

Area Committee Well-being Fund – Expression of Interest

Project Name: Community Radio

Lead Organisation: Radio Asian Fever (RAF)

Project Delivery - How will the project be delivered? (Please list any partners involved in the project):

With its 5 year community radio license RAF will deliver 18 hours of live broadcast and 6 hours of recorded programming every day of the year, once on air (1st of February 2007).

RAF is very successful in engaging the South Asian Communities (SAC) in Leeds. Programmes are in English, Urdu, Punjabi, Bengali, Kashmiri and Mirpuri (a spoken dialect only) and attract a massive response.

RAF targets a South Asian audience but involves and interacts with wider communities, faiths and cultures. As well as providing all-round family entertainment, we set out to develop and promote activities that facilitate community cohesion and positive interaction. We promote equal opportunities and access to amenities, services and service providers through our broadcasts and other activities. We give voice to local communities to highlight and air local issues relevant not only to the South Asian Community, but the wider community also.

The radio will be delivered by 5 full-time staff, 12 part-time community correspondents and 20 volunteers. The station will have two broadcasting studios, a recording studio, an editing-suite and a IT suite. And work with all community/voluntary groups in delivering its radio programmes.

Project Summary (please include a brief description of the main activities and why this project is needed):

RAF is a community radio station working for South Asian communities in Leeds, West Yorkshire. The station serves all South Asian communities in the city, combating under-representation and exclusion from mainstream media. The station is not religious. Uniquely in the city, it works across the cultures, faith groups and their many denominations. It aims to bring the whole community together and has notable achievements in fostering cooperation between groups on previous projects it has supported.

At present, established media and service delivery organisations / infrastructures fail to reach the majority of people from the South Asian Communities (SACs) of Leeds. This is primarily due to language barriers and a lack of cultural and religious understanding. This, impacts on the accessibility of mainstream services to these communities. South Asian communities find themselves excluded both from service providers e.g. health, education, housing, employment, social welfare, advisory services and the media which promote these services. Traditional methods used to access are ineffective (e.g. translated leaflets / pamphlets) as the majority of the SAC's not only have either no / poor command of English, they are also illiterate in their own languages (93% illiteracy in migrants from India, Pakistan and Bangladesh). This places people at a considerable disadvantage in all areas of life including social, economic, and educational and employment opportunities, leading to the further polarization / marginalisation and disengagement of these communities. This manifests itself in disproportionately high unemployment rates, poverty, deprivation, poor housing, mental and physical ill-health, victim of crime (racial and religious hate in particular), living in isolation and in fear of crime.

The need for the community radio has been identified through research at community grass root level, namely research surveys carried out with the members of the community and the local voluntary and community sector. Furthermore, need is evidenced through the local statistics and census (2001) findings. The local evidence of need is further strengthened by

National research studies and statistics in relation to depravation, disadvantage and inequalities suffered by the SAC's, and the factors causing / perpetuating this.

Outcomes (please summarise the main outcome/output/benefit the project will achieve):

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

Asian Fever, once operational, will create the minimum equivalent of 5 new full-time 12 part 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. Radio 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 members of the community, (a minimum target of 25% participation by women is in place).
- 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).

Radio Asian Fever also 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 PCT'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 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.
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Project Cost (please indicate how much the project will cost, how much Well-being funding is sought and the breakdown between capital and revenue):

The capital set-ups costs for the new station are £106,900 This will pay for specialist

Broadcasting equipment, building work and decoration as well as a van/mobile studio for their base at 229 Roundhay Road (lease secured). Whilst the revenue and overhead costs for the first year are £306,128. Bids have been submitted to both ERDF and Big Lottery Fund for the majority of the costs. However, ERDF must have 100% match - so any contribution will in effect be doubled-up by ERDF. The shortfall in match-funding to ensure a maximum ERDF award is £40k. The request to this Area committee is to fund £10k out of its Well-Being Fund for overhead costs.

Identify which geographic areas will benefit and which Area Committee you are applying to:

All inner city areas will benefit therefore all Area Committees are being approached.