

I would like to apply for the External Partner position to help create a quarterly Liskeard Community Magazine.

My name is Jenny Lightley and I can be contacted on this email address or by mobile on 07780 468328 or landline on 01752 946927.

I own and run a SE Cornwall-based social enterprise magazine and organisation called Backbone Media, which is currently in the process of structuring as a Community Interest Company.

I have many years of senior magazine and book editor experience at a local, national and international level, as well as public sector management experience in education. As a Senior Editor for Wolters Kluwer in London, I successfully set up, launched and ran a portfolio of integrated content products including a magazine, website, e-newsletters, print newsletters and email direct marketing services.

In the last three years, I have set up, launched and run a local community magazine 'Love Saltash' for Saltash town and surrounding areas. 6000 print copies are distributed monthly - 5000 through doors and the remaining 1000 from local pickup points. The publication is entirely self-funding from advertising revenue and high quality paid editorial such as the 'Town Messenger' newsletter written and produced for Saltash Town Council, the Community Matters page for Waitrose (profiling local charities and community organisations that can't afford their own advertising), and [saltash.net](http://saltash.net) Community School's Student Reporters' page. The editorial focus of the magazine is to provide engaging content for all ages and types of people from a range of backgrounds - community cohesion is key, as well as providing a voice for those in our community who don't usually get heard. The magazine has been effective as an engaging vehicle for skills development and training opportunities, working with a small number of the hardest-to-reach NEETs in Saltash via Careers South West.

Since Love Saltash magazine launched 18 months ago, the overwhelming positive feedback we've received includes comments such as:

"I've lived in Saltash all my life (80 years) and I had no idea there was so much going on"

"I understand a bit about local politics now" (from a 12-year-old)

"We keep it as a coffee table book as it's beautiful and makes us feel proud to live in Saltash"

"Every time people open your magazine - no matter what their background or situation is - there is no reason ever to feel lonely in our town" (from the manager of a care in the community scheme)

"You have changed the perception of Saltash - inside and out"

Love Saltash magazine is produced in a pdf format, which generates online interest and boosted circulation figures via Facebook and Twitter currently. Our innovative artwork and creative editorial has played a major part in increasing engagement from readers - both with the publication in print and online, and

within the community and organisations that operate in, and need to communicate with, the town.

I am a Fellow of the Cornwall School for Social Entrepreneurs' Lloyds Programme, and the social enterprise model for the magazine was developed during my time with the school three years ago. Before then, I was an Entrepreneurial Project Manager on an ad hoc basis for Real Ideas Organisation, and since then I have become an Assessor on the Cornwall SSE Panel for new applicants to the Lloyds Programme.

I am passionate about local publications belonging fully to the town they operate in, representing a wide range of people and ensuring that the majority of any revenue created (and ALL profits or surpluses) are reinvested in the town for the benefit of the community. The model I have created is transferrable to other towns, and I would be delighted to use my skills and knowledge to help Liskeard town, Council, community organisations, businesses and residents take ownership of the most engaging and authentic Liskeard publication possible.

I look forward to the possibility of discussing my application further with you, with a view to putting together a detailed plan that demonstrates value for money and all needs being met as set out in the Project Definition.

Kind Regards, Jenny

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[backbonemedia.org.uk](http://backbonemedia.org.uk)

REFERENCES:

[Redacted references]