



Diverse FM Community Media & Training Project

With the support of a grant from Big Lottery's Reaching Communities Programme, Diverse FM set up a successful Community Media and Training Project in October 2010. The followings are some of the outstanding key achievements the project has achieved in the first two years of its operation.

Significant Achievements in 2011 - 2012

- Successfully developed and delivered over 25 different accredited training programmes, including introduction of a range of new programmes e.g. Certificate in Introduction into Youth Work, Employability Skills, Sexual Health, SIA Door supervisor, Stewarding, Personal Awareness, Health and Safety at Work and Safeguarding.
- Accreditation of training programmes from NCFE, ABC and OCN
- Successful application and registration for UK Online Centre
- 878 mainly young people from NEET and other socio-economic disadvantaged backgrounds gained accredited learning outcome.
- 91 mainly NEET young people has successfully gained employment or progressed into further education or training (For more info please refer to the case studies pages)
- Successful in gaining 94% retention and with over 80% progression rate for NEET young people
- 5 new volunteers completing PETTLS to become qualified trainer
- 1,113 individuals from many different social, community and cultural backgrounds were successfully brought together to participate on a range of social educational programme of activities and opportunities to gain key personal, social, employment and leadership skills. This has helped to promote community cohesion and celebrate Luton's rich cultural diversity
- 643 (156 year 1, 487 year 2) individuals recruited and trained as volunteers to carry out different tasks such as presenting shows on Diverse FM to support training team, summer school and other projects
- 186 local charities and voluntary/ community organisations promoted their services/ organisation for free of charge through the service providers and other shows
- Successful live joint broadcast of "Question Time" with BBC Radio 4, hosted by Mr Dimbleby and guests such as Secretary of State for DCMS and other high profile personalities
- Successful development and delivery of the Summer School Project resulting recruitment of 84 young people as volunteers, 200 or more other children and young people benefiting from over 50 different social, educational and recreational activities and opportunities, educational workshops and a range of accredited and non accredited training programmes over a period of 5 weeks
- Mehbub Koyes (Mugsy) winning the prestigious national award "Children & Young People's Champion – Children and Young People's Now Award"
- Mick Foster (station coordinator) appointed to BBC Media Share Committee which looks at the need for Community Radio and how BBC could help.
- Successful technical and programme sharing arrangement with BBC enabling Diverse FM to share BBC's expertise and programmes such as news, sports and a range of World Service programmes in different community languages
- Access to BBC's ISDN lines on all football grounds for Luton Town F.C. live coverage
- Access to BBC Academy training for Diverse FM staff/ volunteers (5 members of Diverse FM attended this year)
- Connor Hughes (volunteer presenter) successfully joined Radio 4 for a work placement
- Josh Hoskins (volunteer sports presenter) successfully applied at Solent University in Southampton to study media
- Steve Moore (volunteer sports presenter) successfully applied and recruited as press staff for the 2012 Paralympics
- Stuart Lindsey from sports team was unemployed for 2 years but his voluntary duties with Diverse FM helped him to gain confidence and a job

- Extension of contract with Luton Town F.C. to continue broadcasting live football coverage
- Gained positive coverage on national TV (BBC 3). Presenter praised Diverse FM and how positively it engages young people to promote community cohesion and deal with extremism / radicalisation
- Extension of the building to accommodate more training and youth & community provisions, as well as making the building DDA compliance
- Two volunteers (training) won Volunteer of the Year Award at Luton's Annual Community Award Ceremony
- Kunain Majid (volunteer trainer) won Teacher of the Year Awards at Luton's Annual Community Award Ceremony
- Official media partners for Luton City status bid, Karen Trust, Keech Hospice, Community Awards, Luton Christmas Light Switch On and many others
- Helped raised over £20,000 for local charities
- Extension of Diverse FM broadcast licence for another 5 years (till 2017)
- Successful partnership with University of Bedfordshire to submit a joint bid for the Local TV licence
- Supported Luton Employment Training & Skills (LETS) Fair resulted in 142 unemployed people gaining employment or training
- Partnership with One Stop Advice Centre resulted in more than 150 people benefiting from a range of advice and support services

Campaigns for Crimestoppers on Diverse FM:

- Drug Campaign resulted in 21 per cent increase in calls.

Overall Summary

- 5% increase in calls about Luton during the campaign period compared to the same period during the year before
- 14% increase in calls about Luton compared to the run up to the campaign, (January 2010 – end of October 2010)
- 2% increase in calls about Bedfordshire compared to the year before
- 65% of calls were on the crime campaigned for
- 19% of calls were about the 4 geographical areas of Luton where activity was focused
- 1 arrest for the crime type campaigned on

Other community campaigns supported by Diverse FM:

- Digital Switch over – National Campaign
- British Army – National Campaign
- Keech Hospice- Midnight walks.
- Luton Town Breakfast Business Forum
- SEPT – Community Carers Day
- National Anti Bullying Week
- Mouth Cancer Foundation
- Black, Asian and Minority Ethnic Careers Event
- Luton Employment Training & Skills Fair
- Luton Irish Forum – Bring the Boat Home History of Irish in Luton
- Luton Rights – Monthly radio show on financial inclusion, welfare, benefits and other related issues

Supported by:

