



The journalist

‘Why is this lying
bastard lying to
me?’



The Five Ws

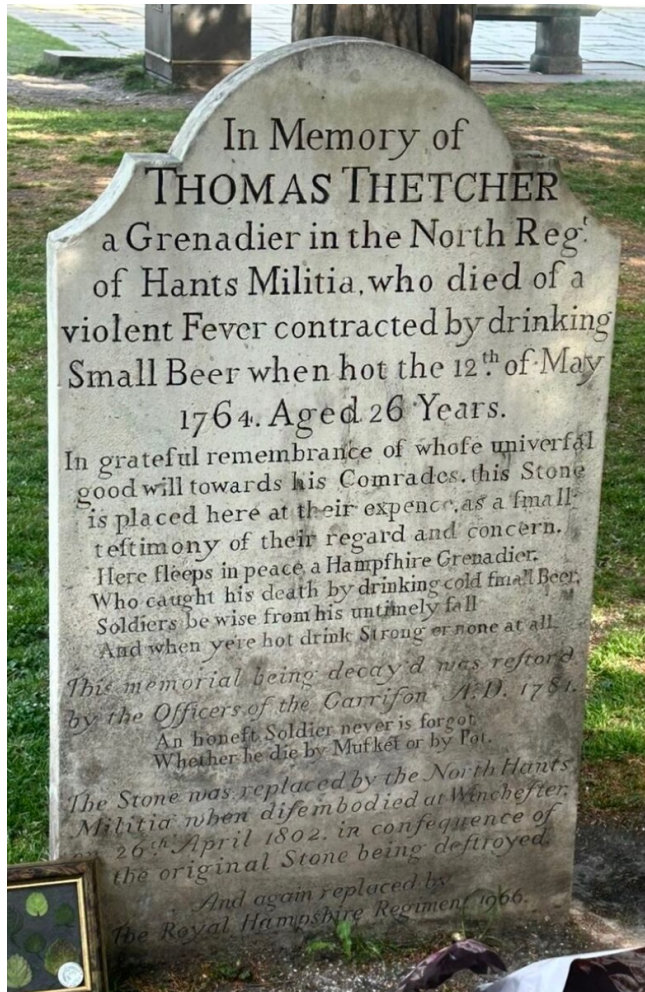
Who

What?

Where?

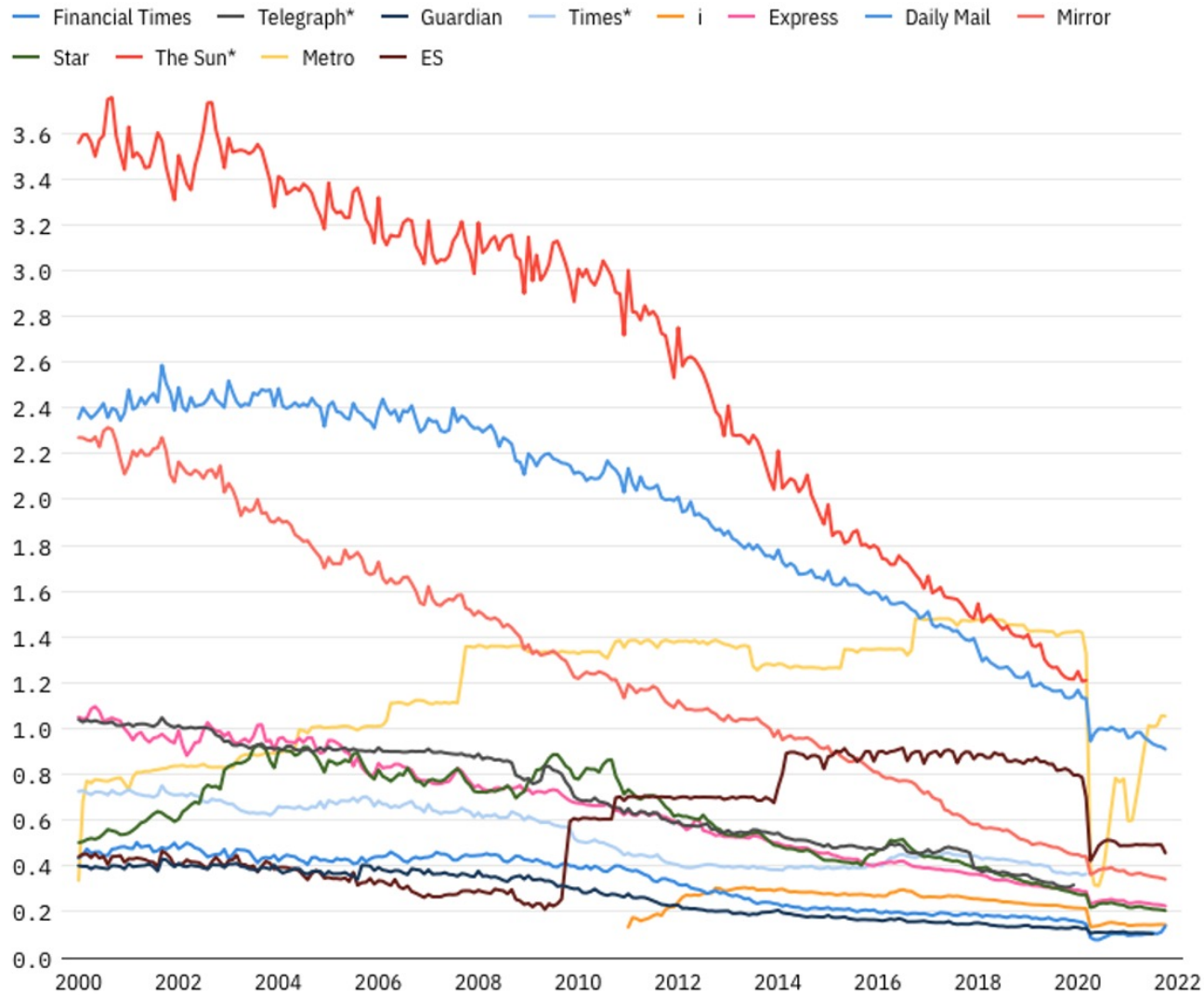
When?

Why?



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UK daily newspaper average circulation per issue by month, 2000 - 2020 (m)



News websites – monthly audience April '25

- BBC – 40.2m (includes entertainment)
- Guardian – 21.9m
- Independent – 21.8m
- Sun – 21.8m
- Mail – 21.2m
- Mirror – 19.9m
- Yahoo! – 18.5m
- Telegraph – 17.7m
- Express – 17.4m
- Sky News – 17.0m

	Newsbrand	▼ Total minutes	MoM % change	YoY % change	Average minutes per person	Page views
1	BBC	9bn	1.2	-7.8	232.5	2.9bn
2	Yahoo!	1.9bn	-0.7	18.2	110.0	1.2bn
3	Mail Online	1.4bn	2.8	-9.2	68.7	516.9m
4	The Telegraph	802.9m	-2.3	24.0	52.5	209.7m
5	ITV	762.8m	-19.7	-7.0	53.5	117.6m
6	The Guardian	677.9m	-12.3	-34.8	36.7	177.9m
7	Sky News	538.9m	-10.6	-3.1	30.1	131.1m
8	Times & Sunday Times	529.3m	-6.2	-6.9	50.6	41.1m
9	Channel4	516.7m	-29.0	82.7	71.6	39.4m
10	New York Times	427.3m	11.5	59.0	58.5	142.7m
11	The Sun	287.2m	4.6	-20.1	14.7	237.9m
12	Mirror	203m	-0.4	-10.5	10.2	134.3m
13	Money Saving Expert	177.8m	2.8	30.2	13.7	186.8m
14	Good Food (Previously BBC Good Food)	144.2m	20.0	-18.6	10.5	68.8m
15	The Independent	129.5m	-11.1	0.0	7.0	73.5m
16	Metro	85.6m	-5.7	-0.5	6.1	41.1m
17	Daily Express	71.1m	6.5	-9.2	4.5	126.1m
18	iNews	64.1m	-16.8	26.2	9.8	11.1m
19	Manchester Evening News	56.9m	-5.7	-8.3	4.7	63.2m
20	Hello! Magazine	43.5m	9.3	24.1	5.9	25.5m
21	GB News	40.8m	14.2	7.8	4.6	32.8m
22	LBC	39.8m	-13.5	-4.6	8.6	5.2m
23	Financial Times	36.3m	-12.4	17.0	10.4	18m
24	The Evening Standard	32.8m	-17.1	-13.7	3.3	21.1m
25	Radio Times	26.1m	31.4	1.5	3.0	74.5m

	Publication	Publisher	2024 ▼	2023	Year-on-year change
1	Irish News - Morning*	<i>Irish News Ltd</i>	18,586	20,782	-10.6%
2	Press & Journal*	<i>Aberdeen Journals Ltd</i>	18,358	21,233	-13.5%
3	The Courier (Dundee)*	<i>DC Thomson</i>	14,362	16,766	-14.3%
4	Eastern Daily Press*	<i>Newsquest</i>	12,037	13,483	-10.7%
5	Liverpool Echo*	<i>Reach</i>	10,295	12,769	-19.4%
6	The Herald (Glasgow)	<i>Newsquest</i>	9,952	11,364	-12.4%
7	Express & Star (West Midlands)*	<i>National World</i>	9,707	12,086	-19.7%
8	Yorkshire Post*	<i>National World</i>	8,698	9,786	-11.1%
9	Evening Express (Aberdeen)*	<i>Aberdeen Journals Ltd</i>	8,262	9,292	-11.1%
10	The Northern Echo*	<i>Newsquest</i>	7,750	9,053	-14.4%

South London Press closes suddenly after 160 years in print



by **DARRYL CHAMBERLAIN**

MAY 28, 2025



South London's oldest newspaper, serving the community for more than 150 years



Adult Learning Lewisham

DAY, EVENING AND WEEKEND COURSES

Enrol now!

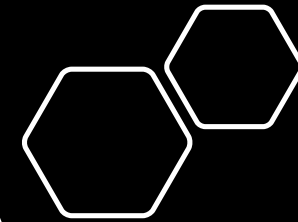
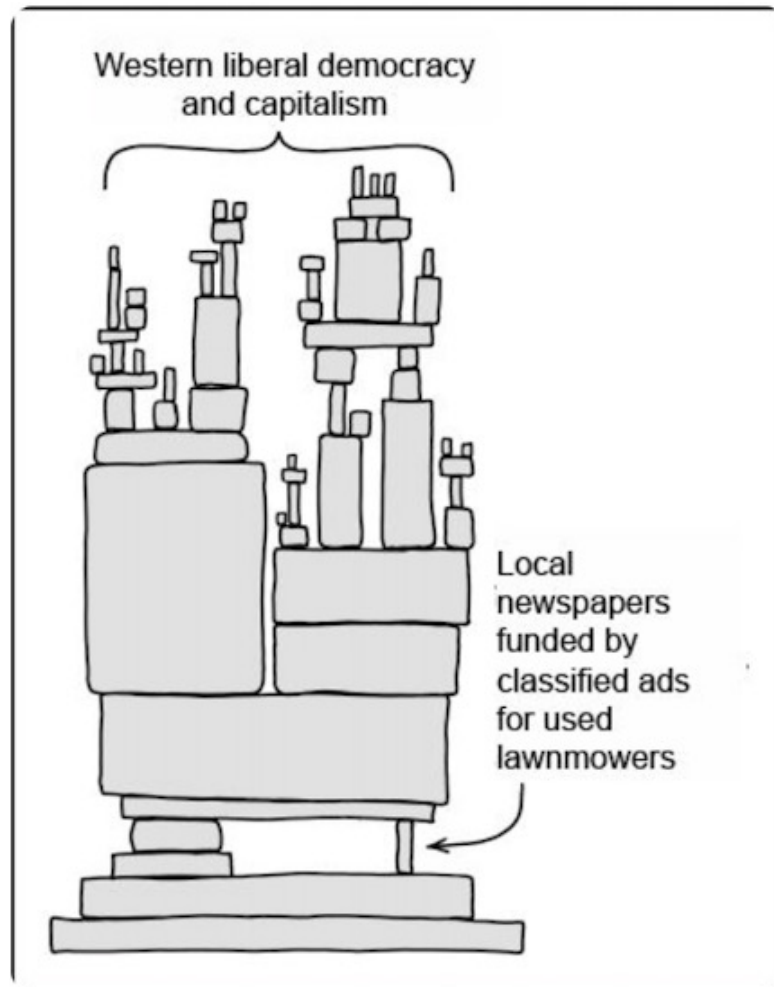




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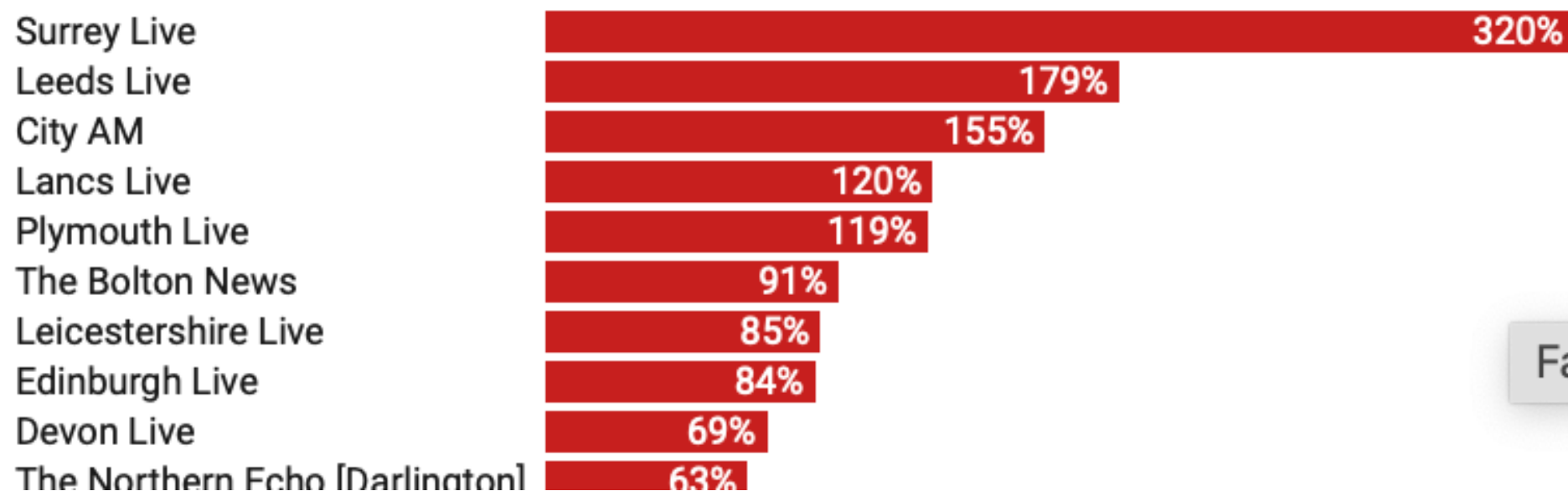
Pick up your paper here...



	Media	Publisher	Monthly audience ▼	Year-on-year change	Monthly minutes	Year-on-year change
1	Manchester Evening News	Reach	12,607,390	14.6%	67,421,296	7.2%
2	The London Standard (formerly Evening Standard)	Evening Standard Ltd	10,095,445	0.6%	40,378,155	-11.7%
3	Birmingham Live	Reach	8,374,395	-25.5%	27,434,637	-25.6%
4	Daily Record	Reach	7,400,975	-19.2%	29,304,865	-25.4%
5	Wales Online	Reach	6,967,727	-8.8%	26,326,378	-23.8%
6	Liverpool Echo	Reach	6,318,595	-24.9%	26,365,401	-18.9%
7	Bristol Live	Reach	5,670,773	7.3%	7,954,038	-16.4%
8	Examiner Live	Reach	4,776,758	45.0%	9,422,460	-4.1%
9	Lancs Live	Reach	4,648,671	120.3%	5,428,131	25.0%
10	Surrey Live	Reach	4,432,889	320.3%	5,637,826	202.2%

Fastest-growing local newsbrands in the UK, January 2025

Top twenty brands ranked by year-on-year change in total monthly UK audience, per Ipsos iris data.



Fas

senior sources confirmed this. But other insiders said staff are under immense pressure to churn out copy.

Insiders identified one regional reporter in particular as the poster child of Reach. On Friday, he authored 106 articles, including ten about Martin Lewis.

The criticism of Reach's celebrity adversaries — Osman and Lewis — is that its websites are littered with “clickbait”.

A Child Poverty Emergency

Why the scandal of child poverty must end - and how we need to fix it

Meet Aya, 11, baby Kyrell, one, Forest, and Isaac, 10. These beautiful children represent some of the 104,433 young people living in poverty in Birmingham.



Aya



Kyrell



Forest



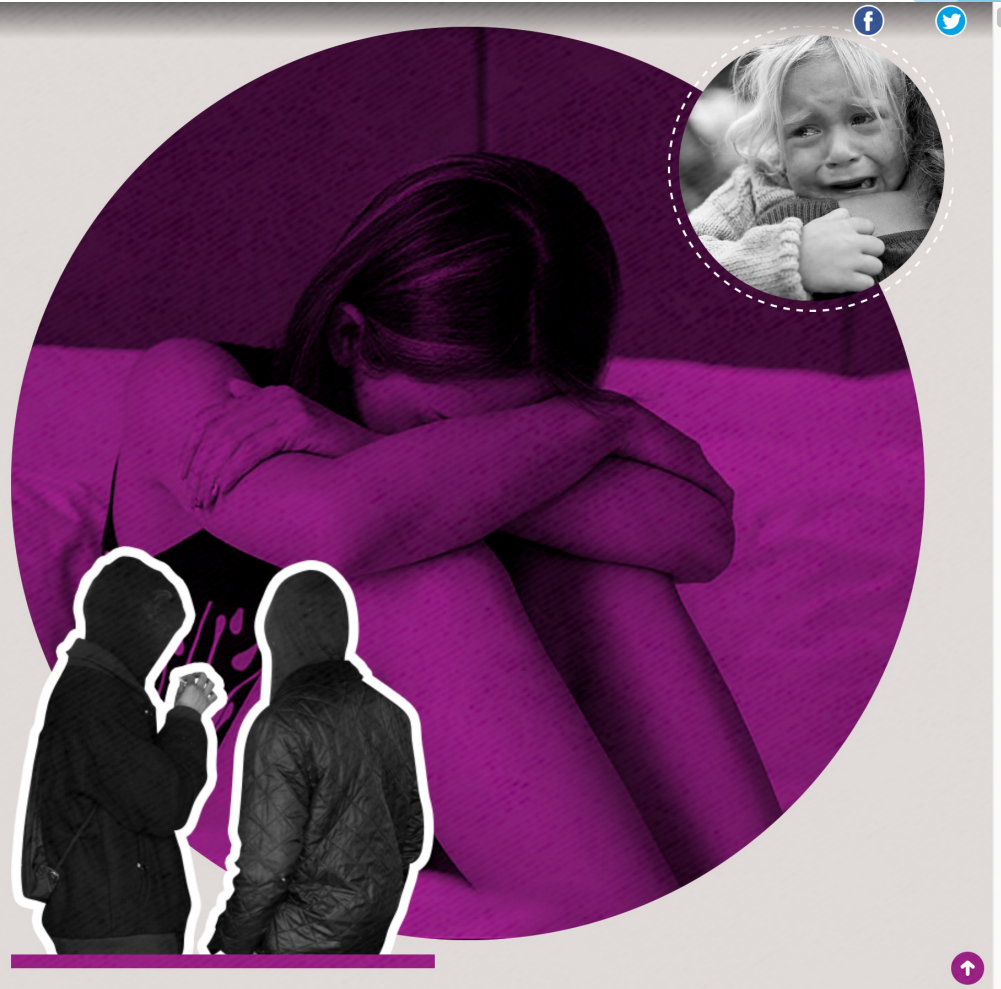
Isaac

Almost half of our city's children are growing up in real, sustained poverty. In the city's most deprived neighbourhoods, three in every four youngsters are affected.

For a city which proudly touts its credentials as 'the youngest in Europe', with a quarter of a million aged under 16 (23.4% of our population), we have to face up to a hard truth. We are failing our children.

Forged in the fires of Conservative austerity, when a billion pounds was stripped from local budgets over 14 years, and exacerbated by welfare cuts, rising costs, low pay and widening inequality, child poverty has gripped Birmingham.

From Bordesley Green to Handsworth, Acoke Green to Perry Barr, Ladbroke to





MAGAZINE

• Yoga and wellness guru has prize-winning brews
• Recipes: Thrifty kitchen
• Interview: Cat Spilman
• Christa Ackroyd column
• Seven-day TV & Radio



COUNTRY POST

• CLA boss on pressures of nation's farming sector
• Focus: A fair village
• Breaks on a working farm
• Gardening and Antiques
• Julian Norton column

MARSH'S 'RED BULLISM' AT LEEDS IN FOCUS FOR EA CUP TIE

SPORTS POST

Yorkshire's National Newspaper

WEEKEND EDITION

THE YORKSHIRE POST

£3.00 (£2.40 to subscribers) • yorkshirepost.co.uk • @yorkshirepost • Founded 1754 • Saturday January 28 2023

'Rethink' is needed' over our social care

Shortages of staff, beds and funds, say county's experts

By Sam Adams

YORKSHIRE POST

A fundamental rethink over how care workers are paid and valued is required if the county's care system is to be transformed, say experts. A report by the Yorkshire Care Workers' Union (YCWU) has called for a radical overhaul of the system, arguing that the current model is unsustainable and needs to be replaced by a more equitable and sustainable one.

The report, titled 'Rethink Social Care', argues that the current system is based on a 'zero-sum' game, where the only way to improve one part of the system is to take away from another. It calls for a 'whole system' approach, where all parts of the system are improved together. The report also calls for a 'living wage' for care workers, and for the government to invest more in social care.

The report was written by the YCWU, which represents care workers across Yorkshire. It was published on January 26, 2023.

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0191 438 0000 • 1-800 55 12 20



No false hope ... it's a Mother and Child reunion



Devlin's return from the Yorkshire Museum is planned with Mother and Child by Henry Moore at the Calderdale Museum in Harrogate. The statue is a gift from the Calderdale Museum to the Yorkshire Museum. The statue is a gift from the Calderdale Museum to the Yorkshire Museum.

NHS worker accused of terror attack plan

A NHS worker has been accused of plotting a terror attack in the north of England. The worker, who is a member of the NHS, is alleged to have been in contact with a group of people who are planning a series of attacks. The worker is currently on leave from their job.

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Hunt forced to deny that HS2 will be scaled back

By Sam Adams

YORKSHIRE POST

Transport Secretary Grant Shapps has been forced to deny that the government is considering scaling back the HS2 high-speed rail project. Shapps said that the government is committed to the project, and that there are no plans to scale it back.

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WEATHER

The weather of the week

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DIGEST - LIVE NEWS UPDATES AT WWW.YORKSHIREPOST.CO.UK

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Station / Group <small>Press Release ▲</small>	Survey Period	Population (000s)	Reach (000s)	Reach Percent	Average Hours Per Head	Average Hours Per Listener
All Radio	Q	57,640	50,898	88	18.1	20.5
All BBC Radio	Q	57,640	32,620	57	8.1	14.3
All BBC Network Radio	Q	57,640	30,148	52	7.2	13.8
BBC Local Radio	Q	57,640	6,756	12	0.8	7.1
All Commercial Radio	Q	57,640	40,100	70	9.7	13.9
All National Commercial	Q	57,640	27,642	48	4.7	9.9
All Local Commercial Radio (National TSA)	Q	57,640	28,035	49	4.9	10.2

Specialist media

Community Care

Social Care Today

Care Management Matters

Care Talk

The Carer

Social Work Today

Professional Social Work (BASW)

OT News (RCOT)

OT Today



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[Children, Workforce](#)

Government strongly backs Home Office social work service as BASW seeks abolition



Job of the week

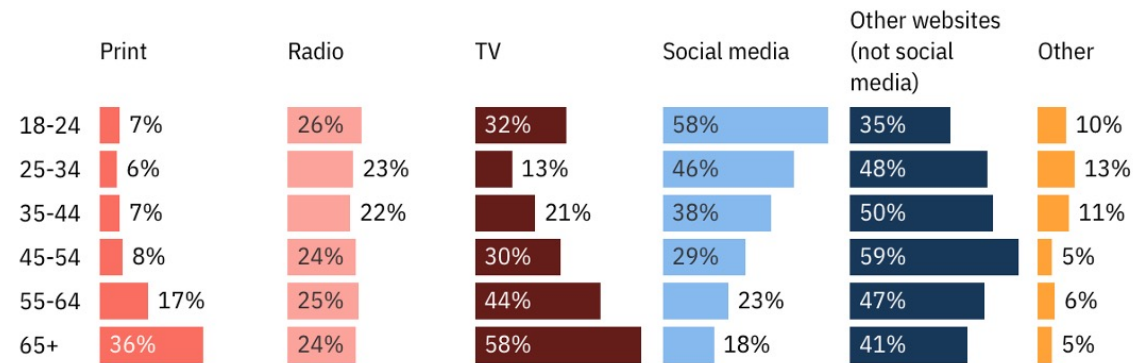


Social Care Practitioner

Polls

Traditional media is much less popular among younger people

Where do you tend to get your news broken down by age (%)



Sample: 2,004 UK adults

Source: Woburn Partners/Find Out Now

PressGazette

Younger people were instead more likely to say they used social media as a news source. Over half (58%) of 18 to 24 year olds and 46% of 25 to 34 year olds said that they got their news from social media compared to 29% of people aged 45 to 54.

Influencers



Six Key Ingredients

New

Topical

Accessible

Authority –
why you?

Case study

Timed for
effect



Discussion

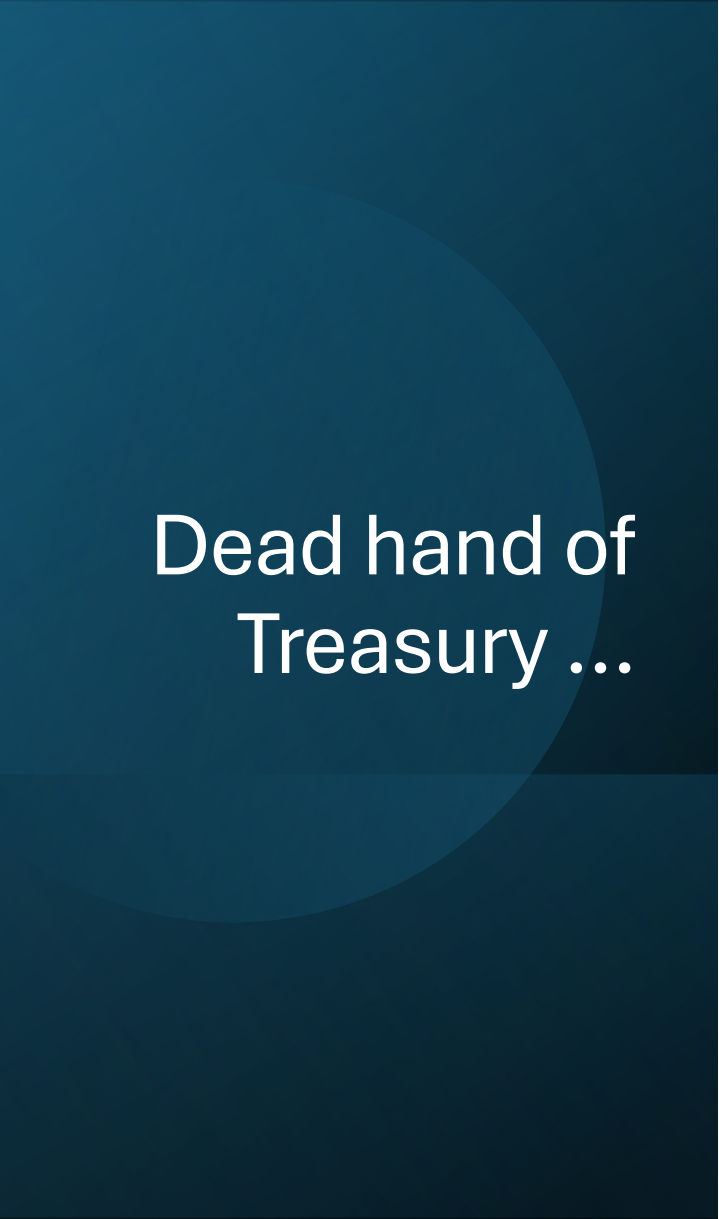
What's your own media use?

How do you get your news –
national/local?

What 'news' does your own
organisation have?

How might it be presented?





Dead hand of Treasury ...

“Treasury officials are accustomed to departments presenting overly optimistic spending proposals and so request stronger evidence that a proposed new intervention will work, which departments often feel is hard to provide.

“This leads to the perception among departments that there is a higher evidential bar for new programmes than for existing ones. As one interviewee put it: ‘Who’s doing the business case for the status quo?’”

A Preventative Approach to Public Services

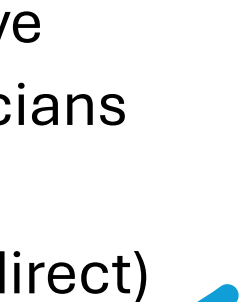
Institute for Government, May 2024



Target groups

- * Government – DHSC, MHCLG, Treasury
 - * Local authorities, ICBs, mayors
 - * LGA, ADASS, NHS Confed, CCN
 - Regional ADASS, special interest groups
(eg VODG, NCF, Social Care Future)
 - * King's Fund, Health Fdtn, Nuffield Trust
 - * Consultancies

 - * Media – specialist > all the above
general > public, politicians

 - * Politicians (via media but also direct)
- 

Keep it Simple



Anything we say should be said in simple, understandable language.



Do not use obscure words, jargon or acronyms.



Always write as if you were talking to a year 6 student (10 years old)

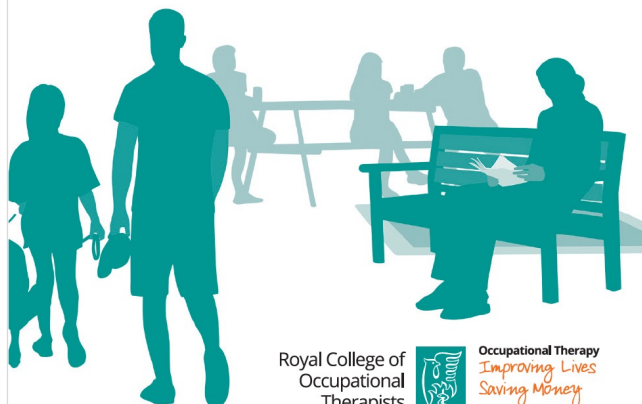


If you need to read a sentence twice it is either too long or too complicated.



Leading fulfilled lives

Occupational therapy
supporting people with
learning disabilities



Royal College of
Occupational
Therapists




Occupational Therapy
Improving Lives
Saving Money
#ValueofOT



An early evaluation of the programme demonstrated that:

- Occupational therapists offered self-management interventions in 76 per cent of cases, compared with five per cent offered by the GP.
- In 67 per cent of cases, GP appointment/s were avoided, either because an occupational therapist was able to complete the appointment or because follow-up appointments were not needed.
- In 26 per cent of cases, a referral to the community mental health team was avoided.

Over a five-month period, working one day per week in the project, the occupational therapists saw 386 patients. The projected average cost-saving per person who saw an occupational therapist was **£327.59**.





For family or friends who
step up to raise a child.



Valuing Kinship Care in England

#ValueOurLove

Dr Maria Petrillo
Dr Jingwen Zhang
Becky Driscoll
Professor Nathan Hughes

February 2025



The University of Manchester



We estimate that the total number of children living in kinship care arrangements in England is 132,818.

132,818



Children living in kinship care arrangements in England.



This is over twice the number of children living in foster care.



**£4.3 billion
per year**



**£360 million
per month**



**£83 million
per week**



**£0.5 million
per hour**

VALUING KINSHIP CARE IN ENGLAND


Local authority	1	2	3	4	5	6	7
	Number of children in small households (SH)	Number of children in large households (SH)	Number of children in kinship care in SHs	Proportion of children in kinship care in SHs	Estimated number of children in kinship care in LHs	Total number of children in kinship care (LH+SH)	Value of kinship Care (£ per year)
North West	1,331,441	227,703	17,995	1.40%	3,169	21,164	578,797,180
Blackburn with Darwen	29,640	9,993	490	1.70%	165	655	17,881,500
Blackpool	23,851	3,904	465	1.90%	76	541	15,613,260
Bolton	54,944	16,432	725	1.30%	217	942	22,777,560
Bury	35,807	7,932	395	1.10%	88	483	12,809,160
Cheshire East	71,250	6,775	650	0.90%	62	712	31,655,520
Cheshire West and Chester	63,384	6,032	640	1.00%	61	701	21,871,200
Cumbria	81,211	8,389	1,095	1.30%	113	1,208	41,458,560
Halton	24,662	2,836	345	1.40%	40	385	9,909,900
Knowsley	30,535	3,182	525	1.70%	55	580	11,913,200
Lancashire	215,066	34,345	3,010	1.40%	481	3,491	94,396,640
Liverpool	81,166	11,460	1,370	1.70%	193	1,563	34,135,920
Manchester	94,945	31,711	1,485	1.60%	496	1,981	67,472,860
Oldham	45,162	16,771	645	1.40%	240	885	20,478,900
Rochdale	43,753	10,853	570	1.30%	141	711	20,149,740
Salford	46,333	12,205	650	1.40%	171	821	16,863,340
Sefton	47,403	5,519	640	1.40%	75	715	16,916,900
St. Helens	33,399	3,322	560	1.70%	56	616	16,816,800
Stockport	56,459	5,862	560	1.00%	58	618	19,442,280
Tameside	44,035	7,098	635	1.40%	102	737	21,269,820
Trafford	48,563	6,226	430	0.90%	55	485	11,096,800
Warrington	39,419	3,688	385	1.00%	36	421	13,573,040
Wigan	61,689	6,397	935	1.50%	97	1,032	23,343,840
Wirral	58,765	6,771	790	1.30%	91	881	16,950,440



Janet, 69, and her husband Peter, 71, have raised their 12-year-old grandson since he was 18 months old as his parents weren't able to look after him.

The Sheffield couple have a Child Arrangements Order but have never received any financial, therapeutic or emotional support from social services to help them care for their grandson. Janet says their grandson also has learning difficulties (ADHD), yet they cannot get any support for his educational or emotional needs from their local authority.

" I was 58 when my grandson came to live with us. He was 18 months old, and I still had two of my adopted children living in the house. I was the breadwinner but I needed to be at home with him. My work, which I loved, said there was no way I could go part-time. So I left my job to care for my grandson. I lost both income and some of my pension by leaving suddenly like that, but I had no choice. I got no financial support whatsoever. We've been raising him on our pensions ever since. "



NEWS

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Grandmother to protest plight of kinship carers



| Wendy Turner, 71, cares for her grandchildren Callum and Willow

Christian Fuller

BBC News, South East



Opportunity?



Casey's entire career has involved having "a bloody good look" at things. She firmly situates the review within the context of other work she has carried out, describing social care as being "as much a justice issue" as anything else she has explored.



James Tapper


Sun 19 Jan 2025 10.00 GMT


 **Share**

Is this the way to fix social care in England?

As yet another review is launched, a single council is offering an alternative to rationing support for the most needy



 Florence Mahon, one of many residents who receive free homecare in Hammersmith and Fulham, London. Photograph: Sophia Evans/The Observer

 Florence Mahon spent a decade running around after peers at the



Discussion

Who could you and your organisation influence?

What would you tell them?

How would you tell it?