



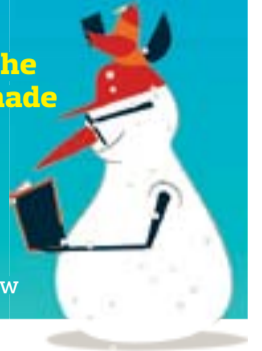
# MUSIC SPECIAL

★ FKA TWIGS: EXCLUSIVE INTERVIEW ★  
★ MANIC STREET PREACHERS ★  
PLUS THE ACTS TO WATCH IN 2015  
In The New Review



Michael Palin, Robert Peston, Julie Myerson and more ...

Writers and critics pick the reads that made their year



### SKYLINE

This panel tells the reader about what is happening in another section of the paper. It is to tempt readers inside the newspaper.

# The Observer

www.observer.co.uk  
Sunday 30 November 2014 £2.90  
(Channel Islands: £3.30)

### PRICE AND DATE

The Observer costs £2.90p. The price covers 60% of the cost. The rest comes from adverts.

### MASTHEAD

The masthead is a specially designed logo that shows the name of the newspaper.

## Tory shire council leaders call for more cash and powers for England's regions

- 119 council leaders demand an end to austerity
- 'After Scottish reform pledge, it's our turn now'

by Toby Helm  
Political Editor

### BYLINE

Sometimes the writer's job title or where they are writing from is included. Staff writers are always credited.

including Tory council leaders to demand a radical change that will give power to run their own affairs to English councils controlled by Labour, 40 by the Conservatives and 10 by the Liberal Democrats – say in a letter to the *Observer* that the English people will not accept Scottish devolution unless it is matched by an equal redistribution of power south of the border.

They also call on George Osborne to give them the ability and cash to run their own affairs, so that they are no longer at the mercy of financial decisions and diktats by a distant Whitehall.

The letter states: "Earlier this week, the Smith commission [on Scottish devolution] set out a better deal for Scotland, granting more control over funding and recognising the importance of devolving power down beyond Holyrood. It's England's turn now."



George Osborne gives autumn statement on Wednesday – and more of the same is not an option, say council leaders.

### ON OTHER PAGES

The north hits back at Osborne's austerity: it's devolution or bust 8-9

### STANDFIRST

A standfirst is used to add detail that was not included in the headline. It is a serious story so no jokes are made in the headline.

Demonstrating that unease is not confined to Labour-run authorities, or to the north of England, the letter is signed by the leaders of several big Tory-run councils in the south, including Buckinghamshire, Surrey and Oxfordshire county council, which covers David Cameron's constituency of Witney.

Last week, there were signs that pressure was building for a new deal in Conservative, as well as Labour and Lib Dem circles, when mayor of London Boris Johnson signed a letter calling for more powers to be devolved.

The huge list of signatories to today's letter – which also calls for an end to savage financial cuts imposed by the centre – demonstrate growing all-party frustration at a system that leaves local communities at the mercy of a central government with little or no understanding of each area's particular needs. The letter

Continued on page 5

## Twickenham tribute Rugby fans mark passing of cricketer Phillip Hughes

### HEADLINE

The biggest headline on the page is called the "main splash". This is a serious story so no jokes are made in the headline.



### STANDALONE

A picture that is unrelated to the main stories on the front page, such as this, is called a standalone. It will have its own headline or strap, and a longer caption than other photos. Often the story connected to the picture will be further inside the paper.

## London's young in record exodus

by Jamie Doward

Ambitious thirtysomethings are leaving London in droves. Record numbers are turning their backs on the capital and flocking to England's regional cities, according to an analysis of official data that suggests a significant exodus from London is under way.

Figures released by the Office for National Statistics show that, in the year to June last year, 58,220 people

the 10% was thirty- the



Birmingham has become the city of choice for many of those leaving London and hoping to get a foot on the property ladder.

year of the credit crisis figures are likely to be of the true numbers of people in their thirties migrating from London.

The ONS figures are based largely on an analysis of NHS registers, so will not include everyone who moves away from the capital. Soaring house prices in London since June 2013 are also likely to have accelerated the outflow.

House prices in the capital have risen by 19% in the past year alone. The average property in London now costs £402,800, according to Hometrack: the UK average is £185,700.

This may be one reason why Birmingham has become the favourite

Continued on page 6

### TURN

Often front page stories continue elsewhere in paper.

by Jamie Doward

The "fortress" did not remain silent. Instead, in a fitting tribute to a "funny, positive" man whose tragically early death has touched fans of all sports and from all nations, Twickenham, the home of English rugby, marked the passing of Australian cricketer Phillip Hughes with an emotional minute's applause.

The 82,000-strong crowd attending yesterday's England-Australia Test

vigil after the Australian batsman was struck by a ball in the chest in Sydney. The Chris Wallaby mascot left in tribute to the

Cricket bats, Australian caps and a mascot are laid at the side of the pitch as a mark of respect. AP

batsman whom his family and fellow players said was "much loved" and a "cheeky, confident" player. One of the batsmen, Phillip Hughes, scored a century in his debut match. Hughes' death was marked around the world, with Elton John using a performance to dedicate a song to the player and the man who bowled the bouncer, 22-year-old Sean Abbott.

### CAPTION

Captions give a brief description of a photograph or graphic. Often they include the photographer's name.

### IN SPORT

Rugby match reports and analysis 1-6

Phillip Hughes tributes 16-17

