



## PRESS RELEASE

For immediate release:

2 November 2007

### ENTERPRISE WEEK LAUNCH FOR COMMUNITY RADIO STATION

Enterprise Radio, the new community radio station for Barking and Dagenham, will begin broadcasting for the first time at the beginning of next week (12 November) which marks the start of National Enterprise Week.

The new on-line station has been developed by Schools Action for Enterprise (SAFE) and has won backing from Barking & Dagenham Enterprise (BDE), the organisation whose private sector - led board is responsible for creating and supporting a new enterprise culture in the borough.

BDE is managing more than 30 enterprise-related projects over three years following the London Borough of Barking & Dagenham's successful bid for funding under the Government's Local Enterprise Growth Initiative (LEGI). Barking & Dagenham was one of only ten local authorities nationally to be awarded funds from this programme and the only Thames Gateway borough to be successful.

Councillor Graham Bramley, a BDE board member says:

"This is an exciting and innovative project which we believe has enormous potential for communicating the enterprise message to local residents. This will help people to connect with the wealth of life-changing opportunities that are now available within the borough."

Enterprise Radio sees its role as providing communication, inspiration and motivation by the community and for the community by offering an entertaining mix of local news, information, and music. A team of four professional presenters will be at the microphone, but Enterprise Radio is also keen to encourage and help local schools and community groups to produce and broadcast their own shows.

One of the four regular presenters will be Walthamstow-born Jason Richards, 36, who has been running DJ courses in local schools for several years. Jason will produce programmes at the Enterprise Radio studio at Robert Clack Comprehensive School in Gosfield Road, Dagenham.

Gary Jarrett, an Enterprise Advisor working in the local education sector, welcomes Enterprise Radio:

"I believe that it will interest students in our borough's schools. Importantly it should also assist us to target young people not in education, employment or training. We can help them raise their confidence and skill levels, and encourage the youngsters to return to education, take up employment or seek training opportunities."

## Creating an enterprise culture



Enterprise Radio's team of presenters will also include: Mick Jackson, Essex radio veteran who knows Barking & Dagenham very well: Howard Enstone, DJ, actor and children's entertainer: and Julia Cohen, singer, MC and radio entertainer. The station will broadcast for 24 hours daily with live programming between 0900 and 1600 hrs seven days a week.

Connect with Enterprise Radio by clicking on to: [www.saferadio.co.uk](http://www.saferadio.co.uk) which will provide the link to Barking & Dagenham's new radio station. To contact any one of the station's presenters, send an e-mail to: [safe@radiofutures.co.uk](mailto:safe@radiofutures.co.uk).

– ENDS –

### Notes to Editors:

1. The BDE-managed LEGI projects range from programmes in primary and secondary schools in the borough to support for the Barking & Dagenham Small Business Centre and the LifeLine team whose members visit cafes, GPs' surgeries and other venues to encourage residents to acquire new skills and training.

2. Barking & Dagenham was awarded £15.5 million over three years under the LEGI programme.

### For more information:

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