



Access for All

CSV Action Desks and collaborative work with Hard to Reach Groups

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Executive Summary

ABOUT US

The award winning CSV Action Network is the result of a groundbreaking partnership between CSV and the BBC.

Since 2001 we have inspired and connected over 405,000 people with local volunteering and learning opportunities, using our extensive community links to identify local needs and partners, and using outreach and broadcast media as a catalyst for action.

HARD TO REACH GROUPS

Many of the people we work with are often referred to as “hard to reach” and whilst some claim “hard – to reach groups don’t exist ... you just have to go and say hello to them”.¹

The DfeS has defined this oft used – but seldom understood – label as:

Type A: ... the marginalised, economically disadvantaged or socially excluded.

Type B: ... the overlooked, ‘invisible’, or those unable to articulate their needs.

Type C: ... the suspicious, over-targeted or those disengaged from social, economic or educational opportunity.²

For the Learning and Skills Council these groups are “certain sectors of the community [who] find it difficult to take advantage of learning opportunities. This could be because of physical disability, language, financial constraints, cultural differences or social expectations, for example.”³

CSV recognises that to build more active communities we have to reach out and engage with all groups, including the marginalised and excluded. This document outlines some of our recent work with many of those often labelled as ‘hard to reach’.

OUR APPROACH

CSV runs 36 Action Desks across the whole of England. Each Desk is run by a CSV Producer, who organises events and campaigns working with BBC colleagues to produce great content for Radio, TV and Online which potentially reaches 10 million people a week.

Broadcast activity is supported by outreach, where we go into the heart of local communities to engage with real people from all ages and backgrounds, enabling us to see issues and problems first hand.

We invest in relationships and build contacts that traditional journalists often do not have the time, or skills, to develop. This enables us to access communities who are often sceptical of the media and we work with these communities so they can articulate their needs to a wider audience.

¹ Source: <http://www.delib.co.uk/dblog/hard-to-reach-groups-don-t-exist>

² Source: <http://www.dfes.gov.uk/research/data/uploadfiles/RR475.pdf>

³ Source: Learning and Skills Council website
<http://www.lsc.gov.uk/Jargonbuster/Hard+to+reach+groups.htm> with referral to:
<http://www.crimereduction.gov.uk/toolkits/p03110701.htm>

Executive Summary

SOME RECENT HIGHLIGHTS

The Wonder Garden

CSV helped to create a vegetable garden for schoolchildren from Virginia Primary School on the Boundary Estate in Bethnal Green. Pupils have been tending vegetables in their 'Wonder Garden', to learn more about gardening and how to eat better.

The garden was visited by Third Sector Minister Ed Milliband as part of the ministerial launch for the 'Dare to Care: make Time to end child poverty campaign' in June 07.

Islam Awareness Week

Sony award winning radio and outreach from the CSV team in Derby which challenged media stereotypes by promoting different faith groups and gave a voice to the local Muslim community.

Living in Exile

This CSV produced documentary was shortlisted for a "Race in the Media" Award and told the story of an Iranian family and a couple of Kosovan schoolgirls living in Lancashire.

Ghost Story Challenge

CSV Action Norfolk worked with 60 people from ESOL classes in Great Yarmouth and single parents in Thetford, enabling parents to devise and tell their own Halloween ghost story.

Phones for Paul's Place

An appeal run by CSV and BBC Radio Bristol raising money for a new community centre to support physically disabled and cognitively impaired adults, whilst also challenging perceptions about these issues. The campaign was shortlisted in the Community category for the 2007 Sony Radio Awards.

TRI4ERS

A dance group formed by the Camborne Neighbourhood Police team supported 400 children at risk of social exclusion. CSV Action Cornwall followed the progress of the initiative and helped promote it to health agencies, local schools and the police.

Radio Wanno

CSV hosted and organised radio workshops for inmates of Wandsworth prison, which included BBC staff from BBC Radio 4, BBC London and BBC iXtra. The project won a NIACE Adult Learners Award.



BME Community Groups

ISLAM AWARENESS WEEK, DERBY

Islam Awareness Week looked behind the current media headlines about extremism, terrorist plots and suicide bombers, to focus on the similarities between communities, challenging stereotypes and showing the positive impact Muslims can have on our society.

CSV organised two meetings with members of the Islamic community, getting their help and support in developing ideas for the campaign. Daily features on the BBC Radio Derby Breakfast Show looked at:

- ◆ Life after 9/11 for local Muslims
- ◆ A local woman who had converted to Islam
- ◆ Projects promoting integration
- ◆ Women and Islam; and
- ◆ The tensions between being British and Muslim.

This last item featured a man who had started an education and training project for the local community, paid for with his own money. His daughter Nasmin volunteered as the first Muslim Special Constable for Derbyshire Police.

Other activity in the week included:

- ◆ An on air discussion where listeners put their questions about Islam to a panel.
- ◆ Two interviews on Sunday Breakfast with people who had converted to Islam.
- ◆ Myth of the Day, produced by two Muslim volunteers, replaced the regular Morning Thought.
- ◆ An audio tour of a Mosque.
- ◆ Features on the BBC Derbyshire and the national Islam Awareness Week websites.

Working closely with Radio Ikhlas; a new community radio station aimed at the Pakistani, refugee and asylum seeker communities in inner city Derby, CSV ran two training sessions for the station's 40 volunteers, one on presenter training and another on using the media.

CSV also broadcast items on Radio Ikhlas promoting outreach events to an audience which doesn't listen to BBC Radio Derby and would therefore not have heard about these opportunities. One such activity saw 50 people from the local Islamic community coming on the BBC Bus when it visited Normanton. We arranged for local community policemen to be on board during the visit encouraging dialogue between the two parties.

Our Islam Awareness Week contributed to Radio Derby's being named medium sized station of the year, at the Radio Industry Oscars, the Sony's.

“On several occasions the station has explored the challenges facing young Muslims and in doing so has given its audience a chance to listen at length to voices normally reduced to vox pops - or not heard at all.”

Sony Radio Awards Judges, 2007

THOUGHTS ON SLAVERY, NOTTINGHAM

To celebrate the 200th anniversary of the abolition of slavery, CSV worked with organisations such as Nottingham's Association of Black Churches in order to gather short stories, thoughts and poems relating to the Act. These were broadcast on BBC Radio Nottingham and featured online.

BME Community Groups

SUPPORTING LOCAL GOVERNMENT, LUTON

The CSV Action Desk at BBC 3 Counties works closely with the ethnic community programmes including Origins (Afro - Caribbean community), Bangla Nation (South Asian community) and Rokker Radio (Traveller & Gypsy community) - covering health and education issues, police recruitment, volunteering and lifelong learning opportunities.

In doing this we work closely with Bedfordshire County Council, who want to reach BMEs with information that would normally be seen as mainstream, but which they have historically found difficult to disseminate to these communities.

ASIAN VOICES, SOLENT

This series of audio diaries featured Asian women in Hampshire and West Sussex talking about their lives; from arrival on British shores to adapting to a new way of life. The series was accompanied with an information pack with details of local support groups, societies and training providers for other people in a similar position.

RAISING AWARENESS OF NEW COMMUNITIES, BLACKBURN

The CSV Action Desk at BBC Lancashire produced a 30 minute documentary with Asylum seekers, called Living in Exile which featured Kosovan schoolgirls, an Iranian family and a single Iranian boy. It was shortlisted for a Commission for Racial Equality's 'Race in the Media' award.

THE WONDER GARDEN, BETHNAL GREEN

CSV helped to create a vegetable garden for schoolchildren from Virginia Primary School on the Boundary Estate in Bethnal Green. Pupils have been tending vegetables in their 'Wonder Garden', to learn more about gardening and how to eat better.

The project hosted the launch of the 'Dare to Care: make time to help end child poverty' campaign.

Eleanor Dobing, the CSV Producer in London who has worked on the project from the outset noted that: "although the children of Virginia Primary School were keen to grow coconuts and watermelons we've managed to persuade them that vegetables like beans, cabbages, potatoes and pumpkins might be easier in East London!"



Launch of the Wonder Garden

Adult Learners

GHOST STORY CHALLENGE, NORFOLK

To support the BBC's Reading and Writing (RaW) campaign, CSV devised a Halloween themed campaign working in partnership with ESOL groups in Great Yarmouth and single parents in Thetford.

Four workshops were promoted via post offices, community centres, home-start groups and libraries, with over 60 people taking part. All participants given the opportunity to record their piece for broadcast, and the five best stories were broadcast on BBC Radio Norfolk.

Those who couldn't attend the sessions were able to call us or download a story writing toolkit from our website, so they too could take part in the challenge.

BALLOON FESTIVAL, NORTHAMPTON

To engage adults with literacy issues in a new and engaging way, CSV set up a stall at a local balloon festival offering free balloons to people who wrote messages on special tags which sent their wishes and dreams into the air.

This attracted hundreds of people who each wrote messages and took away information on Adult Learning. Participants – typically from low income families, BMEs and the travelling community – would not have picked up this information if it had been promoted in a conventional fashion.

THE PLOT, SLOUGH



This community gardening project brought together local residents and immigrant families on Slough's allotments, encouraging listeners to get gardening and grow their own produce.

BBC Radio Berkshire was given two plots on the allotment and divided them into 26 small rows which were given to a wide range of local community groups, charities and schools.

The station joined forces with The Seeds Trust, Eton School and Slough Borough Council to produce workshops, seed pack giveaways and locally relevant fact sheets.

CSV also organised for a team of professional writers and actors to work with the residents, families, schools and community groups working on the plot to turn their life stories into radio dramas.

The project was awarded a prestigious Sony Gold Award in the Community Category at the recent Sony Awards.

“...a great idea with which the station engaged in a truly original way. What set it apart was that they exploited the idea across the output, even managing a drama in the garden shed. It was fun radio which really engaged the community and left a lasting legacy.”

Sony Radio Award Judges, 2007

RADIO WORKSHOPS, HMP WANDSWORTH

Radio Wanno uses radio as a means to improve the communication skills of prisoners as well as their confidence and aspirations.

CSV organised workshops with BBC staff from Radio 4, BBC London & IExtra where the prisoners asked probing questions about measuring audience reaction; how editorial decisions were made and how to resolve producer/presenter conflicts. They also interviewed the 'professionals' for their own prison radio show.

Radio Wanno recently won a prestigious NIACE Adult Learners Award.

“They are shouty, sometimes aggressive, rude to tutors, project workers and each other. But equally they are industrious, talented, supportive, enthusiastic and thoughtful.”

“Prison is the most intense environment I have ever experienced. Yes, they have little else to do but study, but if it were me I would be focusing all my energies on just surviving.”

Rosie Parkyn, tutor at Radio Wanno.

STORYTELLING DADS, KENT

CSV's Producers in Kent noticed that participants in a recent storytelling campaign had mostly been women, and therefore sought to find an all male environment to redress the balance.

The result was some groundbreaking work with Blantyre House Prison, where each day for a week the CSV Action Desk broadcast a different story read by a different father to his child or children. It was very emotional and each of the men spoke into the microphone as if their own child was there in front of them. The Dad's were all given a CD of their stories to give to their children.

This project also resulted in the broadcasting of a performance by travelling drama group Homeward Bound at HMP Maidstone. The group perform in prisons to inmates, officers and families, using drama to highlight the problems that need to be overcome when offenders are released and go home.

The play - a collaboration between Action for Prisoners' Families and the M6 Theatre company - was supported by interviews with the wives and girlfriends of inmates who talked openly about maintaining a relationship with someone who is inside.

When someone is sent to prison the families often feel as if they are serving a sentence too, so it was important for CSV to promote voluntary and statutory resources available to support prisoners' families, as well as the prisoners themselves.

Following the campaign, CSV has been contacted by a number of project beneficiaries who - upon their release - wanted to get advice and guidance on how to set up their own support groups.

DREADNOUGHT BREATHING PLACES, CORNWALL

The Dreadnought Centre in Launceston is for children with emotional and behavioural problems. Some are young offenders, in trouble at school because of bullying, others have been bullied themselves. There are also children who have difficulty coping with family bereavement.

CSV worked with these youngsters - and enlisted the support of other local people to provide help and advice - as the youngsters cleared and planted an allotment and wildlife haven for use by the whole community.

The project won a South West in Bloom Award.

“I just can’t believe it – I’ve never done anything right before and we’ve won this, just ... mad this is!”

One participant, Kevin, upon receiving the award

YOUTH INCLUSION, NOTTINGHAM

CSV supported this project which works with young people excluded from mainstream education and living in an area where crime and gun culture is rife.

Young people participating in a project for alternative qualifications worked with CSV to make a film about how people in their community perceived them; and how these perceptions are often wrong.

TR14ERS, CORNWALL

Camborne’s post code inspired the name for this dance group formed by the Camborne Neighbourhood Police team and boasting over 400 children as members.

Camborne has had a reputation for violence, drugs and vandalism, which this project sought to tackle. Sharing the success of the initiative with audiences across the county, CSV has reported on a dramatic improvement in the health of the group’s members.

At the start, one in four children had to use inhalers because of asthma, now as their fitness levels have increased dramatically the asthma has almost disappeared. Smoking is banned, and any child found with a cigarette is banned from the club. Healthy eating has also been introduced, and a local shop supplies fruit for every dance workshop.

“I’d never eaten fruit that wasn’t in a tin so I wasn’t sure what it would be like but it’s really cool - for Xmas my Mum bought me a smoothie maker and we’ve got a bowl of fruit in the kitchen!”

The dance team was nominated for an NHS Social Care Award and now that the youngsters have something to do anti social behaviour has dramatically decreased. For the first time since the estate was built, New Year 2007 was celebrated without any rioting or intimidation, and residents told us they were beginning to feel a sense of pride in their home and community.

Domestic Violence

BREAKING THE SILENCE, GLOUCESTERSHIRE

1 in 4 women experience domestic violence over their lifetimes

6-10% of women suffer domestic violence in a given year.

Council of Europe, 2002

The CSV Action Desk produced an in depth campaign looking at domestic abuse through the eyes of sufferers, support groups and volunteers.

As well as broadcast and online content, 10,000 bespoke leaflets were printed and distributed by CSV volunteers in ladies toilets all over the county – enabling women to access support materials in private and without fear of embarrassment or recrimination.

J9 CAMPAIGN, CORNWALL

CSV Action Cornwall was asked by the police to cover the J9 Campaign, J9 being the text sign off for a young woman called Janine (Ja Nine) Mundy who was killed in front of her two sons by her estranged husband.

“What happened to Janine must never happen again.”

Janine’s mother



Her mother spearheaded the J9 Campaign so that other women who may be frightened of attack can call into a shop or business in Camborne where the J9 stickers are displayed. A pink heart carrying a “J9” (Janine) logo can be found in the town’s dentists, chemists and hairdressers, signalling a place where vulnerable women can find help.

A designated, trained member of staff will then talk to them and put them in touch with organisations that can help them immediately. Our broadcasts resulted in many local people attending courses and the BBC Cornwall website information was used nationally.

Detective Inspector Jane Taylor, of the Force’s crime reduction and training unit, said: “I would like to pay tribute to the family of Janine who have supported this campaign and I am sure that it will raise awareness, help communities and save lives.”

Mundy who was killed in front of her two sons by her estranged husband. He is now serving a life sentence after he tried to make her death look like a suicide.

The murder at the family home in Moor Street, Camborne on 27 June 2003 came just 16 days after Mr Mundy, who admitted murder, was arrested on suspicion of attempting to drown her in the bath.

Every minute in the UK, the Police receive a call from the public for assistance for domestic violence. This leads to police receiving an estimated 1,300 calls each day or over 570,000 each year.

Stanko, 2000

Life Limiting Illnesses and Disabilities

FUNKY FLAMINGO, CAMBRIDGE

Funky Flamingo is a music culture club, run by and for young people with learning disabilities. The group relies heavily on the support and hard work of volunteers for its club nights, which are open to the public as well as the disabled community.

CSV recently made a film showcasing the work of volunteers and a song written by the group.

Premiered at the Arts Picture House in Cambridge, the film was a red carpet affair for many of the film's participants who were taken by limousine from the radio station to their own premiere.

PHONES FOR PAUL'S PLACE, BRISTOL

CSV and BBC Bristol supported a local project dedicated to enhancing the lives of physically disabled and cognitively impaired adults.

The campaign had two distinct objectives: firstly to mobilise the community to raise money by recycling old mobile phones, and secondly to raise public awareness of disability issues, tackling difficult subjects like sex, guilt and desertion.

The aim was to create compelling radio that revealed the people not the disability and CSV worked with members of Paul's Place so they could share with a wider audience their humour and positive attitude, as well as some of the issues they face; from the lack of social workers to assess disabled people, access to buildings, and how disabilities can affect relationships.

The campaign was recently nominated in the community category at the 2007 Sony Radio Awards where "the judges thought this entry raised both funds and awareness of disability to great effect and in an original and imaginative way."

RISE ROADSHOW, MERSEYSIDE

Rise (Resources In Seeking Employment) is a programme set up to help people claiming Incapacity Benefit move towards work or training. In the Wirral it is supported by Wired a major disability organisation which works to promote the equality and independence of both disabled people and carers.

CSV promoted a series of roadshows which offered advice and guidance as well as an opportunity to sign up to a free 10 week training programme. Our broadcasts encouraged many people to come to the events who might otherwise not have heard about them, including a blind man who had heard about it on the Breakfast Show. After signing up for the training programme we followed his journey on air and online so that his experience could inspire others.

SHYNESS AND ANXIETY, HEREFORD AND WORCESTER

It may not necessarily be high profile, but shyness and anxiety can be severely life limiting for people. CSV worked with a local support group, investing considerable time and energy to give one of the group, Reuben, the confidence to share his experiences. The interview was pre recorded to keep stress levels as low as possible, with us chatting with Reuben until he was relaxed enough for us to press the record button.

Respondents who joined the group as a result of our broadcasts told us that they hadn't had a social life for many years and didn't feel that they were part of their community. Our campaign gave them some of the tools to redress that.

Life Limiting Illnesses and Disabilities

TALL SHIPS, CORNWALL

The Jubilee Sailing Trust organise voyages where disabled people crew specially designed Tall Ships. Together they work on every aspect necessary in sailing the ship from scrubbing the decks and cooking, to climbing the rigging and helming the ship across the Atlantic in the middle of the night.

The disabled crew used a satellite phone to report back their progress to the listeners of BBC Radio Cornwall, whilst a special BBC Video Nation film caught the group in action.

“There can’t be many people who’ve had a stroke who can say they got injured climbing in the crows nest!”

Rodney from Cork

AUTISM AND ASPERGERS, LINCOLNSHIRE

Whilst many of our campaigns attract a large response from the public, some of our most rewarding work stems from directly supporting and positively impacting smaller numbers.

This campaign in Lincolnshire did just that, with one caller being a concerned grandmother whose grandson had been diagnosed with Autism. She wanted to find out more about his condition, so she could understand what he was dealing with, and therefore support him and her family accordingly.

Our broadcasts brought the subject alive to her in a way that other media and materials had not.

DEAF AND HARD OF HEARING, CORNWALL

“We feel cut off from society. Basic tasks like shopping, catching a bus or train, getting information on daily matters and just a chat with friends become much harder. We lose confidence and tend to withdraw from company.”

Barbara from Camborne

One in five people in Cornwall has a hearing impairment, leading to feelings of loneliness, isolation and exclusion. CSV Producer Nina Davey attended a lip reading and signing course to better understand the challenges these groups face.

A key finding was that they struggled to hear speech when music is played underneath, as it might be on a TV show like ‘Who Wants to be a Millionaire?’ where ‘rumbling’ music is played to add tension, or radio travel bulletins. BBC Radio Cornwall’s Management team are considering making changes to the style of their broadcasts as a result of this feedback.

“I don’t want people to know I’m deaf. People think you have to be old to have a hearing loss, I don’t tell anyone I can’t hear and I keep my hearing aid hidden under my long hair because of their reactions.”

Tracey from Truro

Lesbian, Gay, Bi and Transgender

OUT IN THE CITY, MANCHESTER

The journey to coming out as a gay person is usually a difficult one, but it can be even more difficult later in life. Out in the City (OIC) and Older Wiser Lesbians (OWLs) are two volunteer social support groups - formed with help from Age Concern - to specifically cater to the needs of older members of the LGBT community so that they can socialise, get support, and meet other like-minded people.

OIC and OWLs support groups help people break the habit of secrecy and isolation that older members of the LGBT community often still feel, as many were born during a time when homosexuality was illegal and 'unconventional' relationships were frowned upon.

I was in my early 20's when I first realised that I was gay... I think my life would have been so different with a group like this when I was younger. We had to meet secretly in each other's houses. A group like this would have had a real positive effect.

Josephine – 69, South Manchester

Our CSV Producer interviewed gay, bisexual and transgender people over 50 about their experiences, which included people who had been married with grown up children and who didn't come out until their 50's, 60's or even 70's.

After a lifetime of secrecy and frequent misunderstanding, they had faced years of painful isolation. The support they got from the groups is therefore invaluable. These stories were featured on the station's Breakfast Show and in pre-recorded bulletins attracting 25 calls from people wanting to know more.

GAY SHROPSHIRE

CSV worked with members of the gay community to highlight what it is like to be gay in Shropshire. The experience for LGBT people in rural communities is often very different from those who live in urban areas.

Features online, as well as on the radio station's breakfast and drivetime shows, also promoted a Gay History Month which told some of the untold stories of the county's Lesbian, Gay, Bisexual and Transgender inhabitants – past and present.

WANT TO WORK WITH US?

The CSV Action Desks can help you:

- ◆ Raise awareness of key issues, local campaigns or appeals
- ◆ Galvanise audiences to be part of the solution
- ◆ Recruit volunteers, learners and encourage giving

To find out more about how we might be able to help you, email actiondesk@csv.org.uk or contact