

Case Study

The Myers Grove School Community Magazine



Myers Grove Secondary School places particular focus on creativity and is one of only two schools in Sheffield to pilot the new 14-19 Diploma in Creative & Media. The school is also bidding for specialist status as a Business and Enterprise College, having entered strong contenders in the BiG Challenge for two years running.



Year 7 students interviewed local band Little Man Tate for the magazine.

Although the school has excellent facilities in its media lab, it had yet to demonstrate the value of this with a tangible product. Two members of staff, Mike Garnock-Jones and Jaq Lysandrou, sought a way to showcase the facilities and the talent that the school had to offer and to drive business and enterprise throughout the curriculum.

Mike and Jaq decided on a school magazine, the first issue of which would be a model that could be passed down and replicated by students. The magazine would be a collection of work by the students and would, it was hoped, generate money to help fund the costs of print and design.

Mike asked the heads of each department for some of the top pieces of work from their students, for example, short pieces of writing and mathematical quizzes. This cross-curricular approach provided at least thirty stories, articles, reports and reviews, showcasing a wide variety of talent.

There were also articles that had previously been written by students, from Myers Grove and their neighbouring school Wisewood, specifically for a magazine. The word soon spread about the school magazine and contributions started to come in from other members of staff. This included an art teacher hoping to advertise his work and the school nurse who was in need of some publicity for her new health website.

An opportunity arose to generate money from the magazine during the BiG Challenge 2008-09. For its BiG Challenge entry, one team offered advertising opportunities to local businesses for a small fee. This created a lot of interest and the team generated nearly

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Mike Garnock-Jones
Enterprise Champion at Myers Grove School

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£700 income. The magazine emerged as the perfect solution for the team of students, who hadn't yet planned a way of distributing the adverts.

Mike and Jaq decided to employ the skills of an outside designer and printer, a young entrepreneur who once attended Wisewood School, to put the content together in one cohesive and easily replicable style.

The magazine has now been distributed to the homes of all Myers Grove students in a mailing direct from the Head teacher. The remaining copies will be circulated by students around local shops and businesses. The success of the first issue and the demand for future issues will be measured by a survey that the editorial team has asked each reader to complete, with the incentive of a free meal provided by one of the advertisers.

If the magazine is well received, the model can be handed over to a student-led team who would take on nearly the whole process. Mike is hopeful that this will be the case. He says,

"I want the Creative & Media students to take on the design and the editorial responsibilities. This would be a perfect opportunity for them to gain real experience, plus they can use the magazine as part of their coursework. We hope that local businesses will continue to advertise with us as this income is needed to cover the printing costs."

The team of staff involved in producing the magazine are happy to have achieved their goal in creating a transferable and adaptable model. Mike comments,

"The model we have created is definitely replicable and I think a school magazine is a realistic option for all schools. If you look around, there are loads of naturally occurring pieces that can be included and it is a fun and creative business-focused opportunity for students to be involved in."



The magazine featured the launch of the social enterprise One Water:



Students meet famous author Derek Landy which made an exciting story for the magazine.

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