

Applicant 13 East End Community Radio - Response to questions:

1. Can you provide more information about how this proposal would reduce child poverty?

2. Will children and young people be involved, and if so, how?

Education - If successful the project will engage the services of Glasgow Kelvin College. This local Further Education college supports local communities through their Wider Access programme, by delivering educational programmes with the cost covered the College. The model of support includes the College sending qualified tutors to work with and support local people through learning. A significant feature of this support is the tailored syllabus which can be co-designed by the College and it's partner agencies. Essentially this will allow us to design and shape the learning outcomes through a joint consultative process. This will enable us to identify and respond to the learning needs of local people. The learning and teaching of new technologies will enable local people to gain national qualifications, which can be accredited through SCQF benchmarking.

Poverty - If successful, the project will enable local people to gain qualifications in new broadcasting technologies, and also transferable essential skills in Communications, Working with Others, Problem Solving, Numeracy and ICT. This will significantly improve employment opportunities for local people, in a geographical area where high unemployment and low educational attainment is recorded as the worst in Scotland (Scottish Index of Multiple Deprivation). Increasing employability will have the natural benefit of removing people from the poverty trap, by securing sustainable jobs.

Health & Wellbeing - If successful, the project will provide opportunities for local people to engage in activities which will stimulate and motivate them to participate in activities which are and have been otherwise unavailable to them. The benefits include removing people from isolation, encouraging social engagement and improving confidence and self-esteem. Local people will be encouraged to participate in the project, regardless of their gender, ethnicity, sexual orientation, disability and age. This will be an entirely inclusive project, aiming to meet the needs of everyone within the geographical area we serve.

Young People - If Successful the young people will have the opportunity to be part of the board who make decisions on how the station is shaped and will play a major role in developing the content we put out along with the learning aspect the station and college will be supportive in every step of the journey they are on.

