

Lyskerrys Magazine Update

We have received very positive feedback about the winter edition of Lyskerrys magazine, which contained essential information about how to get help as well as lots of positive community stories.

That edition more or less exhausted LAMB's funds and because of the continuing restrictions related to the pandemic it is hard to be sure about when it will next be possible to publish an edition.

To be clear with stakeholders, including the Town Council, LAMB is proposing to suspend the publication of Lyskerrys until summer 2021 at the earliest.

There is good reason to think that once people are able to meet in person again it will be possible to restart the magazine with a variety of funding sources:

- LAMB has kept in contact with PLUSS who were providing significant funding for a package of work. This included running 'Connect and Create' sessions twice a month to give people the opportunity to learn how to tell their own stories and those of their community, and find out about how the magazine is created and how they could get involved. The Lyskerrys editor was also providing training and mentoring to PLUSS staff. Three Connect and Create sessions took place before the start of the pandemic. PLUSS has indicated that they would like LAMB to reapply to resume this once it is possible to do so.
- Advertising - the magazine has always carried a small amount of advertising. This is not enough to pay for the costs by itself but is a useful contribution and more enquiries have been received recently about advertising, which is encouraging.
- The Cattle Market Makers project includes the opportunity for LAMB to bid to provide paid support for makers in how to effectively tell their stories to increase sales, and for paid content in the magazine.
- The Town Council contribution of £1,000 per edition is a very valuable element of the overall funding and, as in the last edition, enables the Town Council to communicate key messages to all residents as well as helping to fulfill wider Town Council aims around building the local community.