



## **Intergenerational Radio Project**

### **Final Report**



31<sup>st</sup> March 2011

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## Introduction

ALLFM's Intergenerational Radio Project was part of the successful Manchester Generations Together bid. The bid for this particular project had been submitted on behalf of the North West District Partnership Panel (Children's Services). A multi-agency steering group was formed to oversee the project and they met on a monthly basis. The aim of the Generations Together programme (co-ordinated by Manchester City Council's Valuing Older People Team) was to break down barriers between young people and older people and the wider community through the development of intergenerational practice.

ALLFM is a Community Radio Station in Levenshulme, South Manchester. It serves the areas of South, Central and East Manchester which includes Gorton, Openshaw, Burnage, Clayton, Rusholme and Whalley Range as well as Ardwick, Levenshulme and Longsight.

When it began over 10 years ago ALLFM was one the first radio stations of its type in the UK, there are now over 200 similar stations that are run by and for the benefit of the local community. All of the presenters on the station are volunteers from the local area.



### **The Aims of the Project**

- To deliver radio training to younger and older people who are residents of south, east and central Manchester
- To combat social isolation
- Change perceptions that older people have of younger people and vice versa
- To build participant's social capital and cultural understanding
- Improve community cohesion
- Develop radio skills.
- Work together to produce and present a regular radio show
- Encourage all participants to have their own creative input into broadcasting

### **These aims were achieved by**

- Regular radio taster sessions both in the station and at remote premises
- Training sessions on radio skills at the radio station
- Casual get-togethers
- A weekly radio show
- Broadcasts



## EVALUATION

### Outputs

Since February 2010 56 people have been involved in the project. These breakdown as –

	Male	Female	Total
Young (people under 25)	13	10	23
Old (people over 50)	15	18	33
TOTAL	28	28	56

### Sessions

We undertook a number of training and taster sessions as well as live outside broadcasts;

- **Hulme recording**

- Juliet Tate (21) interviewing over 50's at Hulme Garden Centre about the history of Hulme and changes in the area since the 1950's

- **Minehead Centre–**

- 3 taster sessions – advert recording, jingle making.

- Outside broadcast – 6 older people from Minehead took part in a joint broadcast from the Minehead centre with CSV (Community Service Volunteers) and British Gas talking about energy saving and cooking.

- **Openshaw Resource Centre**

Catherine St Resource Centre – 3 sessions in a week of radio skills training and a live broadcast on ALLFM from the small radio studio installed at the resource centre

- **Clayton Youth Centre**

6 sessions engaging young people in radio, recording their thoughts and opinions on older people and making radio jingles.

- **Gorton Day Care Centre**

Young people interviewed a local firm who were cycling to Blackpool and back in aid of the centre.

Young people interviewing 103 service users at Age Concern's Gorton Day Care Centre.

Young people recording the Xmas carol concert hosted by an over 50's choir at the day care centre.

- **People's History Museum**

2 sessions involving 6 young people and 6 older people culminating in a live broadcast from the pump room of Manchester's People's History Museum.

- **Debdale Park**

Live broadcast from Manchester Care and Repair's Intergenerational Bowling event (another Generations Together project). 3 members our team interviewed the young and old people taking part in the competition. Listen here.

<http://www.mixcloud.com/SomethingToSay/something-to-say-3rd-march-2011>

- **Taster sessions**

We have run 4 evening radio taster sessions at the station with usually around 8 people involved, where new volunteers meet at the station and get to use recording equipment to interview each other intergenerationally and listen to the recordings back and then make an advert or jungle to that is played out on the station.

- **Weekly Radio show**

Something To Say – Thursday 1-2pm – an intergenerational radio show presented by a team of young and old people, covering community news, music and items of interest to both young and old people. This show also helps to promote other projects within the Generations Together project – e.g., The Roby, Manchester Care and Repair.



## Outcomes

We have collated a number of comments from individuals and groups that we have worked with to help illustrate the achievement of our outcomes:

*“The two outside broadcasts ALL FM did last year at the Minehead Resource Centre in Withington were an inspiration for our customers and helped reduce stereotypes around age and behaviour. The recordings helped increase customer’s confidence and enabled them to feel valued and important. - John Hall, Development Manager Directorate of Adults Manchester City Council, Minehead Resource Centre, Dermot Murphy Close.*

“We’d like to thank you for the wonderful afternoon our clients and staff spent with you and your team of young interviewers at the People’s History Museum, the visit brought back so many good memories for our older ladies and gentlemen. For those who couldn’t get there, they got as much pleasure from listening to the broadcast on the radio. As you know, most of our clients have memory problems due to their dementia, but events such as this are an excellent means of stimulation and it was lovely to see the sparkle in their eyes whilst they were reminiscing.

*Older people in the local communities are often overlooked but they have such valuable stories to tell and skills yet to learn. Our clients enjoy being with younger people, sharing their memories and feeling valued, and working on this project with ALL FM has brought great benefit to our organisation and our clients in the Levenshulme, Longsight, Ardwick and Gorton areas” Julie Hussey, Manager, Gorton Day Care Centre.*

“In general I thought the project was a cheerful and productive one. We learnt many technical skills, such as sound editing and using radio equipment but we also learnt about interviewing techniques and working as a team. I think the generations worked well together and enjoyed a growing level of understanding and mutual respect as time went on.



*From a personal perspective the Project has been very important to me. I have enjoyed interacting with the youngsters and I feel I have helped them to see that a woman in her 50s shouldn't just be written off as boring and obsolete. Also I feel my prospects of gaining employment at a future date have been enhanced by the amount of confidence I have gained, plus the useful skills I can add to my CV. I have been unemployed for just over two years and have spent much of that time caring for my partner, who has been suffering from mental health issues - it hasn't been easy. The ALLFM work has taken me away from this and helped to preserve my sanity. I'd like to thank everybody involved.” – Val, older female volunteer.*

“Experience on this Project is helping me rebuild my self confidence, and re-developing my interpersonal and practical, group work skills. And is enabling me to participate in teamwork. Hence it has been a crucial, timely and welcome new voluntary opportunity for me” – older female volunteer.

*“The intergenerational project at ALL FM has been a great experience. I think one of the major success's of the project has been the outside broadcast's we have done from community centres, care centres and local events as these broadcasts have involved a lot of people from the community, who have been generally excited to go on the radio. The project has therefore involved a lot more people than just those of us who are actually training and doing the shows, and the fact that the radio show has been present at some of the community events in Manchester has perhaps contributed towards a greater level of excitement and anticipation in the events themselves.”– Juliette, Young Volunteer.*

“The Intergenerational Project at ALLFM has allowed us all to express and contribute our own ideas. It is a very welcoming and rewarding project and we are regularly encouraged to work together and on our own to provide an engaging show” – Antony, younger volunteer.

**hip hop or hip op?**

Are you under 25 or over 50?  
Want to work together on an exciting new radio project?  
ALL FM 96.9 wants to hear from you!

To find out more call Dave Murat on: 0161 248 6888  
or email [dave@allfm.org](mailto:dave@allfm.org)

working together in  
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## Lessons learnt

- We found that health was a major issue which prevented the ongoing participation of volunteers, particularly older ones; there were a number of people who dropped out soon after joining as health problems took over.
- We learnt from this that it was beneficial to everyone to take the project to the recipient and worked at three local community centres.
- Despite locally advertising the project through 4,000 fliers in the local paper we found that this was an inefficient way of recruiting people – we didn't receive any response from this method.
- We placed 1,000 leaflets in local community centres and libraries and this drew most responses from the leaflet campaign.
- Despite targeting anyone over 50 we found it hard to reach the over 50 active/independent person or just retired who don't typically use day care centres or local community facilities. We tried signing up to the Saga community website to advertise the project but again without success.
- Most enquiries came from our own website; this was common for both young and old people. We also advertised with 2 local universities – Manchester University and Manchester Metropolitan University, this gave good results but we had to restrict the overall numbers to maintain an intergenerational balance.
- Being explicit about the project being intergenerational we felt was off-putting to a number of people, this could be for a number of reasons;-
- Poor literacy meaning that the word was not understood
- Language diversity in the area again meaning that the word was misunderstood and therefore potentially off-putting to prospective volunteers.
- People are understandably nervous about engaging in new projects so we felt removing as many barriers as possible would help us engage more people. We therefore altered the focus of the project and didn't over emphasise it being intergenerational but worked on creating teams of people that were coming along to make radio, these just happened to contain people under 25 and over 50. "Intergenerationality by stealth"



- We find that most people who apply to us to take part in radio want to do a show on their own, this could be down to listening to shows on national and commercial radio stations where one person is the personality and not understanding the workings of a radio show and the teamwork behind the scenes. This was particularly noticeable with the younger people and could have put them off.
- Old people are often stereotyped as always talking about the war and the good old days. We wanted to alter this stereotype but found that working with it and allowing the oldest volunteers to talk about life in their neighbourhood as children created engaging radio through stories and gave the young people a reference point. This was then used as a springboard into other conversations.

### **Next steps**

The project was designed to continue after the end of the Generations Together funding and this will be the case through 2 weekly radio shows.

Something to Say – Thursdays 1-2pm is a magazine style show that covers community and national news delivered by a team of 6 regular presenters. You can listen again to any show at <http://www.mixcloud.com/SomethingToSay>

A new food based show started at the end of March 2011, made up of the 5 people who will create content on food based issues – healthy eating, local projects, recipes, allotments etc.

David Murat,  
Project Lead  
30<sup>th</sup> March 2011.  
[www.allfm.org](http://www.allfm.org)

