidmouth | East Devon | 238 |
| Kenilworth Nub | Kenilworth | Warwick | 263 |
| Warwick Nub News | Warwick | Warwick | 263 |
| Hitchin Nub | Hitchin | North Hertfordshire | 269 |
| Latchworth Nub | Latchworth | North Hertfordshire | 269 |
| Kingston Nub | Kingston upon Thames | Kingston upon Thames | 270 |
| Midsomer Norton Nub | Midsomer Norton | Bath and North East Somerset | 274 |
| Radstock Nub News | Radstock | Bath and North East Somerset | 274 |
| Richmond Nub | Richmond | Richmond upon Thames | 297 |
| Teddington Nub | Teddington | Richmond upon Thames | 297 |
| Twickenham Nub News | Twickenham | Richmond upon Thames | 297 |
| Oakham Nub | Oakham | Rutland | 303 |
| St Albans Nub | St Albans | St Albans | 306 |

Appendix 5 -Elections coverage data

| 1 | Deprivatio | Constituer | Headline | content | Date | words | Publicatio | medium | focussed c | General S | quoting in | quote incl | quoting ar | election |
|----|------------|------------|--------------|-------------------------------|------------|-------|------------|--------|------------|-----------|------------|------------|------------|----------|
| 2 | Deprived | Blackley | Stringer's | Part of tw | 04/29/201 | 569 | NEMA | print | yes | | yes | yes | yes | 2010 |
| 3 | Deprived | Blackley | It's time to | general in | ##### | 335 | NEMA | print | | yes | | | | 2010 |
| 4 | Deprived | Blackley | Westmins | List of can | 04/22/201 | 136 | NEMA | print | | yes | | | | 2010 |
| 5 | Deprived | Blackley | Race for W | Part of ful | 04/15/201 | 286 | NEMA | print | yes | | | | | 2010 |
| 6 | Deprived | Blackley | Kay Phillip | Candidate | May-10 | 211 | MEN | print | yes | | | yes | yes | 2010 |
| 7 | Deprived | Blackley | Graham St | Candidate | May-10 | 284 | MEN | print | yes | | yes | | yes | 2010 |
| 8 | Deprived | Blackley | Conservat | Visit of Ba | Oct-10 | 161 | MEN | print | yes | | | | | 2010 |
| 9 | Deprived | Blackley | James Eds | Candidate | May-10 | 217 | MEN | print | yes | | | yes | yes | 2010 |
| 10 | Deprived | Blackley | William Ho | Candidate | May-10 | 209 | MEN | print | yes | | | yes | yes | 2010 |
| 11 | Deprived | Blackley | Anger as k | Story focu | 04/21/2010 | | MEN | print | | | | | | 2010 |
| 12 | Deprived | Blackley | Ken Clarke | Story focu | 04/21/201 | 475 | MEN | online | | yes | yes | | yes | 2010 |
| 13 | Deprived | Wythensh | Candidate | List of can | 04/22/201 | 130 | SMR | print | yes | | | | | 2010 |
| 14 | Deprived | Wythensh | Christophe | Candidate | ##### | 214 | MEN | print | yes | | | yes | yes | 2010 |
| 15 | Deprived | Wythensh | Blunket w | General st | 04/16/201 | 155 | MEN | print | | yes | | | | 2010 |
| 16 | Deprived | Wythensh | Election ca | Six questio | ##### | 308 | MEN | print | yes | | yes | | | 2010 |
| 17 | Deprived | Wythensh | Polls open | General pi | ##### | 357 | MEN | print | | yes | | | | 2010 |
| 18 | Deprived | Wythensh | Polls open | General pi | ##### | 357 | MEN | online | | yes | | | | 2010 |
| 19 | Least Dep | Tatton | By George | Osborne on campaign trail amk | | | MEN | print | yes | | | | | 2010 |
| 20 | Least Dep | Tatton | Tories may | legalise gay marriag | | 275 | MEN | print | | yes | yes | | yes | 2010 |
| 21 | Least Dep | Tatton | David Lom | Candidate | ##### | 164 | MEN | print | yes | | | yes | yes | 2010 |

| | | | | | | | | | | | | | | | |
|----|-----------|--------|----------------------------------|------------|-----------|----------|----------|-------|-----|-----|-----|-----|------|------|--|
| 22 | Least Dep | Tatton | First time voters elec | 05/13/201 | 288 | Wilmslow | print | yes | | | | | 2010 | | |
| 23 | Least Dep | Tatton | Final dash to the poll | ##### | 505 | Wilmslow | print | yes | | yes | yes | yes | 2010 | | |
| 24 | Least Dep | Tatton | The final contenders | 04/29/201 | 553 | Wilmslow | print | yes | | yes | yes | yes | 2010 | | |
| 25 | Least Dep | Tatton | Pupils question time | 04/29/201 | 500 | Wilmslow | print | yes | | | yes | yes | 2010 | | |
| 26 | Least Dep | Tatton | Tory stand in refused place at h | | 240 | Wilmslow | print | yes | | | | | 2010 | | |
| 27 | Least Dep | Tatton | Hitting the politics tra | 04/22/201 | 440 | Wilmslow | print | yes | | yes | yes | yes | 2010 | | |
| 28 | Least Dep | Tatton | Independents join fo | 04/22/201 | 230 | Wilmslow | print | yes | | | yes | yes | 2010 | | |
| 29 | Least Dep | Tatton | Political pcfocus on f | 04/22/201 | 100 | Wilmslow | print | yes | | | yes | | 2010 | | |
| 30 | Least Dep | Tatton | Fellow candidates gi | 04/15/201 | 124 | Wilmslow | print | yes | | yes | yes | yes | 2010 | | |
| 31 | Least Dep | Tatton | My plans and the cri | 04/15/201 | 432 | Wilmslow | print | yes | | yes | | | 2010 | | |
| 32 | Least Dep | Tatton | What the voters thou | 04/15/201 | 120 | Wilmslow | print | yes | | | | | 2010 | | |
| 33 | Least Dep | Tatton | Cuts, defe | Hustings r | 04/15/201 | 797 | Wilmslow | print | yes | | yes | yes | yes | 2010 | |
| 34 | Least Dep | Tatton | Bell steps | Bell supp | ##### | 466 | Wilmslow | print | yes | | | yes | yes | 2010 | |
| 35 | Least Dep | Tatton | Osborne gstory pron | ##### | 229 | Wilmslow | print | yes | | | | | 2010 | | |
| 36 | Least Dep | Tatton | First time vox pop | ##### | 537 | Wilmslow | print | yes | | | | | 2010 | | |
| 37 | Least Dep | Tatton | Democrat Campaign | ##### | 176 | Wilmslow | print | yes | | | | | 2010 | | |
| 38 | Least Dep | Tatton | The other candidates | ##### | 322 | Wilmslow | print | yes | | yes | yes | yes | 2010 | | |
| 39 | Least Dep | Tatton | Election bi | Promoting | ##### | 450 | Wilmslow | print | yes | | | yes | yes | 2010 | |
| 40 | Least Dep | Tatton | George Os | Candidate | ##### | 164 | MEN | print | yes | | yes | | yes | 2010 | |
| 41 | Least Dep | Tatton | Peter Mai | Candidate | ##### | 154 | MEN | print | yes | | | yes | yes | 2010 | |
| 42 | Least Dep | Tatton | Richard Ja | Candidate | ##### | 158 | MEN | print | yes | | | yes | yes | 2010 | |
| 43 | Least Dep | Tatton | Sarah Flan | Candidate | ##### | 178 | MEN | print | yes | | | yes | yes | 2010 | |
| 44 | Least Dep | Tatton | George Gi | Candidate | 04/22/201 | 90 | MEN | print | yes | | yes | yes | yes | 2010 | |

| | | | | | | | | | | | | | | |
|----|-----------|------------|----------------------------|--------------|-----------|------|-----|---------------|-----|-----|-----|-----|-----|------|
| 45 | Least Dep | Altrincham | Kenneth B | Candidate | 04/16/201 | 366 | MEN | print | yes | | | yes | yes | 2010 |
| 46 | Least Dep | Altrincham | Election ca | Six questio | ##### | 2658 | MEN | print | yes | | yes | yes | yes | 2010 |
| 47 | Least Dep | Altrincham | Kath's 20 | P 11 Pictur | ##### | 86 | SAM | print | yes | | | | | 2010 |
| 48 | Least Dep | Altrincham | Question 1 | P 2 with pi | 29/4/2010 | 98 | SAM | print | yes | | | | | 2010 |
| 49 | Least Dep | Altrincham | Your hot is | P2 with pics | vox pop | 269 | SAM | print | yes | | | | | 2010 |
| 50 | Deprived | Blackley | ANGER AT | By Todd Fi | 13/4/2015 | 417 | MEN | (print print | yes | | yes | | | 2015 |
| 51 | Deprived | Blackley | Dentists h | By Jen Wil | 14/4/2015 | 398 | MEN | (print print | | yes | yes | | | 2015 |
| 52 | Deprived | Blackley | CITY CENT | Rise in vot | 28/4/2015 | 274 | MEN | (print print | | yes | | | | 2015 |
| 53 | Deprived | Blackley | Ukip gains | in vain for | 30/4/2015 | 113 | MEN | (print print | | yes | | | | 2015 |
| 54 | Deprived | Blackley | I won't be | Conservat | 30/4/2015 | 198 | MEN | (print print | yes | | yes | yes | | 2015 |
| 55 | Deprived | Blackley | Bid to boo | All Mcr co | ##### | 374 | MEN | (print print | | yes | | | | 2015 |
| 56 | Deprived | Blackley | Blackley a | Constituer | ##### | 357 | MEN | (print print | yes | | | | | 2015 |
| 57 | Deprived | Blackley | DOES YOU | Constituer | ##### | 364 | MEN | (print print | | yes | | | | 2015 |
| 58 | Deprived | Blackley | Manchest | General rc | ##### | 191 | MWN | (prir print | | yes | | | | 2015 |
| 59 | Deprived | Blackley | Election 2 | (Blackley a | 13/4/2015 | 539 | MEN | Online online | | yes | yes | | | 2015 |
| 60 | Deprived | Blackley | Election 2015: Manch | | 27/4/2015 | 583 | MEN | Online online | | yes | | | | 2015 |
| 61 | Deprived | Blackley | BBC accused of anti- | | 27/4/2015 | 363 | MEN | Online online | yes | | yes | | | 2015 |
| 62 | Deprived | Blackley | Election 2015: I won' | | 29/4/2015 | 532 | MEN | Online online | yes | | yes | yes | | 2015 |
| 63 | Deprived | Blackley | Election 2015: UKIP g | | 29/4/2015 | 640 | MEN | Online online | | yes | | | | 2015 |
| 64 | Deprived | Blackley | Manchester's total n | | 30/4/2015 | 530 | MEN | Online online | | yes | | | | 2015 |
| 65 | Deprived | Blackley | Election 2 | (Constituer | ##### | 357 | MEN | Online online | yes | | | | | 2015 |
| 66 | Deprived | Wythensh | Dentists h | General pi | 14/4/2015 | 398 | MEN | (print print | | yes | | | | 2015 |
| 67 | Deprived | Wythensh | Bid to boo | GeneMan | ##### | 374 | MEN | (print print | | yes | | | | 2015 |

| | | | | | | | | | | | | | | |
|----|-----------|----------|---------------------------------------|--------------|-----------|-----------|-----------|----------|-----|-----|-----|-----|--|------|
| 68 | Deprived | Wythensh | WYTHENS | Profile of c | ##### | 370 | MEN(print | print | yes | | | | | 2015 |
| 69 | Deprived | Wythensh | Election 20 | Polling day | ##### | 297 | MEN(print | print | | yes | | | | 2015 |
| 70 | Deprived | Wythensh | Some of th | General st | ##### | 188 | MEN(print | print | | yes | | | | 2015 |
| 71 | Deprived | Wythensh | General El | brief re h | 23/4/2015 | 86 | Messenge | print | yes | | | | | 2015 |
| 72 | Deprived | Wythensh | General El | Messenge | 26/4/2015 | 133 | Messenge | print | | yes | | | | 2015 |
| 73 | Deprived | Wythensh | Manchest | General rc | ##### | 191 | MWN(pri | print | | yes | | | | 2015 |
| 74 | Deprived | Wythensh | Election 2015: Count | 13/4/2015 | 539 | MENOnlin | online | | yes | | | | | 2015 |
| 75 | Deprived | Wythensh | Ukip candidate is 'ru | 22/4/2015 | 340 | MENOnlin | online | yes | | | | | | 2015 |
| 76 | Deprived | Wythensh | Election 2015: Manch | 27/4/2015 | 583 | MENOnlin | online | | yes | | | | | 2015 |
| 77 | Deprived | Wythensh | Election 2015: UKIP g | 29/4/2015 | 640 | MENOnlin | online | | yes | | | | | 2015 |
| 78 | Deprived | Wythensh | General Election 201 | ##### | 416 | MENOnlin | online | | yes | | | | | 2015 |
| 79 | Least Dep | Tatton | Selfie is v | Does not f | 22/4/2015 | 291 | KG | print | | yes | | | | 2015 |
| 80 | Least Dep | Tatton | Voters hav | Solely on c | 22/4/2015 | 289 | KG | print | yes | | | | | 2015 |
| 81 | Least Dep | Tatton | Register y | Tatton me | 29/4/2015 | 243 | KG | print | | yes | | | | 2015 |
| 82 | Least Dep | Tatton | Our reade | Focussing | 29/4/2015 | 286 | KG | print | yes | | yes | yes | | 2015 |
| 83 | Least Dep | Tatton | Tatton car | Tatton onl | 29/4/2015 | 1015 | KG | print | yes | | yes | yes | | 2015 |
| 84 | Least Dep | Tatton | Candidates debate r | 15/4/2015 | 210 | KG online | online | yes | | yes | | | | 2015 |
| 85 | Least Dep | Tatton | Guardian to host Tat | 17/4/2015 | 259 | KG online | online | yes | | | | | | 2015 |
| 86 | Least Dep | Tatton | Hustings put Tatton c | 28/4/2015 | 387 | KG online | online | yes | | yes | yes | | | 2015 |
| 87 | Least Dep | Tatton | Five go head to head | ##### | 1206 | KG online | online | yes | | yes | | | | 2015 |
| 88 | Least Dep | Tatton | 2015 Elect | round-up | ##### | 485 | wilmslow. | independ | yes | | | | | 2015 |
| 89 | Least Dep | Tatton | General El | andidate p | 21/4/2015 | 487 | wilmslow. | independ | yes | | yes | | | 2015 |
| 90 | Least Dep | Tatton | General El | with five c | 29/4/2015 | 506 | wilmslow. | independ | yes | | yes | yes | | 2015 |

| | | | | | | | | | | | | | | | |
|-----|-----------|------------|-----------------------|-------------|-----------|-----------|------------|-----------|-----|--|-----|-----|-----|------|--|
| 91 | Least Dep | Tatton | General El | candidate | 30/4/2015 | 344 | wilmslow. | independe | yes | | yes | yes | | 2015 | |
| 92 | Least Dep | Tatton | General El | candidate | 25/4/2015 | 456 | wilmslow. | independe | yes | | yes | yes | | 2015 | |
| 93 | Least Dep | Tatton | General El | five comm | 22/4/2015 | 365 | wilmslow. | independe | yes | | yes | yes | | 2015 | |
| 94 | Least Dep | Tatton | Meet the | 77 commer | 22/4/2015 | 250 | wilmslow. | independe | yes | | | | | 2015 | |
| 95 | Least Dep | Tatton | 2015 Elect | round-up | ##### | 485 | alderleyec | independe | yes | | | | | 2015 | |
| 96 | Least Dep | Tatton | General El | andidate | 21/4/2015 | 487 | alderleyec | independe | yes | | yes | | | 2015 | |
| 97 | Least Dep | Tatton | General El | with five c | 29/4/2015 | 506 | alderleyec | independe | yes | | yes | yes | | 2015 | |
| 98 | Least Dep | Tatton | General El | candidate | 30/4/2015 | 344 | alderleyec | independe | yes | | yes | yes | | 2015 | |
| 99 | Least Dep | Tatton | General El | candidate | 25/4/2015 | 456 | alderleyec | independe | yes | | yes | yes | | 2015 | |
| 100 | Least Dep | Tatton | General El | five comm | 22/4/2015 | 365 | alderleyec | independe | yes | | yes | yes | | 2015 | |
| 101 | Least Dep | Altrincham | Ask the candidates | 2 | 27/4/2015 | 2058 | Altrincham | independe | yes | | yes | yes | | 2015 | |
| 102 | Least Dep | Altrincham | Ask the candidates | 2 | 28/4/2015 | 1367 | Altrincham | independe | yes | | yes | yes | | 2015 | |
| 103 | Least Dep | Altrincham | Ask the candidates | 2 | 29/4/2015 | 1162 | Altrincham | independe | yes | | yes | yes | | 2015 | |
| 104 | Least Dep | Altrincham | Ask the candidates | 2 | 30/4/2015 | 1534 | Altrincham | independe | yes | | yes | | | 2015 | |
| 105 | Least Dep | Altrincham | Right to bu | P5 incumb | ##### | 389 | SAM | print | yes | | yes | | | 2015 | |
| 106 | Least Dep | Altrincham | Fun at nur | P8 Pic incu | ##### | 91 | SAM | print | yes | | | | | 2015 | |
| 107 | Least Dep | Altrincham | Candidate P | 23 pluggi | ##### | 89 | SAM | print | yes | | | | | 2015 | |
| 108 | Least Dep | Altrincham | Meet the c | P4 Full pag | ##### | 420 | SAM | print | yes | | yes | yes | yes | 2015 | |
| 109 | Least Dep | Altrincham | Meet the c | P8 Full pag | ##### | 420 | SAM | print | yes | | yes | yes | yes | 2015 | |
| 110 | Least Dep | Altrincham | Meet the c | P4 Full pag | ##### | 480 | SAM | print | yes | | yes | | yes | 2015 | |
| 111 | Least Dep | Tatton | General Election: All | ##### | 263 | wilmslow. | independe | yes | | | | | | 2017 | |
| 112 | Least Dep | Tatton | Students host electio | ##### | 303 | wilmslow. | independe | yes | | | | | | 2017 | |
| 113 | Least Dep | Tatton | General Election 201 | ##### | 722 | wilmslow. | independe | yes | | | | yes | | 2017 | |

| | | | | | | | | | | | | | |
|-----|-----------|------------|----------------------------------|-------|-----------|------------|--------------------|-----|-----|-----|-----|--|------|
| 114 | Least Dep | Tatton | Independent joins th | ##### | 215 | wilmslow. | independe | yes | | | | | 2017 |
| 115 | Least Dep | Tatton | General Election 201 | ##### | 841 | wilmslow. | independe | yes | | | yes | | 2017 |
| 116 | Least Dep | Tatton | Deadline for nomina | ##### | 276 | wilmslow. | independent online | yes | | | | | 2017 |
| 117 | Least Dep | Tatton | General Election 201 | ##### | 325 | wilmslow. | independe | yes | | yes | | | 2017 |
| 118 | Least Dep | Tatton | General Election 201 | ##### | 325 | wilmslow. | independe | yes | | yes | yes | | 2017 |
| 119 | Least Dep | Tatton | General Election 201 | ##### | 446 | wilmslow. | independe | yes | | yes | yes | | 2017 |
| 120 | Least Dep | Altrincham | Watch: Ge Conservat | ##### | video 8mi | Altrincham | independe | yes | | yes | | | 2017 |
| 121 | Deprived | Wythensh | General election 201 | ##### | 463 | Wythensh | independe | yes | | yes | yes | | 2017 |
| 122 | Deprived | Wythensh | General election 201 | ##### | 644 | Wythensh | independe | yes | | yes | yes | | 2017 |
| 123 | Deprived | Wythensh | General election 2017 | ##### | 501 | Wythensh | independe | yes | | yes | yes | | 2017 |
| 124 | Deprived | Wythensh | General election 201 | ##### | 417 | Wythensh | independe | yes | | yes | yes | | 2017 |
| 125 | Deprived | Wythensh | General election 2017: Candida | | 498 | Wythensh | independe | yes | | yes | yes | | 2017 |
| 126 | Deprived | Wythensh | Voters urged to regis | ##### | 274 | wythensh | independe | yes | | | | | 2017 |
| 127 | Deprived | Wythensh | General el with video | ##### | 416 | Wythensh | independe | yes | | yes | | | 2017 |
| 128 | Deprived | Wythensh | Spice epid Constituer | ##### | 413 | MEN(print | print | | yes | | | | 2017 |
| 129 | Deprived | Wythensh | Jeremy stands by bu | ##### | 85 | MEN(print | print | | yes | | | | 2017 |
| 130 | Deprived | Blackley | Spice epid Constituer | ##### | 413 | MEN(print | print | | yes | | | | 2017 |
| 131 | Deprived | Blackley | Anti-pollution plans | ##### | 382 | MEN(print | print | | yes | yes | | | 2017 |
| 132 | Deprived | Blackley | May backs 'fake new | ##### | 350 | MEN(print | print | | yes | yes | | | 2017 |
| 133 | Deprived | Wythensh | Jeremy Corbyn sings | ##### | 253 | MENOnlin | online | | yes | | | | 2017 |
| 134 | Deprived | Blackley | Prime Minister backs the fight a | | 425 | MENOnlin | online | | yes | yes | | | 2017 |
| 135 | Least Dep | Tatton | Four Tatton candidat | ##### | 401 | KG | print | yes | | yes | yes | | 2017 |
| 136 | Least Dep | Tatton | Little Heath anti-frac | ##### | 101 | KG | print | yes | | yes | yes | | 2017 |

| | | | | | | | | | | | | |
|-----|-----------|----------|--|------|---|--------|-----|-----|-----|-----|--|------|
| 137 | Least Dep | Tatton | Independent candid: ##### | 233 | KG | print | yes | | yes | yes | | 2017 |
| 138 | Least Dep | Tatton | UPDATED: Academy ##### | 242 | KG | print | yes | | | | | 2017 |
| 139 | Least Dep | Tatton | The man in the white ##### | 214 | KG | print | yes | | | | | 2017 |
| 140 | Least Dep | Tatton | Wilmslow man to co ##### | 278 | KG | print | yes | | yes | yes | | 2017 |
| 141 | Least Dep | Tatton | Four Tatton candidat ##### | 401 | KG | online | yes | | yes | yes | | 2017 |
| 142 | Least Dep | Tatton | Little Heath anti-frac ##### | 101 | KG | online | yes | | yes | yes | | 2017 |
| 143 | Least Dep | Tatton | Independent candid: ##### | 233 | KG | online | yes | | yes | yes | | 2017 |
| 144 | Least Dep | Tatton | UPDATED: Academy ##### | 242 | KG | online | yes | | | | | 2017 |
| 145 | Least Dep | Tatton | The man in the white ##### | 214 | KG | online | yes | | | | | 2017 |
| 146 | Least Dep | Tatton | Wilmslow man to co ##### | 278 | KG | online | yes | | yes | yes | | 2017 |
| 147 | Deprived | Wythensh | Green Party launch: ##### | 232 | SAM | online | | yes | | | | 2017 |
| 148 | Deprived | Wythensh | UKIP announces Traf ##### | 246 | SAM | online | yes | | yes | yes | | 2017 |
| 149 | Deprived | Wythensh | Meet your Parliamer ##### | 117 | SAM | online | yes | | | | | 2017 |
| 150 | Least Dep | Altrinch | Liberal Democrats n: ##### | 397 | SAM | online | yes | | yes | yes | | 2017 |
| 151 | Least Dep | Altrinch | Party leader selected ##### | 199 | SAM | online | yes | | yes | yes | | 2017 |
| 152 | Deprived | Blackley | The punk pioneer; Ye ##### | 674 | MEN | Print | | yes | | | | 2019 |
| 153 | Deprived | Blackley | Younger voters set to ##### | 342 | MEN | Print | | yes | | | | 2019 |
| 154 | Least Dep | Altrinch | Election leaflets prob ##### | 92 | MEN | Print | yes | | yes | | | 2019 |
| 155 | Deprived | Blackley | Blackley a https://w ##### | 999 | MENOnline | online | yes | | yes | yes | | 2019 |
| 156 | Least Dep | Altrinch | The Great https://w ##### | 265 | MENOnline | online | | yes | | | | 2019 |
| 157 | Least Dep | Altrinch | Altrinch https://w ##### | 1041 | MENOnline | online | yes | | yes | yes | | 2019 |
| 158 | Least Dep | Altrinch | General el https://w ##### | 1041 | MENOnline | online | yes | | yes | yes | | 2019 |
| 159 | Deprived | Wythensh | Wythenshawe and S ##### | 1068 | MENOnline | online | yes | | yes | yes | | 2019 |

| | | | | | | | | | | | | | | |
|-----|-----------|------------|-------------------------|--------------|-------|------------|-----------|--------|-----|-----|-----|-----|--|------|
| 160 | Least Dep | Tatton | All the Chel | list of cand | ##### | 24 | MENOnline | online | | yes | | | | 2019 |
| 161 | Least Dep | Altrincham | If you live in Trafford | ##### | 483 | SAM | online | | yes | | | | | 2019 |
| 162 | Least Dep | Altrincham | Election 2019: Labour | ##### | 1678 | Altrincham | independe | yes | | | yes | yes | | 2019 |
| 163 | Least Dep | Altrincham | Election 2019: Liberal | ##### | 1279 | Altrincham | independe | yes | | | yes | yes | | 2019 |
| 164 | Least Dep | Altrincham | Election 2019: Liberal | ##### | 1395 | Altrincham | independe | yes | | | yes | yes | | 2019 |
| 165 | Least Dep | Altrincham | Election 2019: Independ | 04/12/101 | 2566 | Altrincham | independe | yes | | | yes | yes | | 2019 |
| 166 | Least Dep | Altrincham | Election 2019: Green | ##### | 2744 | Altrincham | independe | yes | | | yes | yes | | 2019 |
| 167 | Least Dep | Altrincham | Election 2019: Conse | ##### | 1935 | Altrincham | independe | yes | | | yes | | | 2019 |
| 168 | Least Dep | Tatton | Tatton candidates ar | ##### | 142 | wimslow.c | independe | yes | | | | | | 2019 |
| 169 | Least Dep | Tatton | Meet the candidates | ##### | 1212 | alderleyec | independe | yes | | | yes | yes | | 2019 |
| 170 | Least Dep | Tatton | Meet the Tatton can | ##### | 1383 | alderleyec | independe | yes | | | yes | yes | | 2019 |
| 171 | Least Dep | Tatton | ELECTION INTERVIEW | ##### | 371 | KG | print | yes | | | | | | 2019 |
| 172 | Least Dep | Tatton | Election 2019: Lib De | ##### | 2007 | KG | print | yes | | | yes | yes | | 2019 |
| 173 | Least Dep | Tatton | Election 2019: James | ##### | 1839 | KG | print | yes | | | yes | yes | | 2019 |
| 174 | Least Dep | Tatton | Election 2019: Esther | ##### | 2153 | KG | print | yes | | | yes | | | 2019 |
| 175 | Least Dep | Tatton | Election 2019: Green | ##### | 1788 | KG | print | yes | | | yes | yes | | 2019 |
| 176 | Least Dep | Tatton | All the General Electi | ##### | 164 | KG | print | | yes | | | | | 2019 |
| 177 | Least Dep | Tatton | ELECTION INTERVIEW | ##### | 371 | KG | online | yes | | | | | | 2019 |
| 178 | Least Dep | Tatton | Election 2019: Lib De | ##### | 2007 | KG | online | yes | | | yes | yes | | 2019 |
| 179 | Least Dep | Tatton | Election 2019: James | ##### | 1839 | KG | online | yes | | | yes | yes | | 2019 |
| 180 | Least Dep | Tatton | Election 2019: Esther | ##### | 2153 | KG | online | yes | | | yes | | | 2019 |
| 181 | Least Dep | Tatton | Election 2019: Green | ##### | 1788 | KG | online | yes | | | yes | yes | | 2019 |
| 182 | Least Dep | Tatton | All the General Electi | ##### | 164 | KG | online | | yes | | | | | 2019 |

Appendix 6: Constructed week content analysis data

Wythenshawe stories

| 2. Community searched | 3. Source | 4. date accessed | 5. date posted | 6. Primary CIN addressed | 7. Secondary CIN addressed | 8. Story is about target community? | weblink |
|-----------------------|------------------|------------------|----------------|--------------------------|----------------------------|-------------------------------------|---|
| 1 | IYA | 03/08/2023 | 30/07/2023 | 5 | 0 | no | https://www.inyourarea.co.uk/news/bring-a-touch-of-the-mediterranean-to-your-garden-with-these-simple-tips/ |
| 1 | MEN | 03/08/2023 | 01/08/2023 | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/whats-on-news/mancunian-heroes-gone-27432069 |
| 1 | MEN | 03/08/2023 | 01/08/2023 | 1 | 0 | no | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/mum-two-never-able-forget-27433986 |
| 1 | MEN | 03/08/2023 | 01/08/2023 | 8 | 1 | no | Thermal imaging cameras for rubbish depots over disposable vape fire fears - Manchester Evening News |
| 1 | MEN | 03/08/2023 | 01/08/2023 | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/whats-on-news/historic-pub-wins-battle-over-27435953 |
| 1 | Messenger | 03/08/2023 | 02/08/2023 | 2 | 0 | no | https://www.messengernewspapers.co.uk/news/23693324.traffords-best-worst-gps-according-patients-revealed/?ref=rss |
| 1 | MEN | 11/08/2023 | 11/08/2023 | 4 | 7 | no | https://www.manchestereveningnews.co.uk/whats-on/whats-on-news/road-closures-diversions-place-manchester-27504244 |
| 1 | Place North West | 11/08/2023 | 11/08/2023 | 5 | 0 | no | https://www.placenorthwest.co.uk/criterion-eyes-187-bedroom-manchester-piccadilly-hotel/ |
| 1 | The Manc | 11/08/2023 | 11/08/2023 | 1 | 2 | no | https://themanc.com/news/evelin-chacko-inquest-bolton-teen-found-dead-woods-hour-after-leaving-hospital/ |
| 1 | MEN | 11/08/2023 | 11/08/2023 | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/whats-on-news/best-outdoor-activities-greater-manchester-27498439 |
| 1 | About Manchester | 11/08/2023 | 11/08/2023 | 2 | 8 | no | https://aboutmanchester.co.uk/manchesters-adult-education-service-maes-has-been-given-the-thumbs-up-by-government-inspectors/ |

| | | | | | | | |
|---|------------------|----------|----------|---|---|----|---|
| | Place North | 05/09/20 | 05/09/20 | | | | https://www.placenorthwest.co.uk/cost-of-aviva-studios-passes-240m/ |
| 1 | West | 23 | 23 | 6 | 7 | no | https://www.placenorthwest.co.uk/all-clear-for-55m-reedham-house-as-gove-opts-not-to-intervene/ |
| | Place North | 05/09/20 | 05/09/20 | | | | https://www.placenorthwest.co.uk/all-clear-for-55m-reedham-house-as-gove-opts-not-to-intervene/ |
| 1 | West | 23 | 23 | 6 | 8 | no | https://aboutmanchester.co.uk/factory-international-announces-new-training-and-learning-opportunities/ |
| | About | 05/09/20 | 05/09/20 | | | | https://aboutmanchester.co.uk/factory-international-announces-new-training-and-learning-opportunities/ |
| 1 | Manchester | 23 | 23 | 6 | 7 | no | https://www.placenorthwest.co.uk/race-to-bag-stalled-detrafford-site-heats-up/ |
| | Place North | 05/09/20 | 05/09/20 | | | | https://www.placenorthwest.co.uk/race-to-bag-stalled-detrafford-site-heats-up/ |
| 1 | West | 23 | 23 | 6 | 0 | no | https://www.placenorthwest.co.uk/race-to-bag-stalled-detrafford-site-heats-up/ |
| | | 05/09/20 | 04/09/20 | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/hundreds-electric-vehicular-charging-points-27647273 |
| 1 | MEN | 23 | 23 | 4 | 0 | no | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/hundreds-electric-vehicular-charging-points-27647273 |
| | | 05/09/20 | 04/09/20 | | | | https://www.inyourarea.co.uk/news/cancer-health-leukaemia-woman-diagnosed-with-cancer-says-mindset-is-half-the-battle-after-decade-in-remission/ |
| 1 | IYA | 23 | 23 | 2 | 0 | no | https://www.inyourarea.co.uk/news/cancer-health-leukaemia-woman-diagnosed-with-cancer-says-mindset-is-half-the-battle-after-decade-in-remission/ |
| | Westmorla | 05/09/20 | 04/09/20 | | | | https://www.thewestmorlandgazette.co.uk/news/23766602.dales-traditional-butchers-target-attempted-burglary/?ref=rss |
| 1 | nd Gazette | 23 | 23 | 1 | 0 | no | https://www.thewestmorlandgazette.co.uk/news/23766602.dales-traditional-butchers-target-attempted-burglary/?ref=rss |
| | | 05/09/20 | 04/09/20 | | | | https://themanc.com/property/plans-to-turn-derelict-manchester-leisure-centre-into-affordable-homes-approved/ |
| 1 | The Manc | 23 | 23 | 5 | 8 | no | https://themanc.com/property/plans-to-turn-derelict-manchester-leisure-centre-into-affordable-homes-approved/ |
| | | 05/09/20 | 04/09/20 | | | | https://www.inyourarea.co.uk/news/stay-in-a-national-trust-hut-with-views-of-snowdonia-for-just-26-a-night/ |
| 1 | IYA | 23 | 23 | 0 | 0 | no | https://www.inyourarea.co.uk/news/stay-in-a-national-trust-hut-with-views-of-snowdonia-for-just-26-a-night/ |
| | | 05/09/20 | 04/09/20 | | | | https://www.mirror.co.uk/money/bt-stops-offering-traditional-landlines-30859320 |
| 1 | The Mirror | 23 | 23 | 7 | 0 | no | https://www.mirror.co.uk/money/bt-stops-offering-traditional-landlines-30859320 |
| | | 05/09/20 | 04/09/20 | | | | https://aboutmanchester.co.uk/the-velodrome-at-the-national-cycling-centre-reopened-this-weekend-after-27-million-of-works-to-improve-its-facilities-and-green-credentials/ |
| 1 | About Manchester | 23 | 23 | 7 | 0 | no | https://aboutmanchester.co.uk/the-velodrome-at-the-national-cycling-centre-reopened-this-weekend-after-27-million-of-works-to-improve-its-facilities-and-green-credentials/ |
| | | 05/09/20 | 04/09/20 | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/velodrome-reopens-after-27m-refurbishment-27641492 |
| 1 | MEN | 23 | 23 | 7 | 0 | no | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/velodrome-reopens-after-27m-refurbishment-27641492 |
| | | 05/09/20 | 04/09/20 | | | | https://www.manchestereveningnews.co.uk/whats-on/arts-culture-news/manchester-peoples-culture-award-returns-27645268 |
| 1 | MEN | 23 | 23 | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/arts-culture-news/manchester-peoples-culture-award-returns-27645268 |
| | Place North | 05/09/20 | 04/09/20 | | | | https://www.placenorthwest.co.uk/select-bags-128m-for-33-storey-manchester-project/ |
| 1 | West | 23 | 23 | 6 | 0 | no | https://www.placenorthwest.co.uk/select-bags-128m-for-33-storey-manchester-project/ |

| | | | | | | | |
|---|-----------|----------------|----------------|---|---|-----|---|
| 1 | IYA | 05/09/20 23 | 03/09/20 23 | 0 | 0 | no | https://www.inyourarea.co.uk/news/students-can-get-free-deliveroo-music-tv-and-more-with-this-little-known-amazon-perk/ |
| 1 | IYA | 05/09/20 23 | 03/09/20 23 | 0 | 0 | no | https://www.inyourarea.co.uk/news/garden-trends-through-the-decades-from-crazy-paving-to-grow-your-own/ |
| 1 | Messenger | 05/09/20 23 | 03/09/20 23 | 7 | 3 | no | https://www.messengernewspapers.co.uk/news/23763386.schoolgirl-selected-mayor-traffords-cadet-year/?ref=rss |
| 1 | MEN | 05/09/20 23 | 03/09/20 23 | 0 | 0 | no | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/inside-greater-manchesters-most-expensive-27634801 |
| 1 | IYA | 05/09/20 23 | 02/09/20 23 | 0 | 0 | no | https://www.inyourarea.co.uk/news/euromillions-fostering-we-always-wanted-to-foster-and-now-we-can-with-our-euromillions-win/ |
| 1 | IYA | 05/09/20 23 | 02/09/20 23 | 1 | 0 | no | https://www.inyourarea.co.uk/news/dogs-animals-peppa-the-dog-doing-incredibly-well-after-clinging-to-sea-ledge-for-12-days/ |
| 1 | IYA | 05/09/20 23 | 02/09/20 23 | 2 | 0 | no | https://www.inyourarea.co.uk/news/best-mattresses-to-help-you-get-a-better-nights-sleep-if-you-suffer-from-back-pain/ |
| 1 | MEN | 05/09/20 23 | 02/09/20 23 | 3 | 0 | no | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/librarian-manchester-who-changed-life-27618476 |
| 1 | MEN | 05/09/20 23 | 02/09/20 23 | 7 | 2 | no | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/how-haunting-painting-famine-fed-27635581 |
| 1 | IYA | 05/09/20 23 | 02/09/20 23 | 7 | 0 | no | https://www.inyourarea.co.uk/news/bbc-heres-how-to-watch-tv-legally-without-paying-bbcs-rising-licence-fee/ |
| 1 | MEN | 05/09/20 23 | 02/09/20 23 | 5 | 8 | no | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/mancunians-new-bathrooms-kitchens-boilers-27624728 |
| 1 | MEN | 13/09/20 23 | 13/09/20 23 | 7 | 0 | no | https://www.manchestereveningnews.co.uk/news/showbiz-news/gemma-atkinson-tells-gorka-marquez-27708370 |
| 1 | MEN | 03/08/20 23 | 03/08/20 23 | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/gaslighting-thug-who-used-kids-27449103 |

| | | | | | | | |
|---|-------------------|----------------|----------------|---|---|-----|---|
| 1 | MEN | 11/08/20 23 | 10/08/20 23 | 2 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/massive-funding-windfall-for-domestic-27493905 |
| 1 | MEN | 11/08/20 23 | 09/08/20 23 | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/rapper-cleared-involvement-revenge-shooting-27489075 |
| 1 | Daily Express | 11/08/20 23 | 07/08/20 23 | 5 | 0 | yes | https://www.express.co.uk/news/uk/1799712/Binman-CCTV-wheelie-bin-taken |
| 1 | Manchester World | 11/08/20 23 | 07/08/20 23 | 7 | 0 | yes | https://www.manchesterworld.uk/whats-on/noel-gallaghers-high-flying-birds-at-wythenshawe-park-ticket-details-special-guests-and-possible-setlist-4245799 |
| 1 | MEN | 19/08/20 23 | 18/08/20 23 | 0 | 0 | yes | https://www.manchestereveningnews.co.uk/news/showbiz-news/paris-fury-tysons-rock-relationship-27551099 |
| 1 | Manchester News | 19/08/20 23 | 18/08/20 23 | 1 | 0 | yes | https://manchesternews.com/appeal-for-information-regarding-wythenshawe-cyclist-tram-collision/ |
| 1 | Tameside Reporter | 19/08/20 23 | 19/08/20 23 | 0 | 0 | yes | https://www.questmedianetwork.co.uk/news/tameside-reporter/dumped-dog-finds-the-perfect-new-home/ |
| 1 | MEN | 19/08/20 23 | 19/08/20 23 | 7 | 4 | yes | https://www.manchestereveningnews.co.uk/whats-on/music-nightlife-news/noel-gallagher-wythenshawe-park-times-27522266 |
| 1 | MEN | 19/08/20 23 | 18/08/20 23 | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/breaking-man-fighting-life-hospital-27544223 |
| 1 | Hull Live | 19/08/20 23 | 16/08/20 23 | 5 | 0 | yes | https://www.hulldailymail.co.uk/news/uk-world-news/binman-caught-cctv-throwing-whole-8680962 |
| 1 | MEN | 19/08/20 23 | 16/08/20 23 | 0 | 0 | yes | https://www.manchestereveningnews.co.uk/news/tv/home-furys-netflix-how-tyson-27529548 |
| 1 | Manchester World | 19/08/20 23 | 17/08/20 23 | 4 | 7 | yes | https://www.manchesterworld.uk/whats-on/noel-gallaghers-high-flying-birds-wythenshawe-park-travel-advice-including-metrolink-and-road-closures-4259175 |
| 1 | Manchester World | 19/08/20 23 | 14/08/20 23 | 0 | 0 | yes | https://www.manchesterworld.uk/news/shih-tzu-that-looked-like-pile-of-rags-after-being-found-in-greater-manchester-given-transformation-4254837 |

| | | | | | | | |
|---|------------------|----------------|----------------|---|---|-----|---|
| 1 | MEN | 29/08/20 23 | 27/08/20 23 | 7 | 0 | yes | https://www.manchestereveningnews.co.uk/whats-on/music-nightlife-news/noel-gallagher-wythenshawe-park-review-27598466 |
| 1 | MEN | 29/08/20 23 | 26/08/20 23 | 7 | 0 | yes | https://www.manchestereveningnews.co.uk/whats-on/music-nightlife-news/anxiety-excitement-neighbours-ahead-huge-27595709 |
| 1 | MEN | 29/08/20 23 | 25/08/20 23 | 7 | 6 | yes | https://www.manchestereveningnews.co.uk/whats-on/music-nightlife-news/wythenshawe-park-masterplan-how-noel-27525377 |
| 1 | Altrincham Today | 29/08/20 23 | 25/08/20 23 | 7 | 0 | yes | https://altrincham.todaynews.co.uk/things-to-do/2023/08/25/noel-gallagher-wythenshawe-park-everything-you-need-to-know/ |
| 1 | MEN | 29/08/20 23 | 25/08/20 23 | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/two-boys-arrested-after-rocks-27591689 |
| 1 | Manchester World | 29/08/20 23 | 25/08/20 23 | 5 | 7 | yes | https://www.manchesterworld.uk/news/anxiety-for-wythenshawe-park-neighbours-ahead-of-noel-gallagher-4269561 |
| 1 | MEN | 05/09/20 23 | 05/09/20 23 | 8 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/election-candidates-hoping-replace-councillor-27656422 |
| 1 | MEN | 05/09/20 23 | 04/09/20 23 | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/revving-engines-pulling-wheelies-friends-27650598 |
| 1 | MEN | 05/09/20 23 | 04/09/20 23 | 0 | 0 | yes | https://www.manchestereveningnews.co.uk/news/showbiz-news/real-life-paris-fury-strict-27635572 |
| 1 | MEN | 05/09/20 23 | 02/09/20 23 | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/revenge-fuelled-murderers-depraved-rapists-27632844 |
| 1 | MEN | 05/09/20 23 | 02/09/20 23 | 0 | 0 | yes | https://www.manchestereveningnews.co.uk/news/tv/home-furys-one-most-watched-27636201 |
| 1 | MEN | 13/09/20 23 | 13/09/20 23 | 1 | 3 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/horrifying-snapchat-video-shows-disabled-27708934 |
| 1 | About Manchester | 13/09/20 23 | 13/09/20 23 | 7 | 0 | yes | https://aboutmanchester.co.uk/award-winning-north-west-charities-receive-60000-in-funding/ |

| | | | | | | | |
|---|----------|----------------|----------------|---|---|-----|---|
| 1 | MEN | 13/09/20 23 | 13/09/20 23 | 2 | 8 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/concrete-crisis-hits-greater-manchester-27699131 |
| 1 | MEN | 13/09/20 23 | 11/09/20 23 | 3 | 8 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/a-child-city-born-disadvantage-27681398 |
| 1 | MEN | 13/09/20 23 | 13/09/20 23 | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/wythenshawe-man-mysteriously-vanished-ukraine-27680125 |
| 1 | Mirror | 13/09/20 23 | 09/09/20 23 | 3 | 0 | yes | https://www.mirror.co.uk/news/uk-news/parents-hit-out-diabolical-school-30899467 |
| 1 | Guardian | 13/09/20 23 | 08/09/20 23 | 0 | 0 | yes | https://www.theguardian.com/tv-and-radio/2023/sep/08/carrot-crush-for-all-an-oral-history-of-the-royle-family-and-its-gloriously-mundane-genius |

North East Manchester stories

| 2. Community search es | 3. Source | 4. date accessed | 5. date posted | 6. Primary CIN addressed | 7. Secondary CIN addressed | 8. Story is about target community? | weblink |
|------------------------|---|------------------|----------------|--------------------------|----------------------------|-------------------------------------|---|
| 2 | MEN | 03/08/2023 | ##### ### | 1 | 0 | no | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/bloody-brutal-rise-notorious-cheetham-27383192 |
| 2 | IYA | 03/08/2023 | ##### ### | 2 | 0 | no | https://www.inyourarea.co.uk/news/five-ways-to-reduce-your-blood-pressure-without-having-to-move/ |
| 2 | IYA | 03/08/2023 | ##### ### | 4 | 0 | no | https://www.inyourarea.co.uk/news/the-aa-debunk-some-common-myths-about-speed-cameras/ |
| 2 | IYA | 03/08/2023 | ##### ### | 7 | 0 | no | https://www.inyourarea.co.uk/news/50k-fund-available-to-community-groups-thanks-to-train-operator/ |
| 2 | IYA | 03/08/2023 | ##### ### | 6 | 0 | no | https://www.inyourarea.co.uk/news/housing-markets-more-exposed-to-price-falls-where-homes-cost-more-than-300-000/ |
| 2 | IYA | 03/08/2023 | ##### ### | 5 | 0 | no | https://www.inyourarea.co.uk/news/farners-landowners-conservationists-lake-district-yorkshire-dailes-join-forces/ |
| 2 | Place North West About Manche ster The Manc | 03/08/2023 | ##### ### | 5 | 0 | no | https://www.placenorthwest.co.uk/manchester-sticks-with-lda-for-tricky-25m-piccadilly-gardens-job/ |
| 2 | | 03/08/2023 | ##### ### | 5 | 0 | no | https://aboutmanchester.co.uk/much-more-work-to-do-but-design-team-appointed-for-piccadilly-gardens/ |
| 2 | | 03/08/2023 | ##### ### | 7 | 0 | no | https://themanc.com/eats/insomnia-cookies-opening-manhester/ |
| 2 | IYA | 03/08/2023 | ##### ### | 7 | 0 | no | https://www.inyourarea.co.uk/news/national-trust-pass-dont-worry-if-you-missed-out-on-a-free-national-trust-family-pass-you-can-still-get-one-here/ |
| 2 | The Manc | 03/08/2023 | ##### ### | 7 | 0 | no | https://themanc.com/news/the-midway-pub-stockport-landlords-retire/ |
| 2 | IYA | 03/08/2023 | ##### ### | 0 | 0 | no | https://www.inyourarea.co.uk/news/tesco-phasing-out-six-pint-bottles-of-milk-online-and-in-store/ |

| | | | | | | | |
|---|--------------|-------------|--------------|---|---|----|---|
| 2 | MEN | 03/08/ 2023 | ##### ### | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/food-drink-news/underground-arcade-gaming-bar-moves-27430596 |
| 2 | IYA | 03/08/ 2023 | ##### ### | 0 | 0 | no | https://www.inyourarea.co.uk/news/alcohol-prices-to-rise-from-august-1st-with-bottle-of-wine-to-go-up-by-44p-see-full-list/ |
| 2 | MEN | 03/08/ 2023 | ##### ### | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/music-nightlife-news/a-wet-july-reminded-one-27411240 |
| 2 | IYA | 03/08/ 2023 | ##### ### | 2 | 0 | no | https://www.inyourarea.co.uk/news/early-warning-signs-of-a-heart-attack-that-can-appear-months-in-advance/ |
| 2 | IYA | 03/08/ 2023 | ##### ### | 0 | 0 | no | https://www.inyourarea.co.uk/news/man-and-pet-labrador-to-take-10-000-mile-drive-to-australia-in-converted-lorry-after-fiancee-break-up/ |
| 2 | IYA | 03/08/ 2023 | ##### ### | 0 | 0 | no | https://www.inyourarea.co.uk/news/pyrosis-pollo-and-pom/ |
| 2 | IYA | 03/08/ 2023 | ##### ### | 2 | 0 | no | https://www.inyourarea.co.uk/news/mum-51-tragically-died-on-the-day-she-was-diagnosed-with-rare-cancer/ |
| 2 | IYA | 03/08/ 2023 | ##### ### | 3 | 0 | no | https://www.inyourarea.co.uk/news/new-principal-of-north-west-based-pinc-college-for-neurodivergent-students-calls-for-overhaul-of-send-teaching-in-schools-and-colleges/ |
| 2 | MEN | 03/08/ 2023 | ##### ### | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/food-drink-news/bars-restaurants-opening-manchester-august-27433644 |
| 2 | IYA | 03/08/ 2023 | ##### ### | 7 | 0 | no | https://www.inyourarea.co.uk/news/smash-hit-childrens-show-zog-flies-into-salford-this-summer/ |
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| 2 | IYA | 03/08/ 2023 | ##### ### | 2 | 0 | no | https://www.inyourarea.co.uk/news/reasons-why-you-keep-waking-up-at-4am-and-what-you-can-do-about-it/ |

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| 2 | West About Manche ster | 03/08/2023 | ##### ### | 5 | 0 | no | https://www.placenorthwest.co.uk/handover-starts-for-sustainable-affordable-homes-in-west-lancs-manchester/ |
| 2 | IYA | 03/08/2023 | ##### ### | 7 | 0 | no | https://aboutmanchester.co.uk/new-cocktail-bar-set-to-open-on-new-islington-marina/ |
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| 2 | IYA | 03/08/2023 | ##### ### | 5 | 0 | no | https://www.inyourarea.co.uk/news/rochdale-planning-applications-decided-up-to-july-28/ |
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| 2 | MEN | 03/08/2023 | ##### ### | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/family-kids-news/things-kids-rain-manchester-holidays-27444609 |
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| | North | 03/08/ | ##### | | | | | | |
| 2 | West | 2023 | ### | 5 | 0 | no | https://www.placenorthwest.co.uk/bannatyne-out-at-sunlight-house/ | | |
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| 2 | MEN | 19/08/ 2023 | ##### ### | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/food-drink-news/manchesters-pubs-bars-serve-alcohol-27548768 | | |
| 2 | Place North West Place North Bury Times Oldham Times Manche ster | 19/08/ 2023 | ##### ### | 5 | 0 | no | https://www.placenorthwest.co.uk/rylands-library-turns-page-in-7-6m-next-chapter-revamp/ | | |
| 2 | West | 19/08/ 2023 | ##### ### | 6 | 0 | no | https://www.placenorthwest.co.uk/last-call-for-best-north-west-office-view-submissions/ | | |
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| 2 | IYA | 19/08/ 2023 | ##### ### | 0 | 0 | no | https://www.inyourarea.co.uk/news/dad-moves-into-van-with-special-kennel-for-6-9st-dog-luna-and-makes-40k-a-year/ |
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| 2 | Liverpo ol | 19/08/ 2023 | ##### ### | 1 | 0 | no | https://www.liverpoolworld.uk/news/liverpool-councillor-calls-for-parking-offenders-to-have-cars-seized-4257693 |
| 2 | World Confide | 19/08/ 2023 | ##### ### | 5 | 0 | no | https://confidentials.com/manchester/sunlight-house-refurb-row-well-loved-health-club-doomed |
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| 2 | MEN | 29/08/ 2023 | ##### ### | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/gallery/manchester-pride-2023-parade-pictures-27600679 |
| 2 | LancsLiv e | 29/08/ 2023 | ##### ### | 1 | 0 | no | https://www.lancs.live/news/uk-world-news/donald-patience-murder-suspect-named-27599349 |
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| 2 | MEN | 29/08/ 2023 | ##### ### | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/whats-on-news/hundreds-historic-hidden-greater-manchester-27592851 |
| 2 | IYA | 29/08/ 2023 | ##### ### | 2 | 0 | no | https://www.inyourarea.co.uk/news/new-covid-strain-pirola-needs-watching-as-first-uk-case-reported/ |
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| 2 | MEN | 05/09/ 2023 | ##### ### | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/reviews/one-day-well-realise-what-27615980 |
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| 2 | MEN | 03/08/2023 | ##### ### | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/man-charged-two-counts-attempted-27434436 |
| 2 | MEN | 03/08/2023 | ##### ### | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/shop-owner-blames-troubled-area-27439036 |
| 2 | MEN | 11/08/2023 | ##### ### | 5 | 6 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/hong-kong-firm-behind-15000-27498138 |
| 2 | Manche ster | 11/08/2023 | ##### ### | 5 | 8 | yes | https://www.manchesterworld.uk/news/where-manchester-city-council-is-planning-to-build-new-housing-4249572 |
| 2 | World Manche ster | 11/08/2023 | ##### ### | 7 | 0 | yes | https://www.manchesterworld.uk/board-game-cafe-and-banquet-hall-can-sell-booze-but-new-manchester-centre-bar-cant-4244575 |
| 2 | World Manche ster | 11/08/2023 | ##### ### | 5 | 8 | yes | https://www.manchesterworld.uk/your-manchester/manchester/food-hygiene-ratings-handed-to-two-manchester-takeaways-4247106 |
| 2 | MEN | 19/08/2023 | ##### ### | 7 | 0 | yes | https://www.manchestereveningnews.co.uk/news/nostalgia/10-quirky-controversial-just-plain-27529953 |
| 2 | MEN | 29/08/2023 | ##### ### | 7 | 0 | yes | https://www.manchestereveningnews.co.uk/news/nostalgia/one-manchesters-worse-rail-disasters-27548406 |
| 2 | MEN | 29/08/2023 | ##### ### | 4 | 0 | yes | https://www.manchestereveningnews.co.uk/whats-on/travel-warning-ahead-busy-manchester-27590155 |
| 2 | MEN | 05/09/2023 | ##### ### | 3 | 8 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/childs-words-reveal-truth-how-27628954 |
| 2 | MEN | 13/09/2023 | ##### ### | 7 | 0 | yes | https://www.manchestereveningnews.co.uk/news/nostalgia/scary-steps-manchesters-impossible-bridge-27669552 |
| 2 | MEN | 13/09/2023 | ##### ### | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/turned-life-around-saw-red-27670265 |

Altrincham Stories

| 2. Community searched | 3. Source | 4. date accessed | 5. date posted | 6. Primary CIN address ed | 7. Secondary CIN address ed | 8. Story is about target community? | weblink |
|-----------------------|------------------------|------------------|----------------|---------------------------|-----------------------------|-------------------------------------|---|
| | Knutsford and Wilmslow | 03/08/20 | ##### | | | | |
| 3 | Guardian | 23 | # | 4 | 0 | No | https://www.knutsfordguardian.co.uk/news/23689852.m56-reopens-manchester-airport-police-incident/?ref=rss |
| | | 03/08/20 | ##### | | | | |
| 3 | LancsLive | 23 | # | 1 | 0 | No | https://www.lancs.live/news/lancashire-news/liam-smith-murder-trial-jury-27439995 |
| | BusinessLive | 03/08/20 | ##### | | | | |
| 3 | ve | 23 | # | 6 | 0 | No | https://www.business-live.co.uk/enterprise/cinch-backs-increased-offer-car-27440262 |
| | Place North | 03/08/20 | ##### | | | | |
| 3 | West | 23 | # | 6 | 0 | No | https://www.placenorthwest.co.uk/manchesters-chronic-lack-of-student-beds-entices-investors/ |
| | CheshireLive | 03/08/20 | ##### | | | | |
| 3 | ve | 23 | # | 1 | 0 | No | https://www.cheshire-live.co.uk/news/chester-cheshire-news/detectives-issue-appeal-after-woman-27440721 |
| | | 03/08/20 | ##### | | | | |
| 3 | IYA | 23 | # | 7 | 0 | No | https://www.inyourarea.co.uk/news/incredible-design-plans-for-st-anns-hospice-go-above-and-beyond/ |
| | | 03/08/20 | ##### | | | | |
| 3 | MEN | 23 | # | 1 | 0 | No | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/man-suffers-life-changing-injuries-27442397 |
| | | 03/08/20 | ##### | | | | |
| 3 | IYA | 23 | # | 7 | 0 | No | https://www.inyourarea.co.uk/news/manchester-couple-conquer-the-west-highland-way-raising-over-1200-for-st-anns-hospice/ |
| | Messenger | 03/08/20 | ##### | | | | |
| 3 | r | 23 | # | 4 | 0 | No | https://www.messengernewspapers.co.uk/news/23695582.chester-road-council-update-controversial-cycle-scheme/?ref=rss |
| | | 03/08/20 | ##### | | | | |
| 3 | MEN | 23 | # | 4 | 0 | No | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/every-cancelled-delayed-flight-manchester-27448111 |
| | | 03/08/20 | ##### | | | | |
| 3 | MEN | 23 | # | 1 | 0 | No | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/man-charged-over-alleged-attacks-27450357 |

| | | | | | | | |
|---|--------------|----------|-------|---|---|----|---|
| | | 03/08/20 | ##### | | | | https://www.inyourarea.co.uk/news/the-institute-of-swimming-launches-inclusive-recruitment-academy-funded-by-swim-england-uk-sport/ |
| 3 | IYA | 23 | # | 7 | 0 | No | |
| | CheshireLive | 03/08/20 | ##### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/organised-crime-gang-used-fake-27451008 |
| 3 | ve | 23 | # | 1 | 0 | No | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/its-spiralling-out-control-residents-27452995 |
| | | 03/08/20 | ##### | | | | https://www.messengernewspapers.co.uk/news/national/uk-today/23699251.royle-family-return-special-one-off-show-gold/ |
| 3 | MEN | 23 | # | 1 | 0 | No | https://www.messengernewspapers.co.uk/news/national/uk-today/23698595.itv-corrie-stars-share-off-screen-marriage-fans/ |
| | Messenger | 03/08/20 | ##### | | | | https://www.messengernewspapers.co.uk/news/23692856.ex-manchester-united-star-jesse-lingard-banned-roads/ |
| 3 | r | 23 | # | 0 | 0 | No | https://www.manchestereveningnews.co.uk/whats-on/whats-on-news/billionaire-plans-luxury-hotel-featuring-27500880 |
| | Messenger | 03/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/every-cancelled-delayed-flight-manchester-27501408 |
| 3 | r | 23 | # | 0 | 0 | No | https://www.cheshire-live.co.uk/news/chester-cheshire-news/woman-psychiatric-unit-250-miles-27500890 |
| | | 11/08/20 | ##### | | | | https://www.cheshire-live.co.uk/news/local-news/exciting-27m-college-revamp-gym-27500081 |
| 3 | MEN | 23 | # | 5 | 7 | No | https://www.lancs.live/news/lancashire-news/m55-closed-after-animals-motorway-27496657 |
| | | 11/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/whats-on/food-drink-news/manchester-restaurants-nominated-prestigious-british-27491914 |
| 3 | MEN | 23 | # | 4 | 0 | No | https://www.lancs.live/news/uk-world-news/distraught-mum-told-stop-breastfeeding-27491899 |
| | Cheshire | 11/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/residents-suddenly-woken-early-hours-27490072 |
| 3 | Live | 23 | # | 1 | 0 | No | https://www.inyourarea.co.uk/news/popular-st-anns-training-courses-to-return/ |
| | Cheshire | 11/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/starving-dog-found-tied-lamppost-27489005 |
| 3 | Live | 23 | # | 5 | 7 | No | |
| | | 11/08/20 | ##### | | | | |
| 3 | Lancs Live | 23 | # | 4 | 0 | No | |
| | | 11/08/20 | ##### | | | | |
| 3 | MEN | 23 | # | 7 | 0 | No | |
| | | 11/08/20 | ##### | | | | |
| 3 | Lancs Live | 23 | # | 4 | 0 | No | |
| | | 11/08/20 | ##### | | | | |
| 3 | MEN | 23 | # | 1 | 0 | No | |
| | | 11/08/20 | ##### | | | | |
| 3 | IYA | 23 | # | 2 | 0 | No | |
| | | 11/08/20 | ##### | | | | |
| 3 | IYA | 23 | # | 1 | 0 | No | |

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|---|---------------|----------|-------|---|---|----|---|
| 3 | The Manc | 11/08/20 | ##### | 1 | 0 | No | https://themanc.com/news/police-roast-criminal-online-by-turning-him-into-a-meme/ |
| | | 23 | # | | | | |
| 3 | MEN | 11/08/20 | ##### | 0 | 0 | No | https://www.manchestereveningnews.co.uk/news/showbiz-news/gemma-atkinson-supports-adam-thomas-27486481 |
| | Place | 23 | # | | | | |
| 3 | North | 11/08/20 | ##### | 5 | 0 | No | https://www.placenorthwest.co.uk/cert-reconfigures-peelers-yard-in-manchester/ |
| | West | 23 | # | | | | |
| 3 | IYA | 11/08/20 | ##### | 6 | 0 | No | https://www.inyourarea.co.uk/news/house-prices-down-with-further-declines-predicted-into-next-year/ |
| | | 23 | # | | | | |
| 3 | IYA | 11/08/20 | ##### | 2 | 0 | No | https://www.inyourarea.co.uk/news/bolton-boy-praised-for-letter-writing-mission-to-combat-seniors-loneliness/ |
| | | 23 | # | | | | |
| 3 | IYA | 11/08/20 | ##### | 2 | 0 | No | https://www.inyourarea.co.uk/news/laughing-badger-column-mothers-bravery-stirring-inspiration-for-mens-group-support/ |
| | | 23 | # | | | | |
| 3 | IYA | 11/08/20 | ##### | 2 | 0 | No | https://www.inyourarea.co.uk/news/nhs-paracetamol-shortage-sparks-fears-for-patients-in-recovery/ |
| | | 23 | # | | | | |
| 3 | MEN | 11/08/20 | ##### | 4 | 0 | No | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/ryanair-flight-takes-off-without-27476791 |
| | | 23 | # | | | | |
| 3 | MEN | 11/08/20 | ##### | 4 | 0 | No | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/devastated-familys-7000-thailand-holiday-27468870 |
| | | 23 | # | | | | |
| 3 | Cheshire | 11/08/20 | ##### | 6 | 0 | No | https://www.cheshire-live.co.uk/whats-on/shopping/chester-mp-hopes-key-player-27494603 |
| | Live | 23 | # | | | | |
| 3 | MEN | 19/08/20 | ##### | 1 | 0 | No | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/man-dies-following-crash-near-27554809 |
| | | 23 | # | | | | |
| 3 | IYA | 19/08/20 | ##### | 2 | 0 | No | https://www.inyourarea.co.uk/news/birth-parenting-dads-swift-action-as-he-helps-deliver-baby-in-34-minutes-after-mums-mild-squeezes/ |
| | Knutsford and | 23 | # | | | | |
| | Wilmslow | 19/08/20 | ##### | 1 | 0 | No | https://www.knutsfordguardian.co.uk/news/23734314.tragedy-man-79-dies-crash-near-manchester-airport/?ref=rss |
| 3 | Guardian | 23 | # | | | | |
| | | 19/08/20 | ##### | 2 | 0 | No | https://www.inyourarea.co.uk/news/how-your-radiators-can-help-you-save-up-to-200-on-energy-bills-this-winter/ |
| 3 | IYA | 23 | # | | | | |
| | | 19/08/20 | ##### | 0 | 0 | No | https://www.inyourarea.co.uk/news/create-a-herb-garden-and-add-flavour-and-fragrance-to-your-cooking/ |
| 3 | IYA | 23 | # | | | | |

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|---|------------------------|----------|-------|---|---|----|---|
| | | 19/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/whats-on/shopping/supermarkets-new-budget-range-supercharged-27532231 |
| 3 | MEN | 23 | # | 0 | 0 | No | |
| | | 19/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/whats-on/film-news/i-used-teacher-now-make-27339577 |
| 3 | MEN | 23 | # | 7 | 0 | No | |
| | | 19/08/20 | ##### | | | | https://www.inyourarea.co.uk/news/why-foxes-fungi-wasps-and-flies-can-be-good-for-the-garden/ |
| 3 | IYA | 23 | # | 0 | 0 | No | |
| | | 19/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/showbiz-news/coronation-street-star-jude-riordan-27549333 |
| 3 | MEN | 23 | # | 0 | 0 | No | |
| | | 19/08/20 | ##### | | | | https://www.inyourarea.co.uk/news/two-adults-can-enjoy-two-courses-at-harvester-for-just-26-saving-almost-50/ |
| 3 | IYA | 23 | # | 7 | 0 | No | |
| | | 19/08/20 | ##### | | | | https://www.inyourarea.co.uk/news/how-to-find-your-nearest-pubs-showing-the-world-cup-final/ |
| 3 | IYA | 23 | # | 7 | 0 | No | |
| | North | 19/08/20 | ##### | | | | https://www.dailypost.co.uk/news/north-wales-news/loutish-mum-abused-ryanair-crew-27545400 |
| 3 | Wales Live | 23 | # | 1 | 4 | No | |
| | Knutsford and Wilmslow | 19/08/20 | ##### | | | | |
| 3 | Guardian | 23 | # | 3 | 0 | No | https://www.knutsfordguardian.co.uk/news/23731409.top-achievers-kings-celebrate-outstanding-a-level-results/?ref=rss |
| | | 19/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/every-cancelled-delayed-flight-manchester-27544815 |
| 3 | MEN | 23 | # | 4 | 0 | No | |
| | | 19/08/20 | ##### | | | | https://www.inyourarea.co.uk/news/learn-calligraphy-with-hobbycraft-idea-hubs-free-downloadable-template/ |
| 3 | IYA | 23 | # | 7 | 0 | No | |
| | | 19/08/20 | ##### | | | | https://www.inyourarea.co.uk/news/cancer-deaths-could-be-cut-by-15-per-cent-by-cheap-over-the-counter-vitamin/ |
| 3 | IYA | 23 | # | 2 | 0 | No | |
| | Cheshire | 19/08/20 | ##### | | | | https://www.cheshire-live.co.uk/whats-on/whats-on-news/harold-shipman-murdered-grandma--27542407 |
| 3 | Live | 23 | # | 0 | 0 | No | |
| | | 19/08/20 | ##### | | | | https://www.inyourarea.co.uk/news/wife-saves-husbands-life-with-greatest-gift-after-22-million-to-one-miracle/ |
| 3 | IYA | 23 | # | 2 | 0 | No | |
| | | 19/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/hes-knife-hes-knife-horror-27534114 |
| 3 | MEN | 23 | # | 1 | 0 | No | |
| | | 19/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/man-stole-customers-car-rogue-27535666 |
| 3 | MEN | 23 | # | 5 | 4 | No | |

| | | | | | | | | | |
|---|------------|----------|-------|---|---|----|--|--|---|
| | | 19/08/20 | ##### | | | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/breaking-cyclist-rushed-hospital-after-27541980 |
| 3 | MEN | 23 | # | 1 | 0 | No | | | |
| | | 19/08/20 | ##### | | | | | | https://www.inyourarea.co.uk/news/easy-ways-to-encourage-butterflies-into-your-garden-this-summer/ |
| 3 | IYA | 23 | # | 0 | 0 | No | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/live-metrolink-services-suspended-manchester-27540822 |
| | | 19/08/20 | ##### | | | | | | https://themanc.com/business/aldi-launches-huge-recruitment-drive-at-its-greater-manchester-distribution-centre/ |
| 3 | The Manc | 23 | # | 6 | 0 | No | | | https://www.lancs.live/news/uk-world-news/manchester-airport-rogue-car-parks-27539339 |
| | | 19/08/20 | ##### | | | | | | https://www.inyourarea.co.uk/news/england-rail-fares-set-to-rise-next-march-by-anything-up-to-nine-per-cent/ |
| 3 | Lancs Live | 23 | # | 4 | 5 | No | | | https://www.inyourarea.co.uk/news/sir-michael-parkinson-british-chat-show-king-dies-aged-88/ |
| | | 19/08/20 | ##### | | | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/every-cancelled-delayed-flight-manchester-27536291 |
| 3 | IYA | 23 | # | 4 | 0 | No | | | |
| 3 | IYA | 23 | # | 0 | 0 | No | | | https://www.inyourarea.co.uk/news/homeowners-warned-about-diy-jobs-that-could-land-them-with-5-000-fine/ |
| | | 19/08/20 | ##### | | | | | | https://www.inyourarea.co.uk/news/lancashire-wildlife-trust-a-place-for-nature-in-the-city/ |
| 3 | MEN | 23 | # | 4 | 0 | No | | | https://www.manchestereveningnews.co.uk/whats-on/whats-on-news/manchester-parks-awarded-prestigious-green-27583807 |
| | | 19/08/20 | ##### | | | | | | https://www.dailypost.co.uk/news/north-wales-news/ryanair-passenger-refused-boarding-demands-27607830 |
| 3 | IYA | 23 | # | 5 | 0 | No | | | https://www.manchestereveningnews.co.uk/news/uk-news/live-uk-bank-holiday-flight-27608114 |
| | North | 29/08/20 | ##### | | | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/every-cancelled-delayed-flight-manchester-27607904 |
| 3 | Wales Live | 23 | # | 4 | 0 | no | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/car-left-burnt-out-after-27604281 |
| | North | 29/08/20 | ##### | | | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/sophisticated-thief-stole-35k-perfume-27576835 |
| 3 | Wales Live | 23 | # | 0 | 0 | no | | | |
| | | 29/08/20 | ##### | | | | | | |
| 3 | MEN | 23 | # | 4 | 0 | no | | | |
| | | 29/08/20 | ##### | | | | | | |
| 3 | MEN | 23 | # | 1 | 0 | no | | | |
| | | 29/08/20 | ##### | | | | | | |
| 3 | MEN | 23 | # | 1 | 0 | no | | | |

| | | | | | | | |
|---|------------------------|----------|-------|---|---|----|---|
| | Glasgow | 29/08/20 | ##### | | | | https://www.glasgowworld.com/read-this/bank-holiday-train-strikes-all-operators-affected-as-20000-workers-walk-out-can-i-get-my-ticket-refunded-4269973 |
| 3 | World | 23 | # | 4 | 0 | no | |
| | | 29/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/manchester-airport-boss-says-huge-27590701 |
| 3 | MEN | 23 | # | 4 | 0 | no | https://themanc.com/news/murder-investigation-launched-after-body-of-man-found-during-dog-burglary-incident/ |
| | | 29/08/20 | ##### | | | | https://www.lancs.live/news/uk-world-news/manchester-airport-travellers-fuming-unsanitary-27590622 |
| 3 | The Manc | 23 | # | 1 | 0 | no | |
| | | 29/08/20 | ##### | | | | https://www.inyourarea.co.uk/news/speed-camera-fines-motoring-new-speed-cameras-that-detect-drivers-in-both-directions-may-be-rolled-out-across-uk/ |
| 3 | LancsLive | 23 | # | 4 | 0 | no | |
| | | 05/09/20 | ##### | | | | https://themanc.com/whats-on-manchester/a-lavish-black-tie-banquet-is-happening-beneath-the-wings-of-a-concorde-plane-in-manchester/ |
| 3 | IYA | 23 | # | 1 | 0 | no | |
| | | 05/09/20 | ##### | | | | https://www.inyourarea.co.uk/news/british-airways-holidays-with-up-to-300-off-in-end-of-summer-sale/ |
| 3 | The Manc | 23 | # | 4 | 0 | no | |
| | | 05/09/20 | ##### | | | | https://www.rochdaleonline.co.uk/news-features/2/news-headlines/153220/gallery-tour-of-britain |
| 3 | IYA | 23 | # | 4 | 0 | no | |
| | Rochdale | 05/09/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/i-nothing-wrong-sent-back-27653764 |
| 3 | Online | 23 | # | 7 | 0 | no | |
| | | 05/09/20 | ##### | | | | https://www.inyourarea.co.uk/news/salvation-army-feed-300-oldham-children-school-summer-holidays/ |
| 3 | MEN | 23 | # | 4 | 0 | no | |
| | | 05/09/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/forensic-crime-scene-cops-pictured-27654984 |
| 3 | IYA | 23 | # | 2 | 0 | no | |
| | | 05/09/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/every-cancelled-delayed-flight-manchester-27654567 |
| 3 | MEN | 23 | # | 1 | 0 | no | |
| | Knutsford and Wilmslow | 05/09/20 | ##### | | | | |
| 3 | Guardian | 23 | # | 4 | 5 | no | https://www.knutsfordguardian.co.uk/news/23768335.sink-hole-toft-road-get-full-repair-eight-weeks/?ref=rss |
| | | 05/09/20 | ##### | | | | https://www.inyourarea.co.uk/news/dr-michael-mosley-explains-how-he-lost-10kgs-in-just-eight-weeks/ |
| 3 | IYA | 23 | # | 2 | 0 | no | |

| | | | | | | | |
|---|---------------------------------|----------|-------|---|---|----|---|
| 3 | IYA | 05/09/20 | ##### | 6 | 0 | no | https://www.inyourarea.co.uk/news/insurance-giant-to-pay-back-30m-after-overcharging-customers/ |
| 3 | LancsLive | 23 | # | 4 | 0 | no | https://www.lancs.live/news/uk-world-news/family-12-still-stranded-portugal-27652903 |
| 3 | IYA | 05/09/20 | ##### | 0 | 0 | no | https://www.inyourarea.co.uk/news/knockout-bid-bolton-woman-heads-into-the-ring-to-raise-money-for-pda-autism-charity/ |
| 3 | MEN | 23 | # | 4 | 0 | no | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/easyjet-passengers-slam-shambles-battle-27653049 |
| 3 | IYA | 05/09/20 | ##### | 2 | 0 | no | https://www.inyourarea.co.uk/news/100-weekly-dwp-benefit-for-these-30-medical-conditions/ |
| 3 | Knutsford and Wilmslow Guardian | 23 | # | 4 | 7 | no | https://www.knutsfordguardian.co.uk/news/23766860.gala-dinner-concordes-wings-marks-20-years-since-final-flight/?ref=rss |
| 3 | IYA | 05/09/20 | ##### | 4 | 0 | no | https://www.inyourarea.co.uk/news/holidaymakers-given-30-day-warning-over-new-entry-rules-for-travel-to-europe/ |
| 3 | MEN | 23 | # | 7 | 0 | no | https://www.manchestereveningnews.co.uk/whats-on/you-can-four-course-dinner-27648868 |
| 3 | Knutsford and Wilmslow Guardian | 23 | # | 1 | 0 | no | https://www.knutsfordguardian.co.uk/news/23766641.man-charged-possession-firearm-manchester-airport/?ref=rss |
| 3 | Liverpool World | 05/09/20 | ##### | 4 | 0 | no | https://www.liverpoolworld.uk/lifestyle/travel/liverpool-john-lennon-airport-guide-including-parking-public-transport-4279350 |
| 3 | IYA | 23 | # | 0 | 0 | no | https://www.inyourarea.co.uk/news/big-savings-on-solar-lights-to-make-your-garden-glow-this-autumn/ |
| 3 | IYA | 05/09/20 | ##### | 2 | 0 | no | https://www.inyourarea.co.uk/news/cost-of-living-payments-millions-to-receive-900-in-cost-of-living-payments-over-next-few-months/ |
| 3 | LancsLive | 23 | # | 4 | 0 | no | https://www.lancs.live/news/uk-world-news/jet2-flight-majorca-diverted-back-27646676 |
| 3 | MEN | 05/09/20 | ##### | 4 | 0 | no | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/every-cancelled-delayed-flight-manchester-27646836 |
| | | 23 | # | | | | |

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|---|------------|----------|-------|---|---|-----|--|---|
| | | 05/09/20 | ##### | | | | | https://www.inyourarea.co.uk/news/9-school-run-driving-offences-that-could-see-parents-fined-up-to-1-000-this-autumn/ |
| 3 | IYA | 23 | # | 1 | 3 | no | | https://www.inyourarea.co.uk/news/dr-michael-mosley-five-reasons-why-youre-not-losing-weight/ |
| | | 05/09/20 | ##### | | | | | https://confidentials.com/manchester/smells-like-taxed-spirits-how-the-alcohol-duty-rate-increase-has-affected-local-businesses |
| 3 | IYA | 23 | # | 2 | 0 | no | | https://www.inyourarea.co.uk/news/life-before-mobiles-when-phone-boxes-werent-just-for-superman/ |
| | Confidenti | 05/09/20 | ##### | | | | | https://www.inyourarea.co.uk/news/simple-maintenance-checks-to-ensure-your-car-passes-its-mot/ |
| 3 | als | 23 | # | 6 | 0 | no | | https://www.inyourarea.co.uk/news/serve-up-the-truth-about-our-food/ |
| | | 05/09/20 | ##### | | | | | https://www.manchestereveningnews.co.uk/whats-on/food-drink-news/popular-manchester-city-centre-street-27634005 |
| 3 | IYA | 23 | # | 0 | 0 | no | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/every-cancelled-delayed-flight-manchester-27631376 |
| | | 05/09/20 | ##### | | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/i-prison-escaped-terror-suspect-27670012 |
| 3 | IYA | 23 | # | 0 | 0 | no | | https://www.manchestereveningnews.co.uk/news/brother-former-take-singer-jason-27440430 |
| | | 05/09/20 | ##### | | | | | https://www.manchestereveningnews.co.uk/whats-on/food-drink-news/five-manchesters-food-markets-land-27441329 |
| 3 | MEN | 23 | # | 7 | 0 | no | | https://themanc.com/city-centre/these-five-greater-manchester-food-markets-have-been-named-among-the-uks-best/ |
| | | 05/09/20 | ##### | | | | | https://themanc.com/eats/tahi-manchester-brunch-closure-shut-down/ |
| 3 | MEN | 23 | # | 4 | 0 | no | | https://www.messengernewspapers.co.uk/news/23698056.timperley-two-women-arrested-county-lines-raid/?ref=rss |
| | | 13/09/20 | ##### | | | | | https://altrincham.todaynews.co.uk/health/2023/08/03/the-foot-company-altrincham-podiatry-clinic/ |
| 3 | MEN | 23 | # | 1 | 0 | no | | https://altrincham.todaynews.co.uk/police-fire-and-court/2023/08/03/two-women-arrested-after/ |
| | | 03/08/20 | ##### | | | | | https://altrincham.todaynews.co.uk/business/2023/08/02/altrincham-business-founded-by-take-that-stars-brother-is-sold-for-1-6billion/ |
| 3 | MEN | 23 | # | 6 | 7 | yes | | |
| | | 03/08/20 | ##### | | | | | |
| 3 | MEN | 23 | # | 7 | 6 | yes | | |
| | | 03/08/20 | ##### | | | | | |
| 3 | The Manc | 23 | # | 7 | 6 | yes | | |
| | | 03/08/20 | ##### | | | | | |
| 3 | The Manc | 23 | # | 7 | 0 | yes | | |
| | Messenge | 03/08/20 | ##### | | | | | |
| 3 | r | 23 | # | 1 | 0 | yes | | |
| | Altrinch | 03/08/20 | ##### | | | | | |
| 3 | m Today | 23 | # | 2 | 0 | yes | | |
| | Altrinch | 03/08/20 | ##### | | | | | |
| 3 | m Today | 23 | # | 1 | 0 | yes | | |
| | Altrinch | 03/08/20 | ##### | | | | | |
| 3 | m Today | 23 | # | 7 | 6 | yes | | |

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|------------------------|----------|----------|---|---|-----|---|
| Altrincham | 03/08/20 | ##### | | | | https://altrincham.todaynews.co.uk/shops-and-markets/2023/08/03/wilko-altrincham-administration/ |
| 3 m Today | 23 | # | 6 | 7 | yes | https://altrincham.todaynews.co.uk/things-to-do/2023/08/02/brit-fest-tickets-release-day/ |
| Altrincham | 03/08/20 | ##### | | | | https://altrincham.todaynews.co.uk/food-and-drink/2023/07/30/first-look-coffee-crown-passages-hale/ |
| 3 m Today | 23 | # | 7 | 0 | yes | https://altrincham.todaynews.co.uk/social/2023/07/29/first-look-serendipity-gift-shop-hale/ |
| Altrincham | 03/08/20 | ##### | | | | https://www.messengernewspapers.co.uk/news/23696432.stretford-aldi-reopens-stretford-mall-refurbishment/ |
| 3 m Today | 23 | # | 7 | 6 | yes | https://www.messengernewspapers.co.uk/news/23698056.timperley-two-women-arrested-county-lines-raid/ |
| Altrincham | 03/08/20 | ##### | | | | https://www.messengernewspapers.co.uk/news/23695582.chester-road-council-update-controversial-cycle-scheme/ |
| 3 m Today | 23 | # | 6 | 7 | yes | https://www.messengernewspapers.co.uk/sport/23691955.positive-signs-robins-off-pitch/ |
| Messenger | 03/08/20 | ##### | | | | https://www.messengernewspapers.co.uk/news/23693324.trafford-best-worst-gps-according-patients-revealed/ |
| 3 r | 23 | # | 7 | 6 | yes | https://www.messengernewspapers.co.uk/news/23687466.warning-motorists-busy-altrincham-road-set-close/ |
| Messenger | 03/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/hundreds-of-buses-off-roads-27500976 |
| 3 r | 23 | # | 1 | 0 | yes | |
| Messenger | 03/08/20 | 03.08/20 | | | | https://www.knutfordguardian.co.uk/news/23713262.crash-causes-delays-m56-motorway-near-manchester-airport/?ref=rss |
| 3 r | 23 | 23 | 4 | 7 | yes | https://altrincham.todaynews.co.uk/regeneration/2023/08/10/trafford-council-planning-to-convert-part-of-former-grafton/ |
| Messenger | 03/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/whats-on/food-drink-news/greater-manchester-pubs-permanently-closed-27488465 |
| 3 r | 23 | # | 7 | 0 | yes | https://www.stokesentinel.co.uk/news/stoke-on-trent-news/chilling-messages-between-schoolboy-lover-8666798 |
| Messenger | 03/08/20 | ##### | | | | https://www.manchestereveningnews.co.uk/news/showbiz-news/gemma-atkinson-supports-adam-thomas-27486481 |
| 3 r | 23 | # | 2 | 0 | yes | |
| Messenger | 03/08/20 | ##### | | | | |
| 3 r | 23 | # | 4 | 0 | yes | |
| Messenger | 03/08/20 | ##### | | | | |
| 3 r | 23 | # | 4 | 0 | yes | |
| Messenger | 11/08/20 | ##### | | | | |
| 3 MEN | 23 | # | 4 | 0 | yes | |
| Knutsford and Wilmslow | 11/08/20 | ##### | | | | |
| 3 Guardian | 23 | # | 1 | 0 | yes | |
| Altrincham | 11/08/20 | ##### | | | | |
| 3 m Today | 23 | # | 5 | 0 | yes | |
| | 11/08/20 | ##### | | | | |
| 3 MEN | 23 | # | 7 | 0 | yes | |
| Stoke on Trent Live | 11/08/20 | ##### | | | | |
| 3 | 23 | # | 1 | 0 | yes | |
| | 11/08/20 | ##### | | | | |
| 3 MEN | 23 | # | 7 | 0 | yes | |

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|---|------------------|----------|-------|---|---|-----|---|
| | Messenger | 11/08/20 | ##### | | | | https://www.messengernewspapers.co.uk/news/23707856.altrincham-familys-24-boxathon-boxing-gym-bells-gym/?ref=rss |
| 3 | r | 23 | # | 7 | 0 | yes | https://altrincham.todaynews.co.uk/police-fire-and-court/2023/08/07/belongings-woman-died-m56/ |
| 3 | m Today | 23 | # | 1 | 0 | yes | https://www.messengernewspapers.co.uk/sport/23709273.parkinson-frustrated-clock-ticks-alty/ |
| 3 | r | 23 | # | 7 | 0 | yes | https://www.messengernewspapers.co.uk/news/23707856.altrincham-familys-24-boxathon-boxing-gym-bells-gym/ |
| 3 | r | 23 | # | 7 | 0 | yes | https://www.messengernewspapers.co.uk/news/23706069.altrincham-concern-woman-discovered-dead-hypothermia/ |
| 3 | r | 23 | # | 1 | 0 | yes | https://www.messengernewspapers.co.uk/news/23703479.altrincham-fc-receives-first-ever-shirt-sponsorship/ |
| 3 | r | 23 | # | 7 | 0 | yes | https://www.manchesterworld.uk/your-manchester/trafford/food-hygiene-ratings-handed-to-three-trafford-establishments-4247081 |
| 3 | Manchester World | 23 | # | 5 | 0 | yes | https://www.manchesterworld.uk/your-manchester/trafford/food-hygiene-ratings-given-to-four-trafford-restaurants-4260154 |
| 3 | Manchester World | 19/08/20 | ##### | 7 | 2 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/betfred-billionaire-founder-parklife-mancs-27549701 |
| | | 23 | # | | | | |
| 3 | MEN | 23 | # | 6 | 7 | yes | https://www.dailypost.co.uk/news/north-wales-news/wrexham-stage-2023-tour-britain-27548686 |
| 3 | North Wales Live | 23 | # | 7 | 4 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/best-dressed-people-spotted-out-27495533 |
| | | 19/08/20 | ##### | | | | |
| 3 | MEN | 23 | # | 0 | 0 | yes | https://www.cheshire-live.co.uk/news/chester-cheshire-news/amazing-underground-house-suburb-popular-27542894 |
| 3 | Cheshire Live | 23 | # | 0 | 0 | yes | |
| | Place | | | | | | |
| | North | 19/08/20 | ##### | | | | https://www.placenorthwest.co.uk/silverlane-lodges-10m-altrincham-resi-plans/ |
| 3 | West | 23 | # | 5 | 0 | yes | https://www.manchestereveningnews.co.uk/news/uk-news/moment-tyson-fury-told-cousin-27545316 |
| | | 19/08/20 | ##### | | | | https://altrincham.todaynews.co.uk/schools/2023/08/18/a-levels-2023-round-up-of-results-at-altrincham-schools/ |
| 3 | MEN | 23 | # | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/list-road-closures-expected-across-27542306 |
| 3 | Altrincham Today | 23 | # | 3 | 0 | yes | |
| | | 19/08/20 | ##### | | | | |
| 3 | MEN | 23 | # | 4 | 7 | yes | |

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|---|------------------|------------|-------|---|---|-----|---|
| 3 | Altrincham Today | 19/08/2023 | ##### | 7 | 0 | yes | https://altrincham.todaynews.co.uk/things-to-do/2023/08/17/altrincham-10k-2023-route-road-closures/ |
| 3 | The Manc | 19/08/2023 | ##### | 7 | 0 | yes | https://themanc.com/eats/sacha-lord-paying-for-everyone-free-food-and-drink-manchester-restaurant-thrifty-korean-chorlton/ |
| 3 | MEN | 19/08/2023 | ##### | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/murder-suspect-remains-sectioned-under-27520724 |
| 3 | Altrincham Today | 19/08/2023 | ##### | 7 | 0 | yes | https://altrincham.todaynews.co.uk/arts/2023/08/14/alty-voices-founder-nominated-for-northern-gamechangers-award/ |
| 3 | Altrincham Today | 19/08/2023 | ##### | 7 | 0 | yes | https://altrincham.todaynews.co.uk/food-and-drink/2023/08/16/make-the-perfect-baguette-most-bakery-style/ |
| 3 | Messenger | 19/08/2023 | ##### | 1 | 0 | yes | https://www.messengernewspapers.co.uk/news/23733888.operation-avro-gmp-trafford-crackdown-crime-returns/ |
| 3 | Messenger | 19/08/2023 | ##### | 7 | 0 | yes | https://www.messengernewspapers.co.uk/sport/23726228.parkinson-calls-robins-fans-pack-home-clash/ |
| 3 | Messenger | 19/08/2023 | ##### | 7 | 8 | yes | https://www.messengernewspapers.co.uk/sport/23719651.altrincham-fc-gets-1-5m-boost-private-investors/ |
| 3 | MEN | 29/08/2023 | ##### | 2 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/family-hail-miracle-cure-blind-27606569 |
| 3 | Messenger | 29/08/2023 | ##### | 7 | 0 | yes | https://www.messengernewspapers.co.uk/news/23749268.thousands-runners-race-altrincham-10k-next-month/?ref=rss |
| 3 | MEN | 29/08/2023 | ##### | 0 | 0 | yes | https://www.manchestereveningnews.co.uk/news/property/wesley-spent-10-years-transforming-27584207 |
| 3 | Messenger | 29/08/2023 | ##### | 7 | 4 | yes | https://www.messengernewspapers.co.uk/news/23749342.tour-britain-altrincham-road-closures-viewing-areas/?ref=rss |
| 3 | Altrincham Today | 29/08/2023 | ##### | 7 | 5 | yes | https://altrincham.todaynews.co.uk/food-and-drink/2023/08/25/alibi-cocktails-karaoke-bar-altrincham/ |
| 3 | Altrincham Today | 29/08/2023 | ##### | 1 | 0 | yes | https://altrincham.todaynews.co.uk/police-fire-and-court/2023/08/23/passenger-fined-hale-station/ |
| 3 | Altrincham Today | 29/08/2023 | ##### | 7 | 0 | yes | https://altrincham.todaynews.co.uk/things-to-do/2023/08/23/tour-of-britain-altrincham-grand-depart/ |
| 3 | Messenger | 29/08/2023 | ##### | 7 | 0 | yes | https://www.messengernewspapers.co.uk/news/23749268.thousands-runners-race-altrincham-10k-next-month/ |
| 3 | Messenger | 29/08/2023 | ##### | 4 | 7 | yes | https://www.messengernewspapers.co.uk/news/23749342.tour-britain-altrincham-road-closures-viewing-areas/ |

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|---|--------------------|----------|-------|---|---|-----|---|
| 3 | Messenger | 29/08/20 | ##### | 7 | 0 | yes | https://www.messengernewspapers.co.uk/sport/23738751.parkinson-not-satisfied-just-unbeaten/ |
| 3 | Messenger | 29/08/20 | ##### | 7 | 0 | yes | https://www.messengernewspapers.co.uk/sport/23741867.altrincham-teenager-wins-play-way-wimbledon-event/ |
| 3 | Messenger | 29/08/20 | ##### | 7 | 0 | yes | https://www.messengernewspapers.co.uk/sport/23741335.tributes-altrincham-fc-legend-mark-mad-dog-maddox/ |
| 3 | Altrincham Today | 05/09/20 | ##### | 6 | 1 | yes | https://altrincham.todaynews.co.uk/food-and-drink/2023/09/05/altrincham-purple-flag-status-nighttime/ |
| 3 | MEN About Manchest | 05/09/20 | ##### | 3 | 8 | yes | manchestereveningnewshttps://www.manchestereveningnews.co.uk/news/greater-manchester-news/all-the-greater-manchester-schools-27654024 |
| 3 | er | 05/09/20 | ##### | 6 | 7 | yes | https://aboutmanchester.co.uk/two-breads-crafted-by-northwest-baker-shortlisted-in-national-awards/ |
| 3 | Messenger | 05/09/20 | ##### | 2 | 8 | yes | https://www.messengernewspapers.co.uk/news/23767231.fury-planned-closure-timperley-medical-practice/?ref=rss |
| 3 | MEN | 05/09/20 | ##### | 4 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/northern-rail-offer-train-tickets-27652105 |
| 3 | Messenger | 05/09/20 | ##### | 3 | 8 | yes | https://www.messengernewspapers.co.uk/news/23765266.raac-concrete-confirmed-sale-grammar-altrincham-college/?ref=rss |
| 3 | Altrincham Today | 05/09/20 | ##### | 7 | 0 | yes | https://altrincham.todaynews.co.uk/sport-and-leisure/2023/09/04/pictures-tour-of-britain-starts-in-sunny-altrincham/ |
| 3 | MEN | 05/09/20 | ##### | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/uk-news/notorious-locked-up-uk-august-27586052 |
| 3 | MEN | 05/09/20 | ##### | 7 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/chaos-crashes-manchester-tour-britain-27645652 |
| 3 | MEN | 05/09/20 | ##### | 7 | 0 | yes | https://www.manchestereveningnews.co.uk/whats-on/thousands-spectators-line-streets-tour-27644570 |
| 3 | MEN | 05/09/20 | ##### | 8 | 3 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/jeremy-hunt-says-government-spend-27644368 |
| 3 | MEN | 05/09/20 | ##### | 0 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/we-hatched-chicks-box-4-27643762 |
| 3 | Knutsford and | 05/09/20 | ##### | 5 | 3 | yes | https://www.knutsfordguardian.co.uk/news/23752942.keeping-fingers-crossed-new-tebay-style-m56-services-get-go-ahead/?ref=rss |

| | Advertiser | Start Date | End Date | Category | Spots | Cost | Rating | Comments |
|---|-----------------------------|------------|------------|------------------|-------|------|--------|---|
| 3 | Wilmslow Guardian Messenger | 05/09/2023 | 05/09/2023 | Altrincham Today | 4 | 1 | yes | https://www.messengernewspapers.co.uk/news/23761474.fraudster-s-sentenced-scam-manchester-airport-parking/?ref=rss |
| 3 | Altrincham Today | 05/09/2023 | 05/09/2023 | Altrincham Today | 7 | 0 | yes | https://altrincham.todaynews.co.uk/things-to-do/2023/09/01/the-brit-fest-2024-tickets-altrincham/ |
| 3 | Altrincham Today | 05/09/2023 | 05/09/2023 | Altrincham Today | 7 | 0 | yes | https://altrincham.todaynews.co.uk/things-to-do/2023/09/01/tour-of-britain-2023-everything-you-need-to-know-about-watching-the-race-in-altrincham-and-hale/ |
| 3 | Altrincham Today | 05/09/2023 | 05/09/2023 | Altrincham Today | 1 | 0 | yes | https://altrincham.todaynews.co.uk/police-fire-and-court/2023/09/01/woman-arrested-after-altrincham-massage-parlour-closed-down/ |
| 3 | Altrincham Today | 05/09/2023 | 05/09/2023 | Altrincham Today | 1 | 4 | yes | https://altrincham.todaynews.co.uk/police-fire-and-court/2023/08/31/hale-barns-man-jailed-manchester-airport-parking/ |
| 3 | Messenger | 05/09/2023 | 05/09/2023 | Messenger | 2 | 0 | yes | https://www.messengernewspapers.co.uk/news/23767231.fury-planned-closure-timperley-medical-practice/ |
| 3 | Messenger | 05/09/2023 | 05/09/2023 | Messenger | 3 | 8 | yes | https://www.messengernewspapers.co.uk/news/23765266.raac-concrete-confirmed-sale-grammar-altrincham-college/ |
| 3 | Messenger | 05/09/2023 | 05/09/2023 | Messenger | 7 | 0 | yes | https://www.messengernewspapers.co.uk/sport/23764656.supporters-take-streets-return-tour-britain/ |
| 3 | Messenger | 05/09/2023 | 05/09/2023 | Messenger | 3 | 0 | yes | https://www.messengernewspapers.co.uk/news/23763386.schoolgirl-selected-mayor-traffords-cadet-year/ |
| 3 | Messenger | 05/09/2023 | 05/09/2023 | Messenger | 1 | 0 | yes | https://www.messengernewspapers.co.uk/news/23763547.woman-50s-arrested-raids-altrincham-stretford/ |
| 3 | Messenger | 05/09/2023 | 05/09/2023 | Messenger | 1 | 4 | yes | https://www.messengernewspapers.co.uk/news/23761474.fraudster-s-sentenced-scam-manchester-airport-parking/ |
| 3 | Messenger | 05/09/2023 | 05/09/2023 | Messenger | 1 | 0 | yes | https://www.messengernewspapers.co.uk/news/23760776.man-back-behind-bars-arrested-altrincham/ |
| 3 | Messenger | 05/09/2023 | 05/09/2023 | Messenger | 7 | 0 | yes | https://www.messengernewspapers.co.uk/sport/23753573.parkinsons-pride-alty-stay-unbeaten-tough-tests/ |
| 3 | Altrincham Today | 13/09/2023 | 13/09/2023 | Altrincham Today | 7 | 0 | yes | https://altrincham.todaynews.co.uk/health/2023/09/13/cryotherapy-can-give-cyclists-the-edge-chill-glow/ |

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|------------------|------------|-------|---|---|-----|---|
| Altrincham Today | 13/09/2023 | ##### | 1 | 3 | Yes | https://altrincham.todaynews.co.uk/transport/2023/09/13/success-for-altrincham-teenagers-safety-campaign-as-work-begins-on-new-a56-crossing/ |
| Messenger | 13/09/2023 | ##### | 7 | 6 | Yes | https://www.messengernewspapers.co.uk/news/23784969.wilko-altrincham-sale-become-poundland/ |
| Messenger | 13/09/2023 | ##### | 1 | 7 | Yes | https://www.messengernewspapers.co.uk/news/23782358.altrincham-housing-officer-saved-life-client/ |
| Messenger | 13/09/2023 | ##### | 7 | 2 | Yes | https://www.messengernewspapers.co.uk/news/23781253.sponsored-walk-trafford-looks-help-boy-cancer/ |
| Messenger | 13/09/2023 | ##### | 6 | 0 | Yes | https://www.messengernewspapers.co.uk/news/23779911.altrincham-receives-award-excellent-night-time-economy/ |
| Messenger | 13/09/2023 | ##### | 5 | 7 | Yes | https://www.messengernewspapers.co.uk/news/23777738.altrincham-grade-ii-listed-canalside-warehouse-transformed/ |
| Manchester World | 13/09/2023 | ##### | 7 | 6 | Yes | https://www.manchesterworld.uk/news/six-greater-manchester-wilko-shops-to-be-taken-over-by-poundland-as-leases-agreed-full-list-4333906 |

| 2. Community searched | 3. Source | 4. date accessed | 5. date posted | 6. Primary CIN address ed | 7. Secondary CIN address ed | 8. Story is about target community? | weblink |
|-----------------------|---------------|------------------|----------------|---------------------------|-----------------------------|-------------------------------------|---|
| | Knutsford | 03/08/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23690375.knutsford-mayor-vows-can-for-town-loves/?ref=rss |
| 4 | Guardian | 23 | ## | 7 | 8 | no | https://www.cheshire-live.co.uk/news/chester-cheshire-news/three-cheshire-mps-accuse-council-27389752 |
| | | 03/08/20 | #### | | | | |
| 4 | CheshireLive | 23 | ## | 5 | 8 | no | https://www.knutsfordguardian.co.uk/news/23691760.summer-festival-offers-knutsford-families-free-day-saturday/?ref=rss |
| | Knutsford | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 7 | 0 | no | https://www.inyourarea.co.uk/news/manchester-home-stunning-funny-one-man-masterpiece-cruise/ |
| | | 03/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 7 | 0 | no | https://www.manchestereveningnews.co.uk/news/uk-news/despicable-carer-stole-thousands-vulnerable-27432098 |
| | | 03/08/20 | #### | | | | |
| 4 | MEN | 23 | ## | 1 | 0 | no | https://www.bbc.co.uk/news/uk-england-lancashire-66377467?at_medium=RSS&at_campaign=KARANGA |
| | | 03/08/20 | #### | | | | |
| 4 | BBC | 23 | ## | 1 | 0 | no | https://www.cheshire-live.co.uk/news/chester-cheshire-news/plans-reveal-over-100-new-27436799 |
| | | 03/08/20 | #### | | | | |
| 4 | CheshireLive | 23 | ## | 5 | 0 | no | https://www.inyourarea.co.uk/news/redrow-encourages-cheshire-to-please-play-here-as-childhood-play-declines/ |
| | | 03/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 7 | 0 | no | https://www.knutsfordguardian.co.uk/news/23696888.holmes-chapel-driver-banned-failing-provide-breath-sample/?ref=rss |
| | Knutsford | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 1 | 0 | no | https://www.northwichguardian.co.uk/news/23696822.airbnb-home-pickmere-applies-host-guests-year-round/?ref=rss |
| | Northwich | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 7 | 0 | no | https://www.northwichguardian.co.uk/news/23696954.opening-date-middlewichs-new-home-bargains-revealed/?ref=rss |
| | Northwich | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 7 | 0 | no | https://www.knutsfordguardian.co.uk/news/23696888.holmes-chapel-driver-banned-failing-provide-breath-sample/ |
| | Knutsford | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 1 | 0 | no | https://www.cheshire-live.co.uk/news/chester-cheshire-news/chester-woman-born-without-womb-27506664 |
| | | 11/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 2 | 0 | no | https://www.inyourarea.co.uk/news/iceland-deals-to-help-feed-the-family-for-less-over-the-summer-holidays/ |
| | | 11/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 7 | 0 | no | https://www.cheshire-live.co.uk/news/chester-cheshire-news/inspectors-find-cheshire-care-home-27503490 |
| | | 11/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 2 | 0 | no | |

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|---|---------------|----------|------|---|---|----|---|
| | | 11/08/20 | #### | | | | https://www.inyourarea.co.uk/news/how-to-care-for-your-houseplants-when-youre-on-holiday/ |
| 4 | IYA | 23 | ## | 0 | 0 | no | https://www.inyourarea.co.uk/news/housing-benefit-help-for-renters-as-tenants-share-tales-of-woe/ |
| | | 11/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 2 | 0 | no | https://www.cheshire-live.co.uk/news/chester-cheshire-news/veteran-shoplifter-banned-every-co-27500858 |
| | | 11/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 1 | 0 | no | https://www.inyourarea.co.uk/news/nhs-waiting-list-hits-all-time-high-thanks-to-decade-of-underinvestment-say-nurses/ |
| | | 11/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 2 | 0 | no | https://www.inyourarea.co.uk/news/our-best-books-if-youre-looking-for-a-holiday-read/ |
| | | 11/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 0 | 0 | no | https://www.inyourarea.co.uk/news/lancashire-wildlife-trust-blackberry-buffet-to-share-with-the-birds/ |
| | | 11/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 2 | 0 | no | https://www.inyourarea.co.uk/news/bowel-cancer-symptoms-and-why-you-need-to-do-at-home-tests/ |
| | | 11/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 5 | 0 | no | https://www.cheshire-live.co.uk/news/chester-cheshire-news/housing-developers-ordered-halt-controversial-27488777 |
| | | 11/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 7 | 0 | no | https://www.cheshire-live.co.uk/whats-on/food-drink-news/customers-rally-help-popular-chester-27493011 |
| | | 11/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 2 | 0 | no | https://www.inyourarea.co.uk/news/ex-runner-with-long-covid-unable-to-urinate-for-years-and-is-fed-through-a-tube/ |
| | | 11/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 6 | 0 | no | https://www.inyourarea.co.uk/news/major-lenders-poised-to-reduce-some-mortgage-rates/ |
| | | 11/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 7 | 0 | no | https://www.cheshire-live.co.uk/news/chester-cheshire-news/chester-fc-ban-25-more-27495647 |
| | | 11/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 1 | 2 | no | https://www.cheshire-live.co.uk/news/chester-cheshire-news/bubbly-teenager-who-up-80-27492215 |
| | | 11/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 1 | 0 | no | https://www.cheshire-live.co.uk/news/chester-cheshire-news/chester-mum-found-dead-suffered-27494557 |
| | | 11/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 6 | 0 | no | https://www.inyourarea.co.uk/news/rents-likely-to-continue-rising-sharply-despite-cost-of-living-crisis/ |
| | | 11/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 2 | 0 | no | https://www.inyourarea.co.uk/news/dwp-says-thousands-missing-out-on-unclaimed-3-500-every-year/ |
| | | 11/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 2 | 0 | no | https://www.inyourarea.co.uk/news/energy-price-cap-costing-consumers-money-and-driving-inflation/ |

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|---|---------------|----------|------|---|---|----|---|
| | | 11/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/major-police-response-man-arrested-27491879 |
| 4 | Cheshire Live | 23 | ## | 1 | 0 | no | |
| | | 11/08/20 | #### | | | | https://www.inyourarea.co.uk/news/the-lesser-known-lung-cancer-warning-that-can-be-seen-on-your-face/ |
| 4 | IYA | 23 | ## | 2 | 0 | no | |
| | | 11/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/barclays-lodge-plans-former-chester-27488186 |
| 4 | Cheshire Live | 23 | ## | 6 | 0 | no | https://www.inyourarea.co.uk/news/mans-warning-after-jump-from-rocks-27-years-ago-lead-to-life-of-pain-and-surgery/ |
| | | 11/08/20 | #### | | | | https://www.inyourarea.co.uk/news/boots-plans-to-axe-300-stores-see-list-here/ |
| 4 | IYA | 23 | ## | 6 | 7 | no | https://www.liverpoolecho.co.uk/news/liverpool-news/live-updates-m56-standstill-after-27489700 |
| | | 11/08/20 | #### | | | | https://www.inyourarea.co.uk/news/free-nhs-flu-jabs-and-covid-boosters-to-be-scrapped-for-12-million-brits/ |
| 4 | IYA | 23 | ## | 2 | 0 | no | https://www.inyourarea.co.uk/news/fake-grass-do-you-love-it-or-hate-it/ |
| | | 11/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/glamping-site-next-delamere-forest-27485035 |
| 4 | Cheshire Live | 23 | ## | 5 | 0 | no | https://www.inyourarea.co.uk/news/macclesfield-nostalgia-forgotten-scenes-fair-car-rally/ |
| | | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/crewe-crime-gang-included-ex-27546739 |
| 4 | IYA | 23 | ## | 7 | 0 | no | https://www.dailypost.co.uk/news/north-wales-news/timeline-killer-nurse-lucy-letbys-27548952 |
| | | 19/08/20 | #### | | | | https://www.birminghammail.co.uk/news/showbiz-tv/paddy-mcguinness-sends-memo-self-27549902 |
| 4 | Cheshire Live | 23 | ## | 1 | 0 | no | https://www.dailypost.co.uk/news/north-wales-news/lucy-letby-police-review-care-27548081 |
| | North Wales | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/face-britains-most-prolific-child-27547657 |
| 4 | Live | 23 | ## | 1 | 0 | no | https://www.cheshire-live.co.uk/news/chester-cheshire-news/live-lucy-letby-guilty-murdering-27547355 |
| | Birmingham | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/police-called-sinkhole-leaves-alsager-27546422 |
| 4 | Live | 23 | ## | 7 | 0 | no | |
| | North Wales | 19/08/20 | #### | | | | |
| 4 | Live | 23 | ## | 1 | 0 | no | |
| | | 19/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 1 | 0 | no | |
| | | 19/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 1 | 0 | no | |
| | | 19/08/20 | #### | | | | |
| 4 | Cheshire Live | 23 | ## | 1 | 4 | no | |

| | | | | | | | |
|---|----------------|----------|------|---|---|----|---|
| | | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/police-seize-huge-haul-1130am-27544262 |
| 4 | Cheshire Live | 23 | ## | 1 | 0 | no | |
| | Stoke on | 19/08/20 | #### | | | | https://www.stokesentinel.co.uk/news/stoke-on-trent-news/police-called-sinkhole-leaves-road-8688198 |
| 4 | Trent Live | 23 | ## | 1 | 4 | no | |
| | | 19/08/20 | #### | | | | https://www.liverpoolecho.co.uk/news/liverpool-news/boy-dies-m6-after-police-27544526 |
| 4 | Liverpool Echo | 23 | ## | 1 | 0 | no | |
| | | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/chester-park-being-abused-youths-27507300 |
| 4 | Cheshire Live | 23 | ## | 1 | 0 | no | |
| | | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/new-leighton-hospital-rebuild-take-27541557 |
| 4 | Cheshire Live | 23 | ## | 5 | 2 | no | |
| | | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/controversial-5g-mast-cheshire-countryside-27538238 |
| 4 | Cheshire Live | 23 | ## | 5 | 0 | no | |
| | | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/man-charged-over-a5117-crash-27542593 |
| 4 | Cheshire Live | 23 | ## | 1 | 0 | no | |
| | | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/man-forcibly-raped-victim-home-27542388 |
| 4 | Cheshire Live | 23 | ## | 1 | 0 | no | |
| | | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/chesters-divisive-market-multi-storey-27540671 |
| 4 | Cheshire Live | 23 | ## | 5 | 0 | no | |
| | | 19/08/20 | #### | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/new-racket-sport-set-big-27539090 |
| 4 | MEN | 23 | ## | 7 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/spiders-to-head-into-your-home-soon-10-ways-to-keep-them-out/ |
| 4 | IYA | 23 | ## | 0 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.manchestereveningnews.co.uk/news/showbiz-news/coronation-street-star-tina-obrien-27608649 |
| 4 | MEN | 23 | ## | 0 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/add-some-kerb-appeal-with-autumn-wreaths-for-a-welcoming-first-impression/ |
| 4 | IYA | 23 | ## | 0 | 0 | no | |
| | StokeonTrentL | 29/08/20 | #### | | | | https://www.stokesentinel.co.uk/news/stoke-on-trent-news/confirmed-council-charge-whopping-56-8695131 |
| 4 | ive | 23 | ## | 5 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/hydrangeas-will-bloom-profusely-with-this-homemade-fertiliser/ |
| 4 | IYA | 23 | ## | 0 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/beagles-rescued-after-12-years-at-animal-testing-lab-to-be-rehomed-in-uk/ |
| 4 | IYA | 23 | ## | 0 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/diabetes-symptoms-to-look-out-for-in-your-feet/ |
| 4 | IYA | 23 | ## | 2 | 0 | no | |

| | | | | | | | |
|---|------------------------|----------|------|---|---|----|---|
| | | 29/08/20 | #### | | | | https://www.cheshire-live.co.uk/whats-on/whats-on-news/world-cup-winner-among-rugby-27590327 |
| 4 | CheshireLive | 23 | ## | 7 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/chester-pub-could-gone-good-27596635 |
| 4 | CheshireLive | 23 | ## | 7 | 5 | no | |
| | | 29/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/life-fabulous-cheshire-town-thats-27543147 |
| 4 | CheshireLive | 23 | ## | 0 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/the-marks-and-spencer-jeans-shoppers-say-have-perfect-fit/ |
| 4 | IYA | 23 | ## | 0 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/parking-fines-amal-85-left-disappointed-after-landing-100-fine-for-parking-one-inch-outside-bay/ |
| 4 | IYA | 23 | ## | 1 | 0 | no | |
| | Northwich and Winsford | 29/08/20 | #### | | | | https://www.northwichguardian.co.uk/news/23717441.story-cheshire-mountaineer-george-mallory/?ref=rss |
| 4 | Guardia | 23 | ## | 0 | 0 | no | |
| | StokeonTrentLive | 29/08/20 | #### | | | | https://www.stokesentinel.co.uk/news/stoke-on-trent-news/police-issue-warning-residents-town-8708228 |
| 4 | ive | 23 | ## | 1 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/when-it-comes-to-pubs-i-will-always-say-yes-to-one-more/ |
| 4 | IYA | 23 | ## | 1 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/police-issue-warning-residents-town-27599372 |
| 4 | CheshireLive | 23 | ## | 1 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/late-flowering-plants-to-bring-colour-to-your-september-garden/ |
| 4 | IYA | 23 | ## | 0 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.manchestereveningnews.co.uk/whats-on/food-drink-news/tranquil-caf-nestled-river-mersey-27589592 |
| 4 | MEN | 23 | ## | 7 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/how-to-make-a-professional-looking-celebration-cake/ |
| 4 | IYA | 23 | ## | 0 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/sir-nils-olav-iii-edinburgh-zoo-penguin-promoted-for-good-conduct-earns-a-guard-of-honour/ |
| 4 | IYA | 23 | ## | 7 | 0 | no | |
| | North Wales | 29/08/20 | #### | | | | https://www.dailypost.co.uk/news/north-wales-news/lucy-letby-parents-spotted-red-27593862 |
| 4 | Live | 23 | ## | 1 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/boy-born-with-one-hand-beams-with-joy-after-getting-prosthetic-hero-arm/ |
| 4 | IYA | 23 | ## | 2 | 0 | no | |
| | | 29/08/20 | #### | | | | https://www.inyourarea.co.uk/news/deals-and-tips-to-kit-out-new-students-heading-to-university/ |
| 4 | IYA | 23 | ## | 3 | 0 | no | |

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|---|------------------------|----------|------|---|---|----|--|---|
| | | 29/08/20 | #### | | | | | https://www.inyourarea.co.uk/news/the-most-affordable-days-and-times-for-supermarket-food-deliveries/ |
| 4 | IYA | 23 | ## | 0 | 0 | no | | https://www.inyourarea.co.uk/news/long-lost-memories-red-nose-day-macclesfield-nostalgia/ |
| | | 29/08/20 | #### | | | | | https://www.inyourarea.co.uk/news/dads-passport-mistake-costs-him-3k-and-a-1-000-mile-drive/ |
| 4 | IYA | 23 | ## | 7 | 0 | no | | https://www.inyourarea.co.uk/news/countdown-on-to-giveaway-100-000-free-national-trust-family-passes/ |
| | | 29/08/20 | #### | | | | | https://www.stokesentinel.co.uk/whats-on/food-drink/historic-pub-reopens-new-look-8694980 |
| 4 | IYA | 23 | ## | 4 | 0 | no | | https://www.inyourarea.co.uk/news/recipe-boxes-cooking-food-five-recipe-boxes-to-help-you-rediscover-the-joy-of-cooking-at-home/ |
| | | 29/08/20 | #### | | | | | https://www.birminghammail.co.uk/news/showbiz-tv/itv-coronation-street-viewers-ask-27657388 |
| 4 | IYA | 23 | ## | 7 | 0 | no | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/van-driver-airlifted-hospital-life-27655502 |
| | StokeonTrentLive | 29/08/20 | #### | | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/tributes-talented-teenage-cricketer-who-27653237 |
| 4 | ive | 23 | ## | 7 | 0 | no | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/engineers-find-northwich-road-collapsed-27653190 |
| | | 29/08/20 | #### | | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/man-attempted-coax-child-sex-27651629 |
| 4 | IYA | 23 | ## | 0 | 0 | no | | https://www.manchestereveningnews.co.uk/news/property/homeowners-face-new-build-homes-27649079 |
| | Birmingham | 05/09/20 | #### | | | | | https://www.knutsfordguardian.co.uk/news/23765499.holmes-chapel-comprehensive-safe-reopen-usual/?ref=rss |
| 4 | Live | 23 | ## | 0 | 0 | no | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/live-police-issue-warning-motorists-27647572 |
| | | 05/09/20 | #### | | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/cctv-image-released-after-two-27647573 |
| 4 | CheshireLive | 23 | ## | 1 | 2 | no | | https://www.dailypost.co.uk/news/north-wales-news/legal-battle-looms-over-bombshell-27641554 |
| | | 05/09/20 | #### | | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/man-who-tried-set-fire-27637374 |
| 4 | CheshireLive | 23 | ## | 7 | 0 | no | | |
| | | 05/09/20 | #### | | | | | |
| 4 | CheshireLive | 23 | ## | 4 | 0 | no | | |
| | | 05/09/20 | #### | | | | | |
| 4 | CheshireLive | 23 | ## | 4 | 0 | no | | |
| | | 05/09/20 | #### | | | | | |
| 4 | CheshireLive | 23 | ## | 1 | 0 | no | | |
| | | 05/09/20 | #### | | | | | |
| 4 | MEN | 23 | ## | 5 | 0 | no | | |
| | Knutsford and Wilmslow | 05/09/20 | #### | | | | | |
| 4 | Guardian | 23 | ## | 3 | 0 | no | | |
| | | 05/09/20 | #### | | | | | |
| 4 | CheshireLive | 23 | ## | 4 | 1 | no | | |
| | | 05/09/20 | #### | | | | | |
| 4 | CheshireLive | 23 | ## | 1 | 0 | no | | |
| | NorthWalesLive | 05/09/20 | #### | | | | | |
| 4 | ve | 23 | ## | 5 | 8 | no | | |
| | | 05/09/20 | #### | | | | | |
| 4 | CheshireLive | 23 | ## | 1 | 0 | no | | |

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|---|------------------------|----------|------|---|---|-----|--|--|---|
| | | 05/09/20 | #### | | | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/cheshires-newest-aldi-supermarket-open-27627222 |
| 4 | CheshireLive | 23 | ## | 6 | 0 | no | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/cheshires-newest-aldi-supermarket-open-27627222 |
| | | 05/09/20 | #### | | | | | | |
| 4 | CheshireLive | 23 | ## | 0 | 0 | no | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/cheshires-newest-aldi-supermarket-open-27627222 |
| | | 05/09/20 | #### | | | | | | |
| 4 | CheshireLive | 23 | ## | 7 | 0 | no | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/cheshire-manor-houses-hidden-history-27626678 |
| | | 05/09/20 | #### | | | | | | https://www.inyourarea.co.uk/news/macclesfield-nostalgia-1950s-photo-sleepy-scene-cheshire-country-pub/ |
| 4 | IYA | 23 | ## | 0 | 0 | no | | | https://www.cheshire-live.co.uk/news/history/cheshires-ghost-lane-residents-insist-27633832 |
| | | 05/09/20 | #### | | | | | | |
| 4 | CheshireLive | 23 | ## | 0 | 0 | no | | | https://www.cheshire-live.co.uk/whats-on/restaurants-bars/san-carlo-set-open-alderley-27427718 |
| | | 03/08/20 | #### | | | | | | |
| 4 | CheshireLive | 23 | ## | 7 | 0 | yes | | | |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | | | https://www.knutsfordguardian.co.uk/news/23694209.homes-plan-former-alderley-edge-bank-recommended-refusal/?ref=rss |
| 4 | Guardian | 23 | ## | 5 | 8 | yes | | | |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | | | https://www.knutsfordguardian.co.uk/news/23695740.police-appeal-cctv-footage-burglars-target-wilmslow-house/?ref=rss |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | | | https://www.inyourarea.co.uk/news/83-year-old-grandmother-fulfils-lifelong-dream-to-be-a-station-announcer/ |
| | | 03/08/20 | #### | | | | | | |
| 4 | IYA | 23 | ## | 0 | 0 | yes | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/mum-children-terrified-sledgehammer-raiders-27441711 |
| | | 03/08/20 | #### | | | | | | |
| 4 | CheshireLive | 23 | ## | 1 | 0 | yes | | | |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | | | https://www.knutsfordguardian.co.uk/news/23694169.great-taste-awards-2023-mid-cheshires-best-eats-revealed/?ref=rss |
| 4 | Guardian | 23 | ## | 7 | 0 | yes | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/mum-who-stabbed-newborn-baby-27444096 |
| | | 03/08/20 | #### | | | | | | https://www.yorkpress.co.uk/news/23697350.carefound-home-care-makes-national-top-20-based-customer-reviews/?ref=rss |
| 4 | CheshireLive | 23 | ## | 1 | 0 | yes | | | |
| | | 03/08/20 | #### | | | | | | |
| 4 | The Press | 23 | ## | 2 | 0 | yes | | | |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | | | https://www.knutsfordguardian.co.uk/news/23695762.inquest-opened-death-wilmslow-man-hit-falling-tree-branch/?ref=rss |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | | | |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | | | https://www.knutsfordguardian.co.uk/news/23697224.wilmslow-students-impressjudges-motor-racing-design-challenge/?ref=rss |
| 4 | Guardian | 23 | ## | 3 | 0 | yes | | | |

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|---|---------------|----------|------|---|---|-----|---|
| | Wilmslow.co. | 03/08/20 | #### | | | | https://www.wilmslow.co.uk/news/article/23393/plans-unveiled-for-wilmslow-summer-of-sport-fun-day |
| 4 | uk | 23 | ## | 7 | 0 | yes | https://www.wilmslow.co.uk/news/article/23457/hs2-plans-include-changes-to-altrincham-roadmobberley-road-junction |
| | Wilmslow.co. | 03/08/20 | #### | | | | https://www.wilmslow.co.uk/news/article/23456/wilmslow-gran-realises-ambition-of-being-a-station-announcer |
| 4 | uk | 23 | ## | 4 | 5 | yes | https://www.wilmslow.co.uk/events/detail/8775/wilmslow-artisan-market |
| | Wilmslow.co. | 03/08/20 | #### | | | | https://www.wilmslow.co.uk/events/detail/8803/wilmslow-summer-of-sport-fun-day |
| 4 | uk | 23 | ## | 0 | 0 | yes | https://www.wilmslow.co.uk/events/detail/8798/the-ryleys-school-open-day |
| | Wilmslow.co. | 03/08/20 | #### | | | | https://www.wilmslow.co.uk/news/article/23453/three-men-jailed-after-aggravated-burglary-in-wilmslow |
| 4 | uk | 23 | ## | 7 | 0 | yes | https://www.wilmslow.co.uk/news/article/23452/council-asks-residents-to-give-your-views-on-updated-bus-support-criteria |
| | Wilmslow.co. | 03/08/20 | #### | | | | https://www.wilmslow.co.uk/news/article/23449/warning-after-recent-rise-in-vehicle-thefts-in-wilmslow-and-alderley-edge |
| 4 | uk | 23 | ## | 3 | 0 | yes | https://www.wilmslow.co.uk/news/article/23447/san-carlo-confirms-alderley-edge-opening-date |
| | Wilmslow.co. | 03/08/20 | #### | | | | https://www.wilmslow.co.uk/news/article/23445/youth-pantomime-group-scoop-five-awards |
| 4 | uk | 23 | ## | 1 | 0 | yes | https://www.alderleyedge.com/news/article/23460/wilmslow-gears-up-to-welcome-the-tour-of-britain-again |
| | Wilmslow.co. | 03/08/20 | #### | | | | https://www.alderleyedge.com/news/article/23458/hs2-plans-include-changes-to-altrincham-roadmobberley-road-junction |
| 4 | uk | 23 | ## | 4 | 8 | yes | https://www.alderleyedge.com/news/article/23455/decision-due-on-plans-for-apartments-above-former-bank |
| | Wilmslow.co. | 03/08/20 | #### | | | | https://www.alderleyedge.com/news/article/23454/three-men-jailed-after-aggravated-burglary-in-wilmslow |
| 4 | uk | 23 | ## | 7 | 0 | yes | https://www.alderleyedge.com/news/article/23451/council-asks-residents-to-give-your-views-on-updated-bus-support-criteria |
| | Alderleyedge. | 03/08/20 | #### | | | | https://www.alderleyedge.com/news/article/23450/warning-after-recent-rise-in-vehicle-thefts-in-wilmslow-and-alderley-edge |
| 4 | com | 23 | ## | 7 | 0 | yes | |
| | Alderleyedge. | 03/08/20 | #### | | | | |
| 4 | com | 23 | ## | 3 | 0 | yes | |
| | Alderleyedge. | 03/08/20 | #### | | | | |
| 4 | com | 23 | ## | 5 | 8 | yes | |
| | Alderleyedge. | 03/08/20 | #### | | | | |
| 4 | com | 23 | ## | 1 | 0 | yes | |
| | Alderleyedge. | 03/08/20 | #### | | | | |
| 4 | com | 23 | ## | 4 | 8 | yes | |
| | Alderleyedge. | 03/08/20 | #### | | | | |
| 4 | com | 23 | ## | 1 | 0 | yes | |

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|---|------------------------|----------|------|---|---|-----|---|
| 4 | Alderleyedge. | 03/08/20 | #### | 7 | 0 | yes | https://www.alderleyedge.com/news/article/23448/san-carlo-confirms-alderley-edge-opening-date |
| | com | 23 | ## | | | | |
| 4 | Alderleyedge. | 03/08/20 | #### | 7 | 0 | yes | https://www.alderleyedge.com/news/article/23446/youth-pantomime-group-scoop-five-awards |
| | com | 23 | ## | | | | |
| 4 | Alderleyedge. | 03/08/20 | #### | 7 | 8 | yes | https://www.alderleyedge.com/news/article/23444/workout-for-free-at-new-outdoor-gym |
| | com | 23 | ## | | | | |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23695740.police-appeal-cctv-footage-burglars-target-wilmslow-house/ |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 3 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23697224.wilmslow-students-impressjudges-motor-racing-design-challenge/ |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23695762.inquest-opened-death-wilmslow-man-hit-falling-tree-branch/ |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23692716.burglars-jailed-terrifying-ordeal-mum-two-children/ |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23691377.warning-car-thefts-rise-knutsford-wilmslow-alderley-edge/ |
| | Knutsford and Wilmslow | 03/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 2 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23686672.dedicated-home-carers-named-uks-top-20-relatives/ |
| | | 11/08/20 | #### | | | | |
| 4 | Daily Express | 23 | ## | 7 | 0 | yes | https://www.express.co.uk/news/uk/1801124/The-village-overrun-with-famous-footballers-that-s-one-of-UK-s-poshest-places-to-live |
| | | 11/08/20 | #### | | | | |
| 4 | CheshireLive | 23 | ## | 6 | 0 | yes | https://www.business-live.co.uk/enterprise/boohoo-jd-sports-co-op-27493734 |
| | Northwich | 11/08/20 | #### | | | | |
| 4 | Guardian | 23 | ## | 5 | 8 | yes | https://www.northwichguardian.co.uk/news/23714327.cheshire-east-council-green-bin-charge-decision-challenged/?ref=rss |
| | | 11/08/20 | #### | | | | |
| 4 | Daily Mail | 23 | ## | 8 | 0 | yes | https://www.dailymail.co.uk/femail/article-12390097/CLARE-FOGES-thrilled-OBE-advising-David-Cameron-didnt-deserve-it.html?ns_mchannel=rss&ns_campaign=1490&ito=1490 |
| | Wilmslow.co. | 11/08/20 | #### | | | | |
| 4 | uk | 23 | ## | 4 | 0 | yes | https://www.wilmslow.co.uk/news/article/23473/no-312-bus-service-rerouted |

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|---|----------------|----------|------|---|---|-----|---|
| 4 | CheshireLive | 11/08/20 | #### | 1 | 0 | yes | https://www.cheshire-live.co.uk/news/chester-cheshire-news/cctv-image-released-after-woman-27482610 |
| | | 23 | ## | | | | |
| | | 11/08/20 | #### | | | | |
| 4 | CheshireLive | 23 | ## | 7 | 0 | yes | https://www.cheshire-live.co.uk/whats-on/restaurants-bars/wilmslows-swanky-cibo-italian-restaurant-27484416 |
| | Wilmslow.co. | 11/08/20 | #### | | | | https://www.wilmslow.co.uk/news/article/23472/have-your-say-proposed-changes-to-councils-flexilink-bus-service |
| 4 | uk | 23 | ## | 4 | 8 | yes | https://www.wilmslow.co.uk/news/article/23470/cctv-image-released-after-woman-sexually-assaulted-in-handforth |
| | Wilmslow.co. | 11/08/20 | #### | | | | https://www.wilmslow.co.uk/news/article/23468/have-your-say-on-extending-laws-to-tighten-the-leash-on-dogs-in-town-park |
| 4 | uk | 23 | ## | 8 | 5 | yes | https://www.wilmslow.co.uk/news/article/23467/plans-for-new-italian-restaurant-approved |
| | Wilmslow.co. | 11/08/20 | #### | | | | https://www.wilmslow.co.uk/news/article/23466/vehicle-fire-believed-to-be-arson |
| 4 | uk | 23 | ## | 1 | 0 | yes | https://www.alderleyedge.com/news/article/23471/have-your-say-proposed-changes-to-councils-flexilink-bus-service |
| | alderleyedge.c | 11/08/20 | #### | | | | https://www.alderleyedge.com/news/article/23465/plans-for-apartments-above-former-bank-withdrawn |
| 4 | om | 23 | ## | 4 | 8 | yes | |
| | alderleyedge.c | 11/08/20 | #### | | | | |
| 4 | om | 23 | ## | 5 | 8 | yes | |
| | Knutsford and | | | | | | |
| | Wilmslow | 11/08/20 | #### | | | | https://www.alderleyedge.com/news/article/23465/plans-for-apartments-above-former-bank-withdrawn |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | |
| | Knutsford and | | | | | | |
| | Wilmslow | 11/08/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23705455.police-appeal-burglars-steal-bmw-wilmslow-home/ |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/urgent-police-appeal-58-year-27553867 |
| | | 19/08/20 | #### | | | | https://www.cheshire-live.co.uk/whats-on/restaurants-bars/inside-cheshire-villages-stunning-new-27543820 |
| 4 | MEN | 23 | ## | 1 | 0 | yes | https://www.inyourarea.co.uk/news/business-awards-chester-customer-service-awards-to-highlight-city-firms-dedication/ |
| | | 19/08/20 | #### | | | | https://metro.co.uk/2023/08/17/three-arrested-after-airport-bus-driver-threatened-customer-with-knife-19353329/ |
| 4 | CheshireLive | 23 | ## | 7 | 0 | yes | https://www.telegraph.co.uk/travel/destinations/europe/germany/b-avaria/grunwald-bavaria-the-alderley-edge-of-germany-harry-kane/ |
| | | 19/08/20 | #### | | | | |
| 4 | IYA | 23 | ## | 7 | 0 | yes | |
| | | 19/08/20 | #### | | | | |
| 4 | Metro | 23 | ## | 1 | 0 | yes | |
| | | 19/08/20 | #### | | | | |
| 4 | The Telegraph | 23 | ## | 0 | 0 | yes | |

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|---|---------------|----------|------|---|---|-----|--|--|---|
| | | 19/08/20 | #### | | | | | | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/man-wakes-up-to-find-27542601 |
| 4 | MEN | 23 | ## | 1 | 0 | yes | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/man-attacked-acid-machetes-bed-27542481 |
| | | 19/08/20 | #### | | | | | | |
| 4 | CheshireLive | 23 | ## | 1 | 0 | yes | | | https://confidentials.com/manchester/first-opinions-of-san-carlo-alderley-edge |
| | | 19/08/20 | #### | | | | | | https://www.ilovemacc.com/2023/08/16/dont-get-caught-out-by-rogue-car-parks |
| 4 | Confidentials | 23 | ## | 7 | 0 | yes | | | https://www.wilmslow.co.uk/news/article/23480/tour-of-britain-returns-to-cheshire-east |
| | | 19/08/20 | #### | | | | | | https://www.wilmslow.co.uk/news/article/23490/green-light-for-five-new-houses-on-adlington-road |
| 4 | I Love Macc | 23 | ## | 4 | 0 | yes | | | https://www.wilmslow.co.uk/news/article/23487/wilmslow-man-attacked-with-machetes-while-in-bed |
| | Wilmslow.co. | 19/08/20 | #### | | | | | | https://www.wilmslow.co.uk/news/article/23486/kings-celebrates-superb-grades-on-a-level-results-day |
| 4 | uk | 23 | ## | 7 | 0 | yes | | | https://www.wilmslow.co.uk/news/article/23484/alderley-edge-school-for-girls-celebrates-its-outstanding-a-level-results |
| | Wilmslow.co. | 19/08/20 | #### | | | | | | https://www.wilmslow.co.uk/news/article/23481/travellers-warned-about-rogue-airport-car-parks-after-arrests-in-styal |
| 4 | uk | 23 | ## | 5 | 0 | yes | | | https://www.wilmslow.co.uk/news/article/23477/first-look-inside-san-carlo-alderley-edge |
| | Wilmslow.co. | 19/08/20 | #### | | | | | | https://www.wilmslow.co.uk/news/article/23476/two-men-charged-following-sexual-assault-in-handforth |
| 4 | uk | 23 | ## | 1 | 0 | yes | | | https://www.alderleyedge.com/news/article/23479/tour-of-britain-returns-to-cheshire-east |
| | Wilmslow.co. | 19/08/20 | #### | | | | | | https://www.alderleyedge.com/news/article/23489/two-people-taken-to-hospital-after-car-hits-tree-on-macclesfield-road |
| 4 | uk | 23 | ## | 3 | 0 | yes | | | https://www.alderleyedge.com/news/article/23488/wilmslow-man-attacked-with-machetes-while-in-bed |
| | Wilmslow.co. | 19/08/20 | #### | | | | | | https://www.alderleyedge.com/news/article/23485/kings-celebrates-superb-grades-on-a-level-results-day |
| 4 | uk | 23 | ## | 4 | 1 | yes | | | https://www.alderleyedge.com/news/article/23483/alderley-edge-school-for-girls-celebrates-its-outstanding-a-level-results |
| | Wilmslow.co. | 19/08/20 | #### | | | | | | |
| 4 | uk | 23 | ## | 7 | 0 | yes | | | |
| | Wilmslow.co. | 19/08/20 | #### | | | | | | |
| 4 | uk | 23 | ## | 1 | 0 | yes | | | |
| | Alderleyedge. | 19/08/20 | #### | | | | | | |
| 4 | com | 23 | ## | 7 | 0 | yes | | | |
| | Alderleyedge. | 19/08/20 | #### | | | | | | |
| 4 | com | 23 | ## | 1 | 0 | yes | | | |
| | Alderleyedge. | 19/08/20 | #### | | | | | | |
| 4 | com | 23 | ## | 1 | 0 | yes | | | |
| | Alderleyedge. | 19/08/20 | #### | | | | | | |
| 4 | com | 23 | ## | 3 | 0 | yes | | | |
| | Alderleyedge. | 19/08/20 | #### | | | | | | |
| 4 | com | 23 | ## | 3 | 0 | yes | | | |

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|---|------------------------|----------|------|---|---|-----|---|
| | Alderleyedge. | 19/08/20 | #### | | | | https://www.alderleyedge.com/news/article/23482/travellers-warned-about-rogue-airport-car-parks-after-arrests-in-styal |
| 4 | com | 23 | ## | 4 | 1 | yes | https://www.alderleyedge.com/news/article/23478/first-look-inside-san-carlo-alderley-edge |
| | Alderleyedge. | 19/08/20 | #### | | | | https://www.alderleyedge.com/news/article/23475/cricket-victory-at-oxton-gives-alderley-top-spot |
| 4 | com | 23 | ## | 7 | 0 | yes | |
| | Alderleyedge. | 19/08/20 | #### | | | | |
| 4 | com | 23 | ## | 7 | 0 | yes | |
| | Knutsford and Wilmslow | 19/08/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23734278.police-increasingly-concerned-missing-man-wilmslow/ |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | |
| | Knutsford and Wilmslow | 19/08/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23731409.top-achievers-kings-celebrate-outstanding-a-level-results/ |
| 4 | Guardian | 23 | ## | 3 | 0 | yes | |
| | Knutsford and Wilmslow | 19/08/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23730825.man-attacked-acid-machetes-wilmslow-house/ |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | |
| | Knutsford and Wilmslow | 19/08/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23729833.alderley-edge-a-level-students-embark-exciting-new-careers/ |
| 4 | Guardian | 23 | ## | 2 | 0 | yes | |
| | Knutsford and Wilmslow | 19/08/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23727743.two-arrested-rogue-manchester-airport-meet-greet-car-park/ |
| 4 | Guardian | 23 | ## | 1 | 4 | yes | |
| | Knutsford and Wilmslow | 19/08/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23726133.new-bus-handforth-dean-wilmslow-rerouted-lacey-green/ |
| 4 | Guardian | 23 | ## | 3 | 0 | yes | |
| | Knutsford and Wilmslow | 19/08/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23724953.volunteers-celebrate-milestone-achievement-marie-curie/ |
| 4 | Guardian | 23 | ## | 7 | 0 | yes | |
| | Knutsford and Wilmslow | 19/08/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23724967.stellar-field-contests-david-horsey-junior-open-styal-golf-club/ |
| 4 | Guardian | 23 | ## | 7 | 0 | yes | https://www.manchesterworld.uk/news/manchester-airport-police-warn-holiday-makers-of-rogue-car-parks-to-avoid-damaged-or-stolen-vehicles-4258706 |
| | Manchester | 19/08/20 | #### | | | | |
| 4 | World | 23 | ## | 4 | 1 | yes | |

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|---|------------------------|----------|------|---|---|-----|--|---|
| | Knutsford and Wilmslow | 29/08/20 | #### | | | | | https://www.knutsfordguardian.co.uk/news/23750679.northern-re-records-mispronounced-cheshire-station-names/?ref=rss |
| 4 | Guardian | 23 | ## | 4 | 0 | yes | | |
| | | 29/08/20 | #### | | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/cheshire-man-become-oldest-take-27584974 |
| 4 | CheshireLive | 23 | ## | 7 | 0 | yes | | |
| | | 29/08/20 | #### | | | | | https://www.cheshire-live.co.uk/news/chester-cheshire-news/cheshires-destination-m56-services-plan-27593394 |
| 4 | CheshireLive | 23 | ## | 4 | 6 | yes | | |
| | | 29/08/20 | #### | | | | | https://www.bbc.co.uk/news/uk-england-merseyside-66620358?at_medium=RSS&at_campaign=KARANGA |
| 4 | BBC | 23 | ## | 4 | 0 | yes | | |
| | Knutsford and Wilmslow | 29/08/20 | #### | | | | | https://www.knutsfordguardian.co.uk/news/23745913.wilmslow-students-celebrate-gcse-success-kings-school/?ref=rss |
| 4 | Guardian | 23 | ## | 3 | 0 | yes | | |
| | Wilmslow.co.uk | 29/08/20 | #### | | | | | https://www.wilmslow.co.uk/news/article/23498/16m-upgrade-to-wilmslow-station-complete |
| 4 | uk | 23 | ## | 4 | 0 | yes | | |
| | Wilmslow.co.uk | 29/08/20 | #### | | | | | https://www.wilmslow.co.uk/news/article/23505/northern-re-records-handforth-station-name-announcement |
| 4 | uk | 23 | ## | 4 | 0 | yes | | |
| | Wilmslow.co.uk | 29/08/20 | #### | | | | | https://www.wilmslow.co.uk/news/article/23499/double-celebrations-for-chelsea-flowers |
| 4 | uk | 23 | ## | 7 | 0 | yes | | |
| | Wilmslow.co.uk | 29/08/20 | #### | | | | | https://www.wilmslow.co.uk/news/article/23504/wilmslow-and-alderley-edge-students-starred-in-a-stunning-gcse-results-day-at-the-kings-school |
| 4 | uk | 23 | ## | 3 | 0 | yes | | |
| | Wilmslow.co.uk | 29/08/20 | #### | | | | | https://www.wilmslow.co.uk/news/article/23501/sensational-gcse-results-for-alderley-edge-school-for-girls |
| 4 | uk | 23 | ## | 3 | 0 | yes | | |
| | alderleyedge.com | 29/08/20 | #### | | | | | https://www.alderleyedge.com/news/article/23502/double-celebrations-for-chelsea-flowers |
| 4 | om | 23 | ## | 7 | 0 | yes | | |
| | alderleyedge.com | 29/08/20 | #### | | | | | https://www.alderleyedge.com/news/article/23503/wilmslow-and-alderley-edge-students-starred-in-a-stunning-gcse-results-day-at-the-kings-school |
| 4 | om | 23 | ## | 3 | 0 | yes | | |
| | alderleyedge.com | 29/08/20 | #### | | | | | https://www.alderleyedge.com/news/article/23500/sensational-gcse-results-for-alderley-edge-school-for-girls |
| 4 | om | 23 | ## | 3 | 0 | yes | | |
| | Knutsford and Wilmslow | 29/08/20 | #### | | | | | https://www.knutsfordguardian.co.uk/news/23745913.wilmslow-students-celebrate-gcse-success-kings-school/ |
| 4 | Guardian | 23 | ## | 3 | 0 | yes | | |

| | | | | | | | | |
|---|------------------------|----------|------|---|---|-----|--|---|
| | Knutsford and Wilmslow | 29/08/20 | #### | | | | | https://www.knutsfordguardian.co.uk/news/23741599.new-boss-northern-trains-honoured-take-md/ |
| 4 | Guardian | 23 | ## | 4 | 6 | yes | | |
| | Knutsford and Wilmslow | 29/08/20 | #### | | | | | |
| 4 | Guardian | 23 | ## | 7 | 0 | yes | | https://www.knutsfordguardian.co.uk/news/23740590.cancer-survivor-climbs-spanish-three-peaks-78/ |
| | Knutsford and Wilmslow | 29/08/20 | #### | | | | | |
| 4 | Guardian | 23 | ## | 3 | 0 | yes | | https://www.knutsfordguardian.co.uk/news/23747712.alderley-edge-school-girls-celebrates-outstanding-gcse-results/ |
| | Knutsford and Wilmslow | 29/08/20 | #### | | | | | |
| 4 | Guardian | 23 | ## | 7 | 0 | yes | | https://www.knutsfordguardian.co.uk/sport/23740876.football-cricket-knutsford-egerton-toft-alderley-edge/ |
| | wilmslow.co.uk | 05/09/20 | #### | | | | | https://www.wilmslow.co.uk/news/article/23511/community-library-opening-on-colshaw-farm-estate |
| 4 | k | 23 | ## | 7 | 0 | yes | | |
| | Knutsford and Wilmslow | 05/09/20 | #### | | | | | |
| 4 | Guardian | 23 | ## | 7 | 4 | yes | | https://www.knutsfordguardian.co.uk/news/23762080.appeal-volunteers-help-care-styal-station/?ref=rss |
| | Knutsford and Wilmslow | 05/09/20 | #### | | | | | |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | | https://www.knutsfordguardian.co.uk/news/23761581.failing-produce-railcard-lands-passenger-500-court-bill/?ref=rss |
| | | 05/09/20 | #### | | | | | https://www.cheshire-live.co.uk/whats-on/music-nightlife-news/1975-play-manchester-new-dates-27633723 |
| 4 | CheshireLive | 23 | ## | 7 | 0 | yes | | |
| | wilmslow.co.uk | 05/09/20 | #### | | | | | https://www.wilmslow.co.uk/news/article/23514/consultation-launched-on-councils-housing-allocations-policy |
| 4 | k | 23 | ## | 5 | 8 | yes | | |
| | wilmslow.co.uk | 05/09/20 | #### | | | | | https://www.wilmslow.co.uk/news/article/23509/garden-waste-recycling-scheme-to-open-for-subscriptions |
| 4 | k | 23 | ## | 5 | 0 | yes | | https://www.wilmslow.co.uk/news/article/23506/get-ready-for-a-rugby-extravaganza-wilmslow-rugby-club-to-showcase-rugby-world-cup-2023 |
| | wilmslow.co.uk | 05/09/20 | #### | | | | | https://www.alderleyedge.com/news/article/23513/consultation-launched-on-councils-housing-allocations-policy |
| 4 | k | 23 | ## | 7 | 0 | yes | | |
| | alderleyedge.c | 05/09/20 | #### | | | | | https://www.alderleyedge.com/news/article/23510/garden-waste-recycling-scheme-to-open-for-subscriptions |
| 4 | om | 23 | ## | 5 | 8 | yes | | |
| | alderleyedge.c | 05/09/20 | #### | | | | | |
| 4 | om | 23 | ## | 5 | 0 | yes | | |

| | | | | | | | |
|---|----------------|----------|------|---|---|-----|---|
| | alderleyedge.c | 05/09/20 | #### | | | | https://www.alderleyedge.com/news/article/23507/get-ready-for-a-rugby-extravaganza-wilmslow-rugby-club-to-showcase-rugby-world-cup-2023 |
| 4 | om | 23 | ## | 7 | 0 | yes | |
| | Knutsford and | | | | | | |
| | Wilmslow | 05/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23761581.failing-produce-railcard-lands-passenger-500-court-bill/ |
| 4 | Guardian | 23 | ## | 4 | 1 | yes | |
| | Knutsford and | | | | | | |
| | Wilmslow | 05/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23760397.wilmslow-driver-without-insurance-avoids-ban-keep-job-home/ |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | |
| | Knutsford and | | | | | | |
| | Wilmslow | 05/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23757609.history-enthusiast-researches-past-name-new-care-home/ |
| 4 | Guardian | 23 | ## | 7 | 2 | yes | |
| | Knutsford and | | | | | | |
| | Wilmslow | 05/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/sport/23768636.cheshire-county-cricket-league-results-fixtures/ |
| 4 | Guardian | 23 | ## | 7 | 0 | yes | |
| | Knutsford and | | | | | | |
| | Wilmslow | 13/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23784399.wilmslow-man-1-000-indecent-images-children/?ref=rss |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | https://www.manchestereveningnews.co.uk/news/greater-manchester-news/burglar-broke-into-homes-and-27692273 |
| | | 13/09/20 | #### | | | | |
| 4 | MEN | 23 | ## | 1 | 0 | yes | |
| | Knutsford and | | | | | | |
| | Wilmslow | 13/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23776769.wilmslow-cancer-doctor-join-sir-mo-farah-great-north-run/?ref=rss |
| 4 | Guardian | 23 | ## | 7 | 0 | yes | https://www.mirror.co.uk/news/health/hollyoaks-saved-life-ive-saved-30866180 |
| | | 13/09/20 | #### | | | | |
| 4 | Mirror | 23 | ## | 2 | 1 | yes | https://www.wilmslow.co.uk/news/article/23526/local-mum-brings-award-winning-music-classes-to-the-north-west |
| | wilmslow.co.u | 13/09/20 | #### | | | | |
| 4 | k | 23 | ## | 7 | 0 | yes | https://www.wilmslow.co.uk/news/article/23529/man-jailed-following-burglaries-in-wilmslow |
| | wilmslow.co.u | 13/09/20 | #### | | | | |
| 4 | k | 23 | ## | 1 | 0 | yes | https://www.wilmslow.co.uk/news/article/23528/man-left-with-serious-injuries-after-being-hit-with-a-machete-and-robbed-in-alderley-edge |
| | wilmslow.co.u | 13/09/20 | #### | | | | |
| 4 | k | 23 | ## | 1 | 0 | yes | https://www.wilmslow.co.uk/news/article/23524/musicians-band-together-in-support-of-local-lad-with-cancer |
| | wilmslow.co.u | 13/09/20 | #### | | | | |
| 4 | k | 23 | ## | 7 | 2 | yes | |

| | | | | | | | |
|---|------------------------|----------|------|---|---|-----|---|
| | wilmslow.co.u | 13/09/20 | #### | | | | https://www.wilmslow.co.uk/news/article/23523/work-to-redevelop-eyesore-finally-set-to-commence |
| 4 | k | 23 | ## | 5 | 8 | yes | https://www.wilmslow.co.uk/news/article/23520/spray-kits-installed-in-cheshire-shops-to-help-deter-and-catch-thieves |
| | wilmslow.co.u | 13/09/20 | #### | | | | https://www.wilmslow.co.uk/news/article/23520/spray-kits-installed-in-cheshire-shops-to-help-deter-and-catch-thieves |
| 4 | k | 23 | ## | 1 | 7 | yes | https://www.alderleyedge.com/news/article/23515/local-mum-brings-award-winning-music-classes-to-the-north-west |
| | alderleyedge.c | 13/09/20 | #### | | | | https://www.alderleyedge.com/news/article/23515/local-mum-brings-award-winning-music-classes-to-the-north-west |
| 4 | om | 23 | ## | 7 | 0 | yes | https://www.alderleyedge.com/news/article/23530/man-jailed-following-burglaries-in-wilmslow |
| | alderleyedge.c | 13/09/20 | #### | | | | https://www.alderleyedge.com/news/article/23530/man-jailed-following-burglaries-in-wilmslow |
| 4 | om | 23 | ## | 1 | 0 | yes | https://www.alderleyedge.com/news/article/23527/man-left-with-serious-injuries-after-being-hit-with-a-machete-and-robbed-in-alderley-edge |
| | alderleyedge.c | 13/09/20 | #### | | | | https://www.alderleyedge.com/news/article/23527/man-left-with-serious-injuries-after-being-hit-with-a-machete-and-robbed-in-alderley-edge |
| 4 | om | 23 | ## | 1 | 0 | yes | https://www.alderleyedge.com/news/article/23522/work-to-redevelop-village-eyesore-finally-set-to-commence |
| | alderleyedge.c | 13/09/20 | #### | | | | https://www.alderleyedge.com/news/article/23522/work-to-redevelop-village-eyesore-finally-set-to-commence |
| 4 | om | 23 | ## | 8 | 8 | yes | https://www.alderleyedge.com/news/article/23521/spray-kits-installed-in-cheshire-shops-to-help-deter-and-catch-thieves |
| | alderleyedge.c | 13/09/20 | #### | | | | https://www.alderleyedge.com/news/article/23521/spray-kits-installed-in-cheshire-shops-to-help-deter-and-catch-thieves |
| 4 | om | 23 | ## | 1 | 7 | yes | https://www.alderleyedge.com/news/article/23521/spray-kits-installed-in-cheshire-shops-to-help-deter-and-catch-thieves |
| | Knutsford and Wilmslow | 13/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23781082.burglar-fraudster-jailed-chester-crown-court/ |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23781082.burglar-fraudster-jailed-chester-crown-court/ |
| | Knutsford and Wilmslow | 13/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23776871.brave-samuel-six-battling-brain-tumour-inspires-charity-concert/ |
| 4 | Guardian | 23 | ## | 7 | 2 | yes | https://www.knutsfordguardian.co.uk/news/23776871.brave-samuel-six-battling-brain-tumour-inspires-charity-concert/ |
| | Knutsford and Wilmslow | 13/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23777297.police-appeal-burglars-smash-wilmslow-house/ |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23777297.police-appeal-burglars-smash-wilmslow-house/ |
| | Knutsford and Wilmslow | 13/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23776511.police-offer-free-property-marking-kits-burglars-target-home/ |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23776511.police-offer-free-property-marking-kits-burglars-target-home/ |
| | Knutsford and Wilmslow | 13/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23782580.monkey-music-mum-brings-new-toddler-classes-alderley-edge/ |
| 4 | Guardian | 23 | ## | 7 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23782580.monkey-music-mum-brings-new-toddler-classes-alderley-edge/ |
| | Knutsford and Wilmslow | 13/09/20 | #### | | | | https://www.knutsfordguardian.co.uk/news/23780616.men-attacked-machete-robbed-alderley-edge/ |
| 4 | Guardian | 23 | ## | 1 | 0 | yes | https://www.knutsfordguardian.co.uk/news/23780616.men-attacked-machete-robbed-alderley-edge/ |

Appendix 7: Coder reliability

Red= disagreement with coder

| 1.UNITID | 2. Community searched | 3. Source | 4. date accessed | 5. date posted | 6. Primary CIN addressed | 7. Secondary CIN addressed | 8. Story is about target community? | Weblink |
|----------|-----------------------|--------------------------|------------------|----------------|--------------------------|----------------------------|-------------------------------------|---|
| 1 | 1 | IYA | 03/08/2023 | 30/07/2023 | 5 | 0 | no | https://www.inyourarea.co.uk/news/bring-a-t |
| 2 | 2 | IYA | 03/08/2023 | 01/08/2023 | 2 | 0 | no | https://www.inyourarea.co.uk/news/four-min |
| 3 | 2 | MEN | 03/08/2023 | 03/08/2023 | 7 | 0 | no | https://www.manchestereveningnews.co.uk/w |
| 4 | 3 | Messenger | 03/08/2023 | 03/08/2023 | 4 | 7 | yes | https://www.messengernewspapers.co.uk/new |
| 5 | 4 | IYA | 03/08/2023 | 02/08/2023 | 7 | 0 | no | https://www.inyourarea.co.uk/news/redrow-e |
| 6 | 4 | Wilmslow.co.uk Knutsford | 03/08/2023 | 01/08/2023 | 1 | 0 | yes | https://www.wilmslow.co.uk/news/article/234 |
| 7 | 4 | Guardian | 03/08/2023 | 01/08/2023 | 1 | 0 | yes | https://www.knutsfordguardian.co.uk/news/2 |
| 1 | 1 | MEN | 11/08/2023 | 11/08/2023 | 4 | 7 | no | https://www.manchestereveningnews.co.uk/w |
| 2 | 2 | MEN | 11/08/2023 | 10/08/2023 | 5 | 6 | yes | https://www.manchestereveningnews.co.uk/n |
| 3 | 2 | Manchester World | 11/08/2023 | 08/08/2023 | 2 | 0 | yes | https://www.manchesterworld.uk/your-manch |
| 4 | 3 | MEN | 11/08/2023 | 09/08/2023 | 0 | 0 | no | https://www.manchestereveningnews.co.uk/n |
| 5 | 4 | IYA | 11/08/2023 | 11/08/2023 | 0 | 0 | no | https://www.inyourarea.co.uk/news/how-to-c |
| 6 | 4 | Cheshire Live Knutsford | 11/08/2023 | 10/08/2023 | 1 | 0 | no | https://www.cheshire-live.co.uk/news/chester |
| 7 | 4 | Guardian | 11/08/2023 | 08/08/2023 | 1 | 0 | yes | https://www.alderleyedge.com/news/article/2 |
| 1 | 2 | MEN | 19/08/2023 | 19/08/2023 | 0 | 0 | yes | https://www.manchestereveningnews.co.uk/n |
| 2 | 3 | MEN | 19/08/2023 | 19/08/2023 | 7 | 0 | no | https://www.manchestereveningnews.co.uk/w |
| 3 | 3 | MEN | 19/08/2023 | 17/08/2023 | 4 | 7 | yes | https://www.manchestereveningnews.co.uk/n |
| 4 | 3 | Messenger | 19/08/2023 | 14/08/2023 | 7 | 8 | yes | https://www.messengernewspapers.co.uk/spo |
| 5 | 4 | Metro | 19/08/2023 | 17/08/2023 | 1 | 0 | yes | https://metro.co.uk/2023/08/17/three-arreste |
| 6 | 4 | Wilmslow.co.uk | 19/08/2023 | 18/08/2023 | 7 | 0 | yes | https://www.wilmslow.co.uk/news/article/234 |



| | | | | | | | |
|---|-----------------------|------------|------------|---|---|-----|---|
| 4 | Knutsford Guardian | 19/08/2023 | 15/08/2023 | 7 | 0 | yes | https://www.knutsfordguardian.co.uk/news/2 |
|---|-----------------------|------------|------------|---|---|-----|---|

Appendix 8: Content analysis coding instructions

Code a sample of the data highlighted in yellow.

Instructions for coder.

The data comprises stories concerning four communities accessed online over a constructed week – Monday of one week, Tuesday of another week etc. Some of the stories were accessed using the In Your Area site which publishes links from various online publications as well as stories written by the IYA team itself after submitting search terms for material relevant to local areas. Other stories were accessed from other online sites including independent/ hyperlocal community news sites. The stories were posted on the site with five days they were accessed.

For each story listed on the data spreadsheet - click on the weblink

Read through the story.

Check against the Critical Information Needs descriptors (see separate document) and record whether any of the CINs listed are addressed in the story by inserting the corresponding CIN number in column 6 labelled “Primary CIN addressed”. If another CIN is addressed, insert the CIN number in column 7 labelled “Secondary CIN addressed”. If no CINs are addressed in the story insert 0 in both columns

Check whether the story directly concerns the target community. If it focusses on the area insert YES in column 8. If it is a national story, does not mention the target community or primarily concerns another area, insert NO in column 8.

The descriptors for the target communities are as follows:

1. Wythenshawe: covering Baguley, Brooklands, Sharston, Woodhouse Park, Northenden, Newall Green, Benchill
2. North East Manchester: covering Collyhurst, Harpurhey, Moston
3. Altrincham: covering Altrincham, Hale, Hale Barns, Bowdon, Broadheath
4. Wilmslow: covering Wilmslow, Alderley Edge, Nether Alderley, Styal.

Appendix 9: Critical Information Needs Descriptors

| | |
|-------------|--|
| CIN1 | Info about emergency services and public safety Risks to the public, including dangerous weather; crime, fire and environmental hazard, public safety threats such as terrorism and threats to public order and safety. Access to local information on policing, fire service and public safety |
| CIN2 | Health and welfare information on local health and healthcare, including doctors and hospitals, public health information, information about the health service. Information about benefits, accessing benefits and changes in the system. |
| CIN3 | Education Info on the quality of schools in the area, exam results, league tables, after-school care and programs, information about adult education, including language courses, job training, and opportunities for higher education |
| CIN4 | Transport and travel info Bus, rail and Metro info including times , cost and plans for the service traffic and road conditions, including those related to weather and closures; access to public debate on transportation at all layers of the local lcommunity, including roads |
| CIN5 | Environment and planning Information on the local environment, including planning applications that may affect your area. New developments, housing , air and water quality. Environmental health hazards including flytipping. |
| CIN6 | Economic opportunities Job information, job offers, job training, apprenticeships infomation about small business opportunities including start up assistance. Information about major economic development plans. Closures and redundancies. |
| CIN7 | Civic information Info about nonprofit organizations and charities and their services, libraries and community information, local arts information eg. performances and exhibitions; sports and leisure organisations eg local football club; and religious organisations |
| CIN8 | Political information Info on local councillors, MPs . What the council is doing. What the Metro Mayor is doing. How your MP has voted in Parliament. Council and regional policies. Public meetings. Political party policies. Information on where and how to register to vote. Information relating to candidates in elections. |

Appendix 10: Interview schedule – news consumers

Introductions

Please indicate which age group you fall into?

18 - 30

31 – 44

45 – 60

60+

S2. Gender Male ___ Female

S3. What is the occupation of the main wage earner in your household?

What are the most important sources of news and information about your local area for you?.... why?

Which ones do you trust most?..... Why?

What kinds of information about Collyhurst and Harpurhey life is important for you to have?

As well as these kinds of information mentioned have you looked for information on any of these topics in the last six months? Which ones? [show card]

Local environment (air quality, flytipping etc)

Local Sport

Local travel updates or information

Local politics

Council services, for example, road maintenance, rubbish collections or benefits

Live local events such as theatre or music

Local crime or policing

None of the above

So which of these topics is MOST important to you as far as getting information about it is concerned?

How would you get information about that issue? [prompt: newspaper, website, social media, family and friends?]

What difficulties, if any, do you have in accessing news and information about your area? [How easy or difficult is it to access news and information online?]

What's local news like in Collyhurst, Harpurhey and Moston *[What local newspapers are there? Do you read a local newspaper? Which ones? What are they like?? What do you read in them? How well do they provide the sort of news and info we were talking about earlier*

What about on the internet? What local websites are there that provide news about Wythenshawe online or on social media? Do you get any local news online? Where from? What about the MEN? What about other sites? What's it like?]

[tick outlets mentioned]

Written news – Manchester Evening News (printed paper)

Written news – Manchester Weekly News (printed paper)

Written news – Manchester Meteor (printed magazine)

Other (specify) _____

Web - www.manchestereveningnews.co.uk (website or app)

Web – Manchester Meteor (website)

Web - Facebook/ social media

Web - Council website

Web - Facebook/ social media

Web – Blog Web -

Other (specify) _____

TV – BBC

TV – ITV

TV - Other TV (specify) _____

Radio –Radio Manchester

Other radio (specify) _____

None

[show card] Thinking about how Collyhurst, Moston and Harpurhey currently appears in news stories you might have come across in any newspapers, on the internet, on radio and on television, how strongly do you agree or disagree with these statements?

Strongly agree Slightly agree Neither agree nor disagree Slightly disagree Strongly disagree
Don't know

There is enough news coverage about Collyhurst, Moston and Harpurhey

In news stories about Collyhurst, Moston, Harpurhey, I feel like I'm getting the full story

The views of local people are represented in news stories about Collyhurst, Moston and Harpurhey

There is plenty of information in news stories about Collyhurst, Moston and Harpurhey

Collyhurst, Moston and Harpurhey is portrayed in a positive light in most news stories

I trust news stories about Collyhurst, Moston and Harpurhey

Collyhurst, Moston and Harpurhey is not in the news enough

[show card] Thinking about how the news you get helps you to live your life and participate in the community in Collyhurst, Moston or Harpurhey, how strongly do you agree or disagree with these statements?

I can get hold of enough information about my area

I can get hold of enough information about the candidates to enable me to make an informed choice of who to vote for in a council election

I can get hold of enough information about the candidates to enable me to make an informed choice of who to vote for in a General election

I know where to go to complain if I'm not happy about something that's happening in my local area

I can easily find out what my local politicians are doing

I am confident my voice will be heard if I have an opinion on issues in the town

I find it difficult to find out what's going on in my area

Something I've noticed some people talking about in the area is the Northern Gateway project, which is a plan for a big development near the area. I want to focus on that for a few minutes.

Can you tell me what you know about the project?

It's been reported as plans to create seven new neighbourhoods along the River Irk, stretching from Angel Meadows to Harpurhey.

How do you think this development might affect you?

Are aware of the views of people in the area about the development?

How did you first find out about it?

Are you satisfied with the information you've had? Why/why not?

Let's say you really felt strongly about this and you really wanted to DO something about it – make your voice heard in some way, in support or opposition – how would you do that?

[Prompt – have you signed the petition? Have you been on the Facebook group? Have you done anything else to have your say?]

Can you think of any other issues like this that have affected people in Collyhurst, Moston and Harpurhey in the same way now or in the past? What ones?

Where did you get information about them?

(Prompts: Where did you first find out about them? Did you see stuff in the papers? Which ones?)

Was it easier or harder to find out information or make your voice heard about stuff like this in the past?

Is it better these days, or worse, than it used to be? In what ways? Why?

If you could have the absolute best local news service you can imagine, what would it look like?



LIVERPOOL JOHN MOORES UNIVERSITY

Participant Information Sheet For News Consumers

LJMU's Research Ethics Committee Approval Reference: 18/LSS/001

YOU WILL BE GIVEN A COPY OF THIS INFORMATION SHEET

Title of Study: The effect of the decline of local newspapers on geographical communities, and the impact of new hyperlocal news publishers, exploring the extent to which social deprivation makes a difference to news coverage and the delivery of critical information needs in those communities.

School/Faculty: Liverpool Screen School / Faculty of Arts Professional and Social Studies

Researcher: PhD student David Toomer – d.toomer@ljmu.ac.uk **Director of Studies:** Rex Li r.y.li@ljmu.ac.uk

Before you decide whether to take part in this research study, it is important for you to understand why the study is being done and what participation will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part. Thank you for reading this.

1. What is the purpose of the study?

These interviews will attempt to establish how people obtain news and important information about the area they live in and the extent to which the newspapers and websites provide the information people need and whether deprivation in the neighbourhood where the participant lives makes a difference.

2. Why have I been invited to participate?

You are one of 10 people from **Altrincham** who have been invited to part in these interviews to investigate how people get their news and information in the most and least deprived areas of the UK. You have been selected because you live in one of the least deprived areas in the UK

The invitation to take part in the study is open to any adult living in the area, unless mental capacity prevents them from giving informed consent. The sample will comprise a broad age range including people over the age of 60. There are no other restrictions on the basis of gender, race, nationality, religion/belief or sexual orientation.

3. Do I have to take part?

No. It is up to you to decide whether or not to take part. If you do decide to take part you will be given this information sheet to keep and be asked to sign a consent

form. You can stop at any time by informing the researcher without giving a reason. You do not have to answer any questions you don't want to.

4. What will happen to me if I take part?

You will participate in a face-to-face or Zoom interview to allow the researcher to gain a fuller understanding of how people find out information about their area. The interview will last between 45 minutes and an hour and will be recorded. You can stop at any time and do not have to answer any question you don't want to.

You will be eligible to claim out of pocket expenses of up to £10, for travel upon the production of receipts.

5. Will I be recorded and how will the recorded media be used?

The audio and/or video recordings of your activities made during this study will be used only for analysis and for illustration in conference presentations and lectures. No other use will be made of them without your written permission, and no one outside the project will be allowed access to the original recordings.

Interviews will be recorded on Zoom and as soon as possible the recording will be transferred to secure storage and deleted from the recording device.

6. What are the possible disadvantages and risks of taking part?

There are no risks in participating in this research beyond those experienced in your everyday life.

7. What are the possible benefits of taking part?

Whilst there will be no direct benefits to you for taking part in the study, but it is hoped that this work will provide a greater understanding of communities and how they interact with information and the media in the digital age.

8. What will happen to the data provided and how will my taking part in this project be kept confidential?

The information you provide as part of the study is the **research study data**. Any research study data from which you can be identified (e.g. your name, date of birth, audio recording etc.), is known as **personal data**.

If necessary, personal data will be stored confidentially and securely at Liverpool John Moore's University as long as it is necessary to verify and defend the findings of research. The time period may be a number of years. Personal data will be accessible to the researcher and director of studies.

In the event of any publication or presentation resulting from the research your name will be changed and you will remain anonymous. **You will not be named in any publications resulting from this research.**

9. Limits to confidentiality

The Investigator will keep confidential anything they learn or observe related to illegal activity unless related to the abuse of children or vulnerable adults, money laundering or acts of terrorism.

10. What will happen to the results of the research project?

The results of the study will be published in a PhD thesis at Liverpool John Moore's University. Results may also be published in academic journals or monographs,

and communicated to the public through the medium of the project's blog and academic conference papers.

11. Who is organising and funding the study?

This study is organised and funded by Liverpool John Moores University.

12. Who has reviewed this study?

This study has been reviewed by, and received ethics clearance through, the Liverpool John Moores University Research Ethics Committee (Reference number: **18/LSS/001**).

13. What if something goes wrong?

If you have a concern about any aspect of this study, please contact the relevant investigator who will do their best to answer your query. The researcher should acknowledge your concern within 10 working days and give you an indication of how they intend to deal with it. If you wish to make a complaint, please contact the chair of the Liverpool John Moores University Research Ethics Committee (researchethics@ljmu.ac.uk) and your communication will be re-directed to an independent person as appropriate.

14. Data Protection Notice

The data controller for this study will be Liverpool John Moores University (LJMU). The LJMU Data Protection Office provides oversight of LJMU activities involving the processing of personal data, and can be contacted at secretariat@ljmu.ac.uk. This means that we are responsible for looking after your information and using it properly. LJMU's Data Protection Officer can also be contacted at secretariat@ljmu.ac.uk. The University will process your personal data for the purpose of research. Research is a task that we perform in the public interest.

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the research to be reliable and accurate. If you withdraw from the study, we will keep the information about you that we have already obtained.

You can find out more about how we use your information by contacting secretariat@ljmu.ac.uk.

If you are concerned about how your personal data is being processed, please contact LJMU in the first instance at secretariat@ljmu.ac.uk. If you remain unsatisfied, you may wish to contact the Information Commissioner's Office (ICO). Contact details, and details of data subject rights, are available on the ICO website at: <https://ico.org.uk/for-organisations/data-protection-reform/overview-of-the-gdpr/individuals-rights/>

15. Contact for further information

Please contact: David Toomer d.toomer@ljmu.ac.uk Tel: 0151 231 8050 or Guy Hodgson g.r.hdgson@ljmu.ac.uk Tel: 0151 231 3856. Liverpool John Moores University, Redmonds Building, Brownlow Hill, Liverpool L3 5UG

Thank you for reading this information sheet and for considering to take part in this study.



LIVERPOOL JOHN MOORES UNIVERSITY

GATEKEEPER INFORMATION SHEET

Title of Project: The effect of the decline of local newspapers on geographical communities, and the impact of new hyperlocal news publishers exploring the extent to which social deprivation makes a difference to news coverage and the delivery of critical information needs in those communities.

David Toomer – Liverpool Screen School

The following questions can be headings in your information sheet and beneath each you should add text that is relevant to your study:

- 1. What is the reason for this letter?**
I am asking for your help to reach people who can answer questions about what they think about news in their area and how they obtain news and information. I would like to interview these people who attend groups your organisation facilitates.
- 2. What is the purpose of the study/rationale for the project?**
These interviews will attempt to establish how people obtain news and important information about the area they live in and the extent to which the newspapers and websites provide the information people need and whether deprivation in the neighbourhood where the participant lives makes a difference.
- 3. What we are asking you to do?**
I would like you to help me to identify people aged between 18 and 60+ who would be suitable for interview and help to introduce me to them. I would like permission for me to distribute letters to users of your centre inviting them to take part in the interviews. I would also like permission to conduct the interviews on your premises if necessary. The interviews would be open to anyone irrespective of gender, race, nationality, religion/belief or sexual orientation. Interviewees must have the mental capacity to give informed consent.
- 4. Why do we need access to your facilities?**
Your organisation provides an excellent way to access people from this community to collect information about how local people in this area get news and information.
- 5. If you are willing to assist in the study what happens next?**
I will contact you via phone or email to arrange a convenient time to visit the groups your organisation facilitates and we will discuss how the interviews will be carried

out. You would help identify suitable potential interviewees. I would distribute letters inviting people to be interviewed and to talk to people who attend the groups about the possibility of participating in the interviews. I will then return to carry out the interviews at mutually convenient times on your premises.

6. How will we use the Information?

The information from the interviews will be published in a PhD thesis at Liverpool John Moore's University. Results may also be published in academic journals or monographs, and communicated to the public through the project's blog and academic conference papers. No-one taking part in the study will be identified unless explicit permission is given.

7. Will the name of my organisation taking part in the study be kept confidential?

The name of your organisation will remain confidential unless explicit written permission is given otherwise. Data will be stored confidentially and securely at Liverpool John Moore's University as long as it is necessary to verify and defend the findings of research. The time period may be a number of years. Personal data will be accessible to the researcher and director of studies.

In the event of any publication or presentation resulting from the research your name will be changed and you will remain anonymous. **You will not be named in any publications resulting from this research.**

- Sign and return the **Gatekeeper Consent Form** provided

Should you have any comments or questions regarding this research, you may contact the researcher: David Toomer

This study has received ethical approval from LJMU's Research Ethics Committee (Ref: 18/LSS/001)

Researcher: David Toomer - 07976 286096 0151 231 8050 d.toomer@ljmu.ac.uk

Academic Supervisor: Rex Li r.y.li@ljmu.ac.uk

If you have any concerns regarding your involvement in this research, please discuss these with the researcher in the first instance. If you wish to make a complaint, please contact researchethics@ljmu.ac.uk and your communication will be re-directed to an independent person as appropriate.

Appendix 13: Qualitative Interview Transcripts

Interview transcripts: News Consumers

NEM01

- 1 DT: I'm going to start off with some sort of general questions about news and stuff. What
2 are the most important sources of news information about your local area and a stressed
3 local area?
NEM01: Local area is Internet and TV for me. I watch the evening news regular on TV and I
have the Manchester Evening News app on the phone which I check daily, usually.
- 4 DT: And which ones do you trust most? Would you say?
5 NEM01: They all seem to coincide with each other. The ones that I know I watch, I don't
6 tend to watch a lot of BBC News. I think it's fabricated from a personal opinion, but I think
7 some of the Granada and ITV News is my main source of information.
- 8 DT: Okay. What kinds of information about this area? Collyhurst, Harpurhey Moston. What
9 kinds of information about life in the area is important for you to have would you say.
10 NEM01: Well, I've got three children. Well, five children, in fact. Two have left school and
11 three are still at school. So it's important in choosing which high school you go to. The
12 travel, you know, the areas they might pass through to school, then make sure they're safe
13 and sound. The bus services are running frequently. Travel disruption.
14 You know, if there's going to be a major road closed for three months to six months of
15 the year and you need to find alternative arrangements. So.
- 16 DT: Right. So you've given a good range of things, information that's important that
17 you're interested in. I'm going to show you this sheet, which may well some of which
18 may well fit in with what you've just said. Don't be afraid to say it again, especially if you
19 could just tick into case any of those could be any or none of them just. And again, so
20 these things overlap. But if you could have some a quick look at that and. So tick any of
21 those. It could be any or none of them.
- 22 DT: So you ticked quite a few of them. So when information about mergers in public
23 safety and education, transport and travel information, environment and planning, what's
24 going on in the local area in terms of planning applications, economic opportunities and
25 that so those are the ones that you've that you've chosen.
- 26 NEM01: The environment and planning. That's the ones in the last six months cos they're
27 building houses in the area where my children live
- 28 DT: And so which of these topics would you say is most important to you as far as getting
29 information about is concerned?
30 NEM01: The travel. Yes.
- 31 DT: Okay. And so how would you get information about this issue?
32 NEM01: I have the Metrolink app I have the bus time aps? I have the train time aps. I don't
33 drive you see. So me and my family, we use public transport quite often. I'll just have the
34 app on the phone and click on it and we're like, we're away. Internet.
- 35 DT: So would you use newspapers or social media?
36 NEM01: I have done in the past before the Internet was the way it was. I remember, you
37 know, when you got the leaflet for the bus times and you were checking, where are you
38 going? But no, not since Internet.
- 39 DT: Okay. And what difficulties, if any, do you have in accessing news and information
40 about your area?
41 NEM01: None whatsoever.
- 42 DT: So you have no problems accessing the Internets and stuff like that?

43 NEM01: I've got it on my phone you know. If I've struggled in the past if I've not been
 44 working we've got the library up the road we can come to the centre where we are today,
 45 so.

46 DT: Okay, great. And I'm not going to ask you about what you think of news in the local
 47 area. And we're talking about the very local area – Collyhurst, Harpurhey, Moston. What is
 48 news, local news like in the area and in terms of what local newspapers are there. Do you
 49 read a local newspaper? NEM01: No. Like I said, We have the Manchester Evening News.
 50 It's the only local newspaper I'm aware of now with, you know. Many years ago when I
 51 was young we had a paper called The Advertiser, we had the Express, which was just a
 52 paper dedicated for Moston. The Advertiser was a Harpurhey, Collyhurst, Moston
 53 newspaper. But they've all been scrapped now. And so now the main one for the local
 54 news is the Manchester Evening News or the TV Granada Reports.

55 DT: And what do you read in them all or what items do they get
 56 NEM01: It varies. There's crime to there's events in Heaton Park or there's disruption on
 57 on the motorways.. it does vary, what I'm interested in.

58 DT: and you use the Manchester evening news you say it's the app or the website. What
 59 about much more local news outlets? Are you aware of any.

60 NEM01: All the majority of local news is over social media. You know, we have Twitter
 61 there's Twitter pages, there's Facebook pages. I'm not but my partner's involved in. She
 62 has school Twitter and, you know, the events of the local Collyhurst Park. We have events
 63 Heaton Park with Smedley Fields and Smedley Park. We have information and leaflets
 64 posted through for them and...

65 DT: Okay. so thinking about how Collyhurst, Moston and Harpurhey currently appears in
 66 news stories and stories may have come across in newspapers, on the Internet, on radio,
 67 I'm going to give you some statements to have a look at. I'm going to ask you, it's one of
 68 these scales way you say whether you slightly agree, strongly agree. Neither green or
 69 disagree. Slightly disagree. Strongly disagree. So it's asking you about new stories in the
 70 area. So the first one is first one is there is enough news coverage about Collyhurst,
 71 Moston and Harpurhey. So the choices are strongly agree, slightly agree, neither agree
 72 nor disagree, slightly disagree strongly disagree to enough news coverage

73 NEM01: Yeah, Slightly agree. You know they could do a little bit more for the immediate
 74 area. We get a lot of news for, you know places as far out as Warrington and Altrincham
 75 and Alderley Edge. You know, we have a lot of news for things like that because obviously
 76 somebody drops a crisp packet in Alderley edge that the tabloids are all over it. When you
 77 walk on Queens Road and drops a crisp packet, no-one bats an eyelid. so we you know we
 78 do get a varied level of local media they, but they do tend to go for the crime for where
 79 we live. The crime is a highlight of the media which is a bad thing because, you know, it's
 80 such a great place where we live. There's crime everywhere but don't single us out for it.

81 DT: So the next one is in stories about the area I feel like I'm getting the full story so which
 82 of those choices .

83 NEM01: Yeah the majority of the time. The other times with them being such close knit
 84 areas. They don't give the full description of what's going on because obviously there's
 85 going to be retaliations from the neighbouring people, residents, whatever the scenario
 86 could be. So they do limit the information, what they give you in the media.

87 DT: So what which one of those would you go for that?

88 NEM01: I'll slightly disagree with getting the full story right.

89 DT: The views of local people are represented in news stories about the area.

90 NEM01: Yes. Strongly agree that the news stories represent the views of the people. You
 91 walk round Collyhurst alone at least five streets are named after boxers of recent eras, you

92 know, just from Collyhurst and Moston boxing clubs. So they do they do support the
 93 people and they do listen to the local people.
 94 DT: There is plenty of information in news stories about Collyhurst, Moston and
 95 Harpurhey.
 96 So there's enough information.
 97 NEM01: Again, it's depending upon the story. That's dependent on the story. So I wouldn't
 98 agree or disagree with that.
 99 DT: Right. Okay. Right. So the area is portrayed in a positive light in most news stories.
 100 NEM01: the majority of them. Yes. So what that means slightly agree with that.
 101 DT: I trust news. I trust news stories about the area.
 102 NEM01: Let's slightly agree with what like I said, you know, there's the reasons behind
 103 withholding information, so on.
 104 DT: The area is not in the news enough.
 105 NEM01: Yeah. Strongly agree. Strongly? Yeah, definitely. Like I say, you know, the majority
 106 of it is crime. We're told there's a flower show in Tatton Park. Where's our flowers gone?
 107 You've knocked them all down and built houses on them.
 108 DT: Here's another card here. Some of it you might think is overlapping with some of the
 109 things that I've talked about before. that I'll say about before, what about this one - I can
 110 get hold of enough information about my area.
 111 NEM01: Slightly disagree with that. Strongly. Okay. I was doing research only a couple of
 112 days ago regarding Queens Park, a local park. It was one of the first parks opened in
 113 Manchester . I knew that anyway. I knew a bit of the local history of the park. Before it was
 114 the park it is now. It was a land called Hendon House, Hendon Hall. And there was a
 115 family who lived there who weren't liked by the local people, so they got shot of them,
 116 knocked the house down and rebuilt it. You can't find much history about the Hendon
 117 House, the land it was and the way the park was when it was first opened. They used to
 118 have a lake in there. There's nothing on the internet you can't find anything about the
 119 history of area. So I think they could do more about the history of the local area, you
 120 know. We have the monument there of Ben Brierley. Ben Brierley was a Moston lad, but
 121 Ben Brierley has a monument in Harpurhey in Queen's Park. The pub was in Moston but
 122 why does Ben Brierley have a monument in Queen's Park? You can't find any information
 123 about why it's standing there. So it's just the local area.
 124 DT And I can get enough information about candidates to enable me to make an
 125 informed choice of who to vote for in a council election.
 126 NEM01: Yeah, I strongly agree. We have a meeting in in the Irish Centre so just up the
 127 road. They well advertise it. The MPs meet up there once a month.
 128 DT: in terms of how the news helps you to to get that information would you say there's
 129 enough information in the news.
 130 NEM01: The news advertise it well and again there's often these leaflets and flyers stuck
 131 around and posted through the door.
 132 DT: okay. And I can get hold of enough information about candidates to help me make an
 133 informed choice of whom to vote for in a general election.
 134 NEM01: No I don't agree with that . I don't believe any of the ones tell you the truth to be
 135 honest with you, I also know that they strongly disagree.
 136 DT: Okay. I know where to go to to complain if I'm not happy about something that's
 137 happening in my local area.
 138 NEM01: strongly agree. Strongly agree.
 139 DT: Or I can easily find out what my local politicians are doing.

140 NEM01: With regards to the local area. Yes. Yes. Strongly agree. They put them all down in
 141 the bullet points once a year. They post it through and come round in the car with the
 142 speakers on saying we're going to change this and we're going to change that.
 143 DT: Okay, and I'm confident my voice will be heard if I have an opinion on issues in the in
 144 the town in the area.
 145 NEM01: I strongly disagree with that. We had a running battle. Lived there for 18 years.
 146 We had a problem with parking. Not with residents parking. We have some shops at the
 147 bottom, some clothes shops and they have sales on regularly and when the sales are
 148 happening, my God, it's horrendous. It's horrendous. It's a single sided street - double
 149 parked all the way around. You can't get up the street. You have four cars coming up,
 150 three cars coming down. We've had a running battle with the council for years. They won't
 151 even put stripes down. They won't give us permit parking. They wouldn't give us gates on
 152 they entry where crime was bad. They gave it funding and then got half way through and
 153 the funding was cut back. So no, I strongly disagree with that.
 154 DT: And then finally on this bit, I find it difficult to find out what's going on in my area.
 155 NEM01: No, not at all. So. So you strongly disagree with that, that you find it?. Yeah, I
 156 strongly disagree. No, we don't find it difficult.
 157 DT: Right. So I think you may be referring to this earlier. Something I've noticed some
 158 people talking about in the area is what's called the Northern Gateway Project, which is a
 159 plan for a big development near the area. I just want to focus on that just a couple of
 160 minutes. can you tell me whether you're aware of the project and what you know about it
 161 NEM01: I've heard of it. I don't know what it entails, but I have heard of the Northern
 162 Gateway. But it's like Brexit. It's been on the TV that long that you just, you know, you
 163 don't listen anymore. I have heard of it but I don't know what it entails.
 164 DT: It's been reported as plans to create seven new neighbourhoods along the river,
 165 stretching from Angel Meadows to Harpurhey.
 166 NEM01: Yes, I know exactly what you're talking about. They've already started. They've
 167 built a school at the back of Manchester fort and all that's part of the project. They've
 168 knocked old Collyhurst Village down. I grew up Collyhurst village. They've all that down.
 169 They've flattened that. All the houses are gone now. I can see what's happening. It just
 170 needs happen a bit quicker.
 171 DT: How do you think the development might affect you?
 172 NEM01: It'll be grand. I can work closer to home for a change instead of travelling all over
 173 the country trying to find work. I've got to go to London to get a rate that the rest of the
 174 country are enjoying whereas if you work in Manchester you get eight, nine pound an
 175 hour short of them, than what you're being paid in London. Where still paying the same
 176 for milk and bread so what what's the difference?
 177 DT: Are you aware of the views of people in the area about the development?
 178 NEM01: Me personally. No, I'm not. I know that on the on the housing project that's going
 179 up where my children live the residents are really unhappy. The reason being is before
 180 there was houses there and they knocked them down maybe 20, 25 years ago and left it
 181 as a green grassed, open area. Little fence around it, there was no trouble and it was like a
 182 community play area for for the whole estate of where they lived and they've dug it up
 183 and built all this on it and they've not replaced any greenery. There's only so many people
 184 you fit on a swing.
 185 DT: And how did you- you say, you're aware of it - how did you first find out about it?
 186 NEM01: Through the media. Also, I work in construction as well, so probably word of
 187 mouth. You know, I've got a lot of inside information as to what projects are going to be
 188 started before they do. It would have been word of mouth the majority of the time. The

189 northern gateway I'd heard of all that in the media. But, there's a lot of projects that are
 190 going on all around, all around the country that've never been on the media, which I find
 191 out about as well. So on that particular instance, it would have been the media who heard
 192 about, first but in general it's word of mouth.

193 DT: which media?

194 NEM01: It will have been the local news. It will have been have been ITV and the
 195 Manchester Evening News.

196 DT: Great. Okay. And are you satisfied with the information that you had on it?

197 NEM01: To a degree. The, you know, the timescales, the start dates, the amount of local
 198 people that are going to employ. They sound good on paper. But they don't actually
 199 come to be truthful, once the project started. They've got their own men. And you know,
 200 before, you know, the place he built and "did you work on there? No, I couldn't get a job.
 201 I've been I've been travelling to London. I've been be going to Birmingham. Why are you
 202 not getting on there? Hands are tied. there's nothing you can do. So if they do put an
 203 investment into the local people - areas like Harurhey, Collyhurst, Moston. It'll work
 204 wonders. You know, we could have nice houses like the surrounding areas. We could, you
 205 know, we could have some regeneration work. We could cut our crime by putting gates
 206 on our alleyways. Why is it the nicer areas have these security features whereas the lower
 207 end of the scale where there are more unemployed people. You know, it's like there's a
 208 divide and no one's looking at it. They're just looking over it.

209 DT if you really felt strongly about the project and wanted to do something about it , so
 210 to support it or to campaign against it, How would you do that?

211 NEM01: I'd support it by getting work, you know, work in both favours. They'd be
 212 employing local people again. And also I'd be working locally to save money on fuel and
 213 van hire. You know, it would be a massive contribution to our environment, our economy.

214 DT: Right. So if there was a campaign to support you, would you be I if it was a campaign
 215 against it, you would speak in support of it.

216 NEM01: Yes I'd do the best I could to, you know, to obviously look after myself and my
 217 children's environment.

218 DT: And how would you do that? Would it be through a petition or joining a campaign
 219 group

220 NEM01: Again it would be a local action group that would I presume they would form or
 221 through the Irish Centre and with the MPs. They normally, they normally put erm a
 222 petition on, you know you can you go to sign this or you can come and stand there and
 223 say yes we want it or no we don't.

224 DT: Okay. And can you think of any other issues in the area as significant as that one, the
 225 Northern Gateway.

226 NEM01: Yes. A current issue for me, is housing situations. There isn't enough houses for
 227 the people who live in this area. Why are they knocking them down? They're knocking a
 228 hundred houses down and building 20. And the houses they're knocking down costing
 229 maybe 80 or £90 a week from the local authorities. They're knocking down and replacing
 230 of houses that are £250,000. So where are the people coming from who are filling these
 231 areas. They're coming from other areas – meaning there's still 80 families without houses.
 232 Where have they gone? What's happened to them. They wonder why they're going to
 233 private landlords and living in squalor two bedroom houses massively overcrowded
 234 because they can't afford to be on the property ladder. And again, the houses are
 235 knocked down. It's not just houses that are going. Eastwards Square. My sister had a shop
 236 on there about five years ago. It stood derelict for five years. The Lally Centre had an office
 237 there. It was based there. It stood empty for five years. It's an eyesore. They've got high

238 for the rise tower blocks. God, I lived in there with my dad when I was a young child, that
 239 was our first property before we got a house in Collyhurst Village. They moved everybody
 240 out. No, no, no. You got to knock them down we're going to regenerate. They didn't. They
 241 put stuff up on the outside and they sold them all for £200,000 each. Where is the 300
 242 people gone? What's happened to them. So housing is a big issue. Housing massive.
 243 Homelessness due to the housing. Homelessness in Manchester is rife at the moment.
 244 DT: And how do you get information about that sort of thing? How have you found out
 245 about, NEM01: again, social media off the news. And also I go into Manchester quite often
 246 I go around, I have quite a number of friends. So, you know, we do word of mouth media
 247 and also the news.
 248 DT: Do you think it was it's easier or harder to find out information about issues like that
 249 now than it was in the past?
 250 NEM01: Yes.
 251 DT: And what would you say that
 252 NEM01: It's the speed of the Internet. The speed of the Internet. 24 hour information, you
 253 know, before the library was open from ten till two. Now they've shut the library down.
 254 They've got a big library four or five miles away.
 255 DT: Just to clarify that, it was harder in the past to find that. It was harder to find
 256 information.
 257 NEM01: Yes.
 258 DT: So it's better now than it used to be.
 259 NEM01: Yes. Yeah.
 260 DT: This is the final question. If you could have the absolute best local news service for this
 261 area that you can imagine. What would you say it would look like? The best news service.
 262 NEM01: It would have to be an app. Someone would have to create an app. And again, as
 263 I mentioned before, we had the local newspapers, the Express and the Advertiser many
 264 years ago. And that was strictly information about local areas, local businesses, local
 265 people Not just bad stuff. It was good stuff that we go to for, you know, Britain in Bloom,
 266 and they give you local information that otherwise is irrelevant, you know.
 267 DT: So it would be like an internet version of the Advertiser.
 268 NEM01: Pretty much yeah. Yeah did. And it was free though. It was a free newspaper. You
 269 know, the other minute, several superstores all around you. You got the Advertiser and a
 270 few years before that you got people coming round and posted it through for free. Every
 271 Wednesday you got the Advertiser. You'd look through and you got the local jobs with
 272 local businesses. I think it was 20 pence to advertise whereas if you'd go to the
 273 Manchester Evening News you pay thousands of pounds for an advertisement.
 274 DT: so that's the sort of thing that you think should exist now is it.
 275 NEM01: Yeah. That would help. Well if you go, you know if you travel six miles up the
 276 road to Oldham, you all have the Oldham Chronicle, you have the Oldham Evening news.
 277 And you have they Oldham Times. Three local papers for one area. What we got. We've
 278 got the Manchester Evening News or we've got national newspapers. There's no local
 279 news. If I going to a local shop, there's a local shop I can buy the Irish Times, I can buy the
 280 Irish Herald. There's more newspapers about dogs and races than there is for local
 281 information for Manchester. It needs updating.
 282

NEM02

1 DT So I'm going to ask you just a few questions about local media. What would you say
2 are the most important sources of news and information about your local area for you? In
3 terms of how you get your news sources, local news.

4
5 NEM02 I just pick things up off neighbours Right. To be honest. And. And a lot of things I
6 don't hear about at all. Right.

7
8 DT Okay. And I'm going to see which ones do you trust most. And do you trust the
9 information that you get From your neighbours?

10
11 NEM02 Just so it's mainly word of mouth. And in terms of other sources of news, I:
12 sometimes I won't hear anything, at all

13
14 DT Right. Okay. Um, and what kinds of information about the area? Collyhurst, Moston,
15 Harpurhey, what kinds of information about, about life in your local area is important for
16 you to have, would you say?

17
18 NEM02 The biggest thing at the moment is policing, to be honest with you.
19 There are obviously I can't speak for areas that I don't live in, have a speak for the area
20 that I do live in. Is that in the last. I say up to three years. Things have just gone really
21 downhill ever since they started taking all the police away. People are just doing what they
22 want because no one's tell them not to. And it's no one feels safe anymore. No one feels
23 as if they can turn anywhere. No one feels they pick the phone up to the police. The police
24 don't even answer the phone anymore. And also if they do answer the phone it depends
25 what colour you are. and this is true, actually. It depends what colour you are. This
26 happened to me. It depends what colour you are. It depends how far you go up and down
27 the list. And that is wrong, right? Okay. And so lots of people don't feel any of any value
28 anymore.

29
30 DT Right. Okay. I'm going to show you the first sheet now. So. So it touches on the
31 previous question and some of these questions might overlap a little bit. Yes. But, you
32 know, feel free to just to repeat what you've already said or to elaborate on. So basically
33 so as well as what you just mentioned. Now, which of these. So these are. So this is
34 information that you've looked for in the last six months.. Are there any of those? So local
35 crime and policing, which you talked about earlier, council services, things like road
36 maintenance, rubbish collection, sex accountable and the local environment.

37
38 NEM02 Air quality stuff. Yes.

39
40 DT: So again, some of this touches on that as well and overlaps a little bit. So it's talking
41 about information that you have on any of these topics in the last six months. Which
42 ones? So information about emergency services and public safety. So that could include
43 the can include the police. And we talked about health and welfare. So information about
44 that can overlap on the first of all. Yeah.

45 Well, yeah. So health and welfare, things like things to do with your hospital, local doctor
46 services or the public health information stuff that education information about local
47 schools, the tables and results and adult education as well. So it doesn't just relate to
48 that's a transport and travel information. So things like bus and rail times, how the services

49 are running, whether they've been cancelled, general plans about transport in the area as
50 well. Environment planning we talked about before foresee probably take that because
51 you already mentioned that in the previous one.
52 Economic opportunities, things like job offers, training, apprenticeships and things to do
53 with small, small, small businesses and stuff like that.
54
55 NEM02 Yeah. DT Is this information that you've looked for?
56 Yes, I have.
57 DT So I'll tick that.
58
59 NEM02 You never hear anything like that. Ever, ever. Because even when you look for
60 this. It's really hard to find things like that in this area.
61
62 DT: Right. So things like so emergency services, you mentioned before there is the police
63 state, the welfare and health and welfare. So things like information about, you know,
64 definitely health services in the area and then civic information that's referring to things
65 like charities and non-profit organisations, libraries, community centres, sports and leisure
66 organisations like a local football club, you know, like a grassroots football club and
67 leisure organisations and stuff. If you look for information on anything
68
69 NEM02 I'm not really too sure about that one, and I don't really look at things like that to
70 be honest with you
71
72 DT : and political information to things about what your local councillors are doing. MP
73 And Mayor of Manchester just we have looked for information
74
75 NEM02: I have actually even recently and that's not too bad actually because because I did
76 actually have to speak to a local councillor and I did. That's, that's that's actually, that's
77 actually quite good in the area.
78
79 DT Okay. And. Right. Okay. Well, move on. That's good. Thanks for. That's very useful. Um.
80 Right.
81 So which of any of those topics is most important to you as far as getting information
82 about is concerned?
83
84 NEM02: the policing in the area and crime and the environment in the area.
85
86 DT: Right. So how do you get information about both these issues you mentioned
87 neighbours before and word of mouth
88
89 NEM02 But that's very hit and miss. Yeah. So it depends on the time of year as well. In the
90 summertime, like and yes, you meet people out about but in the winter time people
91 hibernate, and you don't see people very often. So it's just very, hit and miss.
92
93 DT: So do you get any of that information from newspapers or websites.
94
95 NEM02 Not really. No,
96
97 DT Social media. Do you use social media?

98

99 NEM02: Not really, no.

100 DT Right. Okay. And what difficulties, if any, do you have in accessing news and

101 information about your area?

102

103 NEM02 And. It's word of mouth picked things up. i don't

104

105 DT Around. Right. Okay. And how easy or difficult is it for you to access news online on

106 the Internet?

107

108 NEM02: I don't. I do, but I don't actually look at the news. I think that there could be lots

109 of things going on, but actually I wouldn't be aware of it.

110

111 DT Right. Okay. And what would you say local news is like in the area? We're talking about

112 things like newspapers, websites, social media

113

114 NEM02: crap. Bad

115

116 DT Right. Okay. And what local newspapers are you aware of?

117

118 NEM02 None I've never heard of any. There used to be one was delivered at the door. Not

119 for a long, long while. It stopped

120

121 DT :. Can you remember what that paper was?

122

123 NEM02 It's that long ago. I can't remember. It was a local paper.

124

125 DT Did you read it?

126

127 NEM02I did, actually. Yes, I did. Yes, I did. Yeah. Yes, I did. I'm sure it was before or in

128 around the time I moved. And I've lived in this address ten years. So. And I don't

129 remember seeing it since I moved, so it's gone a long while. I remember it was only like a

130 thin paper, but it gave, you local news and what was happening and what's happened. I

131 was like, Oh, really? I didn't know that. But I love the since that,.....

132

133 DT Um, what about the news you see, on the Internet? You said before you don't use the

134 Internet.

135

136 NEM02 : I do use it but I don't use it for news

137

138 DT What about other information that things like, um, council website and stuff like that.

139

140 NEM02Not really

141

142 DT That's good. I'm going to show you a couple more of these things with these

143 questions. What you have here is a couple of statements. And then and then you've got to

144 say whether you agree and how much you agree. So each one ranges from strongly agree,

145 then slightly agree. So I'll read the statements out and then you say how much you agree

146 or disagree with far away with each statement. Okay. And right. So thinking about how

147 Collyhurst, Moston, Harpurhey currently appears and news stories come across in
 148 newspapers, on the Internet, on radio and television. How strongly do you agree or
 149 disagree with these statements? There is enough news coverage about Connie Hurst,
 150 Moston and Harpurhey. Do you strongly agree between the two?
 151
 152 NEM02, neither agree or disagree.
 153
 154 DT Okay. Right. In news stories about the area, I feel I'm getting the full story.
 155
 156 NEM02 No. I would disagree strongly. DTThe views of local people are presented after the
 157 views of local people are represented in news stories about the area. Would you agree
 158 with that or disagree?
 159
 160 NEM02: Disagree.
 161
 162 DT slightly disagree or strongly disagree to think.
 163
 164 NEM02: Slightly .
 165
 166 DT There's plenty of information in news stories about the area.
 167
 168 NEM02 I Strongly disagree.
 169
 170 DT Okay. Collyhurst, Moston, Harpurhey portrayed in a positive light and most news still
 171 strongly disagree.
 172
 173 NEM02 Very strongly disagree. it's always portrayed in the most in the most negative
 174 terms. Always, always, always.
 175
 176 DT I trust stories about Collyhurst, Moston, Harpurhey
 177
 178 NEM02 A slightly disagree. That could be biased between that one and that one but I'll go
 179 for slightly
 180
 181 DT Right. Okay.
 182
 183 NEM02: a bit of a pendulum, that one.
 184
 185 DT: Collyhurst, Moston, Harpurhey is not in the news enough.
 186
 187 NEM02 I strongly agree.
 188
 189 DT: So thinking about how news helps you to live your life and participate in the
 190 community, how strongly do you agree or disagree with these statements?I can get hold
 191 of enough information about my area.
 192
 193 NEM02: Strongly disagree.
 194

195 DT I can get hold of enough information about candidates to help me make an informed
 196 choice of who to vote for in a council election.
 197
 198 NEM02 Strongly disagree. It's easy lost information about that. Yeah. Usually less
 199 information. But I see my friends a councillor.
 200
 201 DT Right. Oh I see. You know. Yeah. So, so. So you'd agree that there is enough
 202 information.
 203
 204 NEM02 Yeah, there is. Yeah. But it also it's on
 205
 206 DT So I think, I think get hold of enough information about candidates to enable me to
 207 make an informed choice to vote for in a general election.
 208
 209 NEM02 Yeah.
 210
 211 DT Okay. And I know where to go to, to complain if I'm not happy about something that's
 212 happened in my area. Do you agree with that?
 213
 214 NEM02 Yeah, I think so. Yeah, yeah, yeah. I strongly agree with that one. Yeah, yeah, yeah.
 215
 216 DT I can easily find out what my local politicians are doing. In that one.
 217
 218 NEM02 Yeah, yeah, yeah.
 219
 220 DT And I'm confident my voice will be heard if I have an opinion on issues in the town or
 221 in the area.
 222
 223 NEM02: I'd agree with that one as well
 224
 225 DT I find it difficult to find out what's going on in my area. Do you do you find it difficult
 226 to
 227
 228 NEM02: slightly disagree with that one? Right.
 229
 230 DT I'm going to ask you now about something I've noticed people talking about, and it's
 231 been reported in in some media affecting this area, and it's known as the Northern
 232 Gateway Project. And this is a plan for a big development near the area. I'm just going to
 233 focus on that for a minute. Is this something that you're aware of? And can you tell me
 234 anything about the project about this?
 235
 236 NEM02 Is it to do with bringing the city centre closer and kind of further out? Yes I've
 237 heard of it
 238
 239 DT: it's been reported that it's plans to create seven new neighbourhoods along the river
 240 Irk stretching from Angel Meadows. Angel Meadows to to Harpurhey.
 241
 242 NEM02: Angel Meadows, as I'm sure you know, it was actually one of the poorest
 243 slummiest parts of Manchester, there ever was It would break your heart, hearing stories

244 about that place. to kind of turn it on his head, to make it kind of kind of. I'm not saying
 245 that it should always be a slum, by the way, but to kind of to kind of make it kind of kind
 246 of some kind of. I was sort of. And to make money out of it I'm not saying places should
 247 stay the same forever. The world isn't like that. And places like this are kind of very down
 248 to earth, working class, kind of, you know, kind of places. But the way that those places
 249 are going to be. These people who live here won't be able to live here anymore because
 250 they will be part because the city centre. People, won't be from . It'll be bringing the city
 251 centre, further out pushing these people out, away.

252

253 DT Right. Okay. So my next question is going to be, how do you think the development
 254 might affect you and people in the area?

255

256 NEM02 Well, I think it'll piss people off. Yeah. Yeah. Then it's a bit like saying, but I'm
 257 saying it's way here. Now, piss off. You don't belong here anymore. Because developers
 258 are thinking we can make money on you now. On your bike, mate. How would you like it?
 259 You'd be like, I don't like that either so much. I wouldn't like it either. And I'm sure the
 260 people there's a lot of these people that live here. Been here for a long time and their
 261 families have been from here. So I just say would be really pissed off.

262

263 DT And are you aware personally of views of people in the area about but about the
 264 plans, about the development?

265

266 NEM02 Yes I've heard things from people

267

268 DT And how did you first find out about you say you've heard of it and obviously, you
 269 know you know, you know a bit about it. How did you find out about it?

270

271 NEM02 Because I'll tell you exactly. Because our food bank that is here, now - our old one
 272 is further down the road and we had to leave it because it's been developed for that
 273 reason the whole place has been bulldozed for development because the city centre was
 274 coming out for that reason. and those people that live in that area when it's developed, it
 275 won't be for them. It'll be for the city centre people. The people that aren't from here.

276

277 DT : And are you satisfied with the information you've had about the development that's
 278 come from.

279 •

280 NEM02I: No not really. No, no, no, no, no, no.

281

282 DT Right. So. And let's say you felt strongly about it. You want to do something about it.
 283 You've expressed some views about it. And and you want to make your voice heard. ,
 284 what would you do?

285

286 NEM02 what can people do?I mean, if if the people have plans and their plans are to
 287 make lots of moolah and they're like sod you mate. we're here to make money. What's the
 288 likes of us going to do . Nothing. They'll just squash it

289

290 DT : And can you think of any other issues that will affect the people of this area and
 291 issues not necessarily big developments and so forth, but any issues that's going to have
 292 an impact on the area that you've been made aware of / I: where will these people go?

293
 294 NEM02 I mean, when the city centre kind of moves from the city centre, look, Collyhurst
 295 Isn't that far from city centre? It's very short. So when these development starts. Where
 296 are these people going to go? Where are they going to go to? Especially the older
 297 generation and all that sort of.
 298
 299 DT So what about all the issues like , housing, the health service?
 300 NEM02: Well that's going to have a knock on affect all that's got a knock on effect on
 301 everything else they all have to have housing to go to. Where are they going to go to?
 302 they're also going to need to, you know, everything to go with us.it's a big question mark
 303 with everything to go with it. Yeah.
 304
 305 DT :And some of this I'm going to ask you know, you touched on earlier anyway, when
 306 you talked about the paper in Northeast Manchester and stuff that going up. But I'm
 307 going to ask you, was it easier or harder to find information, to find out information or to
 308 make your voice heard about things like this in the past? Was it easier or harder to find
 309 out about these in the past?
 310
 311 NEM02 Yeah. Yeah. Yeah. I mean, you mentioned before that there was a newspaper. It
 312 was a newspaper. Yes. It was like, you know, the way it was. Yeah.
 313
 314 DT So does that make it easier to find out about things like this?
 315
 316 NEM02 : Yeah. Yeah, I think so. In a way. Yeah. Yeah. Yeah. But the thing, I mean, I was. It
 317 has been everybody. But but but not much. I actually, read it Yeah, you know, it gave you
 318 kind of an.
 319
 320 Okay. And this is actually the paper was called the North Manchester.
 321
 322 I think. Don't quote me on this, with the paper and had it covered obviously Moston, New
 323 Moston must have had on us and there was there was actually.
 324 And they did an Oldham edition of it as well and you could get an Oldham edition of it
 325 And something else edition as well. They had it in the corner - different editions of it
 326
 327 DT This is my last question. I think it's a bit of a it's a bit of an odd question. if you could
 328 have the absolute best local news service for the area Collyhurst, Moston, Harpurhey, - the
 329 best news service, What would it look like and how would it be how it how would it be
 330 transmitted to you? What would it what would it look like?
 331
 332 NEM02 A newspaper and newspaper. A newspaper. A printed newspaper. Yeah, that's just.
 333 What? Yeah, because. Yeah. Yes. Right. Okay. That's it. I'd read it. Obviously I can't speak
 334 for everybody. Yeah. A least if they put a newspaper though your door You can't say that
 335 you didn't get it or that the news didn't get you. It's up to you whether you read it or not
 336 to get the news. That's up to you. But at least you can't say that it wasn't given to you. You
 337 know, on the front page it was about the local school or whatever. and someone said to
 338 you the week after-"Oh that was about the local school and last week's paper. Oh, I didn't
 339 know that- but it was in the paper And everyone got a paper in the door. But if you didn't
 340 read it. That's actually your fault. But at least you got it.

NEM03

1 So to start off with and I want to ask you, what are the most important sources of
2 news and information about your local area to you?

3
4 NEM03: Well, to me, is the clean up the
5
6 what are the most important sources?

7
8 In other words, where you get the information.
9

10 NEM03: Well, they go to meetings and that. Or if i don't go to the meetings I get it
11 off my neighbours.

12
13 Right. And so it's mainly word of mouth What about local media and what local?
14

15 NEM03: Well, I don't look at papers just look on teletext
16

17 Which Of the of the sources of the ways that you get information. Which do you trust
18 the most, would you say?

19
20 NEM03: Teletext really on TV.
21

22 Yeah, right. And what kinds of information about the area, about Collyhurst Harpurhey
23 and Moston . What kinds of information about life in the area is important for you to
24 have? What kinds of information have? But you mean what type of information is
25 important to you?

26
27 NEM03: To have good neighbours. And just to be quiet. Because I did have a bad
28 neighbour.

29 And I had about 15 years. Okay. n terms of what's going on in the area, generally
30
31 What sort of things are important to you?

32
33 NEM03: Well, just some things going, you know, especially for the kids. When they're
34 off school, so they can have something to do. instead of you know, moaning and that.
35 Which they do. But they only have it once a year. They have some sort of fair going
36 on n the park. But they could do more for them.
37

38 Right. Okay. And I'm going to show you. A sheet of paper. I'll go through with you.
39 And I want you to. To say which of these kinds of information have you looked for
40 in the last six months? So could be any of those. Could be all of them. Yeah, it
41 could be not. Not none of them. So it's asking you about information that you've
42 looked for. Yeah. So it could be anywhere. It could be through. It could be in the
43 newspapers. It could be on telly. It could be from your neighbours. Could be any.
44 Yeah. You got the information. Yeah. Which of these things have you look for.
45 Have you looked for anything about local environment, sport, travel updates,
46 information, local politics, council services? So things like the roads and rubbish
47 collection, that's one thing. Local events such as theatre or music.

48
49 NEM03: Local crime.
50
51 Right. Yeah. And. What else?
52
53 NEM03: Sport, local . I'm not into politics. Local travel updates
54
55 Okay, that's about it. Right?
56
57 NEM03: O Fly tipping
58
59 Yeah. So there's another one here and this and a lot of it overlaps with, with what
60 you've just said. Yeah, but it's just a different way of, of putting it across. And so
61 emergency service and public services. So that would cover crime. Yeah. And, and
62 other issues like that. So that you've looked for information about, like you said,
63 health and welfare information about the health service, about your hospital,
64 about your doctors, about accessing benefits and changes in the benefits systems
65 NEM03 No
66 DT: education. So things about schools, so things like the quality of local schools
67 in the area, exam results, adult education classes.
68 NEM03: Well , the school where my granddaughter's just finished. Hers wasn't too
69 bad. She got her results. She's passed everything. So her school would be very
70 good.
71
72 Right. So so you've been looking. Yes. It's just an example of where you've looked
73 for information about schools, about education. So transport and travel, you
74 mentioned bus updates And so that sort of includes the environment and
75 planning. You mentioned fly tipping. Yeah. So this also covers things like planning
76 applications. Yes. And stuff that things you new developments in the area risk of
77 fire so and so economic opportunities.
78 This refers to things like job vacancies and about apprenticeships training and
79 stuff like that.
80
81 NEM03: I look for jobs on the internet
82
83 and civic information talks about Refers to places like this you know charities.
84 Yeah. Arts organisations are local theatres and sport, local sport like, like the local
85 football, So you've already looked at the political information and things like what
86 your local councils are doing, the MPs are doing and people doing and stuff.
87
88 NEM03: oh no
89
90 Okay, right. Okay, that's great. Thanks for that. So let's move on from that
91 And the next thing that I want to ask you about is all of those other things that we'll
92 talk about. Which of the topics that are most important to you, would you think?
93
94 NEM03: Well, the most important ones is the fly tipping, right? That's right.
95 Because they can cause mice and rats. Especially they've thrown food out like to
96 do sometimes. Yeah, yeah, yeah. That's the most important one.

97
98 And how would you get information about issues like that?
99
100 NEM03: Well, it's just that when I'm out I see it myself . I see it themselves.
101
102 So in terms of what's being done about it, how do you get information about that?
103
104 NEM03:Well, I just go to the council? I just tell them.
105
106 And you go directly to the council.
107
108 NEM03: Yes
109
110 And what difficulties, if any, do you have accessing news and information about your
111 local area.
112
113 NEM03: None really. I get it on the teletext alright
114
115 And what about local information online? Do you use online?
116
117 NEM03: No I don't get news online. They only thing I do are my puzzles and...
118
119 okay, so this next question is about what local news organisations are like in the
120 area that that cover the Collyhurst Harpurhey and Moston area. What's local news
121 like this.
122
123 NEM03: Well on the Manchester news nothing really. They never put it up they
124 don't. What's happening in Collyhurst they do for Moston but not for round here
125
126 So you mentioned the Manchester Evening News where many of the local
127 newspapers
128
129 NEM03: No, cos I don't buy them
130
131 What about- have you ever come across things on, say, social media, Facebook?
132
133 NEM03: No,. I don't go on Facebook.
134
135 Or other things on the Internet?
136
137 NEM03: Well, if anything goes on, my son tells me because he goes on Facebook and
138 the internet. So he tells me. Right. So you have.
139
140 And and how much how much would you say you rely on your son?
141
142 NEM03: Oh a lot
143
144 Okay. Right. And what I'm going to do now is I'm going to show you a couple of
145 sheets that where there'll be a statement. And so then you have to say whether

146 you agree with that statement, you disagree with. And then so it's on a scale. So it
147 goes from strongly agree. Right through to strongly disagree in this. Neither
148 agree. No disagree in the middle. Okay. And then you've got slightly agree,
149 slightly disagree. Okay. So I'm going to go through each statement. Yeah. And
150 then you can of, you know, clear if it's if it's unclear or confusing Yeah. That's for
151 some people. And then, you know, just ask for clarification So basically the first
152 statement is that you agree or disagree with this. There is enough news coverage
153 about the area.

154
155 NEM03: No. Not in papers there isn't

156
157 So would you so you disagree, but would you slightly disagree or strongly disagree?

158
159 NEM03: Strongly disagree. Right.

160
161 In new stories about the area. I feel I'm getting the full story.

162
163 NEM03: Strongly disagree.

164
165 The views of local people are represented in news stories about the area. the views
166 of local people are represented yet and there was the given that given a full
167 picture yet.

168
169 NEM03: Yeah,. Strongly agree

170
171 All right. There's plenty of information in news stories about Collyhurst Harpurhey and
172 Moston I there plenty of information.

173
174 NEM03: Well, on the Internet, yes, there is, but not in the newspapers.

175
176 Right. Okay. I'll tell it. So strongly disagree. Collyhurst Harpurhey and Moston is
177 portrayed in a positive light in most news stories. and it is the area portrayed in
178 a good way?

179
180 NEM03:Well, no, not really. No say strongly disagree.

181
182 I trust news stories about the area. So in other words, you trust that they are true,
183 that the information is correct?

184
185 NEM03: No, I don't share that strongly. So Collyhurst Harpurhey and Moston it is
186 not in the news enough

187
188 NEM03: NO. So you'd agree with that? Yes.

189
190 Do you slightly agree or strongly agree?

191
192 NEM03: Strongly agree. Right. Okay.

193
194 And one of these and then a couple more questions.

195
196 So in terms of thinking about how the news you get helps you to live your life and
197 participate in the community. So in other words, how useful it is to you? How
198 strongly do you agree or disagree with these statements? I get enough
199 information about my area.
200 Do you think do you think you get enough information about your area?
201
202 NEM03: No. Not really Slightly disagree
203
204 Right? Yeah. It's great. It is a bit confusing. I can get hold of enough information about
205 candidates to enable me to make an informed choice of who to vote for in a council
206 election. Do you get enough information about your local council candidates? Oh,
207 yeah.
208
209 NEM03: Yeah. we get leaflets and that. Right. Strongly agree. Yeah. Through leaflets.
210 Yeah. Yeah.
211
212 I can get hold of enough information about the candidates to make me make an
213 informed choice for them to vote for in the general election.
214
215 NEM03: So. Yeah. the same thing.
216
217 And I know where to go to. To complain if I'm not happy with something that's
218 happening in my local area.
219
220 NEM03: Yeah, the council. Strongly agree. I can easily find out what my local
221 politicians are doing. NEM03 Strongly agree.
222
223 I'm confident my voice will be heard if I have an opinion on issues in the town. So if
224 you've got an opinion about something. Yeah, yeah, yeah. Do you think you can get
225 that?
226 NEM03: Yeah. Um,
227
228 I find it difficult to find out what's going on in my area. Do you find it difficult to find
229 out what's going on?
230
231 NEM03: Well, I would say. That was the middle one. Okay. Yeah, right.
232
233 That's great. Thanks for that. That's really useful. And moving on right now, first
234 thing as we were talking about an issue that impacts on Collyhurst particularly, but
235 also Harpurhey and Moston, and that it's a project big development known as the
236 Northern Gateway Project. And so it's a big development in the area of folks and
237 not just for a couple of minutes. Are you aware of of of the Northern Gateway
238 spending you've heard of?
239
240 NEM03: Yeah. Me and my daughter went to a meeting a couple of months ago and
241 they was talking about it . They were saying they were knocking some down in the
242 next couple of years. And then in the future, it will take about 10 to 15 years. to do it
243 all proper.

244
 245 DT: So it's something that you that you are aware. I mean, it's been reported plans
 246 to create seven new neighbourhoods along the river irk stretching from Angel
 247 Meadows to Harpurhey. Yeah. Yeah.
 248
 249 So. So how can you tell me how. How do you think this development might affect
 250 you?
 251
 252 NEM03: Well, it depends really, how long it will take to get near me. Right. I mean.
 253 I mean, it stays. It depends. But I don't think it's right that they should houses
 254 down that's only been up thirty years Right. Okay. And.
 255
 256 DT: Are you aware of the views of other people in the area about what they think
 257 about it.
 258
 259 NEM03: Yeah My daughter is next door but one? and she's angry about it.
 260
 261 How did you first find out about that?
 262
 263 NEM03: We got a leaflet through the door to say that there was a meeting. So we
 264 went to it
 265
 266 And were you satisfied with the information that you got that leaflet and the meeting?
 267
 268 NEM03: Yes. Yes. Do you feel you were given enough opportunity to
 269
 270 NEM03: Yes. They explained it proper from Northwards, what was going on. Well,
 271 they couldn't say how long it will take before it gets to us.
 272
 273 Yes. And let's say you felt quite strongly about it in that you mentioned your
 274 reservations about the project and the fact that that they're not going to close it
 275 down. Yeah. Have you felt very strongly those and, uh. And you really wanted to
 276 do something about it and make your voice heard. How would you do that?
 277
 278 NEM03: Well, I would just talk to them and say why you are doing
 279
 280 to the council? And can you think of any other issues like that? Not necessarily big
 281 developments, but any issues that it's going to have an impact on the local area
 282 that you're that you're really concerned about and the other big issues.
 283
 284 NEM03: We , just kids having nothing to do.They could more on the estate that's
 285 right.
 286
 287 Do you think it's easier or harder to find out information? and make your voice
 288 heard about these sorts of things now than it was in the past.
 289
 290 NEM03: Yeah I think its harder now that what it used to be
 291
 292 So it is. So in what ways is it?

293
 294 NEM03: finding out what is going on sometimes. Sometimes you can get it. But they
 295 don't tell you the truth sometimes.
 296
 297 And are you aware of in the past the existence of local newspapers that would help
 298 help you find that and said,
 299
 300 NEM03: I don't buy a new newspaper,
 301
 302 you've never received a free paper.
 303
 304 NEM03: I used too years ago. I mean, I never read them My husband used to but I
 305 didn't
 306
 307 This is the last question. You can have the absolute best local news service that
 308 you can imagine. What would it consist of?
 309
 310
 311 NEM03: Well, it would on the news bulletins. Northwest News, Every time you
 312 have Northwest news on its a always about Liverpool, right? And nowhere else in
 313 Manchester. It's mostly all Liverpool. So you know what's going on in Liverpool
 314 and they don't mention about Collyhurst Harpurhey and Moston
 315
 316 So it would be it would be as far as you're concerned, it would be a TV. A more Local
 317 TV. Local. TV.
 318 NEM03:Local. Yeah

NEM04

1 DT: so the first question I'm going to ask is, what are the most important ways in which
2 you get news?

3
4 NEM04: Word of mouth and friends. Like, I don't read the papers much. Sometimes I
5 watch the news, you pick up on the news and you pick up from some friends, you know,
6 and my sister-in-law because she's on the phone all the time. And she'll let me know
7 what's going on. So it's from other people. And I walk around a lot. I go for long walks.
8 Right. And known the history of the I've seen from rock bottom and built back up.
9 when it first started to being built. , so I seen the changes.

10
11 DT: So of the. Of the sources of news that you mentioned - friends. Word of mouth.
12 Television news from paper. Which ones do you trust most?

13
14 NEM04: Well, I go to have a look for myself. I do - go and have a look, be nosey. It's the
15 best way to learn. Word of mouth - looking around to confirm it.

16
17 DT: What kinds of information about life in Harpurhey is most important. Is important for
18 you to have. What types? What kinds of information?

19
20 NEM04: Knowing what's going on in the neighbourhood and listening.

21
22 DT: Okay. Is anything specific? Any types of information? I'll show some suggestions in a
23 minute. I'll show you this now.

24
25 NEM04: A clean environment.

26
27 DT: So there's some categories here which I'll read out here. So. So these are two types of
28 information. So it's asking you here, what kinds of information have you looked for? In the
29 last six months. Which of these topics? So there's local environment. Local sports, local
30 travel updates. local politics. So.

31
32 NEM04: Right. That one my brother gives me cos he works on the buses

33
34 DT: So it's local travel. Local travel. So what about the environment? Things like planning
35 applications, fly tipping and stuff?

36
37 NEM04: No. Cos they take no notice. When you complain, you get your windows smashed
38 and that's where you've got to be careful. .

39
40 DT: So what about local sports? Interested in local sports?

41
42 NEM04: I don't bother with it.

43
44 DT: What about local politics?

45 NEM04: I always put my foot in it. I say the wrong thing and it upsets them. I talk to the
46 councillors at election and I put my point across and they won't listen. They don't listen to
47 the people, councillors do not listen to the people. But it is something it is a type of

48 information that you're interested inwhen you try to explain to them what's
 49 going on they don't want to know.
 50
 51 DT: Okay. What about council services? Things like road maintenance . bin collections and
 52 stuff like that.
 53
 54 NEM04: No I don't bother with that
 55
 56 DT: Local events, theatre and music.
 57
 58 NEM04: They have posters like Harpurhey about that they have in the local area and I look
 59 at them. Have a read of them about local events.
 60
 61 DT: And what about information about crime and policing?
 62
 63 NEM04: You don't see a policeman around so much. We could do with more policing.
 64
 65 DT: That's an example of information that you're interested in?
 66
 67 NEM04: I am interested in policing. It might stop the messing about.
 68
 69 DT: Yeah. This one is similar to the previous one.. It overlaps a bit So these topics overlap
 70 a little bit. So you've got information about emergency services and public safety. So
 71 that's good. So that's something that you're interested in because you mentioned
 72 policing. Yes. Yeah. What about information about health and benefits? So things like your
 73 local doctors, your the hospitals.
 74
 75 NEM04: They're not too bad actually
 76
 77 DT: Is that an example of information that you think that you need and is useful to you?
 78
 79 NEM04: Crumpsall's always been there. If my nephew's ill I say take them to Crumpsall
 80 Children's ward like that... go. Okay. What about transport and travel? I'll ask my brothers.
 81 My brother got me a Metro pass And if I need anything about the buses I just ask him
 82 because he works on the buses. He works for Go. So I ask him if I need any information.
 83
 84 DT:: and environment and planning? So things like the local environment, planning
 85 applications,
 86
 87 NEM04: I've seen so many changes it makes no difference. One say they'll do one thing
 88 another will do another - you don't know where you are.
 89
 90 DT: Is it important to you?
 91
 92 NEM04: It's important to let us know what's going on. But they don't. Right. They never let
 93 us know.
 94
 95 DT: And what about what we call economic opportunities? These are things like job
 96 vacancies, job offers, training, apprenticeships and stuff like that.

97
 98 NEM04: I look on the computer for it. I've got to look on websites.
 99
 100 DT: So you see, this as information that you need.
 101 NEM04: I need to look at websites because the job centre says I've got to do it. I've been
 102 on courses to improve myself.
 103
 104 DT: Right. Okay. So this next one is called as under the title Civic Information. And what
 105 that is talking about is places like this, some non-profit organisations, charities, and so
 106 things that they're doing, what the local libraries doing, community centres.
 107
 108 NEM04: I learn about this through word of mouth.
 109
 110 DT: Right. That is that sort of information information that's important to you?
 111
 112 NEM04: It's important to know. If your struggling you can always pass on word of mouth
 113 to other people and let them know where to go. Help each other.
 114
 115 DT: And what about political information, things like what you councils are doing, MPs? Is
 116 that sort of information about what they're doing? Is that important to you?
 117
 118 NEM04: No, no. They say one thing to do another. So, you know, you know, that's
 119 something
 120 Yeah. Okay, that's fair enough. Really,
 121
 122 DT: What kind of information about the local area would you say is most important to
 123 you?
 124
 125 NEM04: Child safety. make sure they're safe. If you go to a park, make sure there's a kiddie
 126 section is safe for them. And safety for women if they're out. In Harpurhey sometimes it's
 127 horrendous at night
 128
 129 DT: So it's information about public safety.
 130
 131 NEM04: Yes, public safety is probably the most important. it's important for public safety.
 132 Yeah. More police should be on - patrols, checking
 133
 134 DT: Yeah. Right. And and how would you get information about these things?
 135
 136 NEM04: Go to the police station or go on websites. Sometimes they have information out
 137 about police and I find that information You can get it from libraries. I look around. I just
 138 look around to see if I can see it.
 139
 140 DT: Okay. And do you have any difficulties in terms of how you can access news and
 141 information?
 142
 143 NEM04: I do have difficulties.
 144
 145 DT: What are those difficulties?

146
147 NEM04: I don't know about computers. When I go to the library and ask them to help me
148 out. They say Oh, no, I can't do that. Some of them are arrogant in libraries. That one up
149 Harpurhey is arrogant. Some libraries are alright. Some say give me that and I'll help you.
150 But some just don't not want to know.
151
152 DT: When you are at the libraries Do you try to use computers?
153 NEM04: Yes, I try. But I'm always frightened of crashing them. I've done it before today.
154
155 DT: Right. Okay. And when you use the computers, what things do you look at?
156 Which websites do you look at to. To get information? Well, there's sports, news.
157
158 NEM04: I'm learning to do it now. I've been doing, of course, learning on the web and
159 slowly learning about computers. I found out by word of mouth and I've been on it and
160 it's been great. I've learnt better down there than I did at another place. because it's more
161 polite and pleasant.
162
163 DT: And which news websites do you to look at
164
165 NEM04: just look at BBC, and all that have a look round?
166
167 DT: Okay. Um. I'm going to ask some more questions. And the next one is about news in
168 the area. What would you say? Local news in Collyhurst and Harpurhey like, how good is it
169 or bad?
170
171 NEM04: I'd say it's in the middle. You don't get much information on posters. It's just like
172 the middle. They could do with more updates and the news listening to people. But they
173 don't.
174
175 DT: what local newspapers are you aware of?
176
177 NEM04: Manchester Evening News and the Metro. Okay. I'll try to get down to the metro
178 station and pick up a metro every day. because I can't afford the evening news.
179
180 DT: So you do read the local newspaper?
181
182 NEM04: Yeah, I read the Metro mostly and if the Evening News is for nought. I pick one
183 up. I'm a cheapskate
184
185 DT: what sort of things do you read in them .
186
187 NEM04: I just read the adverts and all that. I just have a good look through it. Right.
188 Sometimes I read the stories, If there's a good story in it I'll read it.
189
190 DT: And and how well do you think they provide you with the sort of news and
191 information we were talking about before for things like public safety?
192

193 NEM04: No - It's gone down to what it used to be. It used to be more listening to the
 194 people. Now, it is not the same as it used to be. It could do with getting back to what it
 195 used to be.
 196
 197 DT: And are you aware of newspapers that exist in the past that don't exist now?
 198
 199 NEM04: Yes. Yes. And I thought a few. Yeah, quite a few. I can't remember them. There
 200 have been one or two in the past.
 201
 202 DT: Right. Okay. And you said before that you go websites and stuff all in one and just last
 203 week let it go on the website.
 204
 205 DT: Do you have a computer at home?
 206 NEM04: I don't have internet access.
 207
 208 DT: So you use the library?
 209
 210 NEM04: Yes. down Church parade. I go there once a week.
 211
 212 DT: And I'm now going to show you or I'll go through with you and some of these sheets.
 213 And these are what I was talking about before, where I'll put a statement to you and you
 214 say whether or not you agree. Okay. So I'll read out each statement and then you say
 215 whether you agree or disagree and and the degrees of that are strongly agree. Right
 216 through to strongly disagree. So strongly agree slightly agree neither agree or disagree.
 217 So the first statements you need to say whether you agree or disagree with it is there is
 218 enough news coverage about Collyhurst, Moston, and Harpurhey
 219
 220 NEM04: at the moment. Neither they nor disagree.
 221
 222 DT: Right. And the next one in news stories about the area. Collyhurst, Moston, and
 223 Harpurhey I feel I'm getting the full story.
 224
 225 NEM04: You're not
 226
 227 DT: So you disagree with that?
 228
 229 NEM04: I Strongly disagree with that being honest?
 230
 231 DT: Okay. And so the views of local people are represented in news stories about the area.
 232 Do you think the views of local people are represented?
 233
 234 NEM04: Neither agree nor disagree.
 235
 236 DT: Right. Okay. There's plenty of information in new stories about Collyhurst, Moston,
 237 and Harpurhey. So do you find that in any news stories that you've come across?
 238
 239 NEM04: I heard about this plenty of information in those news stories.
 240
 241 NEM04: No.

242
 243 DT: Would you? So you disagree with that and disagree with that? It is. It's slightly more
 244 strongly. Slightly disagree with it.
 245
 246 NEM04: Slightly.
 247
 248 DT: Right. Okay. So the area, Collyhurst, Moston, and Harpurhey is portrayed in a positive
 249 light in most news stories.
 250
 251 NEM04: Neither agree nor disagree.
 252
 253 DT: Right. The next one is about trust. And it's I trust news stories about Collyhurst,
 254 Moston, and Harpurhey. In other words, you trust that they are accurate and
 255 NEM04: Neither agree nor disagree
 256
 257 DT: And so the final one of this sheets is Collyhurst, Moston, and Harpurhey not in the
 258 news enough.
 259
 260 NEM04: I agree with that. Slightly agree with that.
 261
 262 DT: Okay. Can you touch on these ones here? Can you say why you neither agree or
 263 disagree? Different opinions.
 264
 265 NEM04: I always think I might put my foot in the wrong place. Even when they put it in the
 266 news they don't tell you what's proper, what the people are saying. They sugarcoat it.
 267 Some of them.
 268
 269 DT: So this this one here, again, there's a number of statements here. And this is about
 270 how the news you get helps you to live your life and participate in the community. And
 271 so the first one is. I can get hold of enough information about my area. Do you feel that
 272 you can get hold of enough information.
 273
 274 NEM04: If I need to get hold of it I can get hold of it? Right. So you agree with that?
 275
 276 DT: You slightly agree or strongly agree?
 277
 278 NEM04: I slightly agree with that
 279
 280 DT: Okay. The next one, I can get hold of enough information about the candidates to
 281 enable me to make an informed choice of who to vote for in a council election. So do you
 282 get enough information about candidates running in a council election?
 283
 284 NEM04: No, neither agree or disagree with that. One said one thing and change their
 285 mind when they get elected.
 286
 287 DT: Okay. I can get hold of enough information about candidates to enable me to make
 288 an informed choice in a general election For your MP.
 289

290 NEM04: They felt good enough information to say one thing. Then they changed
 291 their mind. Right.
 292
 293 So you'd agree that there's not enough information?
 294
 295 NEM04: I strongly disagree. They don't listen to people.
 296
 297 and I know where to go to to complain if I'm not happy about something that's
 298 happening in my local area.
 299
 300 NEM04 If I agree with that, I do know where to go. You do? Yeah.
 301
 302 So would you slightly agree or strongly agree? I'll make that right.
 303
 304 NEM04: If I get stuck I can always find out
 305
 306 I can easily find out what my local politicians are doing.
 307
 308 NEM04 Slightly agree with that.
 309
 310 I'm confident that my voice will be heard if I have an opinion on issues in the area.
 311
 312 NEM04 No, I don't think it will be heard. Okay.
 313
 314 So do you. Slightly disagree with that. You slightly disagree or strongly slightly
 315 disagree with that. I find it difficult to find out what's going on in my area. Do you
 316 find it difficult to find out what?
 317
 318 NEM04 Sometimes. Right. Okay. Just slightly. Agree. Slightly. Okay. Been to
 319 election Talk to a candidate and say one thing that made him want to get elected.
 320
 321 .
 322
 323 I'm now going to talk about something which has been in the news and it's been
 324 reported in the news. I would focus on that just for a couple minutes and then find
 325 out what you know about it and what your views are on it and listen to the news
 326 and it's called the Northern Gateway Project. It's a big development.
 327
 328 NEM04: No I've not been listening to the news So you don't know anything about
 329 the Northern Gateway project. No
 330
 331 Okay.I'll just tell you what it is that might jog your memory. But, you know, if you
 332 don't if you haven't heard of it, then are probably fine. But to tell you what it is. It's
 333 been reported as plans to create seven new neighbourhoods along the river irk
 334 stretching from Angel Meadows to Harpurhey. it's been described as building a
 335 small town the size of Lancaster on the edge of the city .
 336
 337 NEM04 Spoiling the habitat. Wildlife habitat.
 338

339 Are you aware of it?
340
341 NEM04 That's the first I've heard about it. I think it'd be wrong. It'll spoil habitat of
342 the wildlife. where will this wildlife go . I think it's wrong. They should leave some
343 wildlife areas alone.
344
345 Yeah. So that's something that you think you would be opposed to.
346
347 NEM04 Yes
348
349 if you if you felt really strongly about it and you wanted to do something about it,
350 to object to it. What would you do to to oppose it?
351
352 NEM04 I don't know really. When you oppose it people call you all the things going.
353 They've been building downtown, these posh houses - they're not for us. skyscrapers,
354 down the hill at the bottom here The main road at the the bottom. I always call
355 them skyscrapers. They're monstrosities. They're spoiling the wildlife. Where does
356 the wildlife go. If you take away the parkl and Angel Meadow The urban foxes and
357 the wildlife. The complaining, the complain that the environment. They're making
358 too much.
359
360 Can you think if of other issues that maybe you have heard about that that may
361 have affected people in the area? Are there any other issues that you're concerned
362 about. It's different issues but the government don't want to know.
363
364 NEM04: When you try to explain it they just don't want to know. In the elections I was
365 talking about environment and I was put down, and I said you don't listen to the
366 people. I said, you'd be a better candidate if you listened to the people. And the one
367 I've spoken to is the Greenpeace people. I said, listen to the people. I said, You get
368 better backfeed. Others they don't want to know
369
370 So one of the things that you interested in is the environment.
371
372 NEM04: Wildlife? Yeah, wildlife.
373
374 So where do you get information about these things?
375
376 NEM04 You just pick it up. Where I'm travelling you see bulletin boards and all
377 that. The amount or people talk about it you can't help but hear them when you're
378 on Metro and transport When I talk to a councillor I always put my foot in it. They
379 don't like me. You have strong views . You should keep shhh. I said no. We've got
380 a right to talk.
381
382 Okay. So in terms of finding out about these things, like this . Word of mouth
383
384 NEM04 Now I'm learning to use the web and pick up issues24:07
385 Do you think it's harder or easier to find out information about these things,
386

387 NEM04 It's in the middle really. Cos you can find it, if you know where to look. It's
 388 harder to know where to look. you don't get information to tell you where to look for
 389 it.
 390 Unless word of mouth to people telling you, where to go and find out. The
 391 government don't give you information where to look or voice your opinions.
 392
 393 This is the last question. It's about. Uh, your ideal type of media. News organisation. If
 394 you could have the absolute best local news service for Collyhurst, Moston, and
 395 Harpurhey What would it look like?
 396
 397 NEM04: A paper that listens to the people.
 398
 399 So it would be a newspaper. or a website to listen to the people.
 400
 401 NEM04 Listen to the views. Right. And take on board what they've got to say. And
 402 think of the people safety . Where there's a safe place for people to go. Children
 403 to go and play. If you take away the parks And they but they don't think about
 404 safety for children or elderly.
 405
 406 So it would be a newspaper or website.
 407
 408 NEM04 both, really. I think both would be better. or a newsletter You used to get
 409 a Harpurhey magazine. Used be a paper... what was it called? It was like a free
 410 paper. The Guardian, and it would tell you about the people around And now they
 411 just don't want to bother.
 412
 413 Right. So you think that, um, that something should come back?
 414
 415 NEM04Yeah, it should come back

NEM05

So I'm just asking you a few questions. So the first one is to do with how you get your news and information. What would you say are the most important sources of news and information? So so in other words, the most important ways in which you get news and information about your local area and why are they important to you?

1 NEM05: You mean how I get my news? Yeah, well, mostly I get, like, through word
2 of mouth, like, maybe from a friend. That's how I get information passed on to me.
3 Oh, maybe from the school. Somebody I know in my daughter's school, which is
4 local school around and they might have some information and you know, by, you
5 know, waiting for you to pick up your kids. Yeah, no, woman, man, they stand up
6 and have a chat. And that's how you get news really. Other than that you don't
7 really get any news anywhere.

8

9 Okay. Um, and do you find that, um, that you trust when you say that you trust those
10 sources of information?

11

12 NEM05 Oh, some of it. Some of it. You know, sometimes people spread things
13 that are not always true. So some of it that trust. Okay.

14

15 And does any that information come from social media on from news organisations.

16

17 NEM05: I wouldn't think it come from news organisation, but I think maybe they
18 get some of it from social media. Yeah, social media is a big thing now and
19 everybody get information and social media and I suppose. I suppose so. But for
20 me personally that's not where I always get information, but some of it I get on
21 there.

22

23 Right. Okay. Um, what kinds of information about the area, about Harpurhey,
24 Collyhurst and Moston about life in the area is important for you to have what
25 kinds of information is important to you.

26

27 NEM05: Well, it's been said that this these areas are deprived areas, you know, not
28 much happens. Not much is done. You know. For me, I think they can do better in
29 terms of there's too much waste on the road if you just even in Collyhurst if you
30 walk through the trucks and the streets, the garbage is you know, it's just a dump.

31

32 So what information what types of information and news about the area would help?

33

34 NEM05 I mean, in terms of they put out flyers on the you know, they said, okay,
35 they have an A group and maybe they can put flyers for people to say. On
36 Monday, Tuesday, Wednesday, volunteers to come about and we're doing a clean
37 in Collyhurst or maybe put up a sign. in the local pharmacy, the pharmacies don't
38 normally put things or maybe those corner shops. I think it helps. Okay. all visit
39 their local corners shop

40

41 NEM05 That's right. Yeah.

42

43 So you see information about the environment, about things like rubbish and
44 stuff, but it's information that's important to you. Okay. I'm going to show you one

45 of these sheets now and it's got categories of information. This is first couple of
46 sheets I'm going to show you. They overlap a little bit. So you might think, well,
47 I've already answered that, but with the second sheets, it goes in a bit more detail.
48 Okay. Okay. And so, uh, you can indicate as many or as few as you want on this
49 sheet. So basically so the question is as well as what, what you just told me and,
50 uh. Have you looked for yourself, look for information on any of these topics. in
51 the last six months. So if we look for information about and this could be
52 anywhere, could be through word of mouth on signs or could be on on the
53 InternetI

54

55 NEM05 I've looked for information on fly tipping. There's been a serious problem
56 with that. So the local environment will say and for my kids, there's nothing like
57 sports, nothing. Nothing's happening. Even the parks are, you know, needs fixing a
58 lot. So in terms of local sport, I do look around. I haven't seen anything or heard
59 anything, so. Right.

60

61 Local travel update or information?

62

63 NEM05 Not really. Local politics no.

64

65 Council services, maintenance, rubbish collections, all benefits.

66

67 NEM05 yeah. Have taken up on getting information about that side.

68

69 Okay. Live local events such as a musical.

70

71 NEM05 Well they they've done in our street in the pub. They've done Shameless I
72 think right up there so they will notify that you know when they're doing stuff they
73 block off the road. Right. I would say so, yes. So it's things like that. So. It's okay
74 though.

75

76 So things like local theatre, music events or cultural events, that's what you do look
77 for.

78

79 NEM05 I look for it. I've never seen anything

80

81 What about information about crime and policing? Is that something that you look for
82 that you interested in?

83

84 NEM05 Yeah. Hmm. Okay. True crime to police and referrals. Yeah. Had a few
85 break ins in the area things in the evidence around that. Yeah, well, this as I say,
86 this next one, some of the categories here overlap a little bit.

87

88 Okay. With some of things that you've just been talking about. So let's see. Tell
89 you some more crime. This is first category. Here is information about emergency
90 services and public safety. So crime's included in that. Okay. About policing and
91 stuff like that. So yeah, it's a lot one. But there's also also include in that things like
92 the fire service hazzards public safety. issues to do with public safety. Okay. So
93 what about information concerning health and welfare? So this includes things like

94 information about your local doctors, your hospital health information benefits as
 95 well, because it's about when I go to my local GP, there's a lot of flyers on there
 96 and look around and.
 97
 98 NEM05 Yeah. Right. So I get some information concerning health and welfare and
 99 what's around
 100
 101 Okay. Um, and do you actively look out for information about schools, about
 102 education,
 103 about things like exam results, league tables, quality of schools and stuff like that?
 104
 105 NEM05 No, you don't get information about quality of schools and you just have to.
 106 I normally ask around. Yeah. I would want to know would it. It would be good if
 107 there would be some way you can look and see, okay, this school has this rating.
 108 Not just those ones that says on them it has OFSTED his report? No, I mean that
 109 and say this is a quality school until you get there. People are saying this school is
 110 not good and you know. So it would be good to have something like that. Yeah.
 111 Like because I would look into something like that because I'm a mum. So, you
 112 know, you have kids. You want the best for them. Yeah.
 113
 114 Okay. And the next one is transport and travel information. So it's information about
 115 so bus times, rail times and cost.
 116
 117 NEM05 Yeah, I use them a lot. Right.
 118
 119 Environment and planning. Well, you mentioned fly tipping near your flat. So it also
 120 includes things like planning applications and information about developments in the
 121 area.
 122
 123 NEM05 And yeah, what the council are planning is different. But it would be good
 124 if the council of you know and I think they're doing things they can send a flyer in
 125 the post or put something because not everybody talks to everybody to know
 126 what's going on. Yeah. You know, get a leaflet of what was happening and at least
 127 you can have a conscious choice to choose.
 128
 129 And, and the next one is economic opportunities. So that's referring to
 130 information about jobs in the area vacancies, job training, apprenticeships,
 131 information about setting up a business. is that that sort of information that that
 132 you look for, that you have looked for in the last six months,
 133
 134 NEM05 I haven't to be honest.
 135
 136 Right. And civic information covers things like, well, sports organisations and, you
 137 know, local football clubs and stuff. Yeah. You know, for your kids and also I think
 138 covers libraries, covers charities, organisations like this. is this sort of information
 139 that that that you've looked for.
 140
 141 NEM05 Yeah. i have.
 142

143 And then political information is things like information about your local councillors
 144 and your MP.

145

146 NEM05 I have got information about my MP in the days to go to see him? You can
 147 go in to see him and you know where I can get information from.

148

149 Yeah, yeah. Okay. All right, okay. All right, all right. We'll move on. That's. That's
 150 good. That's useful. Thank you. And right. So all of those things that you've just
 151 been looking at, we've been talking about which of these topics is most important
 152 to you as far as getting information about is concerned what you think is most
 153 important to you?

154

155 NEM05 Um. Education for things put in place for kids around in the local
 156 community like sports, local sports. And it would be good to have something that
 157 the kids it had nothing going on here for the whole summer. So it would be good
 158 to have something going on that kids could get involved in. Flytipping is a big
 159 concern in this area as well as inside and in terms of getting the neighbourhood to
 160 come together to to clean up the rubbish because this is deplorable.

161

162 Right. Okay. And, and how would you get information about those issues to do
 163 with things like education, to get information.

164

165 NEM05: Yeah. And only go and check online and see if anything's happening. I
 166 normally don't see it, so I don't know where else to look. Okay. This enables us to ,
 167 I heard this going on and it is really because school is closed. So you're not going
 168 to see them until school. And you see people because people go away for
 169 holidays, go back, you know, and when you go online, what websites do you. I
 170 don't go to any specific website. What I do when I go online, I go to Google, ? I
 171 type in the area where I live and what's happening in that area, in that community
 172 and see what pops up and sometimes not much.

173 Yeah, I was going to say, what do you find? You get information that satisfies, you

174

175 NEM05: NO

176

177 Right. Okay. And so what difficulties would you say then, sort of following on from
 178 that?

179 What difficulties do you have in terms of accessing information like that?

180

181 NEM05: Nothing's really set up, to be honest. So I couldn't see how I couldn't
 182 have access and difficult access. I couldn't have access, difficulty to find something
 183 that is not there. Right. If I look for it and it's there I can say say, oh, maybe I did it
 184 wrong or whatever, but if something is not there, even if you look for it, they never
 185 got to find it .

186

187 So there's no problems in terms of things like accessing the Internet itself, in terms of,
 188 yeah, getting wi fi, you know, lots of things.

189

190 NEM05: That's not a problem. It's the fact that it's not there to find.

191

192 And I'm going to ask you about local news in the area. And what would you say
 193 local news is like in Harpurhey and Collyhurst and Moston? When I say local news
 194 like. I'm talking about local newspapers. Are you aware of local newspapers in the
 195 area, local news websites and stuff.
 196
 197 NEM05: Well, I haven't seen any. I mean, I don't know if they exist. And it's that
 198 again. I haven't seen any. I mean, I'm always, you know, on the Internet and I
 199 haven't seen them in terms of papers. I've been here for a while and haven't seen
 200 the papers. only if you get in Metro and something happens, maybe in your area
 201 they might print. It has to be like something on a wide scale. Yeah. Maybe a
 202 shooting or something. Just say. And then maybe you would see that in the metro,
 203 which is, you know, the ones you get on the bus. But other than that..
 204
 205 What about the Manchester Evening News?
 206
 207 NEM05: Manchester Evening News. I pick it up and don't see much.
 208
 209 Yeah. So you're obviously you're aware of the paper?
 210
 211 NEM05: I'm aware of the paper, but there's not much news on the news about this
 212 area.
 213 And it's just like a generalised thing. It's not about a specific place, right? A
 214 specific community sort of thing, you know what I mean? Yeah. And you wouldn't
 215 see something like, Oh, this is happening in Collyhurst or this has happened in
 216 Harpurhey this has happened in Moston or where I'm coming from. you wouldn't
 217 see something like that. R
 218
 219 I'm going to show you some sheets about news, but a number of statements, as I
 220 said earlier, and sort of I'm asking you to say whether you agree with these
 221 statements and how strongly you agree or disagree with the statements and some
 222 of the same ones So the first one is. And thinking about how Harpurhey,
 223 Collyhurst and Moston currently appears in news stories that you may have come
 224 across in any newspaper or may not have come across. And how how strongly do
 225 you agree or disagree with these statements? The first one, the statement is there
 226 is enough news coverage about colleges moston and harpurhey.
 227
 228 NEM05: Strongly disagree and news stories about the area.
 229
 230 I feel like I'm getting the full story.
 231
 232 NEM05: Strongly disagree with
 233
 234 the views of local people are represented in news stories about Harpurhey, Collyhurst
 235 and Moston
 236
 237 NEM05: agree
 238
 239 strongly or slightly.
 240

241 NEM05: Slightly
242
243 And there is plenty of information in in news stories about Harpurhey, Collyhurst and
244 Moston
245
246 NEM05: No strongly disagree
247
248 The area is portrayed in a positive light in most news stories.
249
250 NEM05: trongly disagree. Okay.
251
252 I trust news stories about Harpurhey, Collyhurst and Moston. In other words, that you
253 trust them to be accurate and.
254
255 NEM05: Slightly agree. If there's anything anything in that would be accurate.
256
257 Right. Harpurhey, Collyhurst and Moston is not in the news enough
258
259 NEM05: strongly agree
260
261 Okay. So then we've got this one, which is thinking about how the news you get
262 helps you to live your life and participate in the community. So something about
263 news and information and how it helps you do things that you want to do and
264 participate in the community. So I strongly do agree or disagree with these
265 statements and I can get a hold of enough information about my area.
266
267 NEM05: I can't get enough information Yes. Strongly, strongly disagree. Okay.
268
269 I can get enough information about the candidates to help me make an informed
270 choice of who to vote for in a council election. That's for the city council.
271
272 NEM05: Slightly agree.
273
274 Okay. I can get hold of enough information about the candidates to enable me to
275 make an informed choice of who to vote for in a general election.
276
277 NEM05: And slightly agree
278
279 I know where to go to to complain if I'm not happy about something that's happening
280 in my local area.
281
282 NEM05: So I say this. I disagree with slightly disagree
283
284 I can easily find out what my local politicians are doing.
285
286 NEM05: I can't easily find out. Strongly, disagree
287
288 All right. I'm confident my voice will be heard if I have an opinion on issues in the
289 town, in the area.

290
 291 NEM05: Slightly disagree.
 292
 293 And then I find it difficult to find out what's going on in my area.
 294
 295 NEM05: Strongly agree
 296
 297 Right. That's great. Okay. So moving on, I'm now going to talk about something
 298 which is which has been reported in the news in the last six months, on and off.
 299 And it's concerning a project, Northern Gateway, the Northern Gateway Project.
 300 And this is a plan for a big development near the area. Just want to focus on that.
 301 Is this something that you're aware of?
 302
 303 NEM05: And is it to do with moving the people out of Collyhurst?
 304
 305 Right. It may involve that.
 306
 307 NEM05: Yeah, I've heard it. Right. I've heard it from the Sure Start They have some
 308 people like mentors. You know, and give information if you have kids Support?
 309 Yeah. And that's how I heard of it.
 310
 311 Yeah. It's been reported is plans to create seven new neighbourhoods along the
 312 river Irk stretching from Angel Meadows to Harpurhey And it's also been reported,
 313 as I think the latest one in the Manchester Evening news website was that it's a it's
 314 like building a town the size of Lancaster on the edge of Collyhurst and and
 315 Manchester. That's something that you that you've heard about.
 316
 317 NEM05: Yeah, I've heard about it, but not, you know, in depth what I heard about
 318 it and we talked about it briefly
 319
 320 So you heard about through Sure. Start last summer.
 321
 322 NEM05: Well, I didn't attend the centre. They did a home visit.
 323
 324 And then did you find out any other way through the newspapers or websites.
 325
 326 NEM05: No.
 327
 328 And and are you satisfied with the information that you've got? And do you feel
 329 informed about it.
 330
 331 NEM05: Not really, because, you know, I was only briefed about it, so I'm not
 332 having enough information about that situation. So I would say no
 333
 334 And let's say you felt strongly about it one way or the other that is supporting it or
 335 opposing it. What would you do to make your voice heard?
 336
 337 NEM05: I think people will Maybe if they did a meeting say for people in this
 338 community at so- and so place and so-and-so time, like a town meeting and we

339 would be able to voice our opinions more about certain things and say, nay or
340 yay. But I've never heard of it. I don't know if it's done, but I haven't heard of it,
341 so.

342
343 Okay. Um. Right. Can you think of any other issues, you know, big issues like this
344 or, you know, issues that are important to you? that you feel you know strongly
345 about or important issues that would impact on the area.

346
347 NEM05: Collyhurst is one of the most poorest areas. So and people are not aware
348 of so many things. And, you know, people need help. You know, if you are aware
349 of it, you can access that help. So I don't know how they're going to do it, but we
350 need more information. It is via the news or they should create a website that
351 people can go there.

352
353 Right, and get that information about what is happening, what could be done,
354 what can be done, you know, and the councillors need to get more involved with
355 the people in the community, you know, and get some sense of what they feel So
356 it's generally trying to reinvigorate the area to try and regenerate? Yes, definitely.
357 Yeah.

358
359 And and for things like that, where can you get information from?
360

361 NEM05: You mean where I would look for that? Yeah. As I said, I would go
362 online. Yeah. There's not much on there. Yeah, and there's not much if more is
363 being printed in the Evening News and then people will be more aware of what is
364 happening, but not enough information is being put on there.

365
366 So do you think it's it's easier or harder to to get information like this and to make
367 your voice heard about these sorts of things now than it was before?
368

369 NEM05: I think it is harder People used to say, well, you talk to the old people.
370 They say It's gone from bad to worse. get your kids, out. Yeah. I just speak to a few
371 elderly people and that's what they say to me all the time. Because I have little one
372 so they say get your kids out. this area is dismissed as a dump. And it's sad, really,
373 because, you know, that is what, you know, I like the place really, but.

374
375 And. This is the last question And it's about, uh. And it's about news and about
376 how the local news could be so so. So basically it's if you could have the absolute
377 best local news service that you can imagine. What would it consist of?
378

379 NEM05: What? Informed information. Detailed information. What is happening?
380 Where, what time and what can be done about it? And this area, this group is
381 having this area at so and so time you know, detail information that will help and
382 get things moving about in the community, the councillors and, you know, the
383 MPs . they need to do and they need to get more involved.

384
385 NEM05: And how would would that information be delivered to two people in the
386 area?

387 I think we have a station. Manchester has a, you know, news station and different,
388 more things. I mean, but just a print off of one area might be difficult. And so, as I
389 said, flyers is a great way of going about things like what is happening on the Evening
390 News, you know, the sorts of papers, you know, they can have a section for people in
391 this community, some more localised, localised and the know people, you know, news
392 travels fast. Even if it's a couple of people that have it, everybody will hear about it.
393 Right. Yeah, I think so, because all things go around quickly. It mightn't go around
394 exactly how it's being said, but the most important thing, if they put enough out,
395 people would get that information. That's what I believe.

1 NEM06
2 Okay. So first of all, what would you say are the most important sources of news
3 and information about your local area for you? What are the most important ways
4 in which you get information about your local area
5 NEM06: and gives news and information about about the area. radio, that's for
6 news and then yeah. TV,
7
8 right. Okay. So mainly radio and TV
9
10 NEM06: local radio that that tells tells you about what's going on and having you
11 driving in your cars. Oh when you are home and you've got the radio on in your
12 kitchen.
13
14 And which of these types of sources of information do you trust the most? So out
15 of radio and TV and other forms of information, which which of those do you trust
16 the most to be, to be correct.
17
18 NEM06: TV. TV, yeah. Okay. So things like BBC News and stuff like that.
19
20 Yeah. Okay. So what kinds of information about Harpurhey and Collyhurst life is
21 important for you to have.
22
23 NEM06: You got entitled to go shopping and buy food. You're entitled to food,
24 gas and electric. So information about local service. Local services.
25
26 Okay. Anything else?
27
28 NEM06: When you. Where you're in trouble? Got you got like it's a word phone.
29
30 police and police and emergency services.
31
32 Right. I'm going to show you the sheets now.
33 And you've already indicated some of the things that are on this sheet.
34 And the first two, they sort of overlap a little bit, so. So you might feel like you're
35 repeating yourself a little bit, but so as well as the kinds of information that you've
36 just mentioned now, have you looked for information on any of these topics in the
37 last six months? So it could be information on TV and radio. It could be
38 information on the Internet,
39
40 NEM06: Twitter, social media, social media.
41
42 So is social media a way of you getting information about things, about the local
43 area?
44
45 NEM06: Yeah, yeah. Sometimes. Yeah, sometimes it can be bit of a lie. So
46 sometimes it can be it's a lie, you know, like on Twitter? Rumours and that Yeah.
47
48 So sometimes it's not as trustworthy.

49
50 NEM06: Yeah. Yeah.
51
52 So in terms of information about your local area. Ah, we have a look for
53 information about the local environment? So things like the quality of the air,
54 things like dumping rubbish, flytipping and stuff. You look for that sort of mention
55 before.
56
57 NEM06: Yeah. Yeah. I did with my school like. On the internet like. But it was part of
58 the working up.
59
60 So we did have to go on Internet and just search. rubbish and out how it affects
61 people.
62
63 DT What about some local sports things like local football clubs and stuff?
64
65 NEM06: I never looked for information about that. Yes, people do look for information
66 about football .
67
68 But have ever looked is it something that interests you.
69
70 NEM06: Yes. When Manchester United win. Yeah, but not local sports. Like local
71 football clubs. No, no, you know, it's not my cup of tea.
72
73 Yeah, that's fine. So what about things like local travel updates or things like the times
74 of the buses and trains and also things to look for?
75
76 NEM06: Information like. Yeah, yeah, yeah, yeah. Because I. I'm a traveller. Yeah.
77
78 What about local politics or things like what your MP is getting up to what local
79 councils
80
81 NEM06: No I don't get into that
82
83 What about council services. So things like road maintenance, rubbish collections,
84 benefits and stuff like that. Do you seek out information?
85
86 NEM06: My mum does but I dont.
87
88 All right. Okay. Live local events like theatre or music and stuff like that.
89
90 NEM06: Yeah. You know, local information. Like acting and all that
91
92 Yeah. Local crime or policing. You mentioned before about if you're in trouble, so.
93
94 NEM06: Yeah. Yeah. Okay.
95
96 So. So this one is quite similar, but it just describes in a slightly different way.
97

98 And you talked about this one is about information about emergency services and
 99 public safety. So you mentioned that before. So you tlck that. What about things like
 100 health and benefits and welfare? I think information about your local doctors and
 101 hospitals and stuff like that. Do you look for information like that?
 102
 103 NEM06:Yeah.
 104
 105 So there's an education system about schools, exam results, league tables, college,
 106 further education Do you look for information about
 107
 108 NEM06: sometimes Yes. Yeah.
 109
 110 What about transport information? You mentioned that before that you travel
 111 environment, you mentioned before some of the things like, well, that's rubbish
 112 and all that sort of thing. What about things like information about jobs and job
 113 training, apprenticeships and stuff?
 114
 115 NEM06:Yes, I would like to look for a job like being an actor
 116
 117 Right. Okay. Yeah so you've sought out information about the information about
 118 things like charities and services, libraries, community centres and all that sort of
 119 thing.
 120 Do you look for that information?
 121
 122 NEM06: Yeah, yeah.
 123
 124 The next one is political information. So things about your local councillors and stuff
 125 that you don't look for.
 126
 127 NEM06: No
 128
 129 Right. Um. Right. So which is the topics that we've just gone through.Which of
 130 those. Which one of those would you say is the most important to you? So again,
 131 yes, so things like. So we've got you said environment, travel, local events, crime,
 132 education, jobs. Which one of those would you say is most important to you?
 133
 134 NEM06: I will say jobs, because I'm applying for a job one day
 135
 136 Can we ask more than two questions to expand on that, Jobs definitely. Crime is
 137 more important now. So if you want information about crime or about jobs, where
 138 would you go to get that information? How would you get that information?
 139
 140 NEM06: On the Internet. or talk to people.
 141
 142 So what difficulties would you say that you have in getting hold of news and
 143 information about your area? What what difficulties are there for you ?
 144
 145 NEM06: So what is difficult at night time when I can't even go to take away because it
 146 has loads of people guarding you know loads of kids hanging around.

147
148 Yeah but in terms of getting the information like getting information from the
149 Internet.
150 So yeah. Getting the information from a TV or radio or newspaper. Is there anything
151 that that stops you from, from getting that that information as and anything that
152 makes it difficult for you to get that sort of information
153
154 NEM06: Internet sometimes. Because sometimes you can't find things. The
155 internet's good, but you can't find things all the time. Sometimes it comes up with
156 daft things.
157
158 you find it hard to, to find things on the internet. the next bit is where I put some,
159 I'll read out some statements and you see how much you agree with with each
160 statements.Okay. So thinking about the area first mustn't half of here thinking
161 about how it appears in news stories that you might come across to the news
162 stories in the Manchester Evening News or on TV or, you know, on the Internet or
163 whatever. And how strongly do you agree or disagree with these statements? The
164 first one, there is enough news coverage about Collyhurst, Moston, Harpurhey Do
165 you strongly agree slightly agree neither agree or disagree slightly disagree or
166 strongly disagree slightly agree.
167
168 NEM06:Slightly agree.
169
170 So in news stories about the area of fear, I feel I'm getting the full story about the
171 area. Do you think you're getting the full story about the area?
172
173 NEM06: Not always. Slightly disagree
174
175 that the views of local people are represented in news stories about Collyhurst,
176 Moston, Harpurhey So this is whether what people think about their area is is
177 represented in the news. Yeah. Do you think that's the case? Do you think what
178 people think is reported properly in the news?
179
180 NEM06 Sometimes. Yes, sometimes. DTSO would you strongly or slightly agree with a
181 slightly larger.
182
183 Right. It's not like there's plenty of information in news stories about Collyhurst,
184 Moston, Harpurhey So do you think there's plenty of information in news stories
185 that you come across?
186
187 NEM06: Yeah.
188
189 Would you slightly agree or strongly agree?
190
191 NEM06: Slightly agree
192
193 Yeah. So Collyhurst, Moston, Harpurhey is portrayed in a positive light in most news
194 stories.

195 So is Hapurhey portrayed in a good way. Is it portrayed as being a nice place to
196 live, do you know in most news stories?
197
198 NEM06: No,
199
200 So would you slightly disagree or strongly,
201
202 NEM06: strongly disagree
203
204 That's fine. And I trust news stories about the area. So do you do you trust news
205 stories that news stories are accurate
206
207 NEM06: not always.
208
209 Not always. So would you slightly disagree or strongly disagree?
210
211 NEM06: Slightly disagree.
212
213 So Collyhurst, Moston, Harpurhey is not in the news enough. Would you say that the
214 area isn't in the news enough or is it?
215
216 NEM06: It isn't in the news enough slightly agree.
217
218 that's great. And then there's just this one, this sheet here, which will go
219 through. So again, thinking about how the news you get helps you to live your life
220 and it helps you to do the things that you want to do. So bearing in mind that you
221 need information to do the things that you need to do and participate to take part
222 in the community yet .How strongly do you agree or disagree with some degree
223 with these statements? Yeah. So the first one is I get hold of enough information
224 about my area to take part in the community. Would you agree with that or are
225 you going to
226
227 NEM06: agree to are slightly more strongly, strongly, strongly.
228
229 I can get hold of enough information about candidates. That's people who are
230 standing in a council election. Is that something that you're interested in? Is it is it do
231 you think that you get information about who your local councillors are and who the
232 people who want to be councillors?
233
234 NEM06: That doesn't interest me Disagree . Strongly.
235
236
237 And then it's the same question about people who want to stand for Parliament and
238 become MPs in Parliament.
239
240 NEM06: . It's slightly tick, slightly disagree.
241
242 And do you know and this is, this statement is I know where to complain where the go
243 to,

244 to complain if I'm not happy about something that's happening in my local area.
 245 Do do you know would you know where to go to to complain?
 246
 247 NEM06: Yeah,
 248
 249 you do. So would you strongly agree or slightly agree?
 250
 251 NEM06: Strongly agree?
 252
 253 I can easily find out what my local politicians are doing and what's the support. That's
 254 the things like MP. Yeah. T
 255
 256 NEM06: slightly agree.
 257
 258 I'm confident that my voice will be heard if I have an opinion on, on an issue of
 259 the area. if you had felt really strongly about something. Yeah. And you want a lot
 260 of people to know about it. Are you confident that that your opinions would be
 261 listened to?
 262
 263 NEM06: Yes.
 264
 265 Okay. I find it difficult to find out what's going on in my area.
 266
 267 Do you find it difficult to find out?
 268
 269 NEM06: Yes, I find it difficult. DT: Would you slightly agree or strongly agree slightly to
 270 agree
 271
 272 Right. So that's that's good. Right. Move on. Right. So one of the things I've heard
 273 people talking about in this area has been a thing called the Northern Gateway
 274 Project.
 275 Okay. Now that's a plan for a big development, lots of houses and
 276 Just want to concentrate not just for a couple of minutes. Do you know anything
 277 about this project, about houses and about a plan to build houses? It's been reported
 278 that there are plans to create seven new neighbourhoods along the river Irk,
 279 stretching from Angel Meadows to Harpurhey.
 280
 281 NEM06: I've heard a little bit about it.
 282
 283 Do have any thoughts on how that might affect you.
 284
 285 NEM06: It might affect me. Erm getting to places you know, because it might be
 286 different neighbourhoods. Busses will change probably. Yeah. In a way I do agree with
 287 it a little bit
 288 But for me where I'm at I wouldn't be able to get to places
 289
 290
 291 Yeah. Now in terms of the information about how do you know about how you found
 292 out about this?

293
 294 NEM06: I think my have seen it on the news reports on Google or internet
 295 probably News reports comes up on your emails
 296
 297 Yeah. Right. And would you say you're satisfied with the information that you've had
 298 as you have enough information on it?
 299
 300 NEM06: Of the Northern Gateway, Yeah
 301
 302 And so let's say you felt really strongly about it and you wanted to do something
 303 about is do you know what you would do, how you'd go about campaigning about it?
 304 And if you wanted to make your voice heard in some way, either in support or
 305 opposition. How would you do that.
 306
 307 NEM06: Erm talk to people. Yeah. Or to find out or go to the councils or meetings
 308 or interviews or. Yeah.
 309
 310 Have you ever signed a petition on it or joined a Facebook group or anything like
 311 that?
 312
 313 NEM06: No but I wouldn't mind to. Right. Okay.
 314
 315 And are there any other issues like this in the area that you have come across and feel
 316 strongly about?
 317
 318 NEM06: Yeah, knife crime. Me: So again, how do you get information about knife
 319 crime?
 320 We hear it on the news all the time. People get stabbed all the time.
 321
 322 Okay. So are you are you aware of it being a particular problem in your area?
 323
 324 NEM06: Scared in case because at night time it is scary at night time Right. But we
 325 should have the right to go out at night time
 326
 327 Right. I'm not going to ask you about the news in the area. What do you think the
 328 news is like in Collyhurst, Moston, Harpurhey
 329
 330 NEM06: Bit bad, right?
 331
 332 Me: Okay. So in terms of the way in which it's covered and what local newspapers
 333 are you have any local newspapers in the area? Do you read them? Do you read
 334 any local newspaper?
 335
 336 NEM06: I Struggle to read some of the time
 337
 338 Right. Okay. What about local radio stations? Did you like the local radio? Is there
 339 a local radio station that that's. That's just for this area?
 340
 341 NEM06: I don't know. I don't have a clue,

342
343 And what about local websites? Are there any local websites that are related just to
344 this area.
345
346 NEM06: Possibly. Yeah. DT: But you haven't come across them? NEM06 No.
347
348 Was it easier or harder to find out information or make your voice heard about things
349 that we were talking about before now than it was in the past, do you think?
350
351 NEM06: It was a little bit harder. Yeah.
352
353 Any thoughts on why that might be?
354
355 NEM06: Because, you know, it's so many questions and it's it can be confusing, but it's
356 folk now. I'm fine now with that because you write once when you start getting talking
357 and that you won't stop talking.
358
359 Yeah. Yeah. And but the last question and say there's no right or wrong answer.
360 It's what you think. If you could have the best local news service that you can
361 imagine just covering this area to give you information about Harpurhey and the
362 things that you're interested in what would that news service consist of? What
363 would be in it? Would it be newspapers, magazines, TV, radio? What would it be?
364 What would be the best thing that would help you to get that information?
365
366 NEM06: Internet
367
368 Right. Okay. So. And are you talking about an Internet service for the local area?
369
370 NEM06: :Yeah. Yeah.
371
372 Is that something that you think is is provided now?
373
374 NEM06: it might be or it might not be,
375
376 but you haven't come across it.
377
378 NEM06: No. But you can have newspapers as well
379
380 So newspapers and the Internet. Radio
381
382 NEM06: The radio as well. Yeah.
383
384 So, like a like a local radio station just for Harpurhey
385
386 NEM06: Yeah. Yeah,
387
388
389

NEM07

1 DT So first of all, first question is, what are the most important sources of news and
2 information about your local area for you? In other words, where do you go to to get
3 information about the local area?

4

5 NEM07 TV, mainly TV, mainly TV

6

7 DT: and other sources?

8

9 NEM07: and there could be a bulletin. And I don't know, a post office wall. something like
10 that. It could be something like that. Or if I come to one of these food banks, there's
11 usually local information on these boards. So posters, leaflets and stuff. Bulletins, stuff like
12 that.

13

14 DT: Yeah. What about word of mouth stuff about your friends and relatives?

15

16 NEM07: No, no, no, no, no. I never listen to any of that.

17

18 DT: Okay. Which ones of these do you trust the most, do you think, to be accurate?

19

20 NEM07: Television news. Television news.

21

22 DT: What kinds of information about the area, about Collyhurst and Harpurhey life The
23 community is important for you to have Do you think what types of information

24

25 NEM07: what's what's going on in the local area stuff like that . what's on offer because
26 it's a rundown area. And I don't think I don't think they get it. But I think because I'm from
27 I'm an outsider from this area. Come from Gorton originally but I've been here for five or
28 six years. I think this place gets a really bad name and I think it's undeserved most of it.

29

30 DT: so I'm going to look at some specific types of information and see I mean, it's what
31 you feel is important to you. But I'm just going to ask you and there's two sheets here and
32 they do overlap a little bit. And so you might feel repeating yourself a little bit. Um, but it's
33 basically asking you which of these types of information that you've looked for, see on a
34 TV bulletin, on the posters you were talking about and stuff all through, through other
35 sources. So you in the last six months have you look for information about local
36 environment, air quality, fly tipping outs to flat level local sports, and not about local sport
37 like local football clubs and stuff like that.

38 Travel updates.

39

40 NEM07: No, no.

41

42 DT: Local politics, your politicians, what they're getting up to and all that sort of thing

43

44 NEM07:: I should do, but I never bother.

45

46 DT: Council services? like things like road maintenance and rubbish collections.

47

48 NEM07: The only time I know something is going to happen is because I worked in
49 construction,
50 you always get a sign on a lampposts You read one of them. You know, the building
51 works are coming
52 DT: Okay so since you have looked for it, but maybe not in the media
53
54 NEM07:: if I notice a piece of paper strapped to a lamppost. It's usually an oncoming
55 construction job. Yeah. Or a planning application. Planning development. I know what I
56 know.. I know what to look for, stuff like that. Yeah. See, sometimes if I'm thinking, oh this
57 is a nice job for a start there I might go at that.
58
59 DT: So live local events like theatre or music and stuff like that?
60
61 NEM07: There's nothing in this area like that. Right.
62
63 DT: information about local crime or policing
64
65 NEM07: I've never seen any information. Police stations are never open. Right. Well. Well,
66 in like the news in on TV or, you know, I never see the only thing you'll ever see, right? If
67 you say you watch one of them, police camera action programmes. Yeah. You'll always see
68 a driver going through this area.
69
70 DT Right. Right. Okay, so this is these are similar questions, similar points, but in a slightly,
71 different way. So information about emergency services, it goes in a bit more detail. Yeah.
72 It's a risk to the public to dangerous weather, fire and an environmental hazard. Do you
73 ever look for information like.
74
75 NEM07: No, I should I should, though it was and I'm asthmatic, right. That main road. And
76 it's not about the air pollution thing. Being trying to find out, you know. Where's all these
77 electric buses where's all these electric cars. because I can't open my front window. Yeah.
78 because of the road because it's just choking, ye know with the pollution.
79
80 DT: So have you tried to find out information about things that you have you feel that you
81 should do but you haven't.
82
83 NEM07: Right. Okay. Because it is like affecting my health. Yeah.
84
85 DT: So. So brings out the next one, which is health and welfare. Have you ever looked for
86 information about doctors surgeries, hospitals, benefits and stuff?
87
88 NEM07: Yeah. Because you had my doctor's is just around the corner. Yeah. I get
89 everything I need there. I just ask my nurse... I get my health, you know, health jab. ,
90 because I'm asthmatic, so I've got everything I need. It's like Harpurhey medical centre,
91 everything that I need's there. Right.
92
93 DT: So all the information about it, the source of that is the, the health centre itself.
94
95 NEM07: Yeah. Yeah. So they put, they produce leaflets
96

97 NEM07: Education? So things like local schools, league tables or further education, like
 98 adult education courses.
 99 NEM07: I don't look for anything like that.
 100 DT: What about things like transport, transport information about times, the buses and
 101 trains and all that sort of thing?
 102
 103 NEM07: Never see any of that. Have like posters on the bus stop.
 104
 105 DT: Environment and planning.
 106
 107 NEM07: I suppose if they use my phone a bit more, I get all that travel news. Cos you get
 108 free wifi on the bus
 109
 110 DT: So you have a phone, but you don't really use it to get information.
 111
 112 NEM07: I've only just started to learn how to do that because of that universal credit.
 113 Because I actually got suspended because I didn't know how to, you know, access the
 114 Internet and all that because I'm a bit of a chimpanzee really. But I've learnt now. And I did
 115 win the appeal. Got my money back. Yeah. So it's alright now, but I know a lot more now I
 116 know a lot more now. Yeah. Yeah. Well, what about all the messages they send, you know,
 117 jobs they sort over. Yeah, it's the way it's got work now. But you only just started doing
 118 that. It's not something. Yeah. I've never used to. I just give it the kids set up email. Do
 119 this, do that. Yeah. Now I have to do it. Yeah.
 120
 121 DT: So. Economic opportunities, by that I mean things like job offers and stuff that's come
 122 up on my phone.
 123
 124 NEM07: Yeah. I mean, because I was an agency worker as well, I get loads of job
 125 opportunities on the phone.
 126
 127 DT: Yeah. So one specific information is things like information about places like this,
 128 charities, libraries, community centres, but also things like local arts organisation and
 129 sports and leisure.
 130
 131 NEM07: If I want to find out anything like that I just go to the library or come here to find
 132 information like that.
 133
 134 DT: political information. So the information about on your local councillors and MPs what
 135 the councillors doing, what Andy Burnham, the Greater Manchester mayor's doing. Do
 136 you ever look for information like that?
 137
 138 NEM07: There is a place in the precinct. Right. And that is sort of like, yeah, that's sort of
 139 the council thing. There's a place that go, I never go with it. If I really want to know
 140 anything about that. I would go there.
 141
 142 DT: Right. So you know where to go. But you just don't you just don't use it at the
 143 moment, okay?
 144
 145 NEM07: Politicians are full of it. Right. Okay. Right.

146
147 DT Okay. Which of those topics that we've looked at, which would you say is most
148 important to you as far as getting information about it is concerned? the place where I get
149 all my information from? what's what sorts of information is most important to you?
150
151 NEM07: Job information. Job information. Yeah. Yeah, I would say. See like that about the
152 HS2 Yeah, that kind of stuff, you know. Because that's coming. That's when I get my finger
153 out and go for a job because I know it's going to be a long contract. Yeah. Yeah. Because
154 usually in construction, six months, a couple months there and you have to chop and
155 change. No change. Benefits can do this. Do that. Yeah. You're in and out of work.
156
157 DT And how do you get the information about that? How do you find out about it?
158
159 NEM07 :But for the jobs. Yeah, I used to get off my phone. Read the news and I'll go up
160 because I know a bit about you just got about 10% local labour, you know, stuff. I know
161 the rules and stuff and all that So I know where he places are to go
162
163 DT : when you say you read it on the news. Where do you read it.
164
165 NEM07: maybe the TV news, when they announce something. And local press is pretty
166 good for saying something's coming up. and usually because say an opportunity has
167 come to an area . They would have opportunities. They'll always have someone in there
168 because they had the best people to go to, you know, if you need to get a start
169 somewhere Because they'll always have someone from that construction company there.
170 Yeah. You get, you get a step up and gets that. Then just do it off your own bat. But a lot
171 of this is through your own experience. I know where to go because. Because you'd be
172 fairly savvy with that. Yeah. And you get them to pay for your tickets and all that
173
174 DT: What difficulties, if any, do you have in getting hold of this information?
175
176 NEM07: None really you know. Yeah, because it's there and I know where to look.
177
178 DT Thanks. I'll ask you a question about local news now, some sort of local news generally.
179 What would you say local news is like in this area? Collyhurst, Harpurhey, Mosto. what
180 local newspapers are there. Do you read the local newspaper? Which ones?
181
182 NEM07: I don't ready any local newspapers. The only reason I know what's going on is on
183 a bulletin board.
184
185 DT: But what do you think about the quality of local news in the area?
186
187 NEM07: I don't think there is any. Right. I don't I don't think...I know in Gorton where I
188 came from, there's the Gorton reporter, I don't know if It's still going. Right. If you ever
189 want to know anything about local news, that would be in there. Right. Okay. I don't even
190 know if they do a paper. I think the Lib Dems used to do it, but they used to do like a little
191 newsletter of local, local news and stuff. Right. They don't do anything like that round here
192 They don't get posted anything. That was that used to get a free newspaper put through
193 you letter box and tell you all the local news in Collyhurst and now they don't do it. Right,
194 so anything like that? No, I don't.

195
196 DT if there was something like that, would that be something that you would....
197
198 NEM07:ye know, you know what was going on?
199
200 DT Okay. I'm not going to go back to these sheets. Just a couple of things. And this is the
201 sort of thing where you you look at the statements, I'll read through it with you and then
202 you see whether you strongly agree, slightly agree, either agree or disagree, slightly
203 disagree or strongly disagree. And this has to do with local news and the area and stuff.
204 And so thinking about how Collyhurst, Moston and Harpurhey currently appears in news
205 stories that you might have come across in any newspapers on the Internet, radio or TV.
206 How strongly do you agree or disagree with these statements? Um, there is the first one.
207 There is enough news coverage about Collyhurst, Moston and Harpurhey
208
209 NEM07:I strongly disagree.
210
211 DT: In news stories about Collyhurst, Moston and Harpurhey I feel like I'm getting the full
212 story. So, in other words, in stories that are there Do you get the full story about what's
213 going on?
214
215 NEM07: I neither agree or disagree. Right. So I'm not sure
216
217 DT: So the next one, the views of local people are represented in the news stories
218
219 NEM07: (laughs) strongly disagree.
220
221 DT: Right. There's plenty of information in news stories about the area.
222
223 NEM07: No. Strongly disagree.
224
225 DT: The area is portrayed in a positive light in most news stories.
226
227 NEM07: So we disagree with comment further on that. And it's just as a bad, bad, bad
228 name,even with other people. Apparently, Harpurhey especially was the worst, the
229 bottom of the league right in, you know, worst places to live in Britain and all that. Yeah.
230 And it got so much. I remember getting them the £350,000, you know, for training to train
231 the young kids. Don't see any benefits of any kids. I have heard nothing about it. Where
232 did that money go? Yeah, look, no one said anything about it. They opened this place to
233 help them, you know, help the young kids because, like, they were running wild around it
234 and needed something to do. But then it shut down after so long. So what happened? Dld
235 the money dry up So what did they do with the money? They throw it at the wrong things
236 I bet
237
238 DT: Uh, I trust news stories about Collyhurst, Moston and Harpurhey to be accurate.
239
240 NEM07:No Slightly. disagree
241
242 DT: So the area is not in the news enough.
243

244 NEM07: I agree Strongly. Okay.
 245
 246 DT: This next one is similar, but I want you to think about how the news that you get helps
 247 you to live your life and participate in the community. In other words, things like how you
 248 get jobs and stuff that you mentioned is important to you. So how strongly do you
 249 agree or disagree with these statements and get hold of enough information about my
 250 area and.
 251
 252 NEM07: I suppose for slightly agree on you agree it's easier for me to go searching. I can
 253 get information, right?
 254
 255 DT: I can get hold of enough information about candidates to to enable me to make an
 256 informed choice of who to vote for in a council election.
 257
 258 NEM07: Yeah, I agree. Slightly
 259
 260 DT: to make an informed choice of who to vote for in a general election.
 261
 262 NEM07: Yes, I agree. Um.
 263
 264 DT: I know where to go to to complain if I'm not happy about something that's happening
 265 in my local area.
 266
 267 NEM07: Strongly disagree. Strongly disagree.
 268
 269 DT: I can easily find out what my local politicians are doing in life.
 270
 271 NEM07: Elaborate on that. You know, there's been a parking incident, you know, outside.
 272 Outside my flat. Right. He says no parking from seven till seven in the morning, the
 273 parking there all the time. I mean, I don't know who to go to to complain . I go to the
 274 meter maid They said a councillor got a ticket and their boss said do not put any more
 275 tickets. So some councillor has been into the council office complained to the meter
 276 maid's boss. What you doing? Giving me a bloody ticket . And then they've all been told
 277 to leave it alone. Right. No one has put a ticket on two or three years? Right. This is a no
 278 go area And you want to complain about we don't know where to go because they're
 279 putting cars for sale there now and there's no parking But there's two cars been up for
 280 sale and they've been there for weeks and the meter maids won't touch them because
 281 they're scared of losing their jobs because of this councillor
 282
 283 DT: Okay. Um, I can easily find out what my local politicians are doing though.
 284
 285 NEM07: (laughs) strongly disagree .
 286
 287 DT: I'm confident that my voice will be heard if I have an opinion on issues in the town.
 288
 289 NEM07: Strongly disagree
 290
 291 DT: Yeah, I thought that might be the case if I. I'm sorry. I find it difficult to find out what's
 292 going on in my area.

293
 294 NEM07: Yes, slightly agree.
 295
 296 DT: I want to explore a little bit more and that is, um. you get hold of enough information
 297 to make a choice about candidates in elections.
 298
 299 NEM07: Yeah. That's only some flyers from flies. Not from local newspapers.
 300
 301 DT: So no news organisations like that?
 302 NEM07: No, just from Flyers in the news. Yeah. Usually just always vote Labour anyway
 303
 304 DT: And one of the things I've noticed people talking about in this area, and it's been
 305 reported the news a little bit, is what's called the Northern Gateway Project, which is a
 306 plant for a big development near the area. So they're talking about it as a town the size of
 307 Lancaster along well saying that it's plans create seven new neighbourhoods along the
 308 river Irk stretching from Angel Meadows to Harpurhey. So this is big new development. Is
 309 this something that you've heard about?
 310
 311 NEM07: I don't know anything about it.
 312
 313 DT: Okay. Well, that's what it is. It's this big, big development. Is it ongoing. All the flats
 314 where they're building on the flats. It's it's a plan at the moment. It's been it's been talked
 315 about at the council, at council meetings.
 316
 317 NEM07: Tell the council not to give it Laignes O'Rourke Please don't give you a long slog
 318 because they get seem too much and, you know, government jobs and I swear,
 319 construction firms, yeah, yeah, they pay crap money, you know. I mean, if anything goes
 320 tits up it's your fault, you know, the agency guys, it's never them. And. And is that useless?
 321 Yeah. So it's the management. Management only. Something well dodgy goes on with
 322 Langs O'Rourke. So in terms of how a development would affect you, obviously affecting
 323 work, I would work at something like that for as long as it lasted
 324
 325 DT: But it's not something that you're aware of. It's something that that would benefit you,
 326 but you're not aware of it.
 327
 328 NEM07: Yeah, it would benefit me. And I'm not even been aware of it. No. Right. I just
 329 thought it was the rail link I was going to go for.
 330
 331 DT Right. Okay. Um, can you think of any other issues like are your big issues affecting the
 332 area that that is of interest to you?
 333
 334 NEM07: Well, obviously that construction is of interest to me - there's not enough local
 335 people. So what they do is it's what they say is You're supposed to have so many percent
 336 local labour. So I go in and say I'm local, like I need a job and I'm qualified man. So I
 337 should get the work. So what they do is they move all their agency workers in to the area.
 338 then they use that post code and pretend that they're local - which they're not. So that's
 339 why I don't like Langs O'Rourke I think they are corrupt I just can't stand them because
 340 they just pay rubbish money and they just mess you about you know what I mean. And
 341 they're not very good, right? Because I'm sure there's loads of complaints about the work,

342 you know from the council but I'm sick of the council using them or the government you
343 know I mean yeah because Carillion's gone bust now and that was their only competition
344 on it. Yeah. So now I don't know who's going to take over, but that they are terrible.

345

346 DT: All right. Okay. Um. Do you think it was It was easier or harder to find out information
347 about this sort of thing in the past.

348

349 NEM07: It was easier. Usually word of mouth. Yeah. So you mention his work in word of
350 mouth I would have known straight away when all this happening. Yeah. Um.

351 DT: Why do you think it's harder now, then? And it seems.

352

353 NEM07: It seems to be in the middle of nowhere, this area. Right. You know, I mean, if I. If
354 I was in a different area, I'd find out loads more information. Yeah. But I do you know the
355 places to go to? Because there is a place across the road from me. It's called - some sort
356 of centre, but I haven't used it yet. They're in the know, the information was out in the
357 area. It's where the other food bank is. . So I was supposed to use that place, but I've not
358 got around to it because I'm using the Booth Centre at the minute for the job club. Right.

359

360 DT: You mentioned before that there used to be a newspaper. Do you think that would
361 have made it easier - to get a local newspaper?

362

363 NEM07: Yes . A free one through your door every month or whatever,? Yeah.

364

365 DT: It kind of brings me on to the next bit, because you might include this in this answer.
366 But, you know, obviously it's up to you. Um, it's, it's a final question. If you can have the
367 absolute best local news service that you can imagine for the area for this local area to
368 talk about local news, what would it what would it look like?

369

370 NEM07: Right. Yeah. Free newspaper because and they skirt over on local news - on
371 television. Yeah. Because you also know it's cheap news isn't it. And a man that was a
372 woman got a cat out of a tree which, you know you know it's this just majority week in
373 week out is mundane rubbish innit. Yeah. So local newspaper. Right. and you can flick
374 through that

375

376 DT: So are there any other things that could be included in that? So local news. Well, what
377 about the Internet and.

378

379 NEM07: Well, yeah, most most people do use it. I mean, like, because I'm getting on in. I
380 don't really - because I'm getting on, but I suppose for younger people, yeah. because
381 they do these electronic billboards. You ever thought of just putting one up in every local
382 area and just put, you know, job opportunities, this, that the other maybe Right. Okay.
383 That may be a good idea because they do quite good on billboards, aren't they. Yeah.
384 Electronic. Yeah. Yeah. So you could use something like that.

385

386

387

388

NEM08

1 DT: First of all, what are the most important sources of news and information about your
2 local area to use? And in other words, where you get that information, one of the most
3 important
4

5 NEM08: where I get it from. on social media. Manchester Evening News. Right. There's not
6 really a local paper that I know of. There used to be one, I think called the advertiser. And
7 that was for a Blackley and surrounding areas. Cheetham Hill and Salford and stuff. Right.
8 Mostly just on the Manchester Evening News website.
9

10 DT : And you access that through your phone or a laptop computer
11

12 NEM08: Through my phone.
13

14 DT: Okay. And do you watch the news on the TV as well so.
15

16 NEM08: Right. So TV. Yeah. The M.E.N the news app.
17

18 DT: So it's the app that you use?
19

20 NEM08 Yeah. Of those things. So the news sites. Social media. TV and radio.
21

22 DT: Which ones of those do you trust the most to be the most accurate?
23

24 NEM08 : I'd say the Manchester Evening News.
25

26 1:44

27 DT: So what kinds of information about the area, about Collyhurst, Moston, Harpurhey
28 area is important for you to have.
29

30 NEM08: Like the crime . What's going on in the area in general.
31

32 DT: I'm going to show you a couple of sheets, which gives categories of types of
33 information. So that might help you to sort of expand a little bit, to jog in every little bit
34 you a little bit in terms of the types of information that that is that are important to you.
35 So as well as well as the kinds of information we've just been talking about crime and
36 what's generally going on... Looking at this list, which of these have you sought
37 information on in the last six months? information about information or news about the
38 local environment, air quality, fly tipping,
39

40 NEM08: We have a lot of trouble where we live with fly tipping and stuff because I don't
41 have any wheelie bins and stuff. Right. Just at the top of the entry. big communal bins,
42 which people don't seem to put the rubbish in, even though there's lots of room they'll
43 put it on top or at the side of the bin and then they add a load of furniture and they put
44 all signs up saying you can get fined.

44 •

45 DT: Have you have you look for information about it
46

47 NEM08: well say well the housing came round a lot and try and clean the engine of the
 48 back of whatever left.Right. And so I would take part in that. and I've doe a litter pick with
 49 St Malachy's.
 50 over on Collyhurst and that.
 51
 52 DT: Um, so the next one is local sports as like local football clubs
 53 NEM08: Not really
 54
 55 DT: local travel updates, information, things like bus times and
 56
 57 NEM08: Not really. But I will be driving now. My daughter is travelling to high school on
 58 the bus
 59
 60 DT:Okay. So you haven't looked for it in the past?
 61
 62 NEM08: But I will we will be doing
 63
 64 DT: you haven't done it in the last six months, but you probably will be okay.
 65
 66 NEM08: Yeah.
 67
 68 DT: Local politics or things like what the MPs get up to
 69
 70 NEM08: I'm not really too understanding with it all
 71
 72 DT: All right. Well, we'll come back to that in a minute because there is something on the
 73 other sheet and council services. So things like road maintenance, rubbish collections,
 74 bins, empty and stuff, I suppose that's sort of like links into.
 75
 76 NEM08: no cos I don't have the bins. they just collect them once a week on a certain day.
 77 Everyone knows that.
 78
 79 DT: Benefits,
 80
 81 NEM08: Universal Credit. I'm on at the moment. It's not great at all
 82
 83 DT: Yeah. Yeah. So have you found that you've had to fight to get information to try and
 84 make sense of it.
 85
 86 NEM08: Yeah, yeah, yeah. Because they've not told me that I could have my payments
 87 fortnightly and stuff. I found out of all the people, not them. So they don't really make it
 88 easy for you when they could. Say you could have your money every two week. You can
 89 apparently have it every week now as well. I don't know how true that is, but I've heard
 90 that
 91
 92 DT: Okay. Um, and if you look for information about local events in the area, things like,
 93 well, it mentions theatre or music, but it could be any meetings and stuff like
 94

95 NEM08: yeah, well, like parks, local parks and stuff because where I live they've just started
 96 building all houses on the front. So that's where the kids used to play. We only have a tiny
 97 backyard, so all over the six week holidays I've been at all different parks and there was a
 98 big event up on Crumpsall Park a couple of weekends ago. It was Asian a big Asian event.
 99 It was quite good actually.

100

101 DT: And local crime or policing, you mentioned that earlier.

102

103 NEM08: Yeah, I think they do paint the area to be bad, really bad. it is really.

104

105 DT: who paints it to be bad

106

107 NEM08: the police and stuff there. Last week alone I think was three different things up
 108 and over on Cheatham Hill on Me 5 minutes away from my house. A Jewellers robbed. I
 109 don't know if you've heard about it on Cheetham Hill Road at 10 O'clock in the morning, in
 110 broad daylight while all the people were walking past and everything with big knives and
 111 all sorts. Then somebody else got beat up and found they're not recovering in hospital
 112 over on that estate as well. Right. And then there was armed police over there the other
 113 night. And I don't know what that was about. I've looked for it but there's not been much
 114 update on that.

115

116 DT: Where did you look?

117

118 NEM08: on the Manchester Evening News

119

120 DT: Okay. So this next one, this next sheet is very similar to other one it over overlaps
 121 quite a bit. So so have you looked for information on any these topics? Information about
 122 emergency services and public safety. So that would include the police, but also would
 123 include things like the fire service and what's happening to, services in the area really in
 124 relation to emergency services, but also information about public safety in a fire and
 125 environmental health hazards and all the rest of it. If you look for information on that ?

126

127 NEM08: No.

128

129 DT: health and welfare source information about your doctors, hospitals.

130

131 NEM08 Yeah, I'm actually waiting an appointment to have an operation

132

133 DT: Right. Okay. And education? So information about schools in the area, that's the sort
 134 of thing that you would look for.

135

136 NEM08: Yeah. cos I've now got to pick for me one one whose just going into year six. Got
 137 to get that in soon for her place for next year.

138

139 DT: So things, things just things that the quality of the local schools is, is important to you.

140

141 NEM08: Yeah, I've sent my daughter to Our Lady's which is a feeder school for this school.
 142 A Roman Catholic school. It's got really good reports.

143

144 DT: Travel. I think
145
146 NEM08: haven't but I will be doing, now that she's travelling about on her own.
147 DT: Okay. Environment and planning. So that's. So that covers things like what we were
148 talking about before about we feel like the fly tipping and rubbish and also things like
149 planning applications for new developments in the area and stuff like that.
150
151 NEM08: So building all over the estate where I live at the moment, it's just like a big
152 building site
153
154 DT And you've looked for information on that?
155
156 NEM08: Yeah. Yeah. Because they've shut the roads off and stuff and stuff a lot with The
157 big cranes and all the rest of it right outside my front door basically.
158
159 DT: Economic opportunities that covers things like job information, so vacancies for jobs,
160 apprenticeships, training and stuff.
161
162 NEM08: I'm waiting to try and get on to be a dinner lady in the school. I went to a open
163 day at the employment suite at Manchester Town Hall a few weeks ago.
164
165 DT: How will you find out about that?
166
167 NEM08: I found out from the job centre.
168
169 DT: Civic information that covers what was some of before. Like, like things like theatre
170 and music and stuff like that thing that you mentioned before. But also it covers things
171 like charities like this place, for example, libraries, community information is that's And
172 then political information is information on, on local councillors, MPs, what they're doing,
173 what the council is doing, sort of council policies and stuff like that.
174
175 NEM08: Yeah, that sort of thing. Yeah. I, I'm interested in what the council are doing in the
176 area and stuff.
177
178 DT So not so much as you said earlier, what the MP is doing...
179
180 NEM08: I Don't really understand all the politics, really. Me, but and the things that the
181 council do.
182
183 DT: So the things that they provide. You are interested in that.
184
185 NEM08: Yeah. That sort of policies which, which kind of which is kind of politics. But it but
186 it's, it's not to do with the personalities of the MP.
187
188 DT: Yeah. Okay, that's good. That's, that's useful. Thanks for that. And right so all of those
189 things that we've looked at that just, we've just been talking about which of these topics is
190 most important to you, would you say if you could pick one, what would be the most
191 important?And. Say the what's going on in the area.
192

193 NEM08: Okay. And like crime and stuff.
194
195 DT: Right. Okay. So. Right. So information about that. Okay. Anything else? That's
196 probably the most important if you were picking one. What other things do you think?
197 NEM08: If it was like a top two or three and like what the council are providing services
198 and stuff like that and the flytipping But crime is probably the most important thing
199 because I think there's a lot of it in world where I live and some of the information about
200 what sort of information you're looking for is just what's happening or is it what's being
201 done about it? Yeah, what's being done about, I think the people being caught who have
202 done the crimes and stuff
203
204 DT: Okay. Right. So how would you get information about these sorts of issues,
205
206 NEM08: from the Manchester Evening News. and the news, on the T.V. cos it has the local
207 news at night time as well
208
209 DT And what difficulties, if any, do you have in accessing news and information about the
210 area?
211
212 NEM08: just like the local paper that used to get for free
213
214 DT:. So the fact that there isn't one?
215
216 NEM08: Well, there's that metro. But there's not much in it really.
217
218 DT: it's not really to do specifically with this area
219
220 NEM08: No It's all of Manchester.
221
222 DT: And I'm going to ask you about now about about news in the area and what it's like.
223 What is local news like in Collyhurst, Moston, Harpurhey would you say, if you were going
224 to say, how good is it or how well it covers the area
225
226 NEM08: I'd say it covers it well enough. I'd say they could Update more. Like saying, what
227 happens about all this stuff? That happens all the robberies (follow ups)
228
229 DT: And you mentioned that there's a local newspaper that you can think of. But but you
230 do look at the Manchester Evening News, the website. Are there any other local sources of
231 news like is there a Facebook page they go to about the area .
232
233 NEM08: not that I know of. I do go on Facebook but not as much as most people.
234
235 DT: There's no sort of news website that you're aware of.
236
237 NEM08 :No
238
239 DT: I'm going to show you another couple of these sheets. This is the one where you go
240 out and give a statement and then you say how strongly you agree or disagree with the
241 statement.

242 So this is thinking about the area Collyhurst, Moston, Harpurhey - how it currently appears
 243 in news stories they might come across in any newspapers on the internet. Radio TVs the
 244 opposite of talking about how strongly do you agree or disagree with these statements.
 245 There is enough news coverage about Collyhurst, Moston, Harpurhey and the choices are
 246 strongly agree, slightly agree. Neither agreement nor disagree slightly disagree. Strongly
 247 disagree.
 248
 249 NEM08: I'd say slightly agree. Slightly agree. Okay.
 250
 251 DT: Okay. The next one in news stories about Collyhurst, Moston, Harpurhey . I feel like I'm
 252 getting the full story
 253
 254 NEM08: slightly agree again.
 255
 256 DT: The views of local people are represented in news stories about the area.
 257
 258 NEM08: Slightly disagree.
 259
 260 DT: There is plenty of information in news stories about the area.
 261
 262 NEM08: strongly agree. Strongly agree.
 263
 264 DT:The area as portrayed in a positive light in most news stories.
 265
 266 NEM08: Slightly disagree.
 267
 268 DT: I trust stories about the area.
 269
 270 NEM08: Slightly agree
 271
 272 DT the area is not in the news enough.
 273
 274 NEM08 Strongly disagree. Strongly disagree.
 275
 276 DT: So this one is this next one is thinking about how the news you get helps you live your
 277 life and participate in the community. Okay. And so how helpful it is to you in taking part
 278 in community life and stuff like that. So the first one is I can get hold of enough
 279 information about my area
 280
 281 NEM08: Slightly agree.
 282
 283 DT: I can get hold of enough information about candidates to help me make an informed
 284 choice of who to vote for in the council election.
 285
 286 NEM08: Slightly disagree.
 287
 288 DT: Okay. Took a while to I think, you know, I thought that.
 289

290 NEM08: I've never voted ever, Because I don't really understand it. Right. So maybe if
 291 there was some more information about it, it might help. Yeah. And I'm 43 this year, so. So
 292 should have been voting for years and years and years.
 293
 294 DT: Right. I can get hold of enough information about the candidates to help me make an
 295 informed choice of who we vote for in a general election. This general election is going to
 296 come soon, apparently.
 297
 298 NEM08: slightly disagree.
 299
 300 DT And I know where to go to to complain if I'm not happy about something that's
 301 happening in my local area.Do you know who to complain to if you're upset about
 302 something?
 303
 304 NEM08: I think I'd complain to my council. But I don't know if that's right. Okay. Um, so I'd
 305 say neither agree or disagree.
 306
 307 DT: Right. Okay. I can easily find out what my local politicians are doing.
 308
 309 NEM08: Slightly disagree.
 310
 311 DT: I'm confident that my voice will be heard if I have an opinion on issues in the area.
 312
 313 NEM08: Strongly disagree. Okay.
 314
 315 DT: I find it difficult to find out what's going on in my area.
 316
 317 NEM08: Neither agree or disagree.
 318
 319 DT: Something I've noticed people talking about in the area it's been reported a bit in the
 320 news and there's been a bit of social media stuff. And it's a project known as the Northern
 321 Gateway Project, and it's a plan for big development in the area. It's been the Manchester
 322 Evening News a bit, and I'll just want to focus on that just for a couple of minutes. Have
 323 you heard of the Northern Gateway Project and a big development in the area?
 324
 325 NEM08: Is it at the airport?
 326
 327 DT :No, it's it's in it's in this area.
 328
 329 NEM08: No I've not heard of it.
 330
 331 DT And it's it's been reported in the Manchester Evening News websites as plans to create
 332 seven
 333 new neighbourhoods along the river Irk stretching from Angel Meadows up to Harpurhey
 334 Does that ring any bells now?
 335
 336 NEM08: No
 337

338 DT: And so basically it's the project. is to build this this big development. They're calling it
339 a development the size of Lancaster. And it's just on our doorstep here. Just at the back.
340 Yeah. Yeah, I think I think that's where it is. And so there's this huge development,
341 building houses and obviously other services and stuff. Have you any thoughts about how
342 that might affect you and then.
343
344 NEM08: No Because I didn't know about it So. Okay. And.
345
346 DT: Okay. So are there any other issues like that? So major issues that that that's going to
347 affect people generally in the area that you're aware of and that you would want to know
348 information about?
349 NEM08: No, not that I'm aware of no.
350
351 DT: If there was something like that, if it was a big project like that and you wanted to
352 express support for it or opposition to it, would you know what to do to to meet you to
353 try and make your voice heard? What sort of things might you do? The way you sign the
354 petition.
355
356 NEM08: Oh, yeah, yeah. Sign a petition. Maybe go to meetings, if there's any, about the
357 developments and stuff. What's going on.
358
359 DT: Okay. I mean, would you be confident that the information is safe in the local media?
360
361 NEM08: Local news and stuff? Yeah. Yeah. Okay.
362
363 DT: And as far as getting information about the local area is concerned, would you say it's
364 easier or harder to get information now than it used to be?
365
366 NEM08: Harder.
367
368 DT: Why do you say that?
369
370 NEM08: Because to go online as if you obviously need to have Internet as well and not
371 everybody has. Yeah, there's like I say, there's not a local free paper. So it does make it a
372 bit harder.
373
374 DT: I mean, are there any problems, presented to you in terms of getting access to to the
375 Internet
376
377 NEM08: Just at the moment with being on this universal credit. My bill falls on a different
378 day to when I get paid. So a couple of days a month I do without the internet.
379
380 DT :All right. So this is the last question. And it's if you could have the absolute best local
381 news service you can imagine for this area. So local news service for Collyhurst, Moston,
382 Harpurhey . If you could have the best local news service for the area. What would it look
383 like? What would it consist of, do you think? And. You mentioned that there was a there
384 used to be a local newspaper.
385

386 NEM08: Yeah, maybe a radio station. So a radio station may be bring back the old local
387 newspaper.
388
389 DT Yeah. What about things on the Internet?
390
391 NEM08Yeah, you could. Yeah.
392
393
394
395
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400
401
402
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413

ALT01

1 DT: I'm going to ask you a few questions. First one, um, fairly open question. What are the
2 most important sources of news and, and information about your local area for you? So, in
3 other words, where you get your information.

4 ALT 1: Variety of places. Really. There's Altrincham Today. Altrincham HQ. I get tagged into a
5 lot of things on social media from council. Um, I get a lot of emails through from various
6 groups, which is where I get most of my news.

7 DT: Right. So of those sources, which ones do you trust the most?

8 ALT 1: I work quite closely with all Altrincham hq. We've worked together for a number of
9 years now. Um, but given that one various committees, we also share information, but that
10 tends to be more verbal in emails than anything else.

11 DT: Right. Can you just explain a little bit about what Altrincham HQ is?

12 ALT 1: It's social media company based Altrincham. Um, I sometimes feed some information
13 if we find out there's a new opening in the town or something's going on so he can then do
14 more research on it with journalists.

15 DT: Right.

16 ALT 1: Um, Altrincham Today is David Prior And he does a similar sort of thing

17 DT: Yeah. Um, okay. Um, so what kinds of information about Altrincham life is important for
18 you to have, would you say?

19 ALT 1: I think given that I live here and I work here and I'm on a lot of the community groups,
20 it's important to know what's going on when openings people closing. Um, and I can help
21 various other people. So I mean, one of the, the groups I'm involved in is the bar. So we have
22 a pub watch in Altrincham. So I spend quite lots of time working with them. They're looking
23 for, they're always looking for staff. So it's their highly defined staff. So I use my own
24 Facebook page to ask friends as I've got children who are looking for work, for example. So it,
25 it, it's really more of a community thing I think, in Altrincham. So we all kind work together.

26 DT: Right. Okay. Good stuff. Um, right, I'm, I'm not gonna show you the first of these, um,
27 card things and it's, it's, it's related to what we've just been talking about. Um, so as well as
28 the kind of information that you've just mentioned, um, what you wanna ask, have you
29 looked for information on any of these topics in the last six months? Obviously you, you can,
30 um, take as many or as few as you as you like.

31 ALT 1: Um, council services, local events, crime policing has to do with nighttime economy
32 generally, I suppose local environment. Cause I do get involved in reporting fly-tipping, things
33 like that.

34 DT Okay.

35 ALT 1: Arguing with loads of people. Generally

36 DT: <laugh>, it's good. What community's all about <laugh>? Um,

37 ALT 1: Yeah, the council love.

38 DT: Yeah. And this is similar. It's, it's, as I said, there'll be a lot of overlap here, but this just
39 goes in a little bit more detail in terms of uh, of, of what these are. So major services, health,
40 et cetera. So it's not just in terms of your business, um, activity, it's also in terms of you
41 personally and um

42 ALT 1: Public Safety. But that's more to do with night time economy work. Health and
43 welfare. We've got a problem with our hospital. We used to have a minor injuries unit and
44 we haven't got one anymore. Um, transport, we've got an interchange here which is quite
45 unusual. So we've got the hub. So we've got train, Buses and Metro in one place. We tend to
46 keep, you know, on that Planning, definitely. Um, and that's more to do with the Civic Society
47 we do a lot with them. Economic opportunities, job information and stuff like that. Trying to
48 find people to work in various companies around in the area. So because I follow a lot of the
49 businesses, I get to see that they're looking for people. We've got a real problem, trying to

50 find people at the moment in hospitality. Civi information: well I'm on quite a lot of the
 51 groups.

52 DT: <laugh> Well yeah, I mean Civic Society, you involved in that

53 ALT 1: Civic Society, the Chamber, the partnership, Pub Watch the neighbourhood initiatives
 54 has take a lot. So I'm quite involved in a lot of different groups. So you have to kind of keep
 55 an eye on what's going on, across all sectors really. Political information, information, I'm
 56 friends with our MP, I tend to follow what he's up to. I am a member of a political party, so I
 57 so tend to keep an eye on what's going on, it, it's quite interesting for me what's going on at
 58 a local level. Cause a lot of what happens at council affects Altrincham.

59 DT: Right.

60 ALT 1: And for example, we were told the last health scrutiny committee that we didn't need
 61 a minor injury unit because we're rich. so yes, I've got pretty much all of them to fair at some
 62 point. Right, right. Depends on what group I'm working with at the time.

63 DT: Yeah. Um, only one you didn't mention really was, uh, education, but, um,

64 ALT 1: Got no children.

65 DT: Right. So, so all apart from education probably. Yeah, I'd say.

66 ALT 1: Right. It's always interesting to see how we fair on scales for education. Cause that's
 67 one the reason people live here. because of the grammar school system.

68 DT: Right.

69 ALT 1: Yep.

70 DT: Um, so of those topics that we've looked at, uh, which, uh, which one is the most
 71 important, uh, for you as far as getting information is concerned? You gonna pick one of
 72 them?

73 ALT 1: I think it's anything to do with Altrincham itself. Cause I live in the town centre. I work
 74 in the town centre. I represent a lot of town centre groups. So think anything really to do
 75 with Altrincham that I'm interested in. So it can be a whole range of things.

76 DT: So it'd be difficult for you to pick one single thing?

77 ALT I think so, yeah. I would. Yeah. Yeah.

78 DT: Okay. That's fair enough. Um, how would you get information about, uh, these issues
 79 normally? I mean, you've already sort of mentioned a little bit about that, but, uh, if there
 80 was a, a particular area that, that you'd want information

81 ALT 1: I tend to use Twitter more than anything. I've got 45,000 followers on my Twitter
 82 account.

83 DT : Right.

84 ALT 1: So if people tag me into things, which is quite helpful, but then, because the
 85 Altrincham search is quite good. Mm-hmm. you can find out what's going on in Altrincham.

86 DT: Right, okay.

87 ALT 1: If you're in Sale, it's difficult cause their town doesn't seem to work quite the same
 88 way.

89 DT: Right.

90 ALT 1: So they're using the Altrincham hashtag which works quite well for everybody.

91 DT: Right. Okay. So if you're in that network, if, if if you're on Twitter and, and, and you, you
 92 are aware of the, the hashtags and stuff

93 ALT 1: Like that. Yeah. I think that that's quite important. I think we've, we've made, Alex and
 94 I majored in on that when we got together right at the beginning to try and make the
 95 Altrincham hashtag work. Yeah. But then it's picking up things on Facebook, getting into the
 96 right groups. Yeah. Um, so I'm on all the Altrincham groups I think. Um, and stuff goes up on
 97 there on a regular basis. On a daily basis.

98 DT: What, uh, difficulties, if any, you might not, I may not have any difficulties, but what,
 99 what difficulties, if any, do you have in accessing news and information about your, your, the
 100 area? So if you think of any sort of barriers, what, what might there be?

101 ALT 1: I don't think there are any really. I walk around town pretty much every day. I know
 102 the right people to get information from. I, know a lot of the council officers so does anything
 103 council related I can get hold of them? I know people at Stamford Quarter, Bruntwood. So if
 104 I've got any queries, I just generally go direct.
 105 DT: Right. So, so you can, cause you've got the contacts and the, the network you can go
 106 direct and so you don't see there being any particular difficulties, barriers in terms of, of
 107 getting information about, about the area?
 108 ALT 1: No. I, I'd just go directly whoever I need to go to. Okay.
 109 DT: Um, what would you say local news is like in Altrincham? And that's quite a broad
 110 question. Um,
 111 ALT 1: Generally it's pretty good. It's generally pretty accurate. Um, there are on occasions
 112 when you go, you have those moments where you go, where's this couple, what's going on
 113 now? But, and like you say, you, you just got to go and find out yourself really to make sure
 114 it's accurate. Because I live on a, a development apartments, I quite often get out my
 115 neighbours, but I've read this on Facebook, I've read this here, I've read that there. How true
 116 is it? Um, you know, it's just a case finding out.
 117 DT: So people come to you to to to verify information. Yes. And, and, and you, you're in a
 118 position to be able to generally do that?
 119 ALT 1: If, I don't know, I'll find out.
 120 DT: Do you
 121 ALT 1: People <laugh> and I don't take no for an answer.
 122 DT: Do you read a local newspaper?
 123 ALT 1: No.
 124 DT: Is there a local newspaper in the area? Uh,
 125 ALT 1: The Messenger.
 126 DT: Right. Okay. But you don't tend to look at that to to, to read that. So most of the stuff you
 127 get is, is online. Is Yeah,
 128 ALT 1: There's The Messenger. There's the Evening News. Um, the Messenger you can pick
 129 up free in the library, I think - or you could. But I never think to do that. And it, I mean it used
 130 to be a really good paper but now it's just crazy. It's just not really used. Yeah. And by the
 131 time they put it in their paper, we already know it all.
 132 DT: And what about the, the online version of the Manchester Evening News. or an an online
 133 version of of the Messenger?
 134 ALT 1: I tend not to use them cause they're full of adverts. I don't like the Manchester
 135 Evening News website, because every time you go on, you get a load load of adverts on it.
 136 DT: Um, so it's mainly through, um, digital media that you get information. Okay. Um, that's
 137 good. Right. So, um, right, this is a card about news stories, which, uh, it's bit more specific in
 138 terms of this things that we've just been talking about. Thinking about how Altrincham come
 139 across in any newspapers or on the internet and radio television. How strongly do you agree
 140 or disagree with these statements? So it's in terms of um, how, how Altrincham is portrayed
 141 in the news. There is enough news coverage about Altrincham.
 142 ALT 1: Yeah, I'd say we're good at that between us.
 143 DT: So is that strongly agree slightly or strongly? That's
 144 ALT 1: Totally, strongly agree. Strongly I think we're better than a lot of other parts of
 145 Trafford.
 146 DT: Right. Um, in news stories about Altrincham, I feel like I'm getting the full story
 147 ALT 1: Slightly, but then I'd go and investigate further
 148 DT: Uh, the views of local people are represented in news stories about Altrincham.
 149 ALT 1: Uh, yeah, I'd agree with that.
 150 DT:
 151 That strongly or slightly?

152 ALT 1: Yes. Quite good at that.

153 DT: Um, there is plenty of information in news stories about Altrincham

154 ALT 1: Uh, slightly.

155 DT: Um, Altrincham is portrayed in a positive light in most news stories.

156 ALT 1: Uh, depends what the news story is

157 DT: I suppose. Yeah. But yeah, how, how you interpret, cause

158 ALT 1: We had a murder in Goose Green not long ago. Um, I suppose if you, that was a

159 disaster for us.

160 DT: If you look at the broad brush of, of, of, of stories and sort of weighed up in terms of

161 whether Yeah. Generally positively or negatively. So slightly agree. Yeah. But I mean the good

162 thing about this and having it recorded is you can talk around it and, and I can use

163 ALT 1: That. That's what um, so we have the murder last year. Yeah. The court cases is

164 coming up next month. Right.

165 DT: So that, so

166 ALT 1: We're anticipating we're gonna get that news stories again. Yes.

167 DT: Um, I trust news stories about Altrincham

168 ALT 1: Uh, slightly I'll say,

169 DT: Altrincham is not in the news enough.

170 ALT 1: No I think disagree with that. We're quite good at getting ourselves in the press.

171 DT: The ion. Is that slightly or strongly?

172 ALT 1: Slightly I think.

173 DT: So, um, then there's this, the final card that quite, I have to ask you just a couple more

174 questions and this is about um, how the news helps you live your life and participate in the

175 community and mm-hmm. <affirmative> and obviously you are a, uh, you know, you do

176 participate quite strongly and and are a sort of instigator of community participation I

177 suppose you could say from what you've already said. But, um, how strong strongly uh, uh,

178 do you agree or disagree with these statements? I can get hold of enough information about

179 my area.

180 ALT 1: Yes, I'd agree with that. Yeah. I'd just go find it.

181 DT: I can get hold of enough information about candidates to enable me to make an

182 informed choice of who to vote for in a council election.

183 ALT 1: I'm in the middle on that one cause we don't get a lot from anybody apart from the

184 green party, or from the conservatives.

185 DT: Right.

186 ALT 1: So we never get to hear anything about our labour candidates.

187 DT: Right. Okay. So that is um, and you don't see any of that in the news. So is that neither

188 agree or disagree or is it's quite in the middle. In the middle, yeah. Yeah. Um, I can get all the

189 good information about candidates to make an informed choice about who to vote for a

190 general election, parliamentary election.

191 ALT 1: I actually work with Graham Brady.

192 DT: Okay. So with that caveat I suppose well I'll leave you to say

193 ALT 1: Um, yeah, so I know a lot about Graham Brady. Um, the other tend to put, so we only

194 get one sheet if we're lucky. Right. And I know the last General Election we didn't get

195 anything at all from Labour.

196 DT: Right. Okay. So what would you say? How would you answer that one?

197 ALT 1 : It's kind of a bit

198 DT: Again, neither agree nor disagree or

199 ALT 1: Yeah, I guess so. Yeah. Yeah. I'm normally on Sir Graham's campaign teams so

200 DT: Right. Um, I know where to go to, uh, to complain if I'm not happy about something

201 that's happening. So agree, totally agree. <laugh>, uh, I can easily find out what my local

202 politicians are doing.

203 ALT 1: If it's the MP, then yes, definitely. If it's local council then no cause don't deliver to me.
 204 Because they know I bat for the opposite side.
 205 DT: Okay. So if you are looking at, I suppose politicians in total
 206 ALT 1: Yeah.
 207 DT: So it'd be either there or this side.
 208 ALT 1: I'd say there the middle again. Yeah.
 209 DT: Okay. Um, I'm confident my voice will be heard if I have an opinion on issues in the town.
 210 ALT 1: I'm well known for that. <laugh>,
 211 DT: I find it difficult to find out what's going on in my area.
 212 ALT 1: No, not all
 213 DT: Right. Okay. That's great. Um, right. Um, I'm not gonna focus on something that's been,
 214 um, in the news recently or people are talking about well has been in the news as well. Um,
 215 and it, it, it's not, not Altrincham, itself. It's to do with with Hale. Um, but obviously has an
 216 impact on, on Altrincham. Um, actually hotel thing. It's the hotel thing. Yeah. Um, obviously
 217 you, you are aware of it. So by a first thing, what do you know about, uh, this policy of
 218 policing migrants in a hotel in Hale?
 219 ALT 1: It's difficult. Um,
 220 DT: Firstly, you are aware of it, I'm aware. And you,
 221 ALT 1: My husband went to the meeting last week
 222 DT: Can you, can you summarise what the policy is?
 223 ALT 1: They're looking 112, I think it's single males into the Ashley hotel for a period of up to
 224 two weeks while they are assessed.
 225 DT: Right. Um, which
 226 ALT 1: Gives me a little bit of concern for the night time economy because I don't really want
 227 that many people in Altrincham
 228 DT: Right. Okay. Um, so obviously given your connections, how would you say that this
 229 affects you? Um,
 230 ALT 1: Doesn't affect personally I think, you know. People Who come into this country and
 231 what asylum is fine. I don't have a problem with that at all. But I think it's just a case of where
 232 they're coming from, whether they're legitimate asylum seekers or whether they're not. The
 233 situation in Ashley I think with it being all male I think is a concern for certainly Hale and I
 234 think, you know, if it were families or something that might be a bit different, but not making
 235 provisions for the Britannia Hotel for these people. It's happening in Blackpool as well. The
 236 Nashville and it's the same hotel trade. Um, but from my point of view it's more about
 237 nighttime economy and drugs and things like that that I'm worried about.
 238 DT: Right, okay. Um, how did you first find out about this?
 239 ALT 1: I think it was a conservative group.
 240 DT: Right. So it was
 241 ALT 1: One of the local councillors
 242 DT: Now. So was this before it was covered as a news story?
 243 ALT 1: Yes.
 244 DT: Yeah. So so you knew about it um Before that?
 245 ALT 1: Yeah. I couldn't go to the meeting so I sent my husband. I think there's another
 246 meeting possibly on Thursday.
 247 DT: So the next question is, were you satisfied with the information that you had on it? Yes.
 248 And are you satisfied with the, the news coverage of it? Do you think it's been portrayed
 249 accurately and in a fair way?
 250 ALT 1: Yeah, so my husband came back from the meeting, um, I was actually meeting at the
 251 time, so he came back and was able to report back to the committee. So it's been shared
 252 with Donley Park members now as well. Mm-hmm. Um, and they put the link into the

253 Graham Brady story, which is in the Press where he's backing the community in terms of not
 254 wanting what's going to happen.

255 DT: Okay. So in terms of the, of the coverage in, I mean, where have you seen it covered?
 256 What sort of news outlets have you seen it covered in?

257 ALT 1: It's on the BBC I think. Right?

258 DT: Yeah.

259 ALT 1: Sir Graham's been mentioned on the BC is saying it shouldn't go ahead the way it's
 260 going ahead.

261 DT: And do you think that it's a, that coverage is an accurate portrayal of, of, of what's been
 262 going on?

263 ALT 1: From what Trevor came back and told me? Yes, definitely. Yeah.

264 DT: Okay. Um, if you felt really strongly about this and obviously, um, you have an interest in
 265 it, what you've just said, um, if you really wanted to do something about it, uh, make your
 266 voice heard in some way, uh, are you satisfied that you'd be able to do that? Um, yeah. What
 267 sort of things, um, would you, would you be doing?

268 ALT 1: I'd probably go to the Britannia Hotel group cause it's actually based in Hale.

269 DT: Right, so you've got them directly to make representations there? Yeah,

270 ALT 1: Yeah. .

271 DT: So it has its national base in, in here. Is it, is it Right. Good. Look, <laugh>

272 ALT 1: Yes. xxxxxxxx, own the hotel. Right. And I've come across them before. I'd probably
 273 just go to them.

274 DT: Right. Okay's. Interesting. Um, are you aware of any sort of, well you've already, you've
 275 already referred to this really, but, uh, um, but the, the, um, the question I have is, are you
 276 aware of any campaigns in relation, uh, to this? Yes. Obviously you've talked about meetings
 277 and stuff like that. Yeah, there's

278 ALT 1: Possibly going to be another one this week. Okay. But that's, that's been a cross party
 279 meeting with businesses, residents, counsellors, more parties. Right. Sir Graham was at the
 280 first meeting.

281 DT: So how have you found out about those meetings? That's through, through your
 282 contacts? In in in the, in the party and in in other organisations?

283 ALT 1: Yes. On Facebook as well. Yeah.

284 DT: Okay. Um, just one, one other issue, which obviously I've included that cause it's quite a
 285 recent issue that's come up, but there's another one, in relation to Altrincham Leisure
 286 Centre. And the refurbishments to Altrincham Leisure Centre. Yeah. It's been a little bit of,
 287 um, stuff in, in in in some news outlets about that. Um, are are you aware of, of, of, of those

288 ALT 1: Yeah, I was consulted.

289 DT: Right, okay.

290 ALT 1: Before it went through planning.

291 DT: Right. Is this as in your capacity as the Civic Society? As the

292 DT: <laugh>. Okay. Um, so if you were making representations about that, presumably you'd
 293 know what to do in relation to that

294 ALT 1: Yeah, I mean we, we went to um, another leisure to have a look at theirs because
 295 they've been refurbished before us. Um, we wanted a climbing wall cuz they've got climbing
 296 wall. It looks really good but won't have one of those. But in general it looked really good. So
 297 if, if we get the same sort of standard of refurbishment then it'll be great. The one thing we
 298 don't understand is why we're having such a big gym because we've got a lot of gyms here
 299 And it's kinda like bit overkill on the gyms. So we need the swimming cuz other isk, we've got
 300 a very strong, um, gymnastics team for the kids and trampoline and stuff like that. That's
 301 great. We'd like more things to happen for the youngsters because there isn't a lot to do do
 302 in Altrincham. But what we objected to was how much gym equipment there was because
 303 we don't really think what need for that. You've got Pure Gym, which is 17. 99 a month. You

304 know, we've got Total Fitness, we've got a new gym that's just opened at back, um, next to
 305 the new cinema. So we're kinda overrun the gyms a bit now.

306 DT: Right, okay. Um, right. So can you think of any other major issues like this that have
 307 affected people in Altrincham or Hale Barns, Bowdon, those, those areas?

308 ALT 1: Main issues we are pursuing at the moment are, um, town a town hall. We've got a
 309 petition running at the moment. So society to save the town hall for community use. Right.
 310 Um, and the other issue is we've got a one-way system going in, which has only got three
 311 sides

312 DT: <laugh>. Interesting. All right. Okay. So

313 ALT 1: There's my two priorities at the moment. All in the one-way system.

314 DT: Okay. So, um, so obviously you have no problem getting information about these things
 315 cuz you, you, you, you go direct or Yeah. Yeah. Yeah. Okay. Um, do you think it's easier or
 316 harder to find, uh, in out information or make your voice heard about things like this? Uh,
 317 than it was in the past.

318 ALT 1: It's easier for me now. I know who to talk to and I think that's because I've been
 319 involved in the community for the last 15 years. I've built up a network of people that I know
 320 who to go to. If you don't know who to go to, I'll find them.

321 DT: Yeah. What about people who maybe haven't got your connections? Do you think it it's
 322 easier or harder? Uh,

323 ALT 1: It's probably hard for them. That a lot of people come to me. Right. Or Judy, who's the
 324 Civic society lead or Sue who's the chamber lead. Right. So the three of us kind of work quite
 325 closely together. Right. So what you tend to find is people come to us for information. Right.
 326 So because we run, my husband and I run a residential property management business,
 327 we've got a lot of clients who will bring us up and ask for specific information and if we don't
 328 know the answer, we'll find it for them. Yeah.

329 DT: Okay. Um, so finally, uh, if you could have the absolute best local news service you can
 330 imagine, what would it look like?

331 ALT 1: I think it'd be easier if it was all in one place. Cause at the moment you have to dip into
 332 Facebook, Twitter, Instagram.

333 DT: So when you say all one place, do you mean all in one place online or, or any? It can be in
 334 a paper?

335 ALT 1: So the papers aren't what we used to be. We used to get the Messenger delivered, but
 336 we don't anymore.

337 DT: Yeah.

338 ALT 1: You have to physically go and get it. But by the time paper out, we've already, got the
 339 information.

340 DT: So I'm talking about uh, the, the, you know, uh, hypothetical news service that the best
 341 local news service that you could have. Would it be on paper, would it be online or

342 ALT 1: For, for me now it'd be online. Yeah. Because I think it's more instant online. So you
 343 swap something. So I might swap something that's opening up in Town, snap it, get it online
 344 and then other people pick it up and we can take it from there. Yeah. And so I kinda live with
 345 my phone right time.

346 DT: Okay. So what do you mean? Um, so it's online all in one place. Um, incorporating the
 347 sort of an amalgum of the things that you've, that you've

348 ALT 1: Yeah. Just to have to go all the different platforms, find what's going on. So I have to
 349 go on Facebook and then check s and then I have to go on Twitter.

350 DT: Yeah.

351 ALT 1: So it's kinda like, takes quite a while sometimes to find things.

352 DT: So, so at the moment you, you, you can't, there isn't anywhere where everything is all in
 353 one place. So Altrincham Today, for example, doesn't provide that?

354 ALT 1: It provides a lot, but not everything. Right. So you have to go and find other platforms.

355 DT: What sort of things do you think, uh, it doesn't provide?

356 ALT 1: There's a lot of things on some of the Altrincham groups that isn't necessarily
357 newsworthy, if you like. Right. But relevant to local residents.

358 DT: Right.

359 ALT 1: Okay. So there's things that Altrincham Today covers, which are the main news stories,
360 but then you've got to go on to the Facebook groups to see what, what's going on in a, in a
361 local area. So Broadheath, for example, On a more micro level.

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ALT02

1 DT: What are the most important sources of information about your
2 local area for you some of the words. Where do you get your
3 information where the most important sources for information
4 generally.
5

6 ALT02: It will generally be the internet nowadays.
7

8 DT: Yeah, so are there any particular websites that you go on any
9 particular it. Is it social media is it's all any particular
10 websites.
11

12 ALT02: Yeah, there'll be a combination of Twitter and Facebook but
13 in particular, there are a couple of accounts that are follow on
14 both. Altrincham Today, which is the sort of primary source of
15 information about Altrincham and Altrincham HQ, which is a local
16 business nun by an internet trainer effectively trains on social
17 media. And those two accounts are the two accounts that post the
18 most information about Altrincham. there are several other
19 accounts on Twitter and Facebook who do similar things. But, you
20 know, they tend to be a bit more specific. So, for example, a good
21 one is Angela Stone who looks after Altrincham's nighttime economy
22 and she will quite often post interesting information about what's
23 going on with the nighttime economy. And obviously, at the moment,
24 not a lot.
25

26 DT: Right. So which of these do you trust most would you say. And
27 why would that be
28

29 ALT02: Think I trust them all relatively equally because I know
30 the people behind them. And so I would tend to go to a source
31 where I know the people. So I know that people behind Altrincham
32 Today and Altrincham HQ. And so I trust what they say. Because I
33 know them personally.
34

35 DT: Right. Okay, good. And so what kinds of information about
36 Altrincham life is most important for you to have would you say
37

38 ALT02: I think it's from my perspective, it's things about
39 developments in the town. What's going on. So, for example, with
40 the nighttime economy. What's going on with so things like playing
41 in the town. I'm actually Chair of the Altrincham town plan or I
42 was sorry I was charity Altrincham and our treasurer of it. And so
43 I helped develop the town plan for Altrincham so it's things like
44 you know what's going on with planning consents what's going on
45 with what we're building in the town. What's going on with
46 development of the town new businesses opening,
47 businesses closing, which is actually quite common at the moment
48 because of the impact of Covid and quite often, I quite like to
49 get information about new hospitality venues and find out what the
50 existing hospitality and us doing so quite nice to know that a new
51 restaurant is opening or
52 at the moment, the other the other account. What I didn't mention
53 is Altrincham limited, which is the town's BID - We have a
54 Business Improvement districts and Altrincham and they post lots
55 of useful information about which their hospitality venues are
56 doing takeaways and so on. So that's always useful information and
57 they also promote the town. And so it's interesting to hear what

58 they have to say about what's going on in the town. Yeah,
59 excellent.
60
61 DT: Okay, great. I'm now going to show you a card. Some of the
62 things that I mentioned in the next couple of cards. You've what
63 you've already sort of touched on a little bit, and there will be
64 overlaps in newsworthy some of the things too. So you may, you may
65 feel that it's being repeated. But there is a reason for that. And
66 the way it's structured and things that, but I'll, I'll just share
67 my screen now show you the first card. So it's one of the kinds of
68 information that you mentioned already,
69 Can you see that Yeah, I just want to make sure
70 And so, as well as the sort of things that you've mentioned, Have
71 you looked for information on any of these topics in the last six
72 months. And obviously you can go for more than one. And so we've
73 got that. As you can see, local environment sports politics, etc.
74
75 ALT02: Which would i would i would say that I've looked for all of
76 those in the last six months.
77
78 DT: All of them. Right. Okay. You just highlighted, but I should
79 really put an option for that all of the above.
80
81 ALT02: I think part of it is having so much time on our hands
82 because we're all locked up.
83
84 DT: Well, yes, yes, there is that. Okay, and Right, so I'll now
85 show you another one which is again quite similar in lots of ways,
86 but it's a line two particular definitions of what we call
87 critical information. So switched to Some of these topics are are
88 similar and there's a little bit of sort of additional information
89 included in there. Which sort of clarify and identifies which we
90 need to do to make sure everybody's clear on what we're talking
91 about. So these are included. These categories are what what's
92 known as critical information needs for individuals in
93 communities. I just wonder if you could just have a quick look at
94 those.
95 And so again, have you looked for information about any of these
96 in the past six months.
97
98 ALT02: I would say all of those apart from education and transport
99 info.
100
101 DT: Right, so what I'll do is a highlight these and put it in red.
102 So
103 Right, so are the topics that we've looked at which of those is
104 the most important to you as far as getting information is
105 concerned.
106
107 ALT02: About these on these on this slide.
108
109 DT: Well, on this or the previous slide.
110
111 ALT02: Well, I think in the last six months is clearly been about
112 the health situation because of the impact of Covid so
113
114 DT: Yeah, I Think
115

116 ALT02: A lot of that sort of flits between the two dozen it health
117 and welfare political information so interesting to know what our
118 MPs or two and you know you highlight the demand of Greater
119 Manchester. I know personally. And so I would say that, mainly
120 because of the Covid situation, it's been to try and find out
121 what's going on, locally as far as covert is concerned, both in
122 the local area and the Greater Manchester area.
123

124 DT: Yeah, and and how would you get information about about these
125 issues.
126

127 ALT02: Well, typically I would get quite a lot of information from
128 Twitter. And particularly, things like the local MP and Mayor of
129 Greater Manchester and obviously the Covid information is there's
130 lots of it out there probably a bit too much actually . And so
131 yeah, so I tend to get a lot from Twitter. Yeah.
132

133 DT: Okay, so what difficulties, if any, do you have an accessing
134 news and information about the area.
135

136 ALT02: I don't think I have any real difficulty about getting that
137 information at all to go nice there's generally the information
138 I'm looking for is out there. The big column I have is which
139 information to believe. And, you know, because you're not quite
140 sure whether it's coming from a trusted source or whether that's
141 sources of vested interest. And I think, in particular, Twitter
142 can be quite dangerous because you've got people with vested
143 interests and if you're trying to find out Covid information,
144 everyone's got a different slant on it. So it's just trying to
145 work out which is a trusted sources really on he give you any from
146 the internet.
147

148 DT: How do you tend to sort of navigate that. And we'll work that
149 out in terms of what what is, what can be trusted. And what can't
150 be
151

152 ALT02: I tend to follow people and and sort of follow their posts
153 and their tweaks and eventually I'll come to a conclusion as to
154 whether that person's you know spouting garbage or not, but it's
155 very difficult to actually separate the wheat from the chaff and
156 so it's not an easy thing to do. And, you know, so for example, at
157 the moment, you've got lots of things about doctors posting about
158 what's going on in intensive care units and then other people say,
159 and actually that's garbage. Well, who the hell do you believe,
160 and that's the big issue at the moment I think with social media
161 in general and also the MSM the mainstream media and you know you
162 don't know which reporter or which newspapers got a vested
163 interest in what and it's really difficult to get to The truth of
164 what you're trying to find out. And so, and I think that's
165 probably something that the rest of the population would say as
166 well at the moment. And that obviously that's a very single issue,
167 you know, become but that's the one that's been I think the one
168 that's obviously in in most people's minds. You know 90% of the
169 time nowadays.
170

171 DT: Okay, and I'll share another slide. Now this is one was one
172 where there's a couple of couple here where it is a statement. So
173 let's see how strongly do you agree or disagree with the statement

174 sort of find them. So thinking about how the news that you get
 175 helps you to live your life and participate in the community in
 176 altering them. How strongly do agree or disagree with these
 177 statements. So it's in terms of how the information that you get
 178 helps you to participate in sort of civic life and things that I
 179 can get hold of enough information about my area.
 180
 181 ALT02: Yeah, strongly agree.
 182
 183 DT: Then I get hold of enough information about candidates to
 184 enable me to make an informed choice of who to vote for, and a
 185 council election.
 186
 187 ALT02: I'd say slightly disagree.
 188
 189 DT: slightly disagree. Right. I can get a hold of enough
 190 information about the candidates to be able to make an informed
 191 choice of who to vote for the general election.
 192
 193 ALT02: Slightly agree.
 194
 195 DT: And then I know where to go to to complain if I'm not happy
 196 about something that's happening in my local area.
 197 ALT02: Slightly agree.
 198
 199 DT: I can easily find out what my politicians are doing
 200
 201 ALT02: Slightly agree.
 202
 203 DT: I'm confident. My voice will be heard. If I have an opinion on
 204 issues in the town.
 205
 206 ALT02: Slightly agree.
 207
 208 DT: And then I find it difficult to find out what's going on in my
 209 area.
 210
 211 ALT02: Strongly disagree.
 212
 213 DT: Okay, thanks for that one that's that's useful.
 214
 215 DT: Right. Um, so I'm going to show you another card, which is
 216 similar sort of setup, some sort of questions, but the the angle
 217 is slightly different. With this one, thinking about how
 218 Altrincham appears in news stories, that you might have come
 219 across in any newspapers or on the internets on radio and TV. How
 220 strongly do you agree or disagree with these statements. There was
 221 enough news coverage about Altrincham.
 222
 223 ALT02: Slightly agree.
 224
 225 DT: Slightly agree. Then in the new stories about Altrincham, I
 226 feel that I'm getting the full story.
 227
 228 ALT02: Again, slightly
 229
 230 DT: Views of local people are represented in new stories about
 231 altering and

232
233 ALT02: Strongly agree.
234
235 DT: There is plenty of information in new stories about altering a
236
237 ALT02: Slightly agree.
238
239 DT: Altrincham portrayed in a positive light. In most news
240 stories.
241
242 ALT02: Strongly agree.
243
244 DT: I trust new stories about Altrincham
245
246 ALT02: Slightly agree.
247
248 DT: Altrincham is not in the news enough.
249
250 ALT02: slightly disagree.
251
252 DT: Right. Excellent. Right, so I'll stop sharing now so we can
253 still, ask a few more questions. So that's all Right, so I'm going
254 to mention something has been in the news recently related to
255 Altrincham but but it is a national story probably know what I'm
256 going to mention that is the new Covid regulations. n particular,
257 it's the things that I've noticed In people talking about in
258 Altrincham is the way it's impacted on businesses where it's
259 impacted on the community and things like that. So, can you tell
260 me what you know about the Covid rules for Altrincham.
261 ALT02: Yeah, I feel reasonably confident that I know what the
262 rules are and I know we're in Tier four, and I know what the
263 regulations are because I follow it quite closely and it's been
264 well publicized on social media and stuff like so I feel
265 reasonably confident. I know what they're also
266
267 DT: What are the other
268
269 ALT02: Yeah. Well, nope, no household mixing and you can't
270 exercise with unless you exercise with people you don't have sold
271 Or with only one person from outside your house sold bars and
272 restaurants hospitality sector is closed, apart from takeaway, and
273 only essential businesses are open. And the moment. Kids are still
274 in school, but that might change the day
275
276 DT: He goes Typical for anyone with with these for these rules
277 puts a pretty well i think and how has it affected you
278 particularly That's up too much of a personal question. Again, you
279 look at every question.
280
281 ALT02: That's all I would say in lockdown one effectively quite
282 badly, but not because of sort of socio economic aspects. It
283 wasn't primarily because I couldn't see my grandchildren and I
284 actually have a terminal illness. I've got terminal prostate
285 cancer. And I'm already passed my worst case prognoses state which
286 which means I'm doing quite well. Which is good, but not being
287 able to see my grandson's was devastating in the first three
288 months lockdown back. In a March, April, May and now that we can
289 form child care support the wars that sort of helps because we can

290 we do childcare once a week. So we do see the grandsons now. And I
291 suppose the other aspects are all more sort of social, the fact
292 that we've not seen our friends more than once this year. And
293 we've not been out with our friends at all. And we can't see our
294 daughter, because she's not in our support bubble and so all those
295 aspects have been really grim and when you sort of living with a
296 shortened life expectancy. It really does have a negative impact
297 on you mentally. So I would say that mainly it's impacted me
298 mentally rather than in any other respect and financially because
299 I only work part time and I'm able to work remotely. I don't have
300 any issues as far as that's concerned, but it's mainly just
301 missing friends and family.

302

303 DT: Yeah, and in terms of the impact of the of the restrictions.
304 Are you aware of the views of other people in the community
305 irrespective of the impact of the restrictions.

306

307 ALT02: Yeah, absolutely. I think there's lots of people with very
308 wide and varied views from the lockdowns aren't necessary to let's
309 lock down everything forever. So yeah, you get a very good blend
310 of opinion, particularly on social media. And so you do tend to
311 find out what other people are thinking. And I know lots of people
312 have questioned, for example. When we when Greater Manchester
313 originally moved into Tier three and gyms were closed but
314 Liverpool were allowed to have GMOs open and the gyms that are
315 really important aspects of lots of people's lives. And so lots of
316 people question the sanity of that. So I think, yeah, there's
317 there's quite a lot of very strong opinions about what other
318 people think and they're readily available. All you need to do is
319 get on social media and see some of the some of the comments.

320

321 DT: How did you first get access to information about the changes.

322

323 ALT02: And I basically followed, I think, quite often. Watch the
324 press. The press conferences that the government, we're doing so
325 picked up most of it from that and then actually picked up rest of
326 it again from social media and predominantly from Twitter.

327

328 DT: And now are you satisfied with the information that you got

329

330 ALT02: I think it's reasonably clear if you're intelligent and I
331 think the big problem is that because you know we've got what 40
332 years now, and probably a 50 coming it's becoming increasingly
333 difficult to know what reels and you apply to you. And one of the
334 big issues that I had was that I'm the I'm the compliance officer
335 for a running Club and the running club space to check your East
336 and we're based in greater meant and we live in Greater
337 Manchester. And and half our members lived in Cheshire eastern
338 half live in Greater Manchester and when check your email or in
339 tier two and Greater Manchester into three It was actually quite
340 difficult to find out what on earth you could do in terms of
341 crossing boundaries and of course, then you got into the situation
342 where you were trying to find out information, not just from
343 government guidelines will also your sort of a sports Association
344 guidelines sewing the athletics have it as a separate rules that
345 we have to comply with as well. Right. So that's me. I think the
346 fact that we've got so many different tiers around, you know, now
347 we're now we're, we're pretty much all into for anyway. But when it

348 was tier two and tier three it was actually creating lots of
349 complexity about I think people were very confused about what you
350 couldn't couldn't do.
351
352 DT: So how did you get that local information that was that
353 Immediately affected your local situation.
354
355 ALT02: Again, it would be primarily from Twitter local the local
356 the local authority Trafford Posted you know all the information
357 that was required went on to Twitter by the Twitter feed. So
358 predominantly from that.
359
360 DT: Okay, I must say this is the case. Well, with you, but if you
361 did feel strongly about the the restrictions that and also people
362 do, like you said, some people want to lock down forever so people
363 want. We want to let it rip and all that sort of thing. If you
364 didn't feel strongly about seeing the impact on businesses and
365 things that and some of questioning, some of the issues around
366 closing gyms and a lot more thing. If you want to do something
367 about it and let your voice be heard. How would you do that, what
368 would be the mechanisms for for getting your voice heard.
369
370 ALT02: Okay, I have done that already. Contacted my MP. I've also
371 had dialogue with with Andy Burnham Mayor of Greater Manchester
372 and because I'm involved in the Chamber of Commerce. We've had Q
373 and A's with the with our MP with IQ and age down the Burnham, and
374 those have been very good forums for Asking questions and putting
375 forward different views and and so I don't feel that if there's
376 any barrier to be able to put forward a view. Right, whether they
377 take it to stop. It is a different matter.
378
379 DT: Right and okay I'm right. Can you think of any other sort of
380 issues. Not necessarily as big as this football but other local
381 issues that you felt strongly about that of interest impacted on
382 on the on the local community a lot. Mike babby quite difficult.
383 Thing thinking of anything bigger than than what's been happening
384 recently. Can you think of any other major stories major issues
385 that have affected Altrincham.
386
387 ALT02: I think in in recent times, it's been predominantly
388 dominated by the impacts of the pandemic, but I think, you know,
389 looking back
390 When back in 2010 Altrincham was described as a ghost town in the
391 national press the time I was chairman of the Chamber of Commerce.
392 And it was obvious really to do something about it. So the time,
393 you know, altering there's a ghost town, pretty much dominated
394 press And what's dominated the press center is how we've turned it
395 around and and i think you know there's been nothing but good news
396 stories about the regeneration of the town center. And that's all
397 really positive.
398 So I think, I think, you know, if we keep focusing on what we've
399 done. I think the big thing for Altrincham is that the town is in
400 a position of strength to regenerate itself again once we come out
401 with the pandemic and I think because we were actually
402 strengthened our position. I think we'll come back stronger
403 afterwards, then other town centres will Hall.
404

405 DT: And do you think it was in the past it was harder to find out
406 information about these sorts of issues or easier in the past.
407
408 ALT02: I think back in now. I think it was probably more difficult
409 previously to find that information. You know, when When the
410 article came out in the national press about Altrincham being a
411 ghost town you know trying to sort of dispute that was difficult
412 because the information just wasn't readily available. And now
413 it's much more readily available, so you know when the national
414 press came out and said was 37% vacancy rates we knew that was
415 absolute garbage. But you to contest that is really difficult.
416 Nowadays, that we'd have to have all that information at our
417 fingertips because of things like the Business Improvement
418 District have a really good handle on what's going on the town
419 center. And that's been a big plus for Altrincham. Yeah.
420
421 DT: And So this is sort of going back to some of the things that I
422 was talking about earlier. And when we're looking at those cars.
423 What do you think the local news in Altrincham intemperately and
424 there's some sort of surrounding districts is like today,
425
426 ALT02: I think if you if you're talking about printed news. I
427 think it's pretty grim and you know the local newspaper, the Sale
428 and Altrincham.messenger used to be about 60 pages. It's now about
429 12. It's got very, very basic information. So unless you are
430 actually on the internet and looking at things like Twitter and
431 Facebook, and you know, so on and so forth. And accessing
432 Altrincham. Today online, you basically not getting any
433 information at all. Apart from from the mainstream media. And I
434 think that's a bit of a problem. So yeah, certainly printed media
435 is a disaster. Nowadays, the, the only publication of any know is
436 is Altrincham Today, which is a sort of more of a booklet
437 published monthly sort of a glossy rather than a new thing because
438 they are watching today use Facebook and Twitter for basic posting
439 news and information rather than the printed media so printed
440 media. There's nothing basically
441
442 DT: Yeah, so it so. But in terms of other platforms such as the
443 internet and social media. How do you, how do you say news fares
444 on those platforms for Altrincham.
445
446 ALT02: Yeah, I think they're pretty good. I think we get anything
447 that's appropriate to the town. You can find out about it. If
448 you're actually on social media. And though, you know, there's
449 plenty of information out there. So I don't find any difficulty
450 finding out what's going on.
451
452 DT: You mentioned Altrincham Today, which obviously has a presence
453 online
454
455 ALT02: Yeah, certainly a Altrincham Today Altrincham Unlimited the
456 town's BID offering and HQ they post lots of information about
457 what's going on the town, it's really valuable the BID Altrincham
458 unlimited is very good, because the things like events going and
459 taking place in the town, which is increasing for for their really
460 well publicized on social media, but they also do a newsletter to
461 the BID members, which is really helpful.
462

463 DT: Okay, right. And finally, and if you could have the absolute
464 best local news service. You could imagine what would it look like
465
466 ALT02: Let's see what question. To be honest, I think the reality
467 is nowadays. Most people are going to source news using social
468 media. So I think channels like a Altrincham Today I think would
469 actually be where I would go to as a source of information. I
470 don't think there's actually anything else that's going to give me
471 a broad picture, you know. So I would say people like the social
472 media channels I mentioned would be where I would turn to for the
473 information I would be looking for and the local authorities.
474
475 DT: Right. Okay. Right.

476

ALT03

1 DT: So, first of all, can I ask you, what are the most important sources of news and
2 information about your local area for your local area?

3

4 ALT03: Yeah, I used to always read the local Sale and Altrincham Messenger, but they've
5 stopped delivering it. Did you know that? So I've been told it's online, but although I
6 didn't read it cover to cover, it was a very good way of catching up what was going on
7 locally. It was brilliant. After you've been on the holiday, like for a couple of weeks, the
8 catching up with what was going on. And since that has stopped, I'll be quite honest, I
9 haven't looked at much. That's local because I will look at the BBC News online. I'll watch
10 some of the BBC or Sky News and I will read The Independent some days or even The
11 Daily Mail if I want to look at the football. But since the Messenger stopped, which was
12 before I went on holiday, I haven't really made an effort. But I guess if I wanted to, I would
13 go for some online way of getting that information. So in terms of obviously, you
14 presumably keep in touch with the things that are going on.

15

16 DT: So if you don't get it from online news sources, how do you get your information?

17

18 ALT03: The vicar. And the shopkeepers. Right. So I want to know what's happening in Hale
19 Barns I'll ask Vinny, the pharmacist, when I see him or Mauricio the barber when I get my
20 haircut or oh, sometimes you pick it up in Costa Coffee, not from then, but overhearing
21 people's conversation.

22

23 DT: Right. Okay. So it's very much the word of mouth.

24

25 ALT03: Yeah. Yeah. In terms of looking information.

26

27 DT: What information about a broader area, Altrincham as a whole.

28

29 ALT03: That's a good point. Well, I suppose some might get through the networking
30 groups I go to, because a lot of the people I interact with, like the one I went to this
31 morning, there was about 18, 20 people at the meeting and all of them are business
32 owners in Altrincham. So you'll pick up from that and things that are going on. And the
33 other thing is that I forgot about is I'm a member of the Hale Barns Ward Conservative
34 Committee. So I will hear from the councillors what's going on because every monthly
35 meeting that we have, our three councillors will give a report but it's all but usually it's the
36 bloody potholes or the green bins if you know, I mean. Or planning. Those are the three
37 things aren't they, that most people these days go on about.

38

39 DT: Right. Yeah. Okay. So that's the odd question I've given your previous answer, but
40 which of these sources do you trust the most?

41

42 ALT03: Oh. Well, I certainly trust the councillors. But equally, if Vinny or my barber showed
43 somebody something, I'd trust them as well. But you don't know them when they've
44 picked out whether what they've picked up is the truth or it's been embellished. Because
45 that's the trouble with word of mouth, isn't it, how things can change or get
46 misrepresented

47

48 DT: So what kinds of information about the local area and about Altrincham is most
49 important to you? Um, for you to have.

50

51 ALT03: Well, certainly to know what's going on planning wise, especially if there are big,
52 major developments that are going to take place. Because those are the things that will
53 impact like if you're going to have a hundred houses built, then they'll impact the schools
54 and the roads and things like this. So. Excuse me, I gave a presentation this morning, so
55 my voice isn't the best either. And so planning something that I really like to keep on top
56 of as to what's going on in the local area. Sport is something that I'm also interested in. So
57 I want to know the likes of what Altrincham football club are doing and if you could class
58 Sale. I mean, I know sale sharks are a bit different these days, but I still follow the sale
59 sharks.

60

61 DT: Right. Okay. Well, that's interesting. So this sort of follows on a little bit from from
62 what you've just said just now. So in terms of the types of information, this sort of
63 codifies it a little bit on this. There's two sheets here and they do overlap in terms of the
64 sort of questions to where they would like it to indicate. So. As well as the kinds of
65 information that you've mentioned. And I mean, even if we have mentioned it, we can
66 take it off here. Which of these types of information have you looked for?

67

68 ALT03: Well, I haven't I haven't bothered to look much for the local environment. But I've
69 certainly done sport. And travel because I do use the local buses. Politics. Bloody green
70 bins. Yeah. What do you say about the green bin guys? That the grey, the black and the
71 blue are fine. But why cant the green bin men not be as efficient as the others anyway?
72 Yeah, you can tick council services, right? Okay. Not into live local events and crime and
73 policing. No.

74

75 DT: There we go. That's that right. Okay. So then this is quite similar, but there are other
76 things that are included here and it goes into a bit more detail about about what would
77 come about under this. So you've got emergency services, health and welfare, etc. Mm.

78

79 ALT03: Well, I'd pick up dangerous weather off the phone or TV. I don't go particularly
80 looking for that. The only weather I look for is because I water ski at Sale water park.
81 Right. Health and welfare. Yeah. Yeah. Um, I'm not look for anything in particular, but
82 clearly I've had a flu jab in the COVID jab. Okay. Education. good, good. I'm not interested
83 in that. Uh. the transport and travel info. Yes. Because of the trains and planes.
84 Environment and planning. Yes. Because of HS2. Economic. On this I would say I'm aware,
85 but I've not looked up anything on that because it doesn't apply to me. So economic
86 opportunities haven't particularly looked for it that I'm aware of it. Civic information. Well,
87 we said local football clubs there. So we tick all that . And political. Yes. Yeah. Okay. So
88 most of those yeah.

89

90 DT: There are a couple that you that you wouldn't actively look for. Okay. Um, so which of
91 these topics, um, which one of these topics would you say is most important for, for you
92 as far as getting information about so concerns that come into both of those. If you're
93 going to pick one, which is which is the most important. Probably the political info, the
94 way things are at the moment. You indicated a little bit about how we get that
95 information, but is there anything else you can say about how you would get that kind of
96 information?

97
 98 ALT03: Um. I'm not the best reader in the world. Never have been. So more TV. Or pick it
 99 up on. Look at the BBC website, a local really local website, you know, the Greater
 100 Manchester, things like this.
 101
 102 DT: And can you think could you name any news websites - any local news websites?
 103
 104 ALT03: No.
 105
 106 DT: Okay, that's fair enough. And do you get a lot of people who can out of interest? Um,
 107 it varies. It does vary and varies according to the area. The thing that most people
 108 mention in terms of online news is altrincham today, which is a hyperlocal.
 109
 110 ALT03: Yeah, I heard altrincham today, but I can't say every ah of I ever looked at it. I
 111 might have looked at it once or twice. Yeah, but it's not something that features in your
 112 sort of daily or weekly or regular. Yeah. But what I you say there's a guy I know through
 113 networking, a guy called Steve who has a company called Mooch.Right. And they're
 114 developing websites that encompass everything for like Trafford or Bolton. So you can just
 115 click on it and see who your MP is or who your local councillors are. What the hospitals
 116 doing. Have you heard of this?
 117
 118 DT: I've not heard of it, actually, but I'm interested in that. Okay. Right. So what difficulties,
 119 if any, do you have in accessing news and information about your area?
 120
 121 ALT03: I think whenever I look for it, I've always found it. Not found it at all (difficult)
 122
 123 DT: So what, you wouldn't highlight any difficulties?
 124
 125 ALT03: No, because I'd search on Google if I was struggling and yeah. being aufait with IT
 126 I'd say I'd drill down and things like this
 127
 128 DT: So you're very sort of literate in terms of I.T. and and that sort of thing and have to
 129 use a search engine and all that sort of thing. And what would you say? I mean, you
 130 mentioned it a little bit earlier when you talked about the Sale and Altrincham messenger
 131 but what would you say local news is like in Altrincham?
 132
 133 ALT03: I thought the messenger was pretty good, except that it was very sort of Labour
 134 oriented. I thought it had quite a sort of political bias to the left rather than being neutral.
 135 And in terms of of any news outlet, I mean, it's difficult because I think it's just the way
 136 some things were presented. Yeah. When. There was some misrepresentation almost, I
 137 would say sometimes. So they favoured more what Labour were trying to push rather than
 138 maybe what the Lib Dems or the Conservatives.
 139
 140 DT: Was this when Labour was controlled?
 141
 142 ALT03: I mean, so they control traffic to council, don't they. But yeah, it was just when
 143 Labour controlled the council. Yeah. I and I just got the impression that they weren't
 144 always representing, truly representing what was going on. It was a bit biased. Okay. Don't
 145 ask me why, but I just got that feeling the way it came out.

146
147 DT: Yeah, I mean, what? I mean, I know what you mean, but the reason why I'm asking was
148 it when Labour controlled the council, it was because it could be biased towards labour,
149 could be biased towards the sort of the administration, whether it was labour or not, you
150 know, in terms of yeah. In terms of the, you know, the emphasis that they put and the
151 credence that they give to the incumbents in terms of who was running the show. That's
152 the reason I asked that. Yeah, I'm going to show you more cards. The first one is.... actually
153 for each one. It's the same questions. But the first is I was asking you about Altrincham as a
154 whole and then the town of Altrincham and is asking about Hale Barns. Okay. You're more
155 local area. So. So first. So Altrincham first. So in terms of how you how you get news and
156 how it helps you live your life and participate in the community in Altrincham, how
157 strongly do you agree or disagree with these statements? So I first get hold of enough
158 information about my area.
159
160 ALT03: I would say slightly. Agree, certainly not strongly.
161
162 DT: I think I can get enough information about other candidates in a local election
163
164 ALT03: I would say I strongly agree with that. So strongly agree.
165
166 DT: And so that's for for for the benefit of the tape, as they say, on line of duty. Yeah. And
167 to enable me to be informed choice about who to vote for in a council election. And then
168 the next one is the same thing. And with regards to a general.
169
170 ALT03: Yeah, I would agree. Strongly agree.
171
172 DT: Whether I know where to go to complain.
173
174 ALT03: I know. Well I always go and complain to one of the counsellors. So. I know where
175 to go. Yes, I do. Yeah. So strongly.
176
177 DT: And then the next one. Finding out what local politicians are doing. I think I would
178 neither agree
179
180 ALT03: Nor disagree on that, because, yes, I know what the conservative politicians are
181 doing. But I'm I would say I'm not so aware of what some of the Labour and Greens are
182 doing so it's a bit of a middle ground Explanation is useful for that. Yeah. I also think the
183 Greens represent misrepresent as well. When you read really, really what they're trying to
184 tell you.
185
186 DT: I'm confident my voice will be heard if I have an opinion on issues?
187
188 ALT03: And so. Neither agree or disagree, and I find it difficult to find out.
189
190 DT: something you said before about the Greens and you said that they did. You mean
191 that they're misrepresented issues or they are misrepresented?
192
193 ALT03: No, they they misrepresent issues, I think. Right. I think they tailor it to. Um. Well,
194 it's like why are we not get in all the weeds in the roads kill killed off like we used to say

195 around here if you come in full daylight you just seen loads of weeds and they used to
 196 come round and spray them. Yeah. And take it off until I'm full of it. All right? Okay. Um,
 197 the council stopped doing it because the Greens complained about this. So now you got
 198 people slipping on the moss And why? Because the council listened to the Greens.
 199 Because they said what they used was poisonous and was affecting the environment. I
 200 used to work on preservatives and it's amazing how preservatives got such a bad press.
 201 And it was because often one person will get something into the press and it didn't
 202 matter whether it was true or false. But once it got into the press and the wider domain,
 203 everyone believed it. Right. And I think the Greens are a bit like that. Okay.
 204
 205 DT: That's interesting. So, so so the next one is more local.
 206
 207 ALT03: And in terms of yeah, I can get yeah, I strongly agree with one.
 208 DT: I think get enough information
 209
 210 ALT03: Yes.Strongly agree 2. Yeah I would agree with them Next one. Yeah. Strongly get.
 211 Certainly. I know. Yes. Strongly of the next will. Yes.
 212 18:58
 213 DT: Um, so this has to do with news and news stories that you come across in the
 214 newspapers, internet, radio, television, etc. but it's about local news.
 215
 216
 217 ALT03: I'd neither agree nor disagree. And is that because you think it's it's so balanced or
 218 do you think or is it Sometimes they do well in covering things and sometimes they don't
 219
 220 DT: Right. I just wonder whether maybe it's because you don't necessarily look for news
 221 stories because of the way that you get information
 222
 223 ALT03: Well, yeah, that's probably true as well. Yeah. Yeah. But of news stories that, that
 224 you've noticed Of news stories I've noticed are probably not bad. So maybe I'm a bit
 225 between those two. Right. And that's good.
 226
 227 DT: That's why it's useful to be able to talk around it. So the next one in news stories
 228 about the area, about Altrincham. I'm getting the full story.
 229
 230 ALT03: I'd slightly disagree some again. Sometimes you do. Sometimes you don't. Views
 231 of local people... They usually are. Actually, I do slightly agree. Right. There is plenty of
 232 information in news. Neither agree or disagree. Altrincham is portrayed in a positive
 233 light?...Well, that's a difficult one because it depends what they're talking about as to
 234 whether it's portrayed in a positive light or not Yeah. And because it's like. Two or three
 235 years ago, the market, you know, really came up brilliant, blah, blah, blah. Now it's sort of
 236 gone off a bit and they really need to do the development where the ice rink is. So I think
 237 I'd go that I agree or disagree because I think there's a bit of both there. Okay. I trust
 238 news stories and.... Slightly agree. Okay. Altrincham is not in the news enough?.... Neither
 239 agree or disagree. Right. Okay.
 240
 241 DT: And then you've got the same questions. But for the more local area. I don't think
 242 there's enough about Hale Barns
 243

244 ALT03: So that's slightly off. Slightly. Yeah. Uh. Neither agree or disagree. Yeah. Well, I
 245 think I know that I neither agree or disagree with that one. You don't get much about Hale
 246 Barns unless someone's been murdered also I don't think there is plenty of information in
 247 the stories about HB like so slightly disagree slightly. And then. It usually is portrayed in a
 248 positive light in most news stories. I agree with that slightly, you know, strongly. You're
 249 right. I mean, I know when that poor kid was knifed, but, you know, that was a saw a one
 250 off type of thing. Yeah. Yeah. Um, I trust. news stories about HB? I'd go neither agreeing
 251 on disagree because that depends is presenting what they want to achieve out of it. HB is
 252 not in the news enough. I don't think it matters. Neither agree nor disagree. Okay.
 253
 254 DT: That's great. Okay. So. Okay. Well, as you say. Okay. Just got a couple more questions.
 255 I now want you to cast your mind back a bit not too far to when Altrincham was subject to
 256 the tier four restrictions during lockdown. Yeah. It was certainly the re-imposed lockdown
 257 when Altrincham went into the restrictions. Yeah. And so just want to ask you a couple of
 258 things about that. Can you tell me whether you were confident that you knew what the
 259 restrictions were?
 260
 261 ALT03: Pretty confident. I knew because you'd heard them on the radio or TV, whatever.
 262 And they were reasonably well publicised. Published. Publicised, I think. Yeah. Okay.
 263
 264 DT: And how did the restrictions affect you,
 265
 266 ALT03: Apart from not going to the pub and the pub and not being able to water ski and
 267 going to restaurants? Not a lot because I was going out shopping for loads of people. I
 268 did a lot of shopping for older people and people who didn't want to, you know, were
 269 immunocompromised.
 270
 271 DT: Can you remember what the extent of the restrictions were and what you could and
 272 couldn't do?
 273
 274 ALT03: Oh, you couldn't meet people and things like this, could you? I suppose that was
 275 the thing that was a bit of a pain in the arse, not being able to meet people in the houses.
 276 And then you had your bubbles. Bubbles were an improvement. But don't get me into
 277 Covid, because I'm a biochemist, microbial enzymeologist. So I've got a lot to say about
 278 how things are managed.
 279
 280 DT: So. Right. Okay. Well, maybe I'll talk to you about that afterwards. Yeah. How did you
 281 first find out about the tier system? Where did you source information? And on TV. And
 282 were you satisfied with the information that you got?
 283
 284 ALT03: I thought communication in covid was not the best, but that was more because
 285 they weren't all singing from the same hymn sheet, but I thought quite a lot of it in telling
 286 people what they could and couldn't was done quite well. It's just a shame the
 287 government didn't follow it. Right. Okay.
 288
 289 DT: So another more recent issue that I'll just want to mention, it's something I've noticed
 290 that the people have talked about on social media and things like that, and that is the
 291 plans to refurbish the leisure centre in Altrincham.
 292

293 ALT03: I haven't read anything or heard anything about that.
 294
 295 DT: You don't know anything about it, so.
 296
 297 ALT03: Right. Okay. Well, I've been I've said that. What they're going to do?
 298
 299 DT: And I don't know all the details, and everything hasn't been finalised yet. But there are
 300 plans to revamp the leisure centre. It's subject to planning, approval and stuff, like that
 301 hat. So you may come across it and you know in terms of the planning stuff that, that,
 302 that, that you're in touch with. But it's been covered in some news outlets.
 303
 304 ALT03: But I obviously missed those.
 305
 306 DT: And if you were interested in that and you wanted to sort of make representations
 307 about it, would you be confident about how you would go about that?
 308
 309 ALT03: Well, if I wanted to, I'd probably go and talk to one of our councillors and find out
 310 the appropriate person to go and have a chat to to find out more. So it'd be fairly easy to
 311 do that.
 312
 313 DT: And are you aware in terms of go back to COVID, were you aware of any sort of
 314 campaigns or um, initiatives that were put in place to, in some cases perhaps to challenge
 315 some of the restrictions perhaps by businesses and stuff that we weren't aware of
 316 anything about.
 317
 318 ALT03: Well, I know hospitality was complaining a lot about the way that we treated, and I
 319 totally agree. So I was aware of some of it. But to be honest, there was so much going on.
 320 Eventually I gave up watching the TV. I was so bloody pissed off with it, right? And every
 321 night saying How many people died? Yeah, but that wasn't the issue. The issue was how
 322 many people were going into hospital and I would have liked to have seen the statistics of
 323 how many people were dying of flu, because I can bet sometimes in the winter there was
 324 just as many, if not more. Yeah. So I don't know that just telling us how many people had
 325 died was always the best way to represent the information. And I just then got fed up and
 326 just ignored it. So I probably did miss some of the information at times because it just got
 327 fed up with listening to the news.
 328
 329 DT: So was a kind of news avoidance strategy taking place there?
 330
 331 ALT03: Yeah, pretty much so. Yeah.
 332
 333 DT: In terms of how you get information. Do you think it's easier now or harder than it was
 334 in the past?
 335
 336 ALT03: Oh, I would say it's much easier if you want to drill down to find things out
 337 because you can do it on a computer because of the Internet. Yeah. Yeah. And otherwise,
 338 you were relying on people who were supposedly being experts, telling you that often
 339 there are different views on thing.
 340

341 DT: Final question. If you could have the absolute best local news service you can imagine,
342 what would it look like?

343

344 ALT03: Oh, crikey moses. it wouldn't be a newspaper. I think it will be a combination of
345 like, the local northwest tonight where you got a lot of information. But some websites
346 that were dedicated to areas where you could look up things in more detail. Now, you
347 might say some of those already exist, but I but I what I would like to see more is when
348 they're doing Northwest tonight, say pointing you and saying happening at the bottom
349 of the screen. You can read more about this here and maybe a QR code where you could
350 just pick it up straight away.

351 Right. So that would be a combination of TV and on the Internet. Right.

352

353 DT: Okay. That's interesting. Right. Okay. Is there anything else that you wanted to say? I
354 think that you wanted to elaborate on that you mentioned earlier.

355

356 ALT03: You know, I think I said yesterday, I think I'm happy with all of that.

ALT04

1 DT: So the 1st question is. What the most important sources of news and information
2 about your local area for you - -----

3

4 ALT04: online and local websites and family members and friends. Um, so there's a
5 website called Altrincham Today which I refer to a lot and I get that off Facebook and
6 Instagram. family, friends and family members. Okay.

7

8 DT: So Altrincham today as a main source. What about websites like the Manchester
9 Evening News or.

10

11 ALT04: Very rarely .Manchester is further away. Well, having said that, I suppose that
12 follow Manchester Finest and Eat Manchester on Instagram a which are probably more
13 niche websites and those websites give me the information I want. I suppose the reason I
14 don't follow the Manchester Evening News is that I've made a conscious decision quite a
15 while ago now - about three or four years ago that I would not read news on a daily basis
16 in detail. I would choose to opt into the news rather than have it force fed Because it's all
17 so miserable. There's a slant in the media to sensationalise a lot of things And I made that
18 choice. That wasn't part of my world . I don't want to see the world like that . Yes I want to
19 know things. But by following local news which. Such as there was a bus fire in Hale last
20 week. And Ok if I don't want to drive through Hale. Council rates are going up or business
21 rates are going up. That sort of news I can deal with on my feed. But Sunak, the
22 government , bombings, ISIS ...other awful things in and around, Manchester, I just don't
23 want to know about. I don't want to be happy and then suddenly be given that
24 information. I want to choose what I get and I choose not to go to the Manchester
25 Evening News on a regular basis. It's a bit too far away as far as I'm concerned. It's
26 Manchester. Which may be. Six miles away. Eight miles. I don't know. But this further away
27 it did it with my immediate area. It's my local environment I'm concerned with.

28

29 DT: Right? Yeah. Okay. So you seek out the news rather than you, because things like
30 you.

31

32 ALT04: I go and look for it

33

34 DT: So which sources do you trust the most?

35

36 ALT04: Okay, so what I tend to do if I'm seeking out the news I go on the BBC News
37 Website and look at the headline articles. And I'll skim read the headlines. And I'll say
38 that's awful that's awful. That's interesting I'll read that or perhaps I think I really need to
39 know about that. For instance there was something at the weekend about a British Iranian
40 man who was executed. I really wanted to know more about to understand why it's
41 happened and the circumstances surrounding that But that's all that strikes me that I read
42 about that if someone only cares about Iranians, which is Iranian politics. Just because it's
43 a human rights issue and it could be valuable for me to know about it But when the BBC
44 has got a news article about whether Rishi Sunak is a good prime minister- I can't be
45 doing with that at all. Cos that's just going to be negative. So I skim read the headlines ---
46 -----In terms of trust. Levels of trust. The BBC I see as a trustworthy website and

47 particularly when they have live events such as PM question time if there is something
48 really important. Horrific week when they had a live event that was happening and they
49 do fact checking They'll say such and such gave a speech - let's fact check it. and they fact
50 check it And they surprised you? Yes, I think for me, that's a really good way.

51

52 DT: What about. Yes. What about local news sources? I mean, you mentioned Altrincham
53 today. Do you view AT as a trustworthy source

54

55 ALT04: Yes I do I have a bias here my brother runs it. Having spoken to him at length He
56 feels very strongly that there has to be facts not emotion behind it or spin. Its always
57 about facts And I know that if I'm reading a website like I'm getting facts and it follows on
58 from what I was saying about the BBC website and fact checking. That's really important. I
59 used to read the Times and. But I was so happy. and I used to read through it and think
60 this is just horrific this is just. It's just all misery. Individual reporters trying to get their
61 articles read whether that be on paper or online So they often skew the headline to not
62 quite clickbait, but they're trying to get you to read an article which is not relevant to what
63 the subject matter is Any examples of that in local news? There is nothing like that in local
64 news. Manchester Evening News? well I don't really look at it. Maybe too much driving.
65 You go to the people. So I just think that the other. I don't see why we the public should
66 be plagued with articles whereby a journalist is sitting behind a desk thinking how can I
67 get people to click on this because if they click on it . I'm going to go up my editor's
68 estimations What I really want to know is the truth. The truth really, really matters to me.
69 Another news source I get is the Mill and I'm not subscribed to that so I get the free
70 version of that and their articles are so good. I have a research background. You can see
71 how they've constructed the article. So you've got for and against. You've got background
72 and they always try to give a balanced viewpoint. There was an article about spiking
73 drinks. I was thinking I've got to tell my daughter about this because it's just awful it could
74 happen to anyone I think if I was to read similar article in the tabloid press. I would get a
75 false view of the facts -all drinks are spiked. But that's not right That's not true. Instead the
76 Mill gives a very balanced viewpoint of an awful situation This how they investigated it. to
77 follow the trail from when the drink was spiked. with CCTV in the nightclub. It was
78 investigative. and that to me is worth reading because I get a much more rounded picture
79 It's all about the context. I do get the news alerts coming off my phone. Because that
80 gives me an idea of what's going on. So there's been a Met policeman charged with
81 various counts of rape and yes that's awful. But I have a questioning mind so want to
82 know why

83 But I can't get that information now because the trial hasn't happened. There are people
84 out there like that therefore I learn to be wary of that situation. So I need a fuller accurate
85 picture and I rarely find that in the printed press and online newspapers

86

87 DT: Thanks for that. So in terms of information and news about Altrincham, Altrincham,
88 Bowden, Hale, and what kinds of information as you've already touched on it quite a
89 bit. What kinds of information is important for you to have about the local area.

90

91 ALT04: Well. I moved here from a semi-rural village. And I grew up here... I know this area
92 quite well. It's changed a lot. There are couple of things that struck me - things like the
93 phone reception is dire here. It's really bad The potholes, the roads. There are loads of
94 empty shops in Altrincham There's a massive disparity between - I wouldn't class myself as
95 a socialist. But there is a massive disparity between what's available for the rich and

96 others. I took in two Ukrainians and I didn't realise.... (inaudible) Things like getting money,
 97 opening bank accounts... This. Finding a job. Getting English lessons... Here I am educated
 98 in Manchester and I can't work out... So does anybody else manage with that. So over the
 99 passage of time they've been here... I'm interested to know about what's happening to
 100 communities So you see that? Albanians in community I've heard nothing through the
 101 press. I've only heard it from hearsay. So my brother's given me the facts. So there will be
 102 this number of Albanians moving in. My cousin is saying have you heard the gossip
 103
 104 I'm now going to show you a couple of these card type of things. And a lot of it, we've
 105 touched on things you've already done, and these next two things will overlap quite a
 106 bit.
 107 So and so when you start to circle because if we put a circle around the one.
 108
 109 ALT04: There's an App called Next Door which also use. There was a post there last
 110 week saying has anyone else actually had a delivery from Evri this year. And it's quite
 111 interesting the response. often there is has anyone seen the load of rubbish that's
 112 been dumped.
 113 Yes. But yes, it is now six months since I have done that.
 114 .
 115 They are very similar categories but explain it a little bit more Explain a little bit more.
 116
 117
 118 Excellent. Thanks for that. So which of these topics and again, you already said a fair
 119 bit on some of the stuff which these topics is most important
 120 to you as you think of the things that we've looked you've looked up there. Most
 121 important...
 122 If you single any of these things out which category for quite some time.
 123
 124 ALT04: Okay. So my background. I spent nine years doing epidemiological research.
 125 I've got a Masters in public health so my leaning is naturally towards health
 126
 127 So how would you get that kind of information - public health information?
 128
 129 ALT04: So when Covid hit. At the time I was married. My husband was a surgeon.
 130 We were quite We were quite concerned he was he was quite concerned. He came
 131 home from work and said I want you to make sure you wash your hands. He said
 132 what I've seen today is catastrophic. We are going to really protect ourselves. I
 133 shared an office with Jonathan Van Tam. I had a lot of respect for what they had
 134 to say but at the same time I knew they were constrained by Government advisers
 135
 136
 137 What difficulties if any do you have in accessing news and information about your
 138 area.
 139
 140 ALT04: When the Ukrainians arrived. Trafford said they were spending X amount per
 141 Ukrainian. I think it was about £10,000. I got £350 a month. That was for six months. I
 142 want to know where the money comes from. and I've been trying to work out how
 143 Trafford spends their money to bringing Ukrainians in Trying to get the information.
 144 Nothing is joined up. and that was very frustrating.

145
146 What would you say local news is like in Altrincham
147
148 ALT04: I think it's good.... [large passage inaudible]
149
150 These next cards require you to say what you think and it's on a scale...
151
152 I'm now going to ask you about something that has been in the news. You've already
153 talked about it... the asylum seekers in the hotel in Hale. So you are aware of this . Can
154 you tell me what you know about this story?
155
156 ALT04: All I know is that the hotel... a large group of what some are saying are
157 Albanian men coming. I've also heard some people saying this is awful because
158 Albania is not at war - that they are economic migrants. They are not asylum seekers
159 in the true sense of the word - so why are we having to put them up. I've heard other
160 people say they are really anxious about Albanians coming because they are all
161 criminals, which is quite a harsh statement to make. But I have no doubt that in any
162 sector of a community you have people who are hard working and people who are
163 lazy. However I think a lot of it is to do with they don't want them here. So I'm a little
164 bit concerned because a lot of it is unjoined up thinking... They are not being looked
165 after.
166
167 Where did you get information about this.
168
169 ALT04: I can't remember... Actually, I did see it in Altrincham Today. There was meeting
170 here.
171
172 Do you feel you are getting the full story?
173
174 ALT04: I am interested in why they are here? What is the context of why they are here.
175
176 Are you aware of other issue such as planning developments...
177
178 ALT04: No I'm not aware of anything like that... One thing I am concerned about is
179 housing. Lack of supply and raised demand.
180
181
182 And how do you get information about these issues?
183 And do you think it's easier to get information now than it was in the past,
184
185 ALT04: No. What I've learned in the last year is that if you don't know the right
186 questions to ask you will never get the information you want to know.
187
188 In terms of getting information from say online sources all.
189 News sources. Is it easier?
190
191 ALT04: it's certainly easier to use online sources. But they are not necessarily news
192 sources. They may be blogs written by people.
193

194 Final question, if you could have the absolute best news service,
195 local news service and the best local news service going to match, what would it look
196 like?

197

198 I would amalgamate the sources I go to now in a news website.

199

200

201

202

203

204

205

206

ALT05

1 DT: What are the most important sources of news and information
2 about your local area for you the most important sources in the
3 woods. We get your information from
4

5 ALT05: Yeah, probably. Twitter first and Facebook and social media
6 because of the nature, what I do as a job I spend my life
7 connected to social media. So if something happens locally. It's
8 generally Twitter and Facebook where find out first.
9

10 DT: Okay. Which of those platforms that you mentioned Facebook and
11 Twitter. There are probably all the others that you could name.
12 But which of those platforms. Do you trust most. What do you say,
13

14 ALT05: And I think thought straight. What are you called straight
15 up news rate tends to be factually correct, I would say, Twitter,
16 Facebook, tends to be a little bit more gossipy and I've heard
17 this, and I've heard that whereas Twitter tends to be factually
18 correct. Most of the time for local news.
19

20 DT: Right okay and and what kinds of information about the area
21 about Altrincham.
22

23 DT: Would you say is, is most important to you. What about
24 altering him life information about sort of civic life and
25 ultimately like is most important to you.
26

27 ALT05: I think for me personally is each what's happening in the
28 town in terms of businesses, whether it be openings closures
29 changes within the physical realm of the tower something's been
30 turned into flats or something's been changed into different
31 usage. And I think that that fits into what I do as a person that
32 normally will be not in a pandemic. I wouldn't be going to bars
33 and restaurants and so on. So,
34

35 DT: Yeah, yeah. Well, I'm going to show a couple of cards now that
36 they will overlap the sort of the type of information. I'm going
37 to put up there will overlap and that there are reasons for that,
38 which I won't go into but but I'm gonna pull up a couple of cards
39 is basically going to be asking you, what kinds of information
40 you've looked for whether it be online or in print media or on
41 radio or TV or whatever. And all through official sources. Yeah.
42 What are the information that you've looked for in the last six
43 months or so to share the screen now it's going to work, whereas
44 it was me One sec. This ready Right, so you should be able to see
45 that now.
46

47 ALT05: You see it. Okay. Yes, I can see that.
48

49 DT: Right. So essentially, it's just a list of sort of topics
50 areas information types of information and Which of these should
51 get rid of that. Because I've decided that because somebody,
52 somebody said in a previous one. Right. Which of these topics -
53 areas of information have you looked for in the last sort of six
54 months. Yeah.
55

56 ALT05: Okay, local travel updates or information. yeah. local
57 politics.
58
59 I would normally look for live local events, but obviously is not
60 on at the moment.
61 DT: Yeah, so local travel updates information. local politics.
62
63
64 ALT05: Yeah. Normally be live local events every week and a
65 lockdown.
66
67 DT: Yeah.
68
69 ALT05: And that's it, really.
70
71 DT: I'll put live because it talks about in the last six months.
72
73 DT: Is it a sort of intervening period between these two more
74 strict lockdown. And because it was a period when we were all
75 being invited to eat out
76
77 ALT05: Yeah, I did. I did. I did look in between. So, Yeah, I went
78 to socially distanced gig in September. So I guess I did look for
79 stuff there.
80
81 DT: Yeah, so I'll put that in as well and because we're talking
82 about the last six months. Yeah. Okay, that's good. I'll just save
83 that one. Okay, sorry about a bit clunky, but.. So we'll try this
84 one. Now again, as I say it is Very similar topics but it said in
85 a slightly different way. And it's because we're looking at what
86 we call critical information needs of communities and this is this
87 is like a definition of critical information needs. So again, our
88 these topics. Information information about emergency services and
89 public safety, health and welfare education transport, environment
90 and planning economic opportunities civic information political
91 information social that overlaps with what you've just looked at,
92 but there's nothing there that the
93
94 ALT05: Ones are specifically search for transport info.
95 Environment and planning as well. economic opportunities. If you
96 include music civic information as well, but it seems to be yeah
97 sports and leisure.
98
99 DT: Yeah.
100
101 ALT05: And then yeah obviously political information with Andy
102 Burnham but
103
104 DT: Right, yeah. So things because that would encompass things
105 like what you bought the Council's doing through the local
106 authority and stuff like that. Yeah. Okay, right. That's great. I'll
107 just save that someone can we will stop sharing for a bit. Now,
108 and we can get back to the sort of general questions. So are those
109 topics which do you think are most important is the most important
110 one for you.
111
112 ALT05: And then the last slide economic probably in terms of what
113 we've ever been, it's been going on. Sort of finding out what

114 support's available for businesses that not just myself but
 115 businesses I might work with normally would be music content
 116 entertainment and what what's going on, cuz I gotta go to a lot of
 117 gigs and concerts. [inaudible]
 118
 119
 120 DT: Yeah, and and how would you get information about that.
 121
 122 ALT05: And the gigs and concerts each generally direct on their
 123 Facebook page or email lists is not really depressed or such and
 124 for sort of business updates in terms of economic updates. It's
 125 either newsletters or specific Twitter accounts.
 126
 127 DT: Right, so, so it tends not to be so printed media, you're
 128 talking about an electronic digital
 129
 130 ALT05: Definitely not printed media. We only got the Sale and
 131 Altrincham Messenger and that tends to be about at least one week
 132 out of date if not two weeks out of date.
 133
 134 DT: And so what difficulties, if any, do you have in accessing
 135 news and information about the area.
 136
 137 ALT05: Not much. To be fair, Altrincham is fairly an active town
 138 in terms of that, there's lots of people that care about what goes
 139 on in in the area. So there's lots of either voluntary
 140 organizations in the area, or there's lots of official
 141 organizations like the Altrincham BID. So there's there's always
 142 someone that if you don't see the original source of the
 143 information will be shared by one of those groups or one of those
 144 people. So I think it's quite good despite the decline of the
 145 print media in the past 10 years maybe and I would say there's
 146 always it's always quite easy to find the information you want
 147
 148 DT: Right, okay. I'm now going to show you a couple of other more
 149 slides and So, right. So I'll share this one. Second, it's gonna
 150 get You know, said it wouldn't take very long it would take be
 151 quick. I find it very what I was doing. Right. Now, So this is
 152 about the sort of news that helps you to live your life. Life and
 153 participates in the community in altering or you mentioned things
 154 like gigs and entertainment and stuff like that. So it's asking
 155 you. It's one of these survey type questions asking you how easy
 156 it is to get Altrincham news and things like that. So, so the
 157 first one. I can get hold of enough information about my area.
 158
 159 ALT05 Yeah.
 160
 161 DT: Strongly agree with that or slightly
 162
 163 ALT05: Yeah, strongly agree.
 164
 165 DT: Strongly agree right
 166
 167 DT: I can get hold of enough information about candidates to help
 168 me make an informed choice over the board for in a council
 169 election.
 170

171 ALT05: Oh, slightly disagree. There isn't much information on the
 172 policies or anything that the standby part and the leaflets that
 173 part of themselves. And now, yeah.
 174

175 DT: Okay, I get hold of enough information about the candidates to
 176 enable me to make a choice and the general election.
 177

178 ALT05: Didn't need to maybe a little bit more so not even that
 179 neither agree or disagree.

180 DT: Right, okay. And then. I know where to go to to complain if
 181 I'm not happy about something that's happening in my local area.
 182 Slightly agree because a little bit confusion on the Council
 183 setup. And then I can easily find out what politicians are doing
 184

185 ALT05: I'm trying to think on this one. And neither neither agree
 186 or disagree really on that one. It's in the middle ground.
 187

188 DT: Okay, and then I'm confident that my voice will be heard. If I
 189 have an opinion on issues.
 190

191 ALT05: strongly agree, I've got a big following on social media.
 192

193 DT: Strongly agree right. So the final one, I find it difficult to
 194 find out what's going on in my local area.
 195

196 ALT05: It's easy. So I guess that is strongly disagree.
 197

198 DT: Now I'm going to ask you a little bit about some some local
 199 issues. Yeah, well, what we'll ask you about initially is to do
 200 with a big issue and national issue, which obviously has a local
 201 impact.
 202

203 DT: Yeah, the big issue at the moment is to do with Covid 19 but
 204 in particular about the changes to the regulations and
 205 restrictions. They've been announced recently. And, and, of
 206 course, all the other [inaudible] of the pandemic. There have been
 207 changes we've gone from, you know, national locked down to the
 208 tiered system. And then we have another tiered system of the tier
 209 possibly on the way and so on. And I just wonder if what you know
 210 about the changes and how they affect altering them. And can you
 211 give me your, your impression of how the changes have impacted on
 212 Altrincham.
 213

214 ALT05: Yeah, I mean, obviously, we've been in from before
 215 Christmas rainwater free and then it's gone to Tier 4 for just
 216 before New Year. I I generally find out about what's happening
 217 more than national level on a local level. So I'll go to someone
 218 like Robert Peston who usually announce it stopped before Boris,
 219 which is bizarre.: So, as I'll go for a national respected
 220 journalists and then that filters down to how it happens locally
 221 and obviously yeah I'm quite because I know a lot of the types of
 222 businesses affected, whether it be hospitality, or whether it be
 223 not at what's called non essential retail. I've usually got kind
 224 of a good feel for what's happening from almost an anecdotal
 225 perspective from each of the individual businesses, rather than...I
 226 mean, again, I think it goes down to the press being slightly
 227 behind in that you get a roundup of what the common feeling is
 228 after it's already happened. And after you've already had the

229 discussions with the businesses. So yeah, I know how things are
 230 affecting it and he sees There's always. There's a feeling that
 231 you're not quite sure what's going to happen next in terms of
 232 Altrincham like Y'all fishy here in announcement and outside.
 233 We're going to go into law or for lockdown from tonight.
 234 Apparently bought in terms of how that's gonna affect Altrincham
 235 in terms of businesses closing job losses and all the things that
 236 you'd expect economically.

237 ALT05: There isn't really announcements, unless the business makes
 238 it themselves that have businesses actually closed so you don't
 239 know. We don't, I don't know where we all will be in three months,
 240 six months time because I think the effect is long term.

241

242 DT: So in terms of the impact on you know the impact locally on
 243 the business community on schools and things like that you
 244 wouldn't tend to get that information from local media you get it
 245 directly from the organizations

246

247 ALT05: Yeah, I'm on social media all day. So definitely direct the
 248 organizations themselves and a lot of personal friends are
 249 connected with the business community, so I'll see their updates
 250 and their reaction to it from almost immediately from Facebook as
 251 soon as something is announced. Yeah.

252

253 DT: I mean in Altrincham it's it's been quite controversial and
 254 the MP has had quite a lot to say about you when we went when
 255 Altrincham went into into Tier three and the restrictions and so
 256 on and so it's been it's been quite controversial if you felt
 257 strongly about the restrictions and wanted to sort of make your
 258 voice heard, how would you go about that if you want to protest
 259 you like

260

261 ALT05: Yeah, it's a form of protest. And I think, again, Andy
 262 Burnham or Sacha, Lord, and had fairly similar opinions to Graham
 263 Brady. So my political leanings would probably lead me to contact
 264 Graham Brady. Yeah, there's there's their email address on the
 265 Council websites or Some of them are active on social media. Yeah.

266

267

268 DT: And moving away from COVID we go and what are the issues
 269 affecting Altrincham that have caught your eye over the last few
 270 months. And in terms of the impact on communities on community
 271 life and things now.

272

273 ALT05: Yeah, community life. I guess it's the things that have
 274 been around the Altrincham for what 5 or 10 years it's always
 275 fairly similar stuff litter is always an issue. Parking's always
 276 an issue. Even though I don't drive. I always say, and the
 277 obviously the environmental stuff as well about trying to get
 278 people pushed on to cycling more than obviously using the cars,
 279 that's been the battle between parking in that, I guess, and some
 280 of the main issues.

281

282 DT: Okay, and now this sort of links in a bit to what you've said
 283 before and you might think it's repeating it a little a, little a
 284 little bit, but I'm not part of the structure at this. And then
 285 that is what do you think local news is like in in Altrincham.

286

287
288 ALT05: In terms of traditional news in terms of I'll step.
289
290 DT: Yeah, well, you see what you're thinking. Now maybe prompt you
291 a little bit
292
293 ALT05: Yeah, I think. I mean, part of the reason I set up my
294 business or in 2009 was because then news was out of date. And
295 that was 2009 and I do feel it traditional news outlets. By the
296 very nature of a traditional outlet they're behind what's going on
297 in real time. So definitely in terms of the printed media. In
298 terms of the Sale of Altrincham Messenger, it can never be up to
299 date because it's got print run the print on a Tuesday and goes
300 out on a Thursday. So if something's happened in real time
301 something happens now. Top four and a Monday. He's probably
302 missing print run so it won't actually end up in the newspaper for
303 a week and a half time. And I think we have got over online
304 sources. But again, they tend to be behind if something happens on
305 social media at half or it won't be on that that local news
306 website until half six half a half nine so it's traditionally,
307 you're always reading what you've already read before on social
308 media.
309
310 DT: Right, so when you talk about all the online sources of news.
311
312 ALT05: I guess we've only got two local newspapers, really, you've
313 got the traditional Sale and Altrincham Messenger, you got
314 Altrincham Today, which is the online version which is the nearest
315 competitor to the messenger. there isn't really does Evening News.
316 Which is Greater Manchester rather than Altrincham. Yeah, yeah.
317
318 DT: So it's so it's more of a regional and do you find that that
319 the MEN for example, caters for that the needs of people in terms
320 of the information needs and, you know,
321
322 ALT05: I don't think on an ultra local level the Manchester
323 Evening News does that I do think if you do on things that affect
324 Greater Manchester on mass that they have got some really good
325 journalists at the evening news. And so when it is things like
326 Tier announcements or anything. Anything, there's, there's a
327 nationally that affects Altrincham the evening news are really
328 good at, but I don't think they haven't got the journalist on the
329 ground so they haven't got a local journalist from the Evening
330 News based in Altrincham or even Sale and to cover. So everything
331 is done from an office. So when it comes to Altrincham specific
332 news evening is really not good.
333
334
335
336 DT: And I'm going to show you another slide is the last slide. And
337 the last few more questions. And this is, again, it's talking.
338 It's sort of honing in a little bit on what I've just been talking
339 about. So deals with some of the topics that we've just been
340 talking about. But again, it's putting it in a more sort of survey
341 type format. Right. So again, so thinking about how Altrincham
342 appears in the news stories that you may have come across in it on
343 multiple platforms and newspapers internet radio, TV, etc. So
344 we're talking about what you might call mainstream. There may be

345 a disagreement as to what the Altrincham Today does is mainstream
346 news but you know. And so these statements here, there is enough
347 news coverage about Altrincham. Would you agree or -
348
349 ALT05: Strongly agree.
350
351 DT: Strongly agree. In new stories about Altrincham. I feel I'm
352 getting a full story.
353
354 ALT05: largely agree.
355
356 DT: The views of local people are represented in news stories
357 about Altrincham.
358
359 ALT05: slightly disagree tend to be very Council led to press
360 release .
361
362 DT: And there's plenty of information in news stories about
363 Altrincham.
364
365 ALT05: Neither agree or disagree.
366 DT: Altrincham is portrayed in a positive light. In most news
367 stories.
368
369 ALT05: Strongly agree we do good PR here.
370
371 DT: I trust new stories about Altrincham.
372
373 ALT05: Slightly agree.
374
375 DT: That's interesting. Why do you only slightly agree on that.
376
377 ALT05: Because I'm a marketer, I can generally see what is PR
378 fluff and which is actually true.
379
380 DT: Yeah. Fair enough. Altrincham is not in the news enough
381
382 ALT05: And not in the news enough and now it's in the news a lot.
383 So I guess I'd say strongly disagree. That is, it seems to be in
384 the news every week.
385
386
387
388 DT: For, for various reasons. Yeah so brilliant that's, that's
389 great. Thanks for that. I'll just save that. Right, okay so in
390 terms of some of the big issues that we're talking about before.
391 And some of the new the issues. You kind of answered this
392 question, read the book, where did you get information about those
393 issues. We were talking about earlier.
394
395 ALT05: About the litter picking that type thing, and all that kind
396 of stuff and, Facebook and Twitter and available to to news. The
397 two main news sources. See, you can you can find anything about
398 it,
399 You hear about on social media. We get even even actually
400 something like Next Door, which is a community website is quite
401 good for that kind of what I would say things that the local

402 newspaper used to cover in real time 10 years 10 years ago. So
403 Next Door, Facebook and Twitter.
404
405 DT: Okay. And, and do you think it was easier or harder to find
406 out information and make your voice heard about stuff like this in
407 the past.
408
409 ALT05: No, I think it's easier now i think that perhaps too easy,
410 and everyone can have an opinion. Perhaps they express opinions, a
411 little bit too much so. I think it's very easy for someone, anyone
412 with a smartphone can express their opinion. It just tends to be
413 nowadays, I would say. The problem is that it tends to be negative
414 opinions are amplified larger and because of social, which is the
415 negative side of it.
416
417 DT: Right. Okay. Great. Now, final question. And if you could have
418 the absolute best local news service for Altrincham that you can
419 imagine what would it look like
420
421 ALT05: It would kind of be like I'm trying to think what it used
422 to be called. I think it used to be called the Altrincham
423 Advertiser, which was an evening news title and they used to have.
424 I might be wrong on this, they used to have at least one local
425 journalist, maybe even two
426
427
428 the use of journalists that used to be on the street. So I think
429 the perfect local news source will be up to date. It would be done
430 by journalists on their patch and It would be less press release
431 led. Well, I think a lot of journalism now is copy and pasted
432 press releases, because they don't have time to actually research
433 and write stories. And so I think, yeah, more journalists as well,
434 actually, not just like one or two. Because I think when you have
435 more journalists like it used to be when papers used to make money
436 and used to get actual news stories, rather than I said copy and
437 pasted press releases.Right.
438
439

ALT06

1 DT: So the first question is, what are the most important sources of news and
2 information about your local area? For you in terms of not just what you might
3 recognise as news, but also general information.
4

5 ALT06: Well, word of mouth from people in the community right at the moment. I
6 mean, that there's also and there are also some Facebook groups that give
7 information. The local paper has now stopped. It's stopped being printed.
8

9 DT: What paper was that?
10

11 ALT06: That was the Messenger.
12

13 DT: So has it stopped being printed altogether or is it just not being delivered.
14

15 ALT06: That's what I've been told by word of mouth from people in the
16 community. And I never I never got it. So I had a friend, one of the people in the
17 parish would give me their copy when they did it.
18

19 DT: So you've mentioned word of mouth. That's the first thing you said and you've
20 said also very social media groups, Facebook groups and things like that. You
21 mentioned the paper, which no longer if it's if it's still being printed, it's certainly
22 not being distributed in your area. Of those, which do you trust the most?
23

24 ALT06: Probably word of mouth. And the social media tends to be quite sort of
25 immediate responses. So if there's been a car accident or something like that,
26 that's where I've picked up those or if roads are closed or something. But mostly
27 you have to kind of search for it. It's not something that kind of pops up all the
28 time. I think because of the social media algorithms, you don't get it all the time.
29

30 DT: Right. So you mentioned that there might be news about things like car
31 accidents and stuff out on social media. Have you noticed what the names of the
32 of the organisations, the, the groups that carry that sort of information.
33

34 ALT06: Yeah. So Altrincham Today is the one that I see mostly. Manchester
35 Evening News is another one. But that tends to have a broader coverage Cover a
36 broader area. And then there's also the neighbourhood groups, but those tend
37 to be just just dog dirt and dustbins
38

39 DT: So it's a combination of these neighbourhood sort of grassroots groups and
40 news providers who have a, a presence on social media?
41

42 ALT06: Yeah.
43

44 DT: And you would say that that of all of those you trust word of mouth the most.
45

46 ALT06: If if it was something really important, I'd probably look then Google and see what
47 other outlets are saying about it as well. So, I mean, it wouldn't just wouldn't ignore
48 everything else.

49

50 DT: So what kinds of information about life in Altrincham as a as a district and in
51 particular, Hale Barns is important for you to have

52

53 ALT06: I suppose quite practical. I mean, this isn't necessarily an order of importance. This
54 is just in order as I think about it. And so things about road closures, planning permission,
55 events going on. Reports of of crime, all those kind of things. I mean, a lot of the stuff that
56 is reported is very negative. So. Any positive things that are going on in the community
57 aren't picked up. And I mean, I really found that with the newspapers, you know, you
58 would desperately try to tell them about stuff that was was going on And they just got no
59 response at all. So, I mean, whether that was because they were kind of bowing out. But I
60 mean, I think the Messenger said it's going to go online, but I haven't picked anything up
61 on that yet.

62

63 DT: Right. Okay. That sounds good. Yeah. So I'm now going to show you a couple
64 of these cards. Which of these of you look for in the last six months?As you can
65 see, they've got local environment support, travel updates, politics, etc.

66 ALT06:Looked for rather than found.

67

68 ALT06: Local Travel Updates. Local politics. Council services. Uh, local crime.
69 Because those are the things that we kind of tried to publicise.

70

71 DT: So these are things that you've look for, information you look for through a
72 variety of ways. So it could be online, it could be looking for it in newspapers and
73 stuff like that.

74

75 ALT06: Yeah.

76

77 DT: Okay. That's good. So which of these topics is the most important to you as far
78 as getting information about and is concerned?

79

80 ALT06: probably local politics.

81

82 DT: Right. Okay. And why is that important to you, do you think?

83

84 ALT06: I suppose because. Within a parish. I mean, a Church of England parish. You'll.
85 you have a kind of responsibility for the spiritual care of everyone, regardless of
86 the faith or not faith. And so local politics affects everybody. And also, if you're
87 kind of up to date with that, it means that you can know the right people to
88 contact if there are issues that need could only be done by local councillors.

89

90 DT: Yeah. Okay. So I'm going to show you another card. I mean, these are covering
91 similar topics to before, but these are categorised as critical information needs
92 since just one of the one of the sort of remix of the of the research and critical
93 information needs are have been defined by some researchers in these where so it
94 covers some of the things that you were talking about before that you looked at

95 before. There are a couple of new things included in there. So we've got
 96 emergency services that cover crime, but also other types of emergency services,
 97 health and welfare, education and okay, as you can see, transport planning, job
 98 information, etc. So as well as those kinds of information that I mentioned before.
 99 Which of these would you say that you've looked for in the last six months?
 100
 101 ALT06: about health and welfare. Yeah. Transport information. Yeah. Trying to
 102 think whether planning in the last six months, I mean, I have looked for planning,
 103 but not in the last six months. Civic information. Yeah. Cause a whole going over
 104 there and probably political information local councillors.
 105
 106 DT: Okay. That's good. Thanks for that. All right. I'll stop sharing. Now.
 107 Right. Okay. So how would you go about getting information about some of these
 108 issues? What sort of tools might you use to get information on these things?
 109
 110 ALT06: I just do a web search.
 111
 112 DT: Right. So so you go on the Internet and you put in a search term. Do you have any
 113 difficulties in accessing news and information about the area, do you think?
 114
 115 ALT06: Not particularly, no. I mean, there are some things that pop up on Facebook which,
 116 you might then follow up. But if I really want to find out something about, you know, well,
 117 for example which roads are closed, Altrincham 10-K or whatever I would just Google that.
 118
 119 DT: Yeah. So it's just a question of if you need the information, if you look for
 120 information, if you look it up, you put in a search term on in Google or a search
 121 engine and you will generally find that information.
 122
 123 ALT06: Yeah, I mean, if it was something about planning, you know, I'd go straight to the
 124 Trafford planning
 125
 126 DT: Right. Okay. So. Right. Okay. So so you feel confident in terms of how to use the
 127 Internet to search for information? If you if you feel that you know which websites to go
 128 to directly to get information.
 129
 130 ALT06: I think so. Yeah. Insofar as you know what you know, as opposed to you don't
 131 know what you don't know
 132
 133 DT: So the next question, you've kind of covered this to some extent already, and it's as far
 134 as you're concerned, what is the local news like in Altrincham and what is it like in in your
 135 more local area in Hale Barnes and Bowden?
 136
 137 ALT06: I mean, in terms of Altrincham, it's often, um, news about businesses and what
 138 they've done and how well they've done and whatever, which just feels kind of slightly
 139 irrelevant. And I haven't seen anything of that kind in Hale Barnes or Bowden. Although
 140 some of the Bowden ones may be included in the Altrincham businesses but I tend to just
 141 not be terribly interested in that,
 142 because it doesn't really seem to affect anything apart from the picture of people smiling
 143 and pointing to the shop sign or whatever.

144
145 DT: So what is local news like in Altrincham?
146
147 ALT06: I mean, a lot of it is. So there's the business stuff. But then the other news
148 that that we would get through the Messenger wasn't about the area at all. It
149 covered far too broad an area. So it was all about Stretford and Old Trafford,
150 which has a level of interest but not really locally.
151
152 DT: Yeah, yeah. Yeah. So. In terms of the topics that you mentioned before, like
153 specific information, news about about the local community. Political information.
154 Health information and stuff do you feel as if you are well served in relation to
155 that from news outlets.
156
157 ALT06: Well, I mean, I suppose in the sense that in the sense that. I mean,
158 interesting, those, those are covered by the whole of Trafford. So then it's relevant
159 locally, but it's not terribly specific. because people go to hospitals in
160 Wythenshawe and Trafford General , then of course that's relevant. But in that
161 sense, it's, it is important locally but not, it's not locally focussed. So yeah, there
162 isn't sort of information about local health centres particularly, although I suppose
163 there was some stuff about COVID vaccination which was more local.
164
165 DT: Okay, that's good. Good stuff there. Right. Okay. So I'm not going to show you
166 another couple of cards and then. So these are these are some of the ones where
167 it relates to these sliding scales. You can go from strongly agree to strongly
168 disagree.
169 There is an option for I don't know, although outreach can be there, to be honest.
170 So so thinking about how Altrincham currently appears in new stories may have
171 come across in any newspapers or on the internet or radio on television. How
172 strongly do you agree or disagree with these statements? So the first one there,
173 there is enough news coverage about Altrincham?
174 ALT06: Slightly disagree
175
176 DT: In news stories about Altrincham. I feel I'm getting the full story.
177
178 ALT06: Strongly disagree.
179
180 DT: The views of local people are representative represented in news stories about
181 Altrincham.
182
183 ALT06: Neither agree or disagree with us and maybe don't know actually is the better
184 response
185
186 DT: Right. There is plenty of information in news stories about Altrincham.
187
188 ALT06: Slightly agree.
189
190 DT: Altrincham is portrayed in a positive light in most news stories.
191
192 ALT06: slightly agree.

193
194 DT: I trust news stories about Altrincham.
195
196 ALT06: Neither agree or disagree.
197
198 DT: Altrincham is not in the news enough.
199
200 ALT06: Strongly disagree. It should be much more in the news.
201
202 DT: Yeah. Yeah. Okay, that's fair enough. So going back to these So thinking about how.
203 News about Hale Barnes and Bowden appears in news stories. How would you answer
204 those questions then? There's enough news coverage about Hale Barns Bowden.
205
206 ALT06: Strongly disagree.
207
208 DT: So a new stories about the local area I feel I'm getting the full story.
209
210 ALT06: Well, I suppose if there isn't enough news, the answer is still strongly disagree, isn't
211 it?
212
213 DT: The views of local people are presented in news stories about the local area.
214
215 ALT06: This is a difficult one really, because if it is not properly represented, then. There
216 are some views represented in news stories, whether they're the majority or not. I'm not
217 sure about. So I don't know. Maybe.
218
219 DT: Right. Okay. Leave well as it is. Don't know then, because it it is problematic, as you
220 say, if this is what is why I do it this way, so we can talk around it as well as having the sort
221 of the straight data
222
223 ALT06: particularly with some of the political stuff, you get all the people who are vocal,
224 which isn't necessarily representative of everybody.
225
226 DT: there's plenty of information in news stories about the local area
227
228 ALT06: strongly disagree.
229
230 DT: The area, local area. is portrayed in a positive light in most news stories
231
232 ALT06: slightly disagree. Mostly they are stories about crime and things like that which
233 feels very negative
234
235 DT: I trust news stories about the local area.
236
237 ALT06: Slightly agree.
238
239 DT Okay. The local area is not in the news enough
240
241 ALT06: Strongly agree.

242
 243 DT: thinking about how the news you get helps to live your life and participate in the
 244 community. And we're talking about Altrincham first of all, how strongly do you agree or
 245 disagree with these statements? I can get hold of enough information about Altrincham.
 246
 247 ALT06: Slightly disagree.
 248
 249 DT: I can get hold of enough information about the about the candidates to enable me to
 250 make an informed choice of who to vote for in a council election.
 251
 252 ALT06: Strongly disagree. most of the information comes in leaflets through the door
 253
 254
 255 DT: Yeah. Okay. I can get hold of enough information about candidates to enable me to
 256 make an informed choice of who to vote for in a general election.
 257
 258 ALT06: Strongly disagree.
 259
 260 DT: I know where to go to to complain if I'm not happy about something that's happening
 261 in Altrincham.
 262
 263 ALT06: Slightly agree. It's not because of the news.
 264
 265 DT: Right. Okay. I can easily find out what my politicians are doing.
 266
 267 ALT06: Slightly disagree.
 268
 269 DT: I'm confident my voice will be heard if I have an opinion on issues in the town.
 270
 271 ALT06: Slightly agree.
 272
 273 DT: I find it difficult to find out what's going on in Altrincham.
 274
 275 ALT06: Strongly agree.
 276
 277 DT: If you apply them to Hale Barns in a more local area like at least one about the
 278 council elections is more or less the same
 279
 280 ALT06: It relates to I mean, I think my answers would be the same for all of them.
 281
 282 DT: Right. Okay. We won't I won't put you through going through the whole thing again.
 283 So the next set questions - You have to sort of cast your mind back a little bit. I want you
 284 to think about what happened during lockdown and the COVID 19 restrictions. There was
 285 a point when the country went into another lockdown and the Altrincham and of course, it
 286 applied across the area, applied to Trafford as a whole, went into a new tier of restrictions.
 287 And I just wanted to ask you about what you thought of the information that was coming
 288 through in relation to the new rules that were being introduced in relation to COVID
 289 restrictions. So the first one is how well a can you tell me how well-informed you felt
 290 about the restrictions affecting Altrincham and the local area?

291
 292 ALT06: Very well-informed, really, but it wasn't through local press or information that was
 293 probably mostly through the BBC website to use a being able to kind of dig down into
 294 that to get the local information by putting in the post code. There was also significant
 295 advice and information centrally from the Diocese of Chester, which is what Hale Barns,
 296 and Altrincham and Bowdon are in so that was the kind of more specific to do with what
 297 was happening in the church, but obviously that that had the additional information as
 298 well about what to do in terms of home and whatever.
 299
 300 DT: Yeah. How did the restrictions affect you personally? and obviously that is a bit of a
 301 personal question. It's up to you how you want to answer that. If you think if it's too
 302 personal, then don't answer it. But how did it affect you personally in terms of the
 303 restriction?
 304
 305 ALT06: I suppose it affected my work in terms of being able to keep in touch with people
 306 and to be alongside people during bereavement and funerals and things like that. That
 307 was difficult. Maybe we had ways round through phone calls or whatever. So that was
 308 and that curiously is kind of enabled and then. Encourage. Well, what's the word?
 309 Encouraged better participation from people in terms of discovering gifts in themselves
 310 that they didn't know they had. Right. In terms of pastoral support at. I mean, in terms of
 311 home life, there was just not being able to to see friends in the same way or go out to and
 312 Those kind of personal things. Yeah. Family. Yeah, I'm not sure it's relevant to news
 313 particularly. I mean, obviously we did quite a lot of zoom calling. Yeah. And and in terms
 314 of family, we got better in touch with family that was spread all over the country which
 315 was sort of interesting side effect.
 316 DT: Mhm. And. You mentioned getting information from the BBC news sites and from the
 317 diocese. Was that how you first found out about the changes?
 318 ALT06: Yes
 319 DT: Were you satisfied with the information that you had?
 320 ALT06: Yes. Well, in the fact that the information was clear. Yeah, it's been better if we
 321 didn't have to have it.
 322
 323 DT: And in terms of the impact that it had and the I suppose the severity of the rules and
 324 which which led to certain difficulties, which which you've outlined, if you felt
 325 strongly about that and you wanted to, I suppose, protest or make
 326 representations and you wanted to do something about it, make your voice heard
 327 in any way in terms of the restrictions. How would you how would you do that?
 328 What would you do?
 329
 330 ALT06: I mean, I suppose in terms of my own contacts and I've done that through email
 331 and conversation with people that have been. If you want. It's obvious that there
 332 wasn't any way you could protest about that publicly. Really? Except perhaps
 333 through the churches thing. But I mean, I think everyone felt that this was
 334 necessary. So you got on with it. So I wasn't really. I mean, there were some things
 335 that were kind of - I don't know whether that was in that restriction time, which
 336 then became my personal responsibility. Yeah. So when things that were options.
 337 That felt quite a significant personal responsibility to decide whether or not. The
 338 Church should be aware how people should sit or whatever. Yeah. So risk

339 assessments were tricky when the when the it was a little bit but I don't. Not sure
 340 whether it's in that period that you defined.
 341
 342 DT: Were you aware of any campaigns or initiatives to support businesses and
 343 communities affected by COVID?
 344
 345 ALT06: Yes, this was through our treasurer, one of council church council members,
 346 parochial church council members, and who was able to access grants to cover a
 347 lot of income from our church hall in particular will not be closed right now, ut I
 348 don't know where they got that from. I mean, they did it and it happened. So that
 349 was. So you came across that information through all the people that you were in
 350 contact with?
 351
 352 DT: Yeah, yeah, yeah, yeah. So moving away from COVID sort of more recently.Do you
 353 know anything about plans to refurbish Altrincham Leisure Centre?
 354
 355 ALT06: Not in detail. I do know that it's happening
 356
 357 DT: Right. Okay. And so what Where have you heard that from?
 358
 359 ALT06: I think that was probably through Altrincham Today.
 360
 361 DT: And if you wanted to make representations about that and you had some
 362 objections about that. The, the nature of the refurbishment and stuff like that or
 363 lack of consultation or something like that. How would you go about making
 364 those sorts of representations?
 365
 366 ALT06: I mean, I'd go through the I would look at the Trafford planning site. I'd
 367 probably be in touch with local councillors.
 368
 369 DT: Yeah. Yeah. Okay. Can you think of any other issues like this that have affected people
 370 in Altrincham or more locally? Either now or in the past.
 371
 372 ALT06:I mean, I suppose issues to do with the airport expansion would be one
 373 thing, which is quite a long time ago in the past. the scars are still there among
 374 the community.
 375 And HS2 is a big thing that's in people's minds.
 376 35:46
 377 DT: Right. Okay. How is that affecting the local area?
 378
 379 ALT06:Well, there's going to be there's going to be a station pretty much at the
 380 roundabout onto the motorway the M56 people have had to have had to leave homes
 381 and whatever
 382
 383 DT: Okay. And where did you get information about those issues?
 384
 385 ALT06:That was mostly through people who were affected by it
 386
 387

388 DT: So it tended to be more that than through any news outlets. Do you think it was
389 easier to find out information or make your voice heard now? I think it's easier now than it
390 was in the past to get that information. I think it's easier now or harder.

391

392 ALT06: I don't know whether I'm engaged enough to be able to answer that properly, but
393 I would probably say easier because of the internet.

394

395 DT: Yeah. Okay. This is the last question. If you were to have the absolute best news
396 service you can imagine local news services, what would it look like for you?

397

398 ALT06: I think it would be a dedicated Web page with a menu that covered more specific
399 local areas. So you have Altrincham, you have Bowden, you have Hale Barns Timperley
400 Sale, whatever. So you could click on that and see what was happening in your local area,
401 possibly with some links to council departments. I think there would be like a kind of chat
402 page or letters page within them so that people could put comments. I mean, that was
403 one of the things that I really felt was pull in the printed and local news. The letters really
404 were, um, were kind of often from the same people and not really very interesting. So kind
405 of shorter comments my it might be better although I guess you'd need somebody to
406 check that those weren't becoming abusive. And I think there also ought to be something
407 about connecting local facilities, groups, hobbies and special interest groups so that it
408 wouldn't just be advertising. But, you know, say, for example, if there was a English as a
409 foreign language group, that would be really helpful to know where those kind of things
410 were, so those kind of facilities and education. Gosh. Where would you stop? I don't know.
411 What's on this week? And then the responsibility would be on the local groups to make
412 sure those were updated. . But I think it would have to be really sort of
413 careful, carefully constructed so that you weren't kind of bombarded with stuff that you
414 weren't particularly interested in. So you'd need to have a really good search engine,
415 which I think it will search facility within. And maybe, I mean, in terms of the sort of faith
416 groups that they were certainly really quite poorly represented in the local press. And I
417 can understand why you wouldn't want to be kind of bombarded with stuff from all the
418 different groups. But, you know, maybe people moving into Altrincham or Hale Barns
419 would be interested to see what the different groups were and to be in contact with them.

420

421

422

423

424

425

426

427

428

ALT07

DT: The first question question what are the most important sources of news and information about your local area for you? The most important sources of news.

ALT07: Okay. I mean, one thing I'm sure I think whether that's most important, but one thing I'm most interested in is like the social side of it. So things like new bars, restaurants, opening, that sort of thing as. Yeah, I've got a daughter now as well. She's nearly 18 months, so I've started paying attention to things like leisure centers and stuff like that. So like recently, for example, the old Altrincham Leisure Centre has been refurbished. So we, we had to stop, go and swim in there because we and then going to and sale instead for example.

DT: Right. So, so in terms of how you get that sort of information, what are the sources

ALT07: The chief sources when you go to. I'd say a lot of it is probably from like local Facebook groups. So where people post like links to things like links to the websites. I do that more often. We do get a local newspaper. We used to get two think I the only get one now but I only like I literally glance at the front page

DT: What paper's that?

ALT07 :Let me see if I can. I'll know. I'll know it. From the front. Is it the messenger? Yeah, it might be the messenger. Yeah, yeah, yeah. We get that through the door and I'll have a glance at that. But most weeks, if I ever get it, if not my if my partner gets it, she generally just puts it straight into the recycling. So if she won't, she won't have a look. And I don't really sort of pay that much attention to it, but yeah, I'll have a little glance through that. And but mostly I would say my main source of local news is, is from those like Facebook groups and so on.

DT: Right. So mainly Facebook groups, but also you have you do get a, a local paper which you you look at.

ALT07: Yeah, I glance. Glance at it.

DT: which sources do you trust the most. Would you say? I mean, do you trust them at all?

ALT07: mean, I think the. I think that like the Altrincham messenger, does that definitely have like a level of trust? Like, yeah, I'd say definitely the messenger. And I would say I trust I'm generally. But I guess really for the sources like, you know, you know, people I don't think you can say people are just putting messages on those groups isn't really journalism, is it? It's just sort of saying, oh, something's closed or have you seen this? It's not really like proper journalism, is it, compared to like an actual newspaper? I mean, I suppose to a certain extent as well. Yeah, I'll read the Manchester Evening News as well.

Like particularly they're on their online contents about Altrincham always have a look at that as well. And again I find that quite trustworthy to be fair.

DT: Okay. have you come across sort of dedicated news websites that covers Altrincham?

49 ALT07: Um. So not. Yeah, I think I have seen a few of them about. Well it's not
50 something in the one, it's not so not particularly regarding something because
51 some of the ones I can remember like I've, seen being shared and stuff like, you
52 mean like altrincham today and stuff like that. Yeah, yeah. Um, no, cheshirelive.
53 I've definitely seen a lot on that.

54

55 DT: Right. Okay. Right.

56

57 ALT07: But yeah, I generally don't really - it's, it's not something I think there's
58 definitely a level of trust to something like Manchester Evening News or the
59 Messenger where there where they're attached to like a print copy. Well, I think at
60 least I think that. It shows a lot more of a you know, there's a grounding in a
61 background that they've got. I mean, you know, I work in software development. I
62 know how simple it is to throw a website together. So, you know, with a little bit
63 like a bit of training in a few weeks, just studying.
64 Anyone could do it, really. So yeah, I think those like, yeah, the Messenger and me
65 and because they do have that print background that does like add second layer
66 of sort of authenticity to the journalism, I think.

67

68 DT: Right. Okay. So you've already touched on this a little bit earlier, but the next
69 question is what kinds of information about Altrincham life is important for you to
70 have?

71

72 ALT07: Okay. Yeah. Like local social activities. So and you know, restaurants
73 opening or closing for that matter tends to be a lot more of the lots of recently.
74 Things like yeah and things like the city like facilities. in like for example if they're
75 doing some building work on the retail park and they're open a new Lidl, for
76 example, and that obviously is, you know, a decent thing. Well, I think that's a
77 good thing because, you know, it's nice and nice budget supermarkets. I find that
78 everyone's trying to save a bit of money at the moment and again related to
79 things my daughter saves it's like, you know, a summer fair or something on
80 things like that. I tend to get more of my actual like I'm quite, I'm quite like sort of
81 interested in things like politics, but I'm more of a national level. So I do use a few
82 more like, like national level based news for that.

83

84 DT: Okay. Right. I'm going to share the screen now and show you one of these cards.

85

86 And there's a couple that this does, two which are very similar and they deal with
87 similar things s there'll be an overlap in these next these two. Which types of
88 information from this have you actively looked for in the last six months?

89

90 ALT07: Okay. So. Yeah, not. Not. Not the environment. Yeah. Local sports that will
91 have. Yeah. Yeah. Air travel updates matches Google for that. Politics? No, it's
92 probably a no.

93 Again. Council services. I wouldn't use a newspaper. I just used the website like the
94 actual traffic light.

95 DT: I'm not talking about just about newspapers. I'm talking about you actually
96 looking for this type of information.

97 ALT07: . Okay. Probably everything except local crime.

98
 99 DT: Right. Okay. So you're not too bothered about crime, about that sort of thing.
 100
 101 ALT07: I mean, just so far, particularly searched for. Yeah, that's obviously important.
 102
 103 DT: The next one is the similar sort of thing. Very similar. Um, but it just gives you a
 104 little bit more detail about what these things, what these categories mean. So have
 105 you looked for information on any of these topics in the last six months? Um, so
 106 again, it is looking for information generally and looking for it not just in newspapers.
 107 So information about emergency services, public safety, health and welfare, education,
 108 transport.
 109
 110 ALT07: things which I think dangerous weather definitely. Yep. Like, I mean, yes,
 111 stuff like and there's a bit of but there's a few areas of Altrincham which are prone
 112 to flooding. So look, that's the flooding. Yeah. Yeah. Yeah, definitely health
 113 hundred percent. education. Yep. Yeah. Okay. Education? Yes. Yeah, it definitely
 114 transports. Again environments if you mean like literally oxygen for like whatever
 115 the take was open over Christmas, for example. Yes, but not sort of anything
 116 more detailed than that. Like. Okay. Planning or anything like that. No, that's that's
 117 fine. Yeah, I did, actually. Interesting. I, I don't really know much about planning,
 118 but I saw a when I was walking my dog for the like the there's a new housing
 119 estate just behind me over there. And there was a few posters up talking about
 120 like asking about like objections to a new developments, which I've never even
 121 knew. I never even knew you could do that. So. Right. Well, I've never actually sort
 122 of said myself south but one of the I haven't looked at that.
 123
 124 DT: Okay. Uh well you, there's economic opportunities
 125
 126 ALT07: not locally, you know, it's like if anything it would be a national thing, right.
 127
 128 DT: And then civic information. It's quite a broad category. Um, so with things like
 129 charities, libraries, local arts.
 130
 131 ALT07: Yeah, local sports. Yeah, I will have to.
 132
 133 DT :Yeah. Yeah. Then political information about councillors, MPs, that sort of thing.
 134
 135
 136 ALT07: Yeah, of course. I did a little bit at the local election and I've seen Graham
 137 Brady was a quite a lot in the local news was there with, with the downfall of Liz Truss
 138 and all that. So I did a little bit of research for that..
 139
 140 DT: That's useful information. So which of those topics would you say is most
 141 important to you as far as getting information about where it is concerned? If you
 142 could pick to pick one.
 143
 144 ALT07: Um, I'd probably say the civic one. Like I said, the idea is like things that
 145 are, you know, sort of social, local interest. Things are happening.
 146

147 DT: Okay. And how would you get information about these things?
148
149 ALT07:.. More often than not, I'd go online to try and find anything I need.
150 Yeah, it's not something I would rely on like a print newspaper for anything like that.
151 It's more okay. You know, the weather is going to be nice this weekend. Is there any
152 sort of events going on or anything like that, that sort of thing.
153
154 DT: So would it be your Facebook groups again or are there any other outlets?
155
156 ALT07: Probably just I'll probably just go for it on Google and see what I could find
157
158 DT: Right. Okay. And what difficulties, if any, do you have in accessing news and
159 information about your area? So we're talking mainly about any sort of challenges
160 that you might have in terms of accessing news and information.
161
162 ALT07: One of the issues I find is that there's lots of like websites showing quite
163 similar information or For example, altrincham today, and there's other ones like
164 Cheshirelive.
165 They often just recycle the same sort of news output and it can be a little bit
166 confusing trying to find, you know, which is the which you should use is like the
167 authority like. In terms of. I'm like, I mean, I've got a bit of technical training and
168 this sort of stuff like about like sort of search engine optimisation and stuff. And I
169 think the websites are built well for, for like picking up like the right, the correct
170 keywords, for example. I mean, that's probably a bit too technical or anything, but.
171 The websites often of quite poor quality as well, they're quite advert heavy and
172 quite difficult to navigate and it's not a very good experience using the websites.
173
174 DT: Is that because of the adverts? Because there's a lot of adverts on them.
175
176 ALT07: Yeah. I think a lot of it's the adverts. Yeah. They're quite slow to load for
177 example.
178 And yes, it's quite a poor experience. And when you've got to go through trying,
179 when you're trying to find something and you've got to go see three or four of
180 them, it's quite a bit of grind.
181
182 DT: Right. Okay. But presumably you do find that information somehow.
183
184 ALT07: Yeah. Yeah. Well, do you? Yeah.
185
186 DT: So, I mean, you've already touched on this a bit already, but I just want to ask
187 what you think, local news is like in Altrincham if you're going to sort of give a review,
188 if you like
189 What is local news like in Altrincham?
190
191 ALT07: Um, I think it's generally what I think is probably quite good for, in comparison
192 to a lot of local news. Like I think Altrincham definitely has its own identity.
193
194 I know it's part of Trafford and Greater Manchester and so on, but it's definitely got its
195 own sort of history and its identity. And from that, I think a lot of people around here

196 feel proud of the area And I think that does filter in to things like they like going back
197 to those Facebook groups and the replies you get on Twitter and stuff. it's not
198 something I do personally, but you see, when people say, oh, is there can anyone
199 recommend the good, you know, polar bear or whatever? And then they get a lot of
200 sort of buy in from the other people in the group and it's not like really sort of print
201 news. And generally, if it's like something that's like if there's been an incident or
202 something. For example, it was just over there about a year and a half ago there was a
203 car accident in which a 17 year old boy got killed. it's quite a quite shocking story, but
204 it was fairly well reported. But I think generally it's. I think it's quite, quite good.

205

206 DT: Excellent. Okay. Thanks. So I'm going to show you another card now. So this is
207 sort of touching on the same sort of theme that there has been talking about in
208 terms of the nature of news and Altrincham, but just being a little bit more specific
209 about particular things. so again, I'll share the screen. If I can navigate around this.
210 So. Think about news that helps you live your life and participate in the
211 community in Altrincham. How strongly do you agree or disagree with these
212 statements? So this is sort of your scale, if you like. So first of all, I can get hold of
213 enough information about my area. So you've got this scale from strongly
214 agreeing to strongly disagree.

215

216 ALT07: Slightly agree.

217

218 DT: . And then I can get hold of enough information about candidates to help me
219 make an informed choice of who to vote for in a council election.

220

221 ALT07: Yeah, me neither. Agreeing to disagree. I'm. Generally I just vote labour.

222

223 DT: Right. Okay. Do you think there's enough? I mean, I suppose your mind's
224 probably already made up, but you think there's enough information out there?

225

226 ALT07: I haven't really looked to an extent . We get we get the we get the news
227 letters and stuff like that, which I'll have a read over from like the last time I had
228 done actually. But we really get like a local sort of council newsletter occasionally.
229 Yeah, which I'll read about, but generally that sort of thing, my mind's pretty,
230 pretty made up.

231

232 DT: Okay, next one. Similar one about general election.

233

234 ALT07 Again, it'd be a bit more probably slightly agree because it's a bit more high
235 profile. So slightly. Agree with it. Yeah. Yeah, slightly. I agree. And I've told. Yeah, I
236 do a little. I've done a little bit of research about that, and it seemed quite like the
237 candidates were. Pretty open and so on.

238 DT: Right. I know where to go to complain if I'm not happy about something that's
239 happening in my local area.

240

241 ALT07: I mean, I would just I would assume it would be the council, but I've got
242 nothing to back that up because of. Oh, wait, no, actually I did complain about a
243 pothole once that got fixed. So now we're going to slightly agree that I think that

244 yeah. As in I've had a positive experience where I complained about something
 245 and it got fixed.

246

247 DT: So right. And I can easily find out what my local politicians are doing.

248

249 ALT07: Neither agree nor disagree. I

250

251 DT: All right. I'm confident my voice will be heard if I have an opinion on issues in the
 252 town.

253

254 ALT07: I might say slightly disagree. All right.

255

256 DT: I find it difficult to find out what's going on in my area

257

258 ALT07: slightly disagree.

259

260 DT: Okay. Right. That's good. Uh. I mean, it's sort of Altrincham as a whole. And it's
 261 well, we've been talking about some of the other communities in Altrincham. But
 262 it's something that's been talked about a lot as well to quite high profile, I would
 263 say.

264 And that's to do with things that are happening in Hale, which isn't I know it's not
 265 the area of Altrincham where you live, but there's an issue in the news at the
 266 moment concerning migrants in Hale being placed in a hotel. I just wonder if
 267 that is something that you are aware of?

268

269 ALT07: I first spotted that in one of the local Facebook groups. And yeah, like I
 270 saw the linked article and so on. So I looked into it. So, yeah, it's something I'm
 271 aware of.

272

273 DT: Okay. And so how would you how would you say this is this whole thing has
 274 affected you as it affected you in any way in terms of a direct impact or how you
 275 feel about things?

276

277 ALT07: Yeah, I mean, direct impact is going to be probably pretty minimal because
 278 it is the opposite end of Altrincham where I live in terms of how I feel like, you
 279 know, it's, it's. It is obviously quite an emotive issue for a lot of people. It's quite
 280 divisive and I'm a little bit from the reaction on the. Like from what I've seen on
 281 those groups and so on. Like it's a little bit disappointing because, you know, Hale
 282 is ultimately one of the most affluent areas in the in the entire country, certainly
 283 outside of like, you know. Well, certainly in the northwest, at least. And, you know,
 284 I appreciate it's difficult. These are difficult decisions to make. And, um. People are
 285 scared by perhaps, you know, things they've read in the media about and like the
 286 behaviour of these migrants. And I think a lot of that is just scaremongering and
 287 you know, it's that sort of right wing tabloids trying to sell a few more papers and
 288 yeah, it was a bit disappointing to see the reaction of like some of the, some of
 289 the members of the group who were just immediately. You know, and it's the
 290 same reaction as before. I don't want to get too political, It's the same reaction
 291 every time it seems. It's like, okay, well we've got our own poor to help, but I
 292 imagine 90% of the people who were commenting on that have been voting

293 conservative for the past, you know that for decades. And well, we know that the
294 conservatives aren't doing a huge amount to, you know, protect the poorest as it
295 is currently.

296
297 DT: So can you tell me what your understanding is of what is actually happening,
298 in other words what is going on as far as this issue is concerned?

299
300 ALT07: From my understanding at least, they are migrants whose who are waiting
301 to have their asylum claims processed or that they've had that. I'm not sure if it's
302 exactly which is better or could be a mix. So it's either the waiting for the claims to
303 be processed or they've been processed and then they need more permanent
304 solution to accommodation, whether it be sort of like whatever that is. Right.

305
306 DT: And are you satisfied with the information you've had about this issue?

307
308 ALT07: And I'd say it's probably a bit vague still, I'd say article or maybe one or two
309 but I'd say it's quite vague and it isn't very satisfying and so it's obviously one of
310 the numbers sort of I know the one that seemed to crop up was I think a lot of
311 people made the assumption that it's going to be, you know, 300 men, for
312 example, young men, for example. But I don't know, is that true? Is it going to be
313 like a mix of families? And, you know, I don't know. I think if we had that
314 information, it would fizzle. It might put a few people's minds at rest and sort of.
315 Might change the rhetoric or rhetoric around it.

316
317 DT: Yeah, you mentioned a couple of articles. Can you remember where you read
318 those articles?

319
320 ALT07: There would be there would have been local news, news places, but I can't
321 remember exactly which ones they were.

322
323 DT: So when you say local news would be like the Manchester Evening News or
324 Altrincham today or.

325
326 ALT07: Yeah, definitely nothing like BBC or anything like that. Right.

327
328 DT: Okay. Okay. Let's imagine that you felt strongly about this, you know, one way
329 or another in terms of whether you supported or opposed it or whatever. And you
330 really wanted to do something about it, make your voice heard in some way and
331 either to, as I say, oppose it or to support the migrants. How would you do that?
332 How would you go about that?

333
334 ALT07: And. I guess one of the. If it felt strongly in one way, I'd probably try and
335 sort of contact like a local. So I mean, I'm put in a bit of a divide as in left or right.
336 For example, if I was really anti, I would probably try and find like like minded
337 people in like the local conservative party or I would even yeah. I mean those
338 Facebook groups themselves like you can see people posting quite sort of. Quite
339 strong opinions on these sort of things.

340 I think the way I would probably do it is to try and find trying work through like a local
341 party and see if there's anyone there. If you sort of agreed with me and go and collect

342 sort of more traditional political roots and maybe a look. I mean, I know your local MP
 343 has had said quite a lot about this and maybe approach the MP or councillors and
 344 things. Yeah, yeah, yeah. Definitely I think. I mean, you know, the local MP imagines
 345 how, you know.
 346 There's a lot of things that they've got to deal with and said, like there's probably just
 347 enough. People already have probably made their feelings quite clear. So I'd probably
 348 yeah.
 349 Try and think about more sort of coordinated action, whether that be like a sort of
 350 a protest or something as well. All like what we have now as well. Where the
 351 petition or something. Yeah.
 352
 353 DT: Um, are you aware of any other issues similar to that in the not necessarily to
 354 do with migrants, but any sort of sort of big issues in the local area that that
 355 you're aware of. You mentioned accidents and and and things like that before.
 356
 357
 358 ALT07: Yeah. I mean, did the the A56, which is the main like the main road is, oh,
 359 this, this cycle thing is another that seems to get a lot of people. I don't know if
 360 that's really altrincham or down more down towards Hale, but the idea is that
 361 they're going to.
 362 I think from memory at least, that the idea was that they're going to build they're
 363 going to sort of put a cycle lane on the a56, which would mean it would go down
 364 to single file in certain places. So the big concern was that it's going to massively
 365 increase congestion.
 366 There's that issue.
 367
 368 DT: And how did you get information about it.
 369
 370 ALT07: that would have been from the Facebook group and local news.
 371 It wouldn't be something I've sort of found. I'm not a cyclist myself, so I don't
 372 really it's not something I've sort of aware of. And. I guess one issue I actually
 373 come across because the Councillor put a letter through my door - a newsletter
 374 actually lives quite clearly and is quite close to me. He said they were trying to
 375 build loads of houses on the Carrington which is like a mile and a half that way.
 376 And then that would sort of have a quite a negative effect on the sort of transport
 377 and schools and so on, the infrastructure, the general infrastructure around
 378 altrincham and so on. because of the yeah. Just the increased number of people
 379 using them. Got that from was the local council local someone who claimed to be
 380 on the local council for election from their newsletter.
 381
 382 DT: So would you say it's easier or harder to find out information or to make your
 383 voice heard about stuff like this. The couple of things that we've you've mentioned
 384 and the migrant thing. Do you think it was it's easier now or harder to find out this
 385 sort of information than it was in the past?
 386
 387
 388 ALT07: I guess for someone like for me it was probably something I was
 389 particularly interested in that much longer like .You know, a long time ago, for
 390 example. I would probably say it's easier because you still have you've got

391 everything. You've got the whole contents of the Internet, basically. So I'd say it's
392 easier for the [INAUDIBLE] to find the information, but at least easier to sort of. To
393 look for. But you've got to be careful to filter out the the the crap out,
394 basically. And so it's almost yeah, it's like it's, it's easier if you know what you're
395 doing. It's easy to find. But I can imagine a lot of people perhaps get a bit
396 overwhelmed or consume it, like consume the wrong incorrect info or whatever or
397 out of date information as well, for example.

398

399 DT: And do you feel that you do know what you're doing in respect of that sort of
400 thing?

401 ALT07: Yeah, I think so. Um, yeah, I would be with there.

402

403 DT: As a final question, we got to hear if you could have the absolute best local
404 news service you could you could imagine, what would it look like, do you think?

405

406 ALT07: I think it would be. It would be web based, I think a little bit for me as well as
407 is.

408 Obviously, print media is the environmental cost and so on. Like print, like as I said
409 before, like sometimes we like that our local newspaper just goes from the
410 doorstep straight to the recycling bin. Like, we don't we don't read it and we don't
411 know if there's a way to opt out, for example, so we wouldn't get it delivered. I
412 don't know that I would do that. I still do use occasionally. But yeah, I think I think
413 it will be like a, a comprehensive like web service with, with a website. A dedicated.
414 website with reporters and stuff who know, the area. And the option for, like,
415 newsletters. and it would cover it would cover like local politics, you know, local
416 sports and definitely a focus on the, the civic aspect of it. Think things about, you
417 know, social, social things and things like that. I think sometimes those sites as
418 well they should be. The content could be written in a more sort of objective way,
419 like they seem to be a little bit sensationalist sometimes, like sort of like a tabloid
420 newspaper. I think a lot of it's not very high quality, like not very good quality
421 journalism, I find.

422

423 DT: You think there's a reason for it to be written in that in a particular style . Do you
424 think there's a technical reason for it. Or is it just a style reason or

425

426 ALT07: I don't know. I mean, I guess it might make it more accessible to more people.
427 It might be to catch as many people in the in the circle as possible as to who might
428 read it

429 rather than, for example, trying to do some something that more. Like long form, for
430 example, that people just might not read.

431

432 DT: Right. Okay, that's great. That's brilliant. So that's the end

433

434

435

ALT08

1 Okay. So the first question is, what are the most important sources of news and
2 information about your local area for you? So what are the most important sources of of
3 information?
4

5 ALT08: Probably the most important would be social media, whether that's via
6 Facebook .So there are sort of newspapers, as you know, approaching Altrincham
7 Today. There's sort of Hale and Altrincham village life and various things like that.
8 Other social media would be Twitter. So I obviously follow a lot of local people,
9 and I would follow things like Altrincham Today. I follow a lot of newspapers
10 online as well. And then so other social media would be WhatsApp as well, people
11 just passing messages around the local community. It's not always news, but
12 sometimes it is.
13

14 Right. Okay. Yeah. It's interesting you make a distinction that between news and
15 information,
16 because I'm talking about news and sort of information which is important to you.
17 So that that that's good. So you mentioned Altrincham today. You mentioned
18 other newspapers. What other newspapers cover your area?
19

20 ALT08: Do you mean newspapers or do you mean online?
21

22 So news all news outlets, I suppose, is the best way to describe it. So it could be
23 newspapers, it could be so printed newspapers could be online news outlets, you
24 know.
25

26 ALT08: Do you know what, David? I can't even remember the name of my local
27 paper that we get all the time. I'm not sure what it is. I've just literally been next
28 door to like the fire with it.
29

30 So you do get a look at that. So you do get a local paper.
31

32 ALT08: Yeah. Yeah, got a local paper delivered all the time. And I was thinking
33 about this today. Prior to that, talking about this with you, I do read my local
34 newspaper. Um, it's getting less frequent now, but I would say one out of every
35 three out of every four weeks I would read the paper. But I've got friends who
36 mock me for a lot, you know. But vast majority of my friends wouldn't read the
37 newspaper. So they just they say to me, you know. Right. And what's going on?
38 What's in the Messenger this week? I don't read it as much because, you know,
39 there is not as much news as such. There's a lot of what they call sort of
40 advertising led news.
41

42 Right. Okay. So you mentioned a few sources. They so obviously social media and
43 various social media groups, things like Facebook groups. And and obviously you
44 mentioned Altrincham Today, which is an online news outlet. And other social
45 media like Twitter and things like that and also you've you've now mentioned that
46 the physical printed newspaper The Messenger so of those sources which one
47 which ones do you trust the most would you say?
48

49 ALT08: Oh, probably Altrincham Today because. So we're just talking local here.
50 We're not talking. Yeah, yeah, yeah. Yeah, I probably Altrincham Today because I
51 know David well, I know of David Prior, so I don't know if I said to you in my email
52 before, but I, I was a local journalist, so I started off my career writing newspapers.
53 And I have come across David Prior before, in the past, and I know he's what I
54 would call a proper journalist. You know, he's one who understands how to make
55 the top sentence, how to check the facts,
56 how to put stuff in that grabs the readers attention, how to double check stuff.
57 What, what is a news story? And David understands all that. So I would I would
58 trust Altrincham Today. I can see in the comments that I'm on that a lot of people
59 don't sometimes. Right. So as a former journalist, I'm used to people saying That's
60 not true when it is.

61
62 So what kinds of information about life in Altrincham and in your very local
63 community in Hale Barns and in Altrincham? What kinds of information is
64 important for you to have?

65
66 ALT08:: I suppose anything that impacts on your day to day living. So anything
67 that changes the society or living, whether that shop is closed and has been taken
68 over by somebody else or whether it's the Metro Link is down or whether it's
69 Tesco is making 25 people redundant. Impact on your day to day life, not just for
70 you as a single human being, but also how it impacts on your family and on your
71 society as well. So it could be things like, you know, say the Metrolink has gone
72 down today and then 2 hours later, somebody texts to say it's back up again.
73 Those things are important. You know, if you're trying to get into town, if you go
74 to a meeting, Those things are important and you get the information a lot
75 quicker and a lot faster than you might do waiting for your weekly newspaper,
76 that's for sure. So I suppose it's some things which are happening very quickly,
77 you know, that require some quick reaction to. So that's very useful. But it's also
78 things that have a longer term impact like closures or I'm sorry it all sounds very
79 negative at the minute doesn't that both I probably it's but you know or openings
80 or you know bars restaurants things like that just things that impact on your local
81 on your on your social life, really.

82
83 Right. Okay. Good stuff. And so I'm now going to show you some a couple of
84 these card things, this business, two of these. And and they're both quite similar.
85 They do overlap quite a bit. But there is a reason for separating them out because
86 some of them are in the second one and they are precise definitions of what we
87 call information needs. So I'm going to share my screen if I can remember how to
88 do this. Sometimes it. So this is the first one. Can you see that?

89
90 ALT08: Yes, I can.

91
92 So basically all I'm asking here is as well as well actually if it overlaps with the
93 things that you've been talking about before, that's fine. Have you looked for
94 information on any of these topics in the last six months?

95
96

97 ALT08: Yeah, all of them, actually, probably. I don't necessarily follow local sport
98 unless you want to call Man City local. I don't necessarily follow the local sport,
99 but travel, politics, council services, definitely local events, local crime. I would also
100 add in there like local shops and restaurants as well, like, you know, openings,
101 closings, things like that.

102

103 Right. Yeah. Well, that might be included in the next slide that I'm going to show
104 you. Okay. So that's good. I'll go for the next one, which is, as I see it, quite similar.
105 All right, I'll try to enlarge that a little bit, but. Right. So these they sort of define
106 some of these categories in a bit more detail, sort of give you a little bit of detail
107 here. So as I say, they overlap a fair bit with the others, but they provide that
108 more detail. So we're talking here about emergency services, health, education.
109 civic information. So it covers civic life, charities, community organisations, local
110 theatres, sports organisations and things like that. So so which of those have you
111 look for information for in the last six months?

112

113 ALT08: Again, probably all of them, except perhaps education. I don't have school
114 age children anymore. They've grown up after. See that job training and local
115 opportunities is on as well. Wouldn't necessarily be looking at it, but probably all
116 of the above. Interestingly environment and planning. As a former journalist I
117 know that planning applications are, you know, they the local council have to put
118 out what the planning applications are and the that they choose to do that. As far
119 as I know is through newspapers. So and I believe they don't use social
120 information on that. So. And again, I'm one of the few people of my friends who
121 actually goes through the planning applications. Um. It's where I used to get of
122 stories when I was a journalist, you know?

123 New houses being built, new extensions onto stores. etc there was always a story
124 in it. And so I will always look at the planning applications in newspapers. I
125 wouldn't look at that on social media. environment. You might get environmental
126 groups, you know, because of the building plans that are going on in the area,
127 there are some Facebook sites on the environment but planning I would get
128 newspapers the rest probably all get through social media.

129

130 So which of those would you say is most important to you as far as getting
131 information about it is concerned with I mean, if you were to pick one, first of all,
132 which one would be most important?

133

134 ALT08: Do you think the most important are the one I would go or the one I would
135 see all the most? I mean, actually, what I would really like to see, um, yeah, yeah.

136

137 What is the most important type of information for you?

138

139 ALT08: So I suppose that means what would you like to, to find out about what,
140 what sort of information would you like to have available. It would probably be
141 civic information, right? Followed by. Probably health and welfare. You know,
142 obviously that was this time last year, for example. That would be hugely
143 important civic information if it does cover that wider areas such as arts,
144 information, sports and leisure, etc. Yeah, probably that. So.

145

146 So how would you get that sort of civic information?
147
148 ALT08: How do I get it now Yeah, social media again. Yeah, obviously. Obviously
149 your algorithms do throw up like Warrington Parish churches. You know, some are
150 sorry within your parish church or a civic centre that I wouldn't necessarily go on.
151 But your algorithms will throw it up because maybe I've looked at Altrincham
152 Today, so I would read some of those things and then probably will begin to
153 follow some of those organisations. But yeah, I would mainly get it through social
154 media. Yeah.
155
156 Okay. So what difficulties, if any, do you have in accessing news and information
157 about your area?
158
159 ALT08: That's a good question. Difficulties do have. I suppose it is the lack of trusted
160 outlets.
161 I mean, I've said to you that I think somebody like David Prior is a proper
162 journalist, which might sound very pompous, but, you know, it's like any
163 occupation, you have training and you have experience in it to be able to do the
164 job well. So I'm sure I'm not the first person to give you this example, David, but
165 The Ashley Hotel story, which you first saw on social media pretty sure came
166 through a WhatsApp group on social media.
167 And I just thought and said to my husband, I'm not getting involved in this until I
168 know the facts. And we are two weeks down the line and the Council has just
169 come out with a statement just last weekend which have some facts in it like the
170 numbers of people when they're arriving, what the process has been. So that's
171 taken to two and a half, three weeks for that information. And in fact, it was in the
172 ether before Christmas or even longer. So it's taking quite a long time for trusted
173 information to come out. And so. Your question really was, again, the difficulty
174 that I would have in access it would be that it's from it's from non trusted sources
175 there's not enough trusted sources like that perhaps using the way I would access
176 it ie social media.
177
178 Right. Okay. Good stuff. Right. So what would you say? And again, this overlaps a
179 little bit with what you've already said. and if you if you feel you've already
180 answered it, that's fine. But what would you say local news is like in Altrincham
181 and Hale and those and that sort of area and those communities.
182
183 ALT08: What? What do you mean? What it's like to mean the health of it or the.
184
185 Yeah. It's how you want to interpret it really. It's to, um, how do you perceive, uh, local
186 news in terms of yeah.
187
188 ALT08: In terms of its health, in terms of how good it is, in terms of whether it
189 serves the area, perhaps. And I only vaguely know David Prior. So he's not a mate
190 or anything.
191 But, you know, I think something like Altrincham Today, which is a trusted source,
192 but again, also an independent source, it's not a council It's it's not a voice piece
193 for the council or for anybody else. It's an independent source. So I think
194 something that that has is of value or real value. I do think and I hope other

195 people have mentioned this. I know you're just talking about very local, but I do
196 think some something like Manchester Mill has really, really added to the quality
197 of what we can get, perhaps as well as the Greater Manchester area. And that does
198 obviously cover things in our borough, but it it highlights a lot of social issues
199 which impact on all communities I think. Well probably national, but I know that
200 they have obviously a Manchester focus. So Manchester Mill has absolutely
201 revolutionised them has seen is winning awards revolutionising the way that local
202 journalists can cover stories and they do do in quite a different way in terms of it's
203 almost like slow media, you know, it's in-depth they look at things for a long
204 period of time. It's not like earth shattering news story. This week was about
205 Ancoats the two communities, the old community in the new community in
206 Ancoats, you know, and that's got resonances for every community probably in
207 Greater Manchester. So maybe you don't mean maybe you don't regard that as
208 our local media. But I would say an awful lot of people in our local area would
209 consider that to speak to people who do. And it's becoming more and more
210 popular amongst people that I would talk to. And apart from that, I don't
211 suppose... It's the lack of trusted sources. I wouldn't wouldn't have anything that I
212 would go, Oh, I must go to this source to see what's happening in all those areas.
213 And I said, what's on what's happening in local arts groups and, you know, local
214 reviews by local people, I suppose, you know, when I think about I suppose it's
215 everything that a local newspaper should have, should and did have. And to a
216 certain extent still does. but it's all of that content is not in any one place.
217 Anymore. David does. David does his bit, but he is quite reactionary. He reacts to
218 what the stories are to what's out there. You know, the bus fire, the Ashley Hotel.
219 So he reacts. What's out there? It's not a what's on thing. It's not a review. It's not
220 a sort of general consumption thing. It's a it's a news. So he reacts to when the
221 news happens as opposed to pre-empting Manchester Mill will be much more in
222 depth. Will look at bigger social issues, which is there is that little gap, I think, day
223 to day basis. You know, is there something interesting happening that I might
224 want to go along to, you know, the Save Timperley Wedge? Isn't that what is
225 called the Save Timperley Wedge greenbelt thing? You know, they pop up every
226 now and then, but it's almost something that would collate that, bring it all
227 together, you know, what's happening with the environment, what all those lists of
228 things that you actually put up there that's have columns and all of that. But you
229 know, what's happening in the environment, what's happening in the arts is
230 hapening in civic. What's happening got politics. It's that which is a good
231 newspaper is actually.

232

233 Right. Sounds good. I think you've answered one of my questions led to that, but
234 that's really good. That's right. I'll show you the card now. And this really is. How
235 news and information news organisations help you to sort of live your life if you
236 like it. So it touches on some of the things that you've you've been talking about
237 there. This is one of these things where it's on a scale and you say how much for
238 each question, where it fits on that scale. So that first one I can get hold of news
239 about my area, etc.

240

241 ALT08: So the first one, I would say I'd slightly disagree. I can get hold of enough
242 information. I dont think I can

243

244 The second one to get ahold of enough information about the candidates to make me
 245 an informed choice of who to vote for in the council.
 246
 247 ALT08: I would just slightly disagree with that as well. In fact, no, I disagree with
 248 that. Strongly disagree. Slightly disagreed. We got the fruit through the door, but
 249 you won't get them from everyone.
 250
 251 I get hold of that kind of individual informed choice of who to vote for in a
 252 general election.
 253
 254 ALT08: I'd probably slightly disagree on that one as well. I was going to say
 255 actually agree but I'd probably disagree on that because all you get is information
 256 on one candidate.
 257
 258 Right. Okay. And where to complain if I'm not happy about something that happened
 259 in my local area?
 260
 261 ALT08: Yes, I would agree.
 262
 263 I know where to go to slightly agree or strongly agree
 264
 265 ALT08: slightly agree.
 266
 267 I find it difficult.
 268
 269 ALT08: And then the last one I would slightly agree.
 270 22:43
 271 Which one? Which one is answering that? The. Because there's two more. There's
 272 this. I'm confident my voice will be heard and following opinion.
 273
 274 I know where to complain.
 275
 276 ALT08: What did I say about that? I agree.
 277
 278 I can easily find out what my local politicians are doing.
 279
 280 ALT08: Mm hmm. That's my fault. I moved it down at my local politicians. Well
 281 again this that's all covered in newspapers isn't that. So I would probably slightly
 282 disagree as that source is fading.
 283
 284 I'm confident my voice will be heard if I have an opinion on issues in the town.
 285
 286 ALT08: Yeah, I would agree with it slightly.
 287 I agree with that.
 288
 289 Had the difficult end up going on in my area
 290
 291 ALT08: I would slightly agree. Sort of. I'm normally on the strong side of these, but it's
 292 fine here.

293
 294 That's good. The good thing about this format is that you can obviously you can
 295 talk around it. So it's not just a straight survey where survey questions are a bit
 296 unsatisfactory because you think, well, depends. You know, there are nuances
 297
 298 ALT08: I would find out by local politicians were doing. You'd get that in a
 299 newspaper Yeah. That's the type that people would spend time going to council
 300 meetings to the politicians. People would spend time to that. They'd get paid to
 301 do that. You just don't get that anywhere else. So that's very much a lack of local
 302 newspapers. Probably political representation has definitely waned or is more
 303 difficult to get with the newspapers gone.
 304
 305 Yeah. Yeah. Right. Okay. It's interesting. Right. So this is the final card and then a
 306 few more questions. Okay. So thinking about how Altrincham currently appears in
 307 the news, um, and in the news stories that you might have come across in the
 308 newspapers or on the internet, radio or television, etc. How strongly do you agree
 309 or disagree with these statements? So the first one, there is enough news about
 310 Altrincham .
 311
 312 ALT08: It's a very open question isn't I probably was slightly agree and I'm sick and
 313 tired of seeing Altrincham in the top three places in the world to visit whatever. I am
 314 so tired of seeing that type of thing, so I'd probably agree that Altrincham does get
 315 coverage a lot.
 316
 317 In stories about Altrincham. I feel like I'm getting the full story.?
 318
 319 ALT08: Okay. So. I've said to you a couple of times I feel like I would be getting the
 320 full story, and correct story from Altrincham Today. But there is only one
 321 altrincham today. You know, there's not really much else out there that is that I
 322 would regard as a trusted source. So is that enough? Probably is probably not
 323 enough, so I probably slightly disagree.
 324
 325 Okay. Next one. Um. Yeah. So, views of local people are represented .
 326
 327 ALT08: I would agree with that. agree. But I would agree. I would slightly agree.
 328 Right. I mean, I think there's, again, only one one vehicle to do that in Well,
 329 probably. Maybe I'm thinking in too old fashioned ways here. If you put up one
 330 story about the Ashley Hotel and you get 375 comments, so is views of local
 331 people being heard? Is is that the views of them being represented in a news story
 332 about Altrincham? I don't know.
 333
 334 Very good point. Very good question. I'm not sure I know the answer. Next one.
 335 Plenty of information in these stories about Altrincham-
 336
 337 ALT08: I probably neither agree or disagree about that. I don't really know.
 338
 339 Altrincham is portrayed in a positive light in most news stories.
 340

341 ALT08: I would slightly agree on that. And I you know, I think it's really interesting
342 you're doing this at this time around the Ashley Hotel. story David I don't know
343 under that.

344

345 I didn't plan it. No, but it's something that I think that I do raise and I will be
346 raising it a little bit later on.

347

348 ALT08: I just think that like somebody said, you know, in a WhatsApp chat and
349 it was like, you know, Altrincham being seen in a terrible light again, the other one
350 being the murder of Yusef in Hale Barns. You know, that's making national
351 headlines for bad news But I think that doesn't happen very often. So it's mostly
352 portrayed in a positive light. I'll put it like this. If I was speaking to two relatives
353 that have down in Sussex, they wouldn't be saying "I believe that's a really terrible
354 place to live. They would see it in a positive light. So I think it is in a positive light
355 so slightly agree.

356

357 I trust new stories about Altrincham-.

358

359 ALT08: These are difficult questions and it depends what the source is. If it's a news
360 story and therefore it's coming from a news source, then I would I would slightly agree
361 or even strongly agree if it's coming from a news source. If your news is a news
362 source, are a newspaper or a newspaper online. Or a link to a newspaper online. Then
363 I would trust that. .

364

365 Right. Okay. Because because we are talking about news stories. There is that
366 question. So you would agree with that one.

367

368 And then the final one, Altrincham is not in the news enough.

369

370 ALT08: I really don't know. Neither agree nor disagree on that probably. Okay.

371

372 Right. That's good. Thanks for that. Right. Just got a couple more questions. So the
373 next question is, I've got here and I want to focus on something that's that's been
374 in the news recently about about Altrincham - Hale in particular. And so obviously,
375 you've already mentioned that you've already mentioned the Ashley hotel story
376 about the placing of migrants, asylum seekers, etc., in the hotel. So obviously
377 you are aware of it So the first part of the question was going to be, what do you
378 know about about it's about this initiativea lot could you outline it now. Just
379 could you outline it now just because.

380

381 ALT08: so I have read the statement from the council which came out at the
382 weekend which stated the facts around the fact that it's not less. Well, all right. Let
383 me start at the beginning. So there's a Hale civic society. Information came out to
384 what they thought was a restricted group. It was spread very quickly all over social
385 media. There was a meeting in St Peter's Church Hall at which national news
386 something like 450. Now I can't remember. Anyway, it was standing room only in
387 that place. I've seen the comments from the MP, I've seen the comments from the
388 local councillors, from all the parties who attended. I've seen statements from
389 them since. I've seen. The comments, the statement from the council, which

390 corrected some of those statements previously been made or at least clarified
391 them a little bit more. So yeah, I mean, it's it's it's a news story. It's a proper news
392 story.

393
394 Yeah. So what is your understanding of what is actually happening?
395

396 ALT08: My understanding of what's actually happening is probably different from
397 a lot of people I would speak to and is probably different from a lot of people I
398 don't want to speak to about it. But my understanding is that as is bsolutely within
399 the law the Home Office is insisting that hotels can be used as holding centres for
400 those who are going through the immigration process. I don't necessarily agree
401 with that policy, but that's that's within the law. So that's what they are entitled to
402 do. I understand that the owner of that hotel branch Britannia Hotels, has used
403 other hotels throughout the country for for similar use. So it's perhaps not
404 surprising. I understand that there is no detail yet on who the migrants might be.
405 Not necessarily all male, not necessarily all young, could be women, could be
406 families. It's unknown. I understand that they're coming on the 20th of January,
407 which I think is either Saturday or Sunday, Saturday, potentially. I understand that,
408 Serco, I think, have been hired to be security guards. I understand that they're
409 getting £9 an hour from the council, which is probably again subsidised by central
410 government. And the local council is trying to ensure they have other activities
411 during the day because they supposedly are not meant to be allowed out. I
412 understand there is an awful lot of anti Migrant feeling in the village and concern
413 over it by local residents hat's ranging from hordes of Albanians - 19 year old
414 Albanians will be walking through the streets, burning cars to just general concern
415 that this isn't something that necessarily fits in with the with the area. o anything
416 to do. You know what I think being said about the composition of this sort of
417 cohort of of of people. Are they going to be all Albanians? Do we know where
418 they come from? And according to the council statement, no, they don't
419 necessarily. Some might be from Albania and some might not. if you look on the
420 local WhatsApp group, WhatsApp group, that group and everything else, it's 112
421 male Albanians, with the implication being that they're young as well and jobless,
422 not fit really to get a job in their own countries. So why should they come over
423 here taking all our jobs type of mentality? No. they are unclear as to who they are.
424 So. Remains to be seen.

425
426 So you mentioned earlier how you first found out about and that was from social
427 media.

428
429 ALT08 : Yeah, that's how we first. So it was WhatsApp. It was a WhatsApp group.
430 Yeah. The the information sent out by Hale Civic Society to what she felt was a
431 closed WhatsApp group. It very quickly spiralled into, you know, many, many,
432 many people, but spreading very, very quickly around many, many people.

433
434 So would you say you were satisfied with the information that the came from that
435 initial source?

436
437 ALT08: No. No. And I was shocked. I was shocked to find out that this had been going
438 on.

439 It's now quite clear. The timeline, I think, is quite clear. I don't remember the exact
440 dates, but I think Graham Brady had discussions with Home Office at the
441 beginning of December. So obviously it had been discussed before that. So say
442 November would be kind to them. So this has been going on November,
443 December. This has been going on three months. The first anybody heard about it
444 was second week in January, was it? So, you know, central government
445 information from central government was not there also probably from local
446 government. Local government said they did hear about it. I think Jackie Lester
447 said she heard about it just before Christmas. So what wasn't reported as far as I
448 know.

449
450

451 Do you think information that has subsequently been reported on in, I suppose, for
452 want of a better term, official news sources, proper news sources like Altrincham
453 Today the BBC, Manchester Evening News outlets like that. Do you think that is helpful
454 to to clarify the situation to correct any sort of hesitates to use the term false
455 information but information which which is perhaps not being entirely accurate?

456

457 ALT08: Do do I think it's doing anything to assuage the fears? Probably not,
458 because it was too late. And if it had been reported earlier, would it have would
459 have lessened any fears? Yeah, probably if the facts have been laid out. But, you
460 know, as a former journalist, I can tell you that's because that's because of the
461 Home Office not letting the information not not necessarily because journalists
462 weren't doing the job. As soon as you know, as soon as there was news like that,
463 they jumped they jumped to the to the onto the case and got as much
464 information as they possibly could. I mean, the Figure 112 was out very, very
465 quickly, 112, which seemed to be a very simple fact. Now the council are saying it
466 may be like 120. So I don't know where 112 came from. I don't know where that
467 came from they are all Albanians or they were all male, but that's because there
468 would have been a blockage of the news somewhere. And those facts were not
469 interrogated. Those were not out to be probably

470

471 Mm hmm. would you say that this issue affects you personally in any way? nd if
472 you don't, as I've said at the outset, you didn't want to answer any questions. You
473 can say, don't want to answer that. Yes, well, it does.

474

475 ALT08: Because it is cause it has caused little it of tension, you know, with. Uh, with
476 friends. You know, not everybody thinks exact same way as I do. You know, people
477 also live much closer to the location, and I've got friends who live much closer to
478 the location and whose views might be slightly different from mine. You know, my
479 first thought, as I'm telling you, this is lacking actually in information. My first
480 thought is, you know, which charity is going to go in there to help them? And how
481 do I contact that charity that's not there and see my information? And then when
482 apparently there was somebody at the public meeting, but I haven't seen that
483 information. And, you know, and just by saying that has caused has caused ripples
484 in some of my friendships. So, yes, it has impacted. Yeah, right.

485

486 So if you wanted to do something about this, obviously this could be action to
487 oppose this or it could be, as you say, action to offer support or to try and help
488 these people, etc. Are you confident that you know how to go about.

489
490 ALT08: No, I'm not. Dare I say that if I wanted to oppose it, there's probably more
491 information out there. As you've got, the local MP has quite clearly stated he's
492 opposed to it. I bet you he has got more resources, finances, people behind to
493 ensure that the Opposition gets a voice. There is not the same as it's behind, you
494 know, people who actually oppose that view. So no, I haven't I haven't seen it
495 where I probably could find a that probably Google it right now. I'd probably find
496 out which, which charities are helping, but. I don't think there's a there's an organ,
497 a news organ that was going to give both sides of the story, really, or give that
498 information. So, no, I don't know how I can help. Right. Okay, good.

499
500 Okay. Now, are you aware of any other sort of or are you concerned about any
501 other issues that are affecting the local area? And and how would you go about
502 engaging with those issues?

503
504 ALT08: Well, I mentioned the Timperley wedge, so that's the building on Greenbelt
505 around and they've been quite vocal. I think we've gone quiet a lot recently. I think
506 the plans are all up in the air, really quite a few protests and people were
507 protesting on Saturday afternoon in various places. So that that information is out
508 there. there was news about the bus going on fire in the middle of Hale Centre,
509 which I think I think everybody knew about within half an hour, you know,
510 something like that happening. I think it must I assume it might have been on
511 hold. You're going to that much. I think was on Twitter, first of all so it was that
512 that was local people just putting I go and then Altrincham Today followed so I
513 what was your question again David so do I know any of the issues so campaigns
514 and stuff like you mentioned the the timperley wedge.

515
516 Yes. Yeah. And how do you find out about information like that?

517
518 How do you find information about things like that?

519
520 ALT08: Probably would be back to my local paper, which would have a broader
521 view. You know, invariably stuff like that is on the front page. Uh, well, some of it is
522 not necessarily a concern to me. It might be residents complaining about a block
523 of flats being built. You know, and we're slumped beside the ground or something
524 is not necessarily of interest. Most of the time I'm interested in economic
525 developments, if you like. So what's going on in Altrincham town centre its
526 massively changed over the last 5 -10 years. So what's happening? And the old
527 Rackham's site, you know, so stuff like that last week that s bowling company,
528 something seven or whatever is going to come in and there's the closing down of
529 the site jus beside the cinema. It's stuff like that's what the regeneration of my
530 community is, something I'm interested in. The Bowling Green. Um, you know, so
531 the development of Bowling Green was a sort of a campaign and Well, I don't it
532 was campaign, but there's a lot of information out there about that a year ago.

533

534 So, do you think it's easier or harder to find out information or make your voice heard
535 about stuff like this than it was in the past?

536
537 ALT08: I guess it's a double edged sword that, you know. I wrote for a local
538 newspaper for two years and then for a daily newspaper for five years. So I would
539 have seen myself in those days as somebody who would give the community
540 access to their voice. That was that was a major part of my job was to voice any
541 concerns and or praise from the local community for what was going on. So that
542 was a very obvious vehicle and perhaps the vehicles aren't so obvious particularly,
543 you know, if you're not young. But on the other hand, I think social media and I'm
544 on Twitter a lot and I get a lot of information if you follow people who are in your
545 community you get a lot of information about what's going on in your
546 community. You know, even just sort of I went to see such and such film last night
547 was really good or... perhaps the arts uncovered as well as they could be one
548 factor definitely not covered as well as that could be theatre you know I'm not
549 aware of reviews and things like that. Local radio was well actually haven't really
550 mentioned it. How about now? Do you want that that. Well, I don't really I don't
551 really I don't really listen to it. And it's not news. I'm sure there is quite a lot on it,
552 but I really should be more involved in it than I am. But it's just not on my radar.
553 But not anymore. Really.

554
555 Okay. Right. So final question. If you could have an absolute best local news
556 service you can imagine for your area, what would it look like?

557
558 ALT08: That's a great question. It would be independently funded. Whatever that
559 means. In brackets. Probably something along the lines of the BBC. So public
560 service broadcasting type of funding. Into a well-resourced journalist led. News
561 and magazine type of Newspaper, which is online. There you go. So, okay, so look
562 look at oh, look at newspapers. This is how they used to be in their heyday,
563 seventies and eighties and put it all online. And make it pay.

Interview transcripts Independent News Providers

News Provider in least deprived area NPLD01

1 Int Yeah. So first thing is just the general question. I just want you to give me an
2 outline of how xxxxxxxxxxxxxxxx works and the area that it covers, the sort of the
3 area where within the xxxxxxxxxx area, that it covers who it serves. So a bit of
4 background and what you sort of motivations were for it.

5
6 NPLD01; Yeah, well, I grew up in xxxxxx and to moved from elsewhere in 2013. And
7 what became apparent to me was that xxxxxxxxxx local news scene was limited to
8 say the least. I guess a lot of the questions I had about things that were happening
9 weren't being answered by local media. And so, you know, I'd been wanting to
10 sort of do something myself and I had been thinking about a hyperlocal site for a
11 while and I thought now was a good time to do it.

12
13 So I I thought I'd start off with 10 stories that try and answer the questions that I had on
14 certain issues within xxxxx you know, knock up a simple website stick those stories on and
15 just launch

16
17 So in August 2014 I launched with zero pre publicity or anything like that and
18 immediately it struck a chord, I think, with people. I got quite a bit of traction for
19 my stories. I think we had about 500 Facebook followers in a week and after a
20 week a local business got in touch and said we want to advertise and would pay
21 paid 600 quid or something and And so it was a sort of off and running basically
22 and it has continued since that day in 2014.

23
24 The whole idea behind the site is to make it entirely relevant to the people of
25 xxxxx. So every story on there is relevant to xxxxx

26
27 I think it's in part a reaction to what I see as the delocalisation of the legacy
28 publishers like Newsquest, and Reach - they strive for clicks basically at the
29 expense of genuine local news.

30
31 So I just thought that there's a gap here for a news feed dedicated to xxxxx you
32 know, I've no wish to be a great investigative organ. I don't have the resources or
33 the time for that. I just thought it would be a genuine news service for the people
34 of xxxx, news title like there was the papers covering the area back in the day.
35 There was nothing like that any more and I just thought there was no reason why
36 we can't have a online publication dedicated to xxxxxx, that just has an xxxxxxxx
37 slant on its stories that has the people of xxxxxx and their concerns at its heart.
38 So. So that was the that was the initial sort of motivation in setting it up a bit and
39 just in terms of the patch.

40
41 I think there's 45,000 people in xxxx But if you actually look at the actual wards
42 that cover xxxxxxxx it's actually 75,000 people. I just thought it's a decent number
43 of people to dedicate a news site for.

44
45 Int : Yeah. I was the thing I was going to ask this as a sort of supplement to that, and that
46 is how do you cater for the, the information needs of individual communities within xxxxx.

47 So for example, smaller villages and stuff like that, do you have sort of separate pages,
48 patches and stuff for them?

49

50 NPLD01 No, no, no, I see it as the Greater xxxxxxxx area. They are all technically
51 xxxxxxxx. But then there is xxxxxxxx town centre, which I think a lot of people who
52 talk about xxxxxxxxare referring to xxxxxxxx town centre plus you know,
53 I'm very conscious of those neighbouring communities. So yeah, we don't have
54 separate sections for those villages but we do cover them not just in news stories
55 but content.and they are reported on our social channels

56

57 Int: obviously it's a for profit organisation, but I just wonder if you could outline
58 with, you know, obviously going to give away any trade secrets, something like I
59 put outline the, the business model for the site.

60

61 NPLD01: Yeah, the business model is subsequent to launching online in 2014 We
62 launched in print We went from online to print. It was felt from an advertising
63 perspective if an advert's not in print, it's not really an advert. That very much still
64 persists even though online you will get a much better response in my experience.
65 But people still like the idea of having a hard copy of something tangible. They
66 can show their clients or have in the office or whatever else and we've found since
67 launching the magazine, which just we've just published our 20th issue our fifth
68 anniversary issue. We've found from an advertising perspective, that is still the
69 biggest draw. Certainly we've been able to charge higher rates for advertising.
70 What it enables us to do is to cross our digital advertising and some sponsored
71 content that may just go on social channels, for instance. And we are able to do
72 that more effectively with the print title as a sort of anchor.

73 So we publish that seasonally. So 4 times a year.

74 The business model is essentially to create essentially - and this was a natural bi-
75 product of having a dedicated xxxxxx site just really focussed on xxxxxxxxxx, with a
76 very targeted and relevant audience who have all got one thing in common - that
77 they all want to know more about xxxxxxxx. And that's the thing about hyperlocal
78 - It's In terms of volume yes is going to be lower but from an advertising
79 perspective it's much more valuable because they know exactly who their
80 audience is and people know they will get an incredible response, particularly
81 online, if they advertise with us. But it's not just straight advertising, it can be more
82 advertorial content Sometimes it can be a feature on a particular business and sort
83 of the background story or something that will form part of their advertising
84 package, I guess.

85

86 I just wanted it to be a profitable enterprise from the start. This is you know, it's
87 not a charity is not. I think it's really important for all hyperlocal news to be a
88 business model that works. You can't just rely on people who are incredibly
89 community minded and will do stuff for nothing or whatever.

90 I think if you want it to be sustainable and have any long term to it. it needs to
91 add up.

92 and we believe we are providing a really useful service and that is sustained by the
93 advertising that service attracts.

94

95 Int: So do you employ other journalists advertising people?

96
97 NPLD01: So I'm chiefly responsible for editorial content across online and print of
98 pretty much all the services that go into putting the magazine together are
99 freelance so we've got a pool of three or four photographers we use and we've
100 got a designer who does all the page layouts and we've got an advertising sales
101 person who handles all the commercial side and so it's a very kind of lean
102 operation but it works for us.
103
104 Int: I'm interested in the use of the of the magazine say it comes out quarterly like
105 yeah I have seen it says at the very high production values I would say would you
106 say that that the business would be sustainable in the absence of the print
107 thing if you just relied on online or.
108
109 NPLD01: We do the print to maintain a pretty much full time sales and marketing
110 person and invest in the photography and the design that goes into making the
111 magazine look as good as it does. Would it be sustainable if It was just online? Yes
112 it would. Because there are other income streams particularly advertising onsite
113 and direct sales advertising to local businesses on the site and there's a bit of
114 sponsored content as well, But, yes, it would be but it would probably be just me
115 and then tapping into the freelance pool a little less regularly, basically.
116
117 Int: So it would be sustainable, perhaps a little bit leaner than it is now, but still
118 making making a profit and being able to sustain itself and pay for itself.
119
120 NPLD01: Yes
121
122 Int: All right. Great stuff. Interesting. So well, the next question, you've kind of
123 answered this already and that's what type of stories to cover and what
124 determines the type of stories that you tell. But is there anything else in addition
125 to what you've already said in relation to that you could add, do you think?
126
127 NPLD01: The criteria for the stories that we cover has always been is it of interest
128 and relevant to the people of xxxxxxxx And so, you know on hyperlocal level, a
129 story about a shop opening or a restaurant closing or a planning application that's
130 going to, you know, dramatically change the look of a particular part of town -
131 those are the sort of the stories that are as important as anything really can drive
132 the most engagement and interest and readers and visitors. And we're always
133 trying to tap into those things and we have a pretty good idea of the stories that
134 are most likely to drive most engagement from readers. and the good thing about
135 working with social channels is the analytics are so good and the insight is so
136 good that you can see in real time people engaging on the story. And, you know,
137 it takes on a mind of its own.
138
139 And this model won't work everywhere but in xxxxxxxx, it does work just because it's a it's
140 a particular kind of a place, a particular size place. And, you know, it does have a
141 demographic that obviously is relatively affluent.
142 And so, you know, you can be sure that, stories about dining out and property and
143 regeneration

144 and those sorts of stories are always going to do well- and obviously schools as
 145 well. So you know. Yeah so from the amount of hits is this story of interest to the
 146 people of xxxxxxxx and in my experience people care more about these types of
 147 stories literally on their streets and, you know, in the shops that they go into and
 148 restaurants. They care more about those sorts of stories than any other types of
 149 stories.
 150
 151 To be honest our least well performing stories are any time we write about politics
 152 or council driven initiatives and stuff like that, and business stuff. Those are the
 153 things people don't engage with as much.
 154
 155 Int: so so does that influence your editorial policy in terms of you might not give
 156 that much priority in your.
 157
 158 NPLD01: Yeah. Yeah. To do any kind of business stuff. To be honest, just because it
 159 doesn't seem to resonate as much with the audience as much as some of those
 160 story areas I mentioned but also things like nostalgia does really well, particularly
 161 on social.
 162
 163 If you just sort of tap in to some of memories people have of their home town or adopted
 164 town.
 165 and it's another way of driving up the size of your audience. The biggest channel
 166 to our website is our Facebook page. We've got 38,000 followers on our Facebook
 167 page. That's our main channel to drive visitors. But even when we're not providing
 168 the links on our page that people can click on, we'll keep developing the audience
 169 by putting interesting content on there So on Saturday for instance, we woke up
 170 to a snowfall [inaudible] took some photos and got 50 likes and off the back of
 171 that got shares with tens of thousands of people
 172 Int: But so, yes, it shows that some of the stories that it tends to be hits with with your
 173 audiences.
 174 Yeah, but less so politics and stuff because. Because there are some hyperlocals
 175 that go very big on things like potholes and stuff like our underground do things
 176 and all that sort of thing.
 177 NPLD01: Oh no, potholes is always the sort of the stories that will always get
 178 people going and the council do a list of the roads that they're going to repair
 179 And so that's always been a very well read piece. and the trouble with politics in
 180 general is that it does attract quite well the sort of borderline abusive comments
 181 about the people and and it really does bring the level of debate down slightly.
 182 particularly on Facebook I'd say.
 183
 184 So yeah, we've got, you know, obviously we cover elections and politics stories but not in
 185 a huge amount of depth.
 186
 187 Int: Right. Okay. You've obviously got your iron in a lot of fires . Ho w much time
 188 do you devote to xxxxxxxxxx? And what would you say the sort of minimum
 189 amount of time that you need to devote to a hyperlocal site to make it work?
 190
 191 NPLD01: Yeah. I mean, I think once you've got up and running with the site. |I suppose
 192 after running it for eight years I'm pretty adept at turning round a story.very quickly

193 and obviously if you get a crime related story it comes pretty much fully formed from the
 194 police and there's not much more you can add to it. You'll be relying on what details
 195 they've given you so you can get in on the site within 10 minutes no problem at all.
 196 Other stories require a bit more – a planning document you need to go through. By the
 197 thing with hyperlocal is you can have days where nothing much happens and then some
 198 days it can be very busy.
 199 But I live on the patch so I'm never too far away from anything that's happening. And I do
 200 get sent content from readers who just message pictures of things that have happened.
 201 Pictures of emergency vehicles on a particular road and they'll ask "any idea what's going
 202 on here?"
 203 And then at least you can contact people who will be able to tell you.
 204 It's very rare I'd spend more than an hour a day on the website.
 205 When it gets to deadline for the magazine, it gets very intense for the two week
 206 production period in particular. I do three days a week with another site but most of my
 207 work is remote, so I'm quite used to plate spinning and switching between the two hats
 208 it works for me and I like it that so I'm not tied to one thing five days a week. I've been
 209 doing it now for 8 years like this and it works for me.
 210
 211 Int: So you'd say roughly about an hour or a couple of hours a day.
 212
 213 NPLD01: Yeah. I mean, some days it could be five minutes and other days it can be an
 214 hour or two but I would say – I mean there are other aspects to running the site. Things
 215 like advertising and website itself and making sure that is kept up to date and there may
 216 be hosting issues with the site... so there are other aspects than just writing stories but on
 217 average it would be about an hour a day, yeah.
 218
 219 Int: You say you are part of a lean team. At the beginning when it was just you, did you
 220 find that you needed to devote more time to it?
 221
 222 NPLD01: Yeah. Obviously when you're trying to get it off the ground and get the word out
 223 a bit more, there was more of a time investment, but that is quite a long time ago now.
 224 And in terms of keeping the website going it's a fairly minimal outlay or my time on a
 225 daily basis but I suppose I need to jump on a story literally at any hour of the day, and
 226 that's happened many times over the years
 227 So something major can happen like the stabbing that happened in xxxxxxxx in August.
 228 That happened on a Sunday and that was pretty much the whole Sunday morning gone
 229 working on that.
 230 But I'm adept at managing it in quite a lean way now – in an efficient way . and obviously
 231 with the technology you've got available now, you can do what you need to do on the
 232 move and where-ever you want, basically. So many a time, I'm writing a story on the tram.
 233 When something happens, I feel I need to get a story out about it very quickly. So I still
 234 feel that in the same way I felt about it on day one.
 235
 236 Int: What sort of challenges have you faced and face now in producing the site.
 237
 238 NPLD01: The main challenge is my own ability to manage my day effectively. I've got two
 239 main roles. I'm not in xxxxxxxx just focussed on that and being able to turn stuff out when
 240 ever I need to, so there is a big time management challenge there. But normally I'm able
 241 to stay on top of that quite well.

242

243 A challenge for the local news industry as a whole, and you can see it from Reach and
244 Newsquest titles is that they are in this mission to get as many people as they possibly can
245 to their sites, but it does mean that their audiences are kind of diluted and I question the
246 logic of that strategy.... [inaudible] we've built up such a targeted audience in the last
247 eight years who do trust the title. I'm very keen to not make it – I don't think I've ever put
248 myself in a picture or speak in the first person or anything like that, because I want it to
249 feel like.. I suppose a bigger title than it actually is – and I'm constantly getting contacted
250 by people saying can you send down one of your team down. Which in a way is a
251 compliment because they feel it is bigger than it actually is.

252 I do think people like having a third party voice of authority in their community. Not just
253 social media to let anyone say anything and publish anything. In my experience people
254 still like to have an anchor source of news that they can really trust and if it's not on there
255 it hasn't happened yet, kind of thing. And I very much feel we've built that reputation up
256 over the last eight years.

257 And thankfully it happens very rarely, but if we get something wrong, we are very up front
258 about it, and ensure that that trust is maintained as best as we possibly can

259

260 Int: The final question is about the sector. What do you think can be done to support
261 hyperlocal media.

262

263 NPLD01: The Welsh government have been far better than the UK parliament at this. And
264 that is some sort of grant system for giving hyperlocals a leg up to get started in their
265 own particular community. Because I do think that hyperlocals provide a really valuable
266 service and it absolutely is a service and they should be encouraged in a much tangible
267 way to set up profitable news enterprise.

268

269 Because I think there is far too much relying on not for profit, community interest – a lot
270 of relying on people giving up a lot of time for very little reward, where I do think it is a
271 proper service that needs to be encouraged and cultivated and invested in and I think
272 certainly having some form of grants system... for those journalists .. there are in my
273 experience very few journalists with my experience who have much technical nous. So
274 they don't really know where to start with building a website or anything like that. And a
275 lot of journalists are lacking in that skillset so are therefore put off. So there needs to be a
276 lot more in the way of financial investment in the hyperlocal sector to enable talented
277 journalists who have been laid off or forced into PR by legacy publishers – their skills
278 should be harnessed much more effectively within their communities to create a
279 profitable hyperlocal news enterprise, because the journalists can do what they're best at
280 and run their own news organisation

281

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1 **Could start by telling me a little bit about the history of xxxxxxxx How did it come about**
 2 **and what was the main motivation for starting the news organisation? What types of**
 3 **stories have you covered?**

4 xxxxxxxx started as xxxxxxxx (BLT). It was a lifestyle/events site not a news site and it
 5 started as an extension of our xxxxxxxxxx Magazine. It was to be a pilot for a series of
 6 similar sites focusing on tighter regions than the xxxxxxxx Magazine which covers
 7 west Dorset, east Devon and south Somerset.

8

9 **How would you describe the business model of the publication? What role did advertising**
 10 **play? Did the publication make money?**

11 Simple events/lifestyle website focusing on local people and events and hoping to
 12 eventually attract banner and sponsorship advertising, while at the same time
 13 promoting our print product the xxxxxxxx Magazine.

14

15

16 **I understand you are hoping to revive Bridport Life, but can you tell me why did you cease**
 17 **publication?**

18 The Covid pandemic and lockdowns put an end to local events.

19

20 **What would you say were the biggest challenges you faced in producing the publication?**

21 Time to do everything I wanted. I am a one-man band.

22

23 **Did you work full time on the publication? If not how much time did you devote per week?**
 24 **In your view what is the minimum amount of time you need to devote to a local news site**
 25 **to provide a news service providing a good service to the community?**

26 After the time spent setting it up I spent about three hours a week updating events
 27 and adding local content. Again, this was not predominantly a news site so I can't
 28 comment on how much time one should spend on news initiatives.

29

30 **What in your view can be done to support hyperlocal media?**

31 It depends on whether these media sites/publications are locally owned and operated. If
 32 they are, then local communities need to support them through subscriptions, donations,
 33 fundraising etc.. With a recession looming and the likelihood of continued difficulties for local
 34 businesses, it will be hard for free publications to survive on advertising alone. It may be
 35 down to communities to decide what media they want to support.

36

37

38

39

40

News Provider in one of the most deprived areas NPMD

NPMD01

1 Int: So I just want to start by asking if you could tell me a little bit about the history of the
2 site. What was the main motivation for starting the site?

3
4 NPMD01: Okay, so the main motivation was kind of twofold. One was that I got very ill in
5 2014 and I've always been absolutely fascinated with the news and after the initial illness, I
6 was diagnosed with multiple sclerosis and the whole process of being ill was very
7 frightening and it caused me to realise life is finite and I had time to reflect on the things
8 that I wanted to do when I was little. And I had really wanted to be involved in the news,
9 in news in some way and a colleague of mine and lots of writers in the city.

10
11 I'm very involved with the writing community in the city. Non-fiction writers, fiction writers
12 and a lot of us had spoken for a long time. I've lived in xxxxxxxxxx my whole life. . For a
13 long time. A lot of us have been talking about the declining quality of our local paper.

14
15 And as a combination of those two things, I'm realising that there were things I still
16 wanted to do and the conversations with a lot of writers, activist campaigners.

17
18 I'm a lifelong lefty, so I've got my finger in lots of different political pies. And I'd been
19 working as a freelance writer and researcher, particularly working with cultural
20 organisations, creative organisations and violence against women charities.

21
22 I knew anecdotally and informally that a lot of us felt that a lot of stories were missing
23 from the pages of the paper that were never being told. And in particular, perspectives
24 were missing and interrogation of power was increasingly missing.

25 That the line that was appearing in the pages of the local newspaper was the line of the
26 council, local politicians, the police, the NHS. But it was never being questioned or
27 interrogated.

28 And what was missing were the voices of the people affected by those issues, were voices
29 who disagreed with how those issues were presented

30
31 I guess like most urban areas, you have small communities that are really quite wealthy
32 and affluent and you have communities that really aren't.

33
34 We were a very small island city. I think we're still the most densely populated city outside
35 of London.

36 And because we contained on this small amount of land, and that's essentially an island.
37 And a lot of communities, a lot of those communities, like the most disadvantaged areas,
38 we're often only seeing themselves in the pages of the local press if a crime had taken
39 place, if stabbing had taken place, and the Big Media news outlet seems to love the
40 phrase 'vile rapist', that's often something that you'll see, but no interrogation of why
41 anything might be happening.

42
43 So you get the kind of demonisation of the people. We've had lots of issues here
44 historically.

45

46 Back in my childhood, things like the National Front later showing a more sophisticated
47 faces. You get a lot of pushback against refugees, against migrants. And none of these
48 stories were ever interrogated and sometimes not even covered and certainly never
49 shown in a way that might attempt to explain what was happening and why, where it
50 might be coming from. And so a group of us got together and started talking about these
51 things and kicking around ideas. And at the end of those conversations, two of us were
52 really left standing. And that's myself and my colleague xxxxxxxx, who's a lecturer at the
53 local university. And we just set it up. We just we have no idea what we're doing.

54
55 We just set up our present as a place for different voices. And we really originally, we were
56 running in a kind of magazine format every couple of months or so, and we would just
57 collect articles people were sending us. And that could be from like the local creative
58 writing group right through to stuff like the local Greenpeace group. There's quite a big
59 environmental movement here and through to coverage of council cuts to things like
60 domestic violence services and so on.

61
62 And so really our mission from the beginning was to try and be a combination of - We
63 were really inspired by publications like Private Eye who have worked on investigative
64 journalism for such a long time, and we were really keen to do that.

65
66 But we were also just really keen to be a place where those voices that were either totally
67 missing or in some way marginalised, sometimes misrepresented, underrepresented,
68 could have a place where either residents could come to us and say, Look, this is
69 happening, can you help us talk about it?

70
71 Or they could write about it themselves and we would work directly with them to get it
72 into a
73 form that was publishable and is not libelling anyone or relying on misinformation or
74 gossip,
75 etc. So that was really our motivation from the beginning, and we've just kind of grown
76 from there.

77
78 We didn't realise at the time that we were part of this much bigger thing that was
79 happening all over the UK in response to exactly the same thing which is where my own
80 research area it comes from

81
82 So on our journey, since we set up, I think in 2015, we've discovered this whole hyperlocal
83 sector, independent sector, community news, whichever label is being used by whichever
84 funder or stakeholder or sector it started that we hadn't even realised we were a part of.
85 And it's just kind of snowballed from there.

86
87 Int Right. Excellent. So thanks for that. It's a really comprehensive overview of how you
88 got started. So you mentioned a little bit about the kinds of things that that you cover
89 when you say that you were initially a a mass of magazine type organisation.
90 Was that in print or online magazine or an online magazine?

91
92 NPMD01: So what I mean by that is that we were never attempting to do daily coverage.
93 We were never attempting to do anything like breaking news. We were we've never really

94 seen ourselves as a direct competitor to the local newspaper because we don't have any
 95 interest in doing anything that's like what they do.
 96
 97 What we wanted was to plug the gaps that we still feel are there, if not more so now, than
 98 they were then in lots of ways. So yeah, it's always been in an online format.
 99
 100 Int And do you have any sort of policy in terms of the areas that you cover, I
 101 mean, the geographical areas that you feel that? Do you have a sort of a
 102 boundary, if you like?
 103
 104
 105 NPMD01 Our focus is on xxxxxxxx as a city because it's a small city.
 106 It's mostly contained on this little island that you could probably walk into in day
 107 in probably way less than I actually. And then it goes on a little bit off island and
 108 extends just a little bit. But otherwise, we tend to stay in the city occasionally,
 109 particularly on the culture side.
 110 So we did we had an interview, I think Mark Thomas years back and he was appearing in a
 111 neighbouring town called xxxxxx. But we know that a lot of local residents will go there.
 112 So I'd say on the cultural side we're more likely to just go slightly out into the county.
 113
 114 The only other exception I can think to that really off the top of my head would be
 115 we did take our feature. From a former xxxxxxxx resident. I can't remember what
 116 country she was in, but she sent me a pitch because they were suffering these
 117 terrible flash floods. And she remembers the Coastal Defence program being
 118 expanded because we're these little islands and it was about climate change and
 119 basically saying,
 120 you know, this this what's happening here right now could eventually come to you
 121 guys there.
 122
 123 But really, most of our content is either written by somebody xxxxxx from the area
 124 about the area, or like I say, we take something from an ex-president if they're
 125 linking it back to the sea.
 126
 127 Int You mentioned that your background consists of sort of being a freelance writer and
 128 stuff like that. Do you have any sort of journalistic background, any journalism training
 129 and stuff like that?
 130
 131 NPMD01: No, I trained as a social researcher, so I have an undergraduate degree in
 132 sociology and social policy, and my master's was in social research. So I don't come from a
 133 journalistic background at all. has much more like Tom regularly writes for Private Eye.
 134
 135 He's he's a travel writer, does a lot of his research area, is based out in the Philippines
 136 about the politics that are happening there.
 137 So he does a lot of correspondent work in the national press and he teaches on
 138 the journalism program at uni. But I'm pretty sure he's not an accredited. So no.
 139 Neither of us come from a formal journalistic background.
 140
 141 Int How would you describe the business model? How is it sustained?
 142

143 NPMD01: We have if I was going to describe a business model today, it would
 144 probably be close to non-existent.
 145 And we because we had no sense that we were setting up a business, we didn't
 146 set up. We were already up and running and publishing and we had no legal
 147 status whatsoever. It was only really as time went by and in particular with some of
 148 our council reporting early on, had quite a big impact because no one was doing
 149 it. No one was.
 150 Okay, let me organise my thoughts. Some of we obviously started to make a
 151 splash somewhere because the first time I began to think, Oh, we should we be a
 152 formal thing was when Nesta approached us. Which I think was maybe 2016 and
 153 said you should apply for this program that we're running, which was called
 154 Destination Local. And it was like an action research projects they were doing.
 155
 156 And I said, Well, we don't we know we're not proper. Are you sure? And they're
 157 like, Yeah, we've looked at you. You are proposing you are definitely in this
 158 category. I've never even heard the words like a like. And that's when I started
 159 thinking, okay, we need to get ourselves in a bit more of a formal kind of setting
 160 the business model. If that was the first income we have received was from NESTA,
 161 it was like six and a half grand.
 162 I think across the whole. Eight years that we've been running, we've pretty much
 163 sustained the whole thing on under £20,000.
 164
 165 So it's never the only time any of us have ever been paid has been if we've got a funding
 166 source,
 167 we we didn't want advertising on the site one, because we had no technological
 168 awareness.
 169 We barely managed to build the bloody thing, let alone work out how to get adverts.
 170 So neither of us had any interest whatsoever in spending time trying to sell
 171 adverts to anybody. And that was only really the writing was coming from left,
 172 right and centre, but that was only the two of us and chums full time. I was a
 173 freelancer and self-employed. I've got no kids, I'm not married, so it just I could
 174 give it an awful lot of time and I love it.
 175
 176 But working out a business model was actually one of the reasons that motivates
 177 me. When someone at the university approached me and said they're advertising
 178 for proposals for a bursary fund, it's like PhD program. You should apply to
 179 something around xxxxxxxx And I thought, you know what? It would be great to
 180 work out what the [INAUDIBLE] we actually are like, what the landscape is, and
 181 spend a few years really looking at how do people make this work? And I picked a
 182 really crazy few years to do it, and not least because of Covid, but also because
 183 this whole world, I'm sure I don't have to tell you, is changing so quickly.
 184
 185 You know, the latest select committee report is the first one I read this delivered a
 186 punch on the jaw of the corporates and said, oh, that we've got a really uneven
 187 playing field here. We need to straighten this out. Prior to that, you know, prior to
 188 us getting involved in. So first of all, impressed with the great that the regulator
 189 that we got involved with, suddenly that was a big boost for a change for us.
 190

191 Yeah. Sorry to stick with your original question and when my focus from the second I
 192 submit, my Ph.D. will be submitting some funding bids to get us back up and running.
 193 And because I'm then focusing on business planning for how we're going to take this
 194 forward because,
 195
 196 I mean, I'm it's taken me five years to do the PhD. By the time I submit, it's taken a
 197 lot longer and I've ended up having to self-fund a lot of that. So I've used most of
 198 my savings now, so. We're really at the point where it has it has to work or I have
 199 to put it down and I am [INAUDIBLE] if I'm going to put it down.
 200 So it's got to work, right, because that's the only other thing left. So yeah, that, that has
 201 been my business model.
 202
 203 And do you want me to talk about some of my thoughts about where we could go with it,
 204 or is that not relevant?
 205
 206 Int Yeah. No, no, You have to fire away. That's just the sort of relates to what I was
 207 gonna ask you a little bit later.
 208
 209 NPMD01 Because we've had, you know, we before I started my PhD in 2018. So we'd had
 210 a good like three years of being at it. And I have a real taste for what works here. And I
 211 know that we can probably get a small subscriber base and donors. I'm not putting it
 212 behind a paywall because too much of the city won't be able to see it. And the whole I love
 213 what people like Joshi Herman have done with the Manchester Mill, but I'm not doing that
 214 here because the problem is that the news is missing. So I'm not going to I'm not going to
 215 use marginalised groups and then keep the journalism going to pay for them.
 216
 217 So we've got to stay free. It's got to stay available. So I'd like to use some form of
 218 readership based revenue, but here that's all going to come from the affluent
 219 leftie middle classes because that's where our democracy has predominantly come
 220 from thus far. And it's tiny. Like we've been on a hiatus now since 2021.
 221
 222 I managed to keep it going for the first, yeah, the first three years of the demise to find
 223 funding at the start of COVID, to do a specific COVID project with staff and presence that I
 224 just sent out to the community and edited in my own time.
 225
 226 But for the last two, I've pretty much had to just close down, sort of can't give it time. So
 227 reader based revenue definitely.
 228
 229 And also encouraging that same some people will join us as monthly donors, but I know a
 230 lot will response to specific coverage now. So I want to put as many ways on the site for
 231 people to support it, whether it's you know, I likes this story, I'll give you a page for it, kind
 232 of they change the monthly donations or some kind of membership program. I'd also like
 233 to get running across platforms because I think. I've always kind of seen xxxxxxxx's role as
 234 a form of community development through journalism. You know, on our site we say we
 235 believe in journalism for social change.
 236
 237 We're interested in journalism that makes the world better. It makes the city
 238 somehow better. And I think trying to tell those stories in as many ways as you
 239 possibly can and say stuff like podcasting,

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And so I think for us, because we are a not for profit. The community development aspects and from a funding point of view has also had some success for us. Um, we've had funding to train local residents as community reporters to work directly with them to tell the stories that are being traced to them.

And that was really kind of the COVID reporting that we did. I employed two of those people we trained in the community reporting scheme to then take those skills and go out and find the stories of how some groups in the city were being affected by COVID.

So disabled people, people who had long term health conditions are migrant communities, are refugees, hear their stories often are just completely absent female led businesses because they face so much more challenges.

Small businesses, if they're run by females, they they just struggle to get the funding, which was an area I didn't really know a lot about.

And I was very interested in how COVID might be disproportionately affecting those. And so I think because we're a not for profit, philanthropic funding is always going to be of interest to us.

And I'd like to look at something in the long term that says subsidiary income and raised through forms of consultancy because we've also made money that way before I was part of a Google funded project. Maybe 2016, 2017 that took me out to Sweden and to India to train journalists who came in from all over the world, who just wanted to learn about how to work with a community, to tell a story, rather than sending a journalist out there to cover them and then come back to the newsroom and write about them, how to actually work much more closely with your community.

So our business model in a long time will I'm going to be looking at and I think to launch us, to relaunch us, I'll be looking at crowdfunding, too, which means articulating what is unique about us here, why we're necessary here, and because we've been going a long time and we've got a lot of goodwill locally in that sense.

And we enjoy a higher level of trust than the news do a lot of the time. And I'm I'm hopeful that, you know, in the first instance it's only got a couple of mates and I've learned to live on 14 and a half grand for three years of my bursary.

So my overheads are really low, but it would be great in the long term to to be much bigger than that and employing people and to be doing stuff like taking on local democracy reporters and so on, which at the moment there's no other competition for them here. The news just a small.

Int: Right. Yeah, that's that's really interesting stuff. Thanks for that. Um, yeah, I mean, obviously you've touched on a lot already, but I just wonder if you could just focus on what the main challenges are in running your sites and, and how you see it in terms of, of sites generally. What, what, what, what do you see as big as being the main challenges, the main obstacles to producing a sustainable site.

289 NPMD01 The main obstacle is money, though, and a lot of the other obstacles
290 really just come down to the same thing I think. I know I get that the corporates
291 the corporates would say well it's it's we're operating in a free market. It's not
292 awful. You can't get the subscriber base but they're subsidised by statutory
293 notices. They take a disproportionate amount of funding from Google and Meta
294 or whatever they want to call themselves at any given time they receive like the
295 COVID handouts, that diversity. I think there's a huge amount of subsidy going
296 towards journalism. It's just that the independents can barely touch it. And so that
297 I think forms the main barrier because without the funding everything becomes
298 harder to run.

299
300 I just. I supported it with my freelance work. As long as my bills were paid, the rest
301 of my free time was just used on the site. But that limits what we can do. That
302 limits your impact, because investigative news in particular takes time. And if you
303 can't invest in your cells even as a one man band to give that time, then you can't
304 even leap that first hurdle. And we do great for softer content. We do great
305 features, we do great for, you know.

306 There's some news elements to stuff that will come in. But it's the it's the council
307 reporting, it's the court reporting on violent crime and it's health reporting, which
308 is really, I think one of the biggest victims in the decline in local reporting is the. Is
309 trying to help people understand that what they think of is the NHS does not exist
310 anymore in the same way. It's a fragmented like postcode lottery mess.

311
312 So I think the barrier is there, I think. Independence, hyperlocal, whatever you
313 want to call it. They know exactly what their communities need. Nine times out of
314 ten it's what they started and they so passionate about it. And they're right there
315 in the community. They're doing it because they see what's happening and they
316 want to make a positive contribution, but they're constantly stifled and held back
317 by the fact that the sort of journalism they want to do and that they know that
318 community one will respond to and two really needs costs, money that they often
319 don't have. And even getting your if you wanted to do something like an
320 advertising, if you wanted to introduce ethical advertising like the Bristol Cable
321 does to fund its print runs, someone's got to be bringing those businesses,
322 someone's got to be doing the stuff.

323
324 So you're always coming back to the same challenge, which is, Well, I need to find
325 myself a volunteer who's just passionate about this desire, or it all lands on me.

326
327 And I think, like I say, the other barriers which can be in in our case, neither of us
328 are business people where we're passionate and we civically minded and we're
329 very community engaged, but neither of us are businesspeople.

330
331 So I've had to try and learn that whole way of thinking and what opportunities
332 might be available to us as I've gone along. And and like I say, that was a huge
333 motivator in doing my PhD. And I think that can is a barrier as well. Because. For
334 the most passionate who like us will do it absolutely free if I go, if something
335 happens to me. I mean, I don't think anybody else could even log in to see what I
336 mean.

337

338 So often you are you dealing with the passion and drive of, I think, sometimes one person.
339 A lot of the time, actually, I think is one or two people. And if anything happens to
340 one or both of those, it can't sustain itself. And. So yeah, I definitely think a lot of it
341 just comes back to money and in some areas expertise. Um, yeah, we don't know
342 anything about the tech side. Everything we've learned about even social media,
343 we've done as we went along.
344
345 But again, if you could invest, if I could invest in local people who do know that, I,
346 I'd be fine. So I think a lot of the challenges just come back to money.
347
348 Int: Um, okay. So following on from that, this is more or less the last question
349 because you, you so. Um, addressed a lot of the questions I was going to ask you.
350 What would you say can be done to help hyperlocal media in terms of
351 involvement of both the government, other institutions, the industry generally?
352 What do you think can be done to help sites like yours and hyperlocal media in
353 general?
354
355 NPMD01 Make it fair between publishers and tighten up the criteria. For. This
356 laudable intention to solve the local news crisis. Make up your bloody minds if you
357 want to solve the local news crisis. Stop handing these huge amounts of money to
358 corporations. You are literally handing it to their shareholders. Stop doing that.
359
360 The answer is right that the local news crisis isn't a crisis of news platforms. Yes,
361 we've lost a lot of newspapers in this country. It's a crisis of a certain type of
362 reporting. Dying, frankly, on its shores. And that's public interest reporting. I'm.
363 The history of so much journalism in the U.K., whether it's print or but particularly
364 radio and TV.
365
366 You know, the whole existence of the BBC is is fundamentally the value of public
367 service news And that's what's collapsed. That's what the Cairncross review found.
368 That's what the select committee and that's what the House of Lords Committee
369 by every committee, is going to find the same bloody thing, because that, in
370 essence, is the problem.
371
372 You can find local democracy reporters and all of the money in the world to these
373 corporations like they have done now for years. But it won't solve what they're
374 calling the crisis, because when corporates talk about the crisis, they mean the loss
375 of profit. When hyper local talk about the crisis, they mean communities living
376 without news.
377
378 They mean councils doing what they like because nobody's bloody looking
379 anymore. They mean health services collapsing because nobody can articulate
380 what's wrong with them and how to defend them. And that's what you need to
381 do, even up the playing field. There's no shortage of money. You're handing loads
382 of money to these. Even it out.
383 Even it out. And then measure which one of these two sectors is actually delivering
384 the result.

385 So what do you say levelling up the playing fields? A big part of that is
 386 redistributing the money that's spent on journalism. You're saying? I think that.
 387 Yes. Yes, absolutely.
 388

389 Because it is happening. It is there. You know, I attended a meeting with I'm
 390 currently remember government ministers change all the time. It was the minister
 391 for DCMS. It was me, Daniel Ionesco from the Lincolnite, Simon Perry from on the
 392 wall. Just over the wall from me. And all of the chief executives like Archat, you
 393 reach Ben. JP, will you be like, What are we doing it this way? I mean, it's just
 394 important is in there for lip service. But we threw up statutory notices, guys. Three
 395 chief execs sat there and laughed and they said, there's this next to no money in
 396 statutory notices. And I laughed right back at them and said, Not for you, Not for
 397 you. Because for you. Now, there is millions, however much that is being
 398 distributed straight from local government, public money straight into your
 399 pockets may mean nothing.
 400

401 But how did you us and see what we could do with it? Because most of us like ah,
 402 haven't taken a holiday since we started these little pockets. Most of us live with
 403 this little thing and we're not answering to show that we're not handy, we're not
 404 raking in pay and then heading off to the bloody Riviera away. So what's a
 405 laughable amount of money to these corporate. It's survival to us. It's I think that I
 406 believe in in organisations like the Public Interest Foundation are lobbying for. We
 407 need to to better articulate to funders why this is necessary.
 408

409 And the reason for that is that the NMA and the corporates have been able to
 410 dominate and control the narrative of what the local news crisis is, which has
 411 stopped some funders being able to get involved because they don't understand
 412 what the problem is.
 413

414 And even if they came to us tomorrow, like they've just done with some of the
 415 ICNN members and said, oh, we'll put you on the Google News showcase, just
 416 sign this NDA. Well, I'd have to say, no, we were not for profit. I have to tell our
 417 readers where the money comes from.
 418 And frankly, any journalist should want to be able to do that.
 419

420 And yeah, well, it's not what they're doing. They're asking the providers to sign an
 421 NDA. I was I don't know what meeting it was. But they were talking about this
 422 news, getting the images on the Google News showcase for the first time and the
 423 money that they were receiving. And someone asked me, So what are we talking
 424 about? Like, what sort of income can a hyperlocal be getting from getting on the
 425 showcase program? And I think maybe let or maybe 24 year old. And she said,
 426 Well, I can't tell you because they've all had to sign NDAs.
 427

428 There's a geezer I can I'll send you the link because I've literally just downloaded some of
 429 my reading stock right next to me. I'm a who's just back in January, released a study of
 430 where the Facebook Google money goes.
 431 And it's a point he makes. You can't track a lot of this money because the publishers can't
 432 talk to academics about it.

433 What they used it for, how much they got, because it's all NDA. I've come from meetings
434 with Facebook. You have to sign an NDA to walk in the building. Like it's it's so it's a crazy
435 landscape.

436 And one of my fears for our sector is that we might be blindly following the march of the
437 corporates when we should be arguing not for a seat at their table, but a better table. Of
438 all right, because in my view, a lot of what they do in the digital age is content creation.

439
440 It's not local journalism. And what most of us are trying to do is local journalism, the
441 journalism that is missing, either because you don't have a paper anymore or because the
442 one you've got isn't fit for that kind of politics.

443
444 And I interviewed the editor of my local paper. He's an awesome guy. He's got exactly the
445 same motivations as me. He's born and bred in the area. It was always his ambition to
446 come back and be the editor of xxxx. And I found the same thing with the corporate
447 reporters I spoke to.

448
449 It's not them. They want the same things we do, but their business model will not. It
450 doesn't allow them to allocate resources that way. And if if those corporations want to
451 keep on being content creators money, then let them.

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NPMD02

1 I'm going to if we could just start by you tell me a little bit about the history of Salford
2 Star.

3 How did it come about and what was the main motivation for it?
4

5 NPMD02: Okay. So basically I was working in Hulme's Adult Education Centre,
6 teaching journalism to community peoples inaudible We got asked to do a
7 magazine called Old Trafford News, which had been a very, very small publication.
8 It'd gone to the dogs and wanted it revamped. So me and a guy called xxxxx
9 worked on that. He was a photographer. I was the journalist, worked on that with
10 the community. And it was it was what it was. It's a very small community, very
11 small square mile, basically. It's very diverse community and they got some money
12 and we said, we're not from here. We shouldn't be running this, really. You know,
13 we did it as a as a job if you like. A community magazine should be run by people
14 who live in the area, know the area. So we walked away and somebody else from
15 the area get the money to do it.
16

17 Yeah, that was that. Meanwhile there was a lot of community films being made in Salford
18 and there's a lot of money sloshing around for the regeneration NDC, New Deal for
19 communities. And one of them was a mate of mine called Jackie Carroll, who did
20 REELMCR and are still doing it. And she was making a film with a guy called Graham
21 Cooper. Because I lived in Salford we used to see all these signs along the road saying no
22 to demolition, no to this, no to that. And she said he asked her and said that community
23 needs a voice. Is there anyone you know that can do it? And she said, Yes, Steve will do it.
24 So we had a meeting with him and they were trying to save, I think it was 500 houses from
25 demolition. They were desperate for a voice and they had all the placards up along the
26 road. They were fighting the demolitions. This is in Charlestown, Salford.
27

28 And they came to me and said, will you do us a small magazine. And I said no. I
29 said Salford's a big city let's do a big, proper magazine. Let's not piss around here.
30 Let's do it properly. And that's what happened. So the idea for the Salford Star
31 came from the community. And this I've got to tell you, it wasn't me and Steve sat
32 in a garret looking down on people, which is what the community magazines, the
33 seventies were very much so they were academics, they were council workers
34 looking down on the community at all.
35

36 Perhaps they needed a bit of a hand, you know? It wasn't like that. It was always
37 grassroots. From the very first day it started to the day it shut it, the ideas, the
38 energy, the drive came from the community and that's where it came from. So we
39 gave them this voice and we knew we got it right.
40

41 Again, we had xxxxxxx. We wanted to we wanted to do something that'd never
42 been done before. Most community magazines are pretty boring. We wanted to
43 put celebrities and local celebrities. We wanted to make it colourful, bright. Day-
44 Glo colours can you can see it . If you look at it, it's all very in your face. For the
45 first issue we had did an interview with Christopher Eccleston when he was really
46 famous, and he took a self-portrait of himself because he was in London. And I
47 was like, Well, that should go on the cover - Christopher Eccleston taking a

48 photograph. And then we said no, we'll put Tiny on who is an ex docker get him
49 on it. So we put Tiny on. Who is this big bloke with tattoos who had a huge family.

50
51 So all of a sudden, from the very first issue, we had instant credibility. So we took
52 it down to Salford precinct which was busy in those days and handed it out. There
53 was the taxi drivers because we all knew and everybody knows Tiny in Salford
54 Eeverybody at that time knew Tiny, all the old Salford people knew Tiny and his
55 wife, and we gave it to the taxi drivers that queue up and they wouldn't move the
56 cabs And there was actually traffic jams around the precinct because these guys
57 would not move their cabs and they wanted to read about what was going on.

58
59 It was like a bomb had dropped on the place. within 20 minutes. John Merry,
60 leader of the council, was on the phone. What the hell are you doing? And we
61 knew we got it right. We knew we got it right. And people were phoning up and
62 got we had letters pouring in saying, thank God. We need a voice. You know, this
63 is an idea whose time is right and all this. And it was just amazing. The first year or
64 two was just absolutely phenomenal. People throwing awards at us people
65 throwing money. Oh, it's like, what the hell is going on? It was just incredible. But
66 it was always a community magazine. It was the people whose houses - It started
67 off as a voice for people who were getting the houses demolished and getting
68 kicked out in Langworthy in Broughton in Witt Lane. They were the three main
69 areas. And those people were desperate to have a voice, they were desperate to
70 speak out.

71
72 And we had a lot of victories. And also on the cultural side, we we looked at the
73 Lowry and it was like, how much they got in a year in public money, I think time I
74 think I could be wrong , I'd need to check it. It was either 1 million or 3 million and
75 we asked these kids in Witt Lane They were proper hoodies, you know, And we
76 said, you have been to the Lowry. and they said no we'd get kicked out in two
77 minutes. And we said but your parents are paying for that place, you know, with
78 the council tax and they said nah we'd be kicked out. So we took them down with
79 hidden mics and we pretended to be tourists with cameras. And lo and behold,
80 they didn't even last 2 minutes. They got kicked out straight away. And, you know,
81 that changed the policy of the Lowry forever, because before that, they wanted to
82 keep the community out.

83 They were charging - because Jackie was putting on premiers there for community
84 films - they were charging like 7000 quid to put a bloody premier on they all went
85 in from the Salford Star saying what are you going to do? And all of a sudden it
86 was, Oh, we'll give you it at cost, whatever it costs us, you can have it for that. And
87 so we changed their policy -, though, to never admit it. As disliked as off it sounds,
88 then it was a it was a hoax.

89 It was a scam. It was it was real, you know. And so we changed that. That was the
90 first victory we ever after. We changed the policy to Lowry, which needed doing,
91 and still now do a lot of work in the community as a result of the article, I would
92 argue.

93
94 DT So when was the first issue? How long did it run?

96 It was every three months. So the first issue was the 2006, I shut it down just a
97 year and a half ago. Now, May. May. Okay. So it was a reason for that. I mean, I
98 kept to open for a year. I was going to shut it down the year before, but because
99 of COVID, I wanted to tell people what was going on. So we kept open. Google
100 helped that news initiative. So we got some money from Google, right, to keep it
101 going. And that's what I did get to go four years or closer to do better.

102

103 DTYeah. So, so that that was the next question. Why did it close? What was the reason? I
104 mean, I mean, you managed to sustain it for quite a while.

105

106 NPMD02 15 years, I reckon, was the longest ever surviving community magazine
107 in Britain. People might object to that, but I think I think it probably is. We were
108 named after the Northern Star, which is Chartist thing. That lasted five years.
109 Charles Dickens magazine didn't last very long. Emmeline Pankhurst magazine
110 didn't last very long. Is, I think Rochdale Online claim they've been going longer
111 but they are cutting and pasting press releases.

112

113 Int: Yeah. So this question might be linked to another question, which is how
114 wouldyou describe the business model of the publication

115

116 NPMD02if Peter Hook used to come up to me because he wrote the book about
117 the Hacienda, how not to run the club, and he said, if Hacienda was a magazine,
118 it'd be yours Steve. Yours could lose money on merchandise and print on
119 everything.

120 We lost money left, right and centre. There was no money in it. It was pathetic.
121 Even when we got to T-shirts and books and government as well, we lost money
122 on it.

123

124 Int So. So you managed to sustain it for 15 years on a business model that you.
125 Well you'd said maybe there isn't one.

126

127 NPMD02 Right. I'll tell you what the business model was because obviously we
128 had to do that to get the money to start it. So we got lots of room and then to
129 start, which is just for equipment but some studios it actually I started using the
130 voltage scanner and the business model was that it would be sustained through
131 advertising because we were going to undercut the advertiser because their
132 advertising rates were ridiculous at the time. So we were going to undercut them
133 and everything would be great. Didn't quite work out that way. well for two
134 reasons. The first is we wanted independent businesses, you know, like if you look
135 at the old seventies, In the seventies there was a that was the RAP. The Rochdale
136 Alternative Press If you look at our because we spent six months in the working
137 class library researching trust magazines, went right back to the Chartists as well
138 as all the seventies ones, got a big box of them.

139

140 You know, we did a lot of research. We spent six months before we even started it,
141 just going around familiarising ourselves what would come before. And if you look
142 at the ones in the seventies, there was a lot of independent shops, record shops,
143 clothes shops, bookshops that were all advertising in these magazines. By the time
144 we got here, I'd know there was no businesses. There was nothing. It was derelict.

145 The place. There were no independent businesses. The only. The only things were
146 big still big chains. There was very, very few independent businesses, and the
147 independent businesses that did advertise were great and we did get a bit of it.
148 We also got full page ads from things like the college, the NHS, the university, I
149 think the university. We had a lot of full page ads. When the magazine came out
150 they suddenly started cancelling. Because it was going against the council, didn't
151 realise how controversial it was. A lot of businesses did not want to be associated
152 with something That was like that's like in the course of holding the council to
153 account because it look bad if they're trying to get tenders and stuff that's seen
154 supporting something that is seen as anti council. It wasn't good for them. So like
155 Salford College, we used to say they booked four full page ads and by the third
156 one we couldn't get the copy off them.

157
158 We said, You need to give us the copy. We're going to press. They just said keep
159 the money. We don't want it. And a lot of businesses did that. They gave us the
160 money without putting in the ad because we like the magazine wants to support
161 this. It didn't want to see their name in the magazine. Which is very interesting.

162
163 So the advertising model just didn't happen. We lost money left, right and centre.
164 We got a lot of money. We won the Millennium Awards, which was quite a bit
165 money. It was 20,000 quid or something when we first started. After the first issue,
166 we didn't pay ourselves.

167 We used it to pay for the prints, which was ridiculously expensive. We never made
168 anything out of it. Um, we had to go in line in 2009. Xxxxx had to go and get a full
169 time job because he had kids and stuff

170
171 Int: so you went online because of the print costs.

172
173 Yeah. I mean, it was a huge. You've seen them. He's bigger than A4 glossy.

174 It was supposed to be 60 pages or 64 pages. We always did a hundred because –
175 we're not leaving that out. So the print costs went through the roof. It was just
176 mad. And then it went online and then it changed because we hadn't got that
177 immediacy.

178 You know, when you giving a lot of magazines out We used to give a lot of
179 magazines ourselves, so we get the feedback. So if we were doing anything the
180 community didn't like that tell us in no uncertain terms, which they never did. But
181 so we thought, you know, people would come up to us in the street and ask for 10
182 copies and 20 copies and things like that. The government, the Northwest, what
183 was it called? The Northwest? There was a department that what they did, they
184 were the buffer between European and government money local council, north
185 west office of something. It was civil servants. Huge amount of people working in
186 that. And they used to demand 20 copies every issue of what's what 20 copies for.
187 They'd say we need to know the truth. They you know, they would they're auditing
188 all the accounts and everything for the council. And the first thing the Tories did
189 when they got in power was to close it down, which is very interesting. If you
190 asked for Freedom of information stuff from then, they gave it everything you
191 wanted because they were neutral civil servants that, you know, they didn't judge
192 you. You gave you what you wanted and that all went. And also in the early days
193 of the Net when that people got all sorts of stuff because they didn't know what

194 we were doing. So it was like shooting fish in a barrel. It was great. You could go
 195 on the council website and there'd be all sorts of stuff on there. And then when
 196 they realised that somebody was actually reading it and actually writing about it,
 197 all of a sudden they're all disappeared. So it got harder and harder to get
 198 information as it went on. When we first started, there was loads of people on
 199 council who were disillusioned. They used to leak stuff. When the cuts came, they
 200 all went. They couldn't wait to get out the place. So all our sources of information
 201 dried up as well.

202 And meanwhile, the council, got more PR aware. So. They weren't answering
 203 questions, they were avoiding questions, they were hiding information. Like if you
 204 go if you look on their website pre Salford Star, the minutes of meetings and
 205 committee meetings were huge after the Salford Star, there was like three lines. So
 206 we couldn't get it. That's, you know, so in the end, it became harder and harder
 207 and harder. And also, if you're online, it's you and the computer. In the end, it
 208 was, you know, obviously you went out interview people and stuff like that.

209 But basically it was me looking through council minutes and, churning out the articles
 210 that it was. You'd lost the community almost because it was online. You were removed
 211 from it.

212

213 We didn't have an office in the community. You couldn't afford it. And so people'd
 214 ring up and say, blah, blah, blah, say this is happening. Or I'm getting kicked out
 215 my house or. My house is damp, but whatever it may be, and you go and do that
 216 story, come back and that was it.

217

218 Int ;So it's yeah, there was a marked difference in how the publication operated
 219 from being a printed magazine to online

220

221 Yeah. At one point after xxxxx left, it had eight graphic designers all over all of
 222 their bedrooms working on it. about 10 photographers. You know, there was
 223 about 20, 30 people involved in putting it together in the print. When he went
 224 online, it was just me. You know, we never found proper writers and souls ever.
 225 That's the other thing about deprivation. You're not going to get proper
 226 journalists from the community. It's not going to happen. And for one reason or
 227 another, we never found anybody. And the only thing we did found was that
 228 student was for the university. She went to get paid job. And she was great but
 229 that was the only one we ever found who could actually write. You know, that is
 230 the problem. And the same thing. You know, we've had a couple of people write
 231 articles, books by me. Because we can knock them out really fast.

232

233 Int: But that was less of a problem when it was a magazine?

234

235 When it was the magazine, it was different. There was a lot of community
 236 involvement and people were proud of it and it was an achievement. Getting it out
 237 every issue.

238

239 Int So what is it about print.

240

241 NPMD02. I think print is taken more seriously -or was certainly taken far more
 242 seriously. And it's something in your hands. People could share it. People go to

243 the neighbour and say, look at this, isn't it great? Whereas if you send them a link
244 you know, it was different. It was very, very different. But times are changing and
245 people are more aware of online and the power of online now. So I think if you tell
246 the right stories, people will come.

247

248 IntRight. So you've you've said it's difficult. You've already outlined some of the
249 challenges. I'll ask you a bit more about that later. But you really said how hard it.
250 So how do you think it was sustained for 15 years then?

251

252 NPMD02 Well, for the first few years it was sustained by doing other jobs. So we
253 do kids magazines in the summer to work all summer. And I work with kids. And. I
254 do a bit teaching on the side. xxxxx would do a bit of teaching on the side, but he
255 left to get a full time job so he couldn't sustain it.

256 And. And I just do whatever I could. So at one point I was driving the Salford
257 Library bus to get some money on a 0 hours contract.. I was the first one out and
258 I was doing teaching assistants in schools all over Manchester. Minimum wage,
259 anything to sustain. I was paying the phone bills, I was paying the internet bills. So
260 I was actually working to sustain that rather than that sustaining me. It's the other
261 way round, right?

262

263 Int: And of course, when you're doing that, that takes you away from running the
264 magazine, running the publication. How much time do you think?

265

266 NPMD02: Well, that was it. In the end, like we've got awards and stuff for the Urban
267 Splash.

268 And then was a third issue. We did another thing on an expose of Urban Splash in
269 Langworthy and it was with you the upside down houses and came runner up in
270 the Paul Foot awards for

271 that . It took three months research non-stop you know searching the net and minutes
272 talking to people. It was three months. You can't sustain that even then. Not even the
273 Nationals can't do that. Yeah, you know that was the problem that the research kind of
274 went out of it because when you've got an online news site, it has to be updated every
275 day, otherwise people go away. So every day something had to go on that. So what you
276 were doing was you were losing the research. The heavy, hard slog of research prove stuff.
277 It's very difficult

278

279 Int how many hours would you say a week is required to to predict to produce an
280 effective Community publication online?

281

282 NPMD02 If it's a daily. Every second. Every day. I did it., at a great strain on my
283 family. Yeah. And the great strain on myself, you know, When the Salford Star
284 closed my partner said get yourself to the doctor. I had anaemia, you know, which
285 I didn't even know about. I thought I was just knackered from the magazine. I was
286 smoking ridiculous amounts. You know what's eating properly. And that's all
287 changed now.

288

289 Int: Do you think that was as a result of the slog you were putting in?

290

291 NPMD02 Yes, because I was getting up 5:00 every morning to do it before the kids
 292 to school and packing it in at three to pick it up from school, you know, and then
 293 working and then after giving them tea I was working at night and then driving
 294 the library bus and driving, a lot of people saying, yeah, it's not we do it because
 295 you don't nobody does community journalism for money. It's not going to
 296 happen.
 297 And the amount of sites that have shut down, the amount of community
 298 magazines that have shut down is phenomenal. You know, there was a brilliant
 299 one in Stoke called Pits and Pots So he had his income from the pub. He just sat
 300 upstairs writing this whole thing, but he shut that in the end and there was quite a
 301 few really good ones.
 302 But what you find now is, I think. That a lot of things that call themselves community
 303 magazines are not community magazines, you know.
 304
 305 Int Okay. That's an interesting. But what do you think defines a community magazine?
 306
 307 NPMD02 Independence. Independence from funders. Independence from businesses.
 308 Independence from vested interests. So the star, we weren't in it to make friends.. So we
 309 are just like slag off Salford Rugby Club, not the team I might add, but the management
 310 knew when to touch. Was it all forgotten, this ridiculous stadium out in the sticks? It's a no
 311 go watch. It needed to be said. And we got stick for that. We got stick during the riots
 312 because we told the truth, the it was like a party and it was, you know, and people didn't
 313 like that. So no one's going to pay you to write that. You know, No trust fund. Certainly
 314 nothing like the lottery or anything that is going to support something like that. It's pure
 315 freedom.
 316 The great thing about Manchester, right the way through its history is where you can do
 317 whatever you want, you can be whatever you want, you will be a comedian. You can go
 318 stand up and do it. You can be a radio. You want a radio, you can go and do that print.
 319 You can go to that, except no one's going to pay you to do it. That's the difference.
 320 Yeah, and that's the same with anything, art, you know, whatever it may be, if you want to
 321 do what you want to do, there's plenty of opportunities. But no one's going to pay you to
 322 do it. No one's going to fund it unless it suits them.
 323 And that was the big problem. There's too many vested interests at stake, you know.
 324
 325 Int And and do you think, if another publication was set up in the area, do you think it
 326 could be made to work?
 327 In Salford? Yeah, well, I mean, the joke the whole joke about this whole thing is supposed
 328 to be media city and it has no media. There's no Advertiser. The Salford City Reporter
 329 didn't last very long that came out Salford City News, whatever it was called, six months of
 330 that.
 331 Salford City Radio still going but it's lost its budget. There is no media, there's no
 332 magazine, there's no nothing at all in media. A city with a huge city in a huge population,
 333 growing affluent population. There's nothing here. It says it all to me, you know.
 334 And I'll tell you what happened. I'll tell you what happened the NDC who we were fighting
 335 about all these houses being knocked down by the New Deal Community Project. I mean
 336 someone from Unison they told me this. They had a meeting amongst the so-called
 337 community things to produce their own newspaper to counter what we were saying. You
 338 know, that's how nasty they are. So they wanted the propaganda which just came out and

339 it was rubbish and it lasted for about three years I think. But it was financed by huge
 340 amounts of money. You know, and that's what they'll do.

341

342 So, yes, you can produce a magazine or a newspaper but look who's funding it. You know,
 343 that was a deliberate thing. "Everything's fine there. You know, you have to get your
 344 house knocked down, so don't worry about that."

345 You know, so really, it was all positive, spin, positive, positive, positive. And that's not what
 346 journalism is. Journalism is about challenging stuff.

347 Int: Yeah. You've already touched on one of the questions. Well, you've already touched
 348 on a lot. I'm one of the questions, which is there were the challenges you faced?

349

350 Yeah. The challenge is basically finding people who are willing to volunteer to do graphics,
 351 internet. Photography and writing. That was a huge challenge and the only time we have
 352 got good people was when we ran workshops ourselves through a thing called SCOPE
 353 which is of community media partnerships, which was there to help the community
 354 integrate into the BBC move. The BBC didn't want to know us, but we got some really
 355 good people out that really got them still friendly, still use, and a lot of those people.

356

357 Int And what challenges particularly are there in an area like this, like Salford, which is of
 358 course an area of deprivation? What the issues around that

359

360 NPMD02 There are loads, but for me the main one was if you're in Didsbury or whatever
 361 and about of about. People forget half the Salford Star was cultural about new bands, the
 362 writers, new poets, events happening now, new stuff. The community groups are doing
 363 and all that. If you're in Didsbury, you'll have a PR company doing that for you. The
 364 community doesn't have a PR company speaking up for itself. That was the main
 365 difference. And so you get inundated with all this easy information. If you noticed, if you
 366 look at the Evening News, We did the comparison once and I think something like 60% of
 367 its news coverage was Police blue light stories. And the reason for that is that the police
 368 provide you with everything they give you photographs, give you videos, give you
 369 interviews, you name it, they will give it. To get their story in . And if you're a journalist
 370 under pressure, and I don't slag off any journalists for what thy do. But if you're a
 371 journalist under pressure, you're going to go for the easy story and it's there for you. You
 372 know, a lot of PR could be write the stories don't

373 if you a press release is now a story straight and so they've got it all. If you know. If you've
 374 got a casino or a gym or whatever, the PR company will throw stuff at it. The community
 375 didn't have that. That is the challenge. One of the main challenges for deprived
 376 communities is They haven't got the finance or the what's called the networks to be able
 377 to produce proper PR. So when their houses were coming down, all that we did was put
 378 big placards in the windows and hope that somebody would see. Didn't have a voice, they
 379 didn't have anywhere to go with it. That's one of the challenges. The other challenge is
 380 obviously things like literacy and techni techno phobes, being able to afford the Internet,
 381 being able to afford a decent phone with data because a lot of people say, I've got no
 382 data this month, things like that.

383 So there was all that. That was a challenge. And a very, very cultural challenged, which was
 384 "we can't write" You know, we can't do this. We can't do that. It's that thing that they put
 385 you down from school onwards. You know, you can't. We were punks. People say, Where
 386 does that come from? Where do the emphasis come from for it? Are you a Trotskyist? An
 387 anarchist? We were punks. We learned how to do it ourselves. You know, that's where it

388 came from. And it's still doing it. You know, it's about do it yourself. Be it a writer,
389 photographer, an artist, whatever. Kike, if you're an artist and you want to put an
390 exhibition on in the Whitworth or the Manchester Art Gallery, or whatever, and they don't
391 want to give you an exhibition. Do it yourself. Find a hole and do it. That's where the
392 emphasis goes. Always a punk thing. And I think it's a confidence thing as well.
393 I'm lucky because I'm educated, I'm the middle class and I was a trained journalist. . I've
394 been writing for nationals for ages and stuff like that. So I had the confidence to take on
395 these wankers – I'm talking about developers. Which the community didn't have. They
396 were scared. They were very, very scared. Scared they'd got kicked out the houses. They
397 didn't want to criticise the social housing company unless it was anonymous because they
398 thought somebody would take retribution against them. They didn't want to speak out
399 and not talk about. It was only very, very brave people who actually spoke out like this.
400 Take the photograph and give the names.

401
402 Int: So do you think that that's an issue in terms of production producing public. I mean,
403 obviously, you said of the Salford Star, you you you provided the framework to give the
404 community a voice and the absence of that how likely do you think it would be for so
405 many people from the community to sort of set up a publication like that independently?
406

407 NPMD02 I think it can be done. It has been done.. I'm not saying that we're great and
408 everyone else is crap. It has been done. I think you've got to have those journalism skills
409 to be able to do it properly and not get sued or not lose the credibility. So we made a
410 mistake in the very first issue of letting the community write their own articles and it was a
411 mistake because half of it was wrong, which John Merry told me in no uncertain terms.
412 Ten page letter, and I was like, Well, we let the community write. All I did was correct the
413 spelling and still, you know, and it was wrong. So after that we said, we can't have this cos
414 we're going to get sued

415 INT So you have to have editorial, quality control. Editorial, yes. Some form of that. It's all
416 your control to vet articles and to obviously check for legals and stuff like that.

417
418 NPMD02 And the sad thing is that if you look at the amount of journalists made
419 redundant over the last 15, 20 years. I was expecting a few of them to come to us and go,
420 you know, would you like a hand? And they didn't. And that's probably because there was
421 no money and there was no money there to pay them and I don't blame them. But, um, I
422 would expect, I was expecting a few old evening news journalists or Salford City Reporter
423 journalists. We didn't get it.

424
425 INT So the motivation then I don't want to put words in your mouth, but the motivation
426 must be something like community spirit. Altruism, rather. Yeah, because. Because
427 obviously if you a journalist, you made redundant, you're looking for work. I was never.
428 And as you say, you're looking for paid work. Yeah, exactly. I mean, for me, it's like it's not
429 like you just look for something to do unless you've got loads of money.

430
431 NPMD02 Exactly. Yeah. But a lot of them have good redundancy payments, but some
432 were probably scared it would wreck their future chances of getting the job. People get
433 into journalism originally, to tell the truth. That's what you're there for, to tell the truth and
434 entertain people at the same time and inform people. Mainly to tell the truth. But if you
435 report on a match, you won't tell the truth about that match If you're reporting on the
436 council, you won't tell the truth what's going on. And that gets subverted by editors and

437 owners. So, you know, I was talking to a journalist the other day about a story and he says,
 438 oh, it's "I'll write it but I don't think the editor let me print it, you know, that was about
 439 corruption at a local school. Um. Yeah. Um, so it is altruism, but you've also got to sustain
 440 yourself. You've gotta be paid. Yeah, I think the Google News initiative was absolutely
 441 brilliant because what they've done is you write them a letter and you don't have it. They
 442 don't seem to care about the politics of it. It's like, Oh, you doing good work? Are you
 443 reaching the community? Here, have 10,000 quid or 5000 , it was 5000, which kept us
 444 going during COVID. And that's the sort of thing you want.
 445 So that's the other thing - The BBC money, it's local democracy reporting We tried to get
 446 in on that at the very, very start. It was impossible for a community magazine to get any
 447 money and there was only one in the whole country that got it somewhere in Scotland. It
 448 was the only one that got BBC money because there was so many hurdles to jump. We
 449 couldn't sustain it. Couldn't do it. They wanted PAYE
 450 For a community publication. You know, it's I mean, they don't want PAYE... They want a
 451 senior journalist to check everything. And it's like, [INAUDIBLE] off. It's like, we're trying to
 452 do a daily news site. It was just rubbish. And again, when the money went to the Evening
 453 News – except all their journalism put all the resources into Manchester United and City,
 454 because that's where the advertising was.
 455 That's where their readership was coming from. And then you would not do any politics.
 456 And then give us the money. Go om then we'll put two people on it. This is wrong.
 457 It should have been that money should have been gone through the NUJ who know the
 458 field, if you like, and know who needs it and it doesn't and where it would do the most
 459 good that it didn't. So to me that was public money. It was corrupt actually, because at the
 460 time people got the money was the big companies.
 461
 462 INTSo that sort of leads onto the final question really, and that is, what do you think can
 463 be done to support hyperlocal community media?
 464
 465 NPMD02 Okay. So my argument is and always will be, that there should be some kind of
 466 independent fund either from the government or from the BBC wherever you want to get
 467 it from or the lottery, whatever. But it needs to be truly independent and I think it needs
 468 to be filtered through the NUJ. That's the only way to do it. Not saying the NUJ would
 469 have given us any money. But I think that's probably the best way of doing it is let the
 470 unions decide who which are real and which aren't so. But in terms of sustaining a real
 471 community legacy through advertising, it's a non-starter unless you are in somewhere like
 472 Norwich or Bristol's managed to do too. They've got two magazines, the Cable and
 473 another one something. And there's one in Birmingham as well. They've got one, but they
 474 have different models. They have subscription service, You can't have a subscription
 475 service in Salford. No-one will pay. No-one's got any money
 476 So it depends on your community. You how the Salford Star was sustained when it was in
 477 print was we had collecting tins and every newsagent where we gave it out. And when we
 478 went back those tins were overflowing and it wasn't with pennies, it was with silver, you
 479 know, it's 50p, £5. Um, we got not enough to print it, but, you know. There was a lot of
 480 money given by the community for what they could afford, which was amazing.
 481 But you can't keep going back to your community asking them for money. That's the
 482 reason I shut it down - we did one we did one big fundraiser at Salford Precinct. which
 483 was great, but you can't go into the poor communities saying help us, help us help us, We
 484 expected the middle of us to do. And to be fair, we did get money off one fund, which is a
 485 very secretive thing. It's rich people decide who's going to support that year and that year

486 it was us. So we did get money off a quite a secretive fund of rich people with a
487 conscience. And that was great. That's what kept us going for the last two years of it. So
488 that was good, so they're the people should be financing it, not the community you can't
489 keep going to poor people saying give us a fiver, give us a fiver. It's not fair
490 People we interviewed would say Oh, we must donate. I was like, No, I'm not doing this
491 for you to give me money. I'm doing it because I want to get their story out, you know?
492 It's got to be independent. It's got to be financed like that. Advertising is not the answer.
493 Not when you do the real community magazine. Because you can't slag off the people
494 that you're taking money off or you can, but you won't get it again.

1 **Could you start by telling me a little bit about the history of the site How did it come about**
2 **and what was the main motivation for starting the news organisation?**

3 Interviewee: I started the Wythenshawe Reporter, because I lived there and I felt there was
4 an urgent need for it, really. When I decided to do it I'd worked in journalism for many years
5 and had done other work in the media. I'd worked on an evening paper and had been made
6 redundant and then as I say I worked in other media as freelancer and had done some PR for
7 local councils and a charity. I was still doing freelancing and a bit of teaching at that time. And
8 probably like a lot of people that became interested in the idea of hyperlocal, I was trying to
9 address the problem of a lack of news provision in the area. At the time weekly newspapers
10 were closing, but in the area I lived there hadn't been a dedicated weekly newspaper for the
11 area for quite some time in fact I think the last weekly paper just for Wythenshawe was the
12 Wythenshawe Express, I think. And that had closed long ago even before I came to
13 Manchester which was in 1987. Obviously the area was covered by the Manchester Evening
14 News. There was a district reporter that covered Wythenshawe and a reporter that covered
15 the Airport but that provision declined over the years. We also had a paper that came out
16 fortnightly which I think it's safe to say was mainly advertiser led. That was an independent
17 publication And although a lot of people in the area loved it and had a great deal of affection
18 for it, I didn't think there as adequate news coverage for the area in the same way that
19 weekly newspapers had been providing in other areas of Manchester, like for example the
20 South Manchester Reporter which had covered Didsbury, and Chorlton and Withington and
21 the North East Manchester Advertiser. Those papers have now closed of course. I should say,
22 there was and still is also a local community radio station but its content wasn't really news
23 driven. So I decided quite impulsively, almost on a whim, to set up a news website for
24 Wythenshawe without too much planning or forethought. I just set up the site using a web
25 content manager called Moonfruit and an email system. I put up a couple of stories and it
26 developed from there. Later on I changed it to a Wordpress based site, because it was more
27 user friendly and easier to update. I knew I had the journalistic experience and training to be
28 able to produce something, and the idea was to produce something online which would
29 provide similar sort of coverage to that which would have been provided by a weekly paper
30 covering the area. Because I could see a need for it. Wythenshawe is quite a big area.
31 Although it's considered a suburb of Manchester, it's often referred to as a town, it has a
32 population of about 70,000 people. I mean it's quite a deprived area but it has businesses in
33 the area and there's quite a lot going on there. But for some reason it was, well I felt it was
34 underserved in terms of news. Although I have to say now certainly in terms of mainstream
35 news providers it's possibly on a par with a lot of other places which have now seen their
36 weekly newspapers disappear. So that's how it started and it developed from there to get a
37 decent following on Facebook and to some extent on Twitter and my aim was to get that
38 regular coverage of what was going on in the area.

39

40 **What types of stories did you cover?**

41 Well, as I say the idea of the site was to provide the kind of coverage that would have
42 been provided by a weekly newspaper. So I intended to cover a broad range of topics
43 relevant to Wythenshawe which would be objectively covered. So the sort of stories
44 that I would cover would range from stories about local schools – what they were
45 doing – local crime, local businesses, sport – there are two decent sized grassroots
46 football clubs, and I tried to cover them – events, am dram productions, what local
47 politicians were getting up to, so I tried to cover planning applications in the area and
48 environmental issues and I tried to cover local election campaigns and stories about
49 what was going on in the local community and to follow up stories which came from
50 people in the community. So for example I took up a story about a campaign by a
51 local family to get a drug funded which added to the quality of life for their sick child,
52 I covered the NHS blood contamination scandal from the point of view of two of its
53 victims. So the idea was that the Reporter would be the weekly paper that they area
54 didn't have, but online. And those stories were shared on social media, mainly on
55 Facebook and got good engagement on Facebook. In fact I got better engagement on
56 the Facebook page than I did on the site itself. I reached a lot more people on
57 Facebook than through the site itself. There were one of two stories that got a lot of
58 traffic on the actual site itself – mainly crime and court stories. And most of the traffic
59 I got was via Facebook.

60

61 **How would you describe the business model of the publication?**

62 **(prompts- what role did advertising play? Did the publication make money)**

63 I think the best way to describe the business model is that there wasn't one. There
64 was no commercial imperative at all to what I was doing. My aim was not to make
65 money. It was to provide a news service for the area. I didn't really know how to
66 monetise the site or how to gear the site up to displaying adverts. I did get the odd
67 enquiry about advertising but I turned them away, partly because I didn't know how
68 to incorporate adverts onto the site and partly because I didn't want it to be cluttered
69 with adverts. I think one of the biggest turn-offs for people consuming news online is
70 pop-ups and adverts and things like that. But also, I was a one-man band and also I
71 felt that selling adverts wasn't my field of expertise. I didn't really know how to do it,
72 particularly in an area like Wythenshawe, which is quite deprived, where I imagined it
73 would be quite difficult anyway. So the publication definitely did not make any
74 money. I think if I were to have a stab at identifying a model for how it was sustained
75 I think I would have to say it was powered by my enthusiasm for providing a news
76 outlet for the area and providing my time and expertise for free. So it was effectively
77 subsidised by other paid work I was doing, which was freelance work and teaching.
78 But when I took up teaching full time I had less free time to give to the site

79

80 **Why did you cease publication?**

81 Well I'd like to think publication has been paused. It's in a state of hiatus rather than
82 closed. So I'm hoping I can go back to it and revive it. The site is still there and the
83 Facebook page still gets likes and new followers even though there is no new content
84 coming from me and I still get the odd tip for stories. As I mentioned earlier, I could
85 keep the site going because I could give my time for free and the reason for that was
86 because I had paid work. But when I took up teaching full time, it became
87 increasingly more difficult to devote the time that was required to regularly update
88 the site and invest what was required to produce stories which were providing an
89 adequate service to the community. And I felt quite frustrated that I couldn't do
90 those proper community stories and I often felt that the site fell short of what I
91 wanted it to be. I was told that you needed at least 10 hours a week to devote to a
92 news site. But it was becoming increasingly difficult to find that time.

93 And then in 2021 I had a bereavement which knocked me for six and I had to take
94 some time out completely and that is really when publication stopped.

95 **What would you say were the biggest challenges you faced in producing the**
96 **publication**

97 Well, I think it's what I just described really. It was a kind of catch 22. If I'd had more
98 time I could have done a better job. But having more time would mean not being able
99 to make a living and I always felt that trying to get enough advertising online to
100 sustain a regular publication was not viable in an area like Wythenshawe. So I think
101 the biggest challenge arose from the nature of the area. And I don't think those
102 challenges are as strong in other more affluent areas.

103 **What was it that sustained the publication? What was your motivation for**

104 I think I've already answered that really

105 **Did you work full time on the site? If not how much time did you devote per week?**

106 Again, I think that's already been answered

107 **In your view what is the minimum amount of time you need to devote to a local**
108 **news site to provide a news service providing a good service to the community?**

109

110 **Do you think another publication covering the area could be sustainable and be**
111 **made to work?**

112 I think it could, but it would be a different type of publication. I don't think an
113 Altrincham Today type site could work in Wythenshawe because it is more deprived
114 and because of the demographic. It would need to be a print publication but its
115 frequency would be inadequate in terms of providing a proper service for the area. In
116 all them time I've lived in Wythenshawe – and that's just over 30 years – there has
117 never been a printed weekly newspaper.

118

119

120 **What can be done to support hyperlocal media?**

121 Well, I think there is a desperate need for investment in hyperlocal media because of
122 the decline in coverage across all communities. But I think there needs to be a
123 particular focus on deprived areas where there is less opportunity to fund
124 publications through advertising and I think there has to be investment of public
125 money in those deprived areas and I think there needs to be a combination of online
126 and print publications to reach everyone who need to be reached.

127