



LEEDS
CITY COUNCIL

Design & Cost Report

Capital Scheme No:

Parent Scheme No:

**AGENDA
ITEM NO.:**

DCR Clearance No.
*(This will be allocated by
Capital Control Finance.)*

APPENDIX 2

REPORT OF Anna Turner

REPORT TO East (Inner) Area Committee

SUBJECT : Radio Asian Fever - £20,000

Electoral Wards Affected :

Gipton and Harehills

Specific Implications For :

Ethnic Minorities

Women

Disabled People

Executive Board Decision

Eligible for Call In

Not eligible for Call In
(details contained within the report)

1.0. PURPOSE OF REPORT

The purpose of this report is to:

- a) obtain approval from The East (Inner) Area Committee to the grant £20,000 towards the set-up costs for Radio Asian Fever.

2.0. BACKGROUND

Radio Asian Fever (RAF), will be broadcasting under a full-time five year Community Radio Licence awarded by OFCOM from January 2007. It will deliver 18 hours of live broadcast and 6 hours of recorded programming every day of the year once on air.

Asian Fever, once operational, will create the equivalent of 5 new full-time posts from within the target community to run the project. It aims to:

- > Develop and produce informative, educational and entertaining programmes that are pertinent to the needs of the community. Asian Fever will be produced and delivered by the community for the community in the various community languages and English. The station will work in partnership with mainstream service providers including voluntary/community groups and organisations in its programming.
- > Be the platform for local communities to air their views and concerns, to enable them to access and take up services effectively.
- > Enable service providers and wider communities to interact and participate with all South Asian communities in the city.
- > Provide work placement and volunteering opportunities for all, including Training Opportunities at the station for a minimum of 96 adult members of the community in the first year, (a minimum target of 25% participation by women is in place).

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- > Positively involve disadvantaged/disengaged young people in radio through training and volunteering opportunities, providing them with the skills and confidence to broadcast and to interact with the community and decision-makers.
- > Act as a springboard for local talent of all ages, (singers, bands, comedians and poets) as well as showcase international artists for local audiences.

Radio Asian Fever works in partnership with a wide range of other organisations to further its community aims, as briefly described below.

- > It promotes Healthy Living by working with Healthy Living Centres and P.C.T's to design develop, produce and deliver programmes on health issues prevalent in the South Asian Communities including diabetes, Heart Diseases, Mental Health issues and many more.
- > It aims to increase employability of community members (with Jobcentre Plus) to increase access to and enable uptake of jobs and training opportunities.
- > Improving family relations are highlighted by working with educational institutes, Black Mental Health, Drugs and Substance misuse Organisations, Domestic Violence and community safety teams of WYPA.
- > Local Citizens Advice Bureau's provide on air and in-house surgeries on Welfare and Benefits, Housing, Debt, asylum / refugee and immigration advice etc.
- > Community relations are developed by working with the wider communities on cross-cutting themes to remove barriers and build harmonious communities. This will be through celebrating (in an informative manner) the various community identities and cultures.

The set-ups costs for the new station are £300k. This will pay for specialist broadcasting equipment, building work to their base at 229 Roundhay Road (lease secured) and other one-off set up costs.

A bid has been made for ERDF and Big Lottery Funds. The ERDF requires match. The project has a potential funding shortfall of £40k – for which it is seeking Leeds City Council support.

Although the project is aimed at the city's South Asian population, because the base is in Harehills and immediate opportunities for community involvement will be local, the Inner East Area Committee is being asked to contribute £20k from its capital Well-being budget with further £10k coming from SSCF.

It is hoped that any further shortfall will be met by other areas of the city with significant South Asian populations that would benefit from a community engagement tool through radio.

In terms of sustainability, a business plan has been developed with an aid of a consultant. The business plan helped gain the licence and supports the bids being made. The projections are for a decreasing reliance of revenue-grant with increased sponsorship income as the station establishes itself.

As part of a funding agreement that would accompany any award the Wellbeing budget, access to the radio by partner agencies wishing to engage with listeners would be facilitated by the station.

3.0 DESIGN PROPOSALS / SCHEME DESCRIPTION

The exact design plans will be available following the confirmation of the necessary funding. The project strategic plan is not yet available as we are still at a stage of raising the necessary finances.

4.0. CONSULTATIONS

The local Ward Members are supportive of the initiative and further discussions are in progress with the neighbouring Area Management Teams.

5.0 COMMUNITY SAFETY

Section 17 of the Crime and Disorder Act 1998 creates a general duty on the Council to take account of the community safety dimension in all of its work. All policies, plans and budgets need to be considered from the standpoint of their potential contribution to the reduction of crime and disorder.

The proposals contained in the report do have implications under Section 17 of the Crime and Disorder Act 1998 and it is intended that the programming will contribute towards the promotion of the community safety message.

6.0 RECOMMENDATIONS

The East (Inner) Area Committee is requested to approve the Grant of £20,000 to Radio Asian Fever to develop a base for its activities conditioned on the successful application to ERDF, SSCF and Big Lottery Funds. The monies should be from the Wellbeing Capital pot of Gipton and Harehills ward.