

ROSSENDALE TV NEWS RELEASE - 8TH SEPTEMBER 2011

ROSSENDALE TV CHANNEL GETS GREEN LIGHT

CAR Video Unit has secured funding from the Skills Funding Agency as part of the new Adult and Community Learning Fund to set up and provide content for a Community Net TV channel for Rossendale. If successful, it will serve as model for similar community media initiatives across the whole of the UK.

The Adult and Community Learning Fund, from the Skills Funding Agency and managed by NIACE, will contribute to the Government's aspirations for Informal Adult and Community Learning. The Fund will help build the Big Society through learning to support independence, personal development, mental/physical health and well-being, digital inclusion, democratic engagement, social cohesion and stronger families and communities.

The aim of the Rossendale TV project is to contribute to the social and economic regeneration of Rossendale whilst helping CAR Video Unit to become self-sufficient in its work of offering free video production and a gateway to more formal learning.

The Plan is for the funding to kick-start what is hoped will become a cyclical process. The free video training will produce short films promoting various aspects of Rossendale which will then be hosted on the rossendaletv.co.uk website. From the first, the website will be designed to maximise the number of people visiting it so as to make it an attractive platform for local businesses to advertise and sponsor short films on. This will generate revenue which will be used to provide further training.

"Long term, it offers a fantastic opportunity and really exciting digital future for Rossendale," said Paul Vernon Lydiate, manager of CAR Video Unit and the man who instigated the project. "I've been buzzing with new ideas for a week and a half now, and am confident that Rossendale can really make supra-local TV work. "

Geoff Russell, Chief Executive of the Skills Funding Agency, said:

"Each project that has secured funding from the Adult and Community Learning Fund will make a tremendous difference to the lives of individuals and to the communities they are part of. Skills and lifelong learning should be at the heart of every

community and the Government is committed to making that happen with its vision for the Big Society.”

Carol Taylor, Deputy Chief Executive of NIACE, added,

“NIACE is proud to have the role of supporting Skills Funding Agency in managing the Adult and Community Learning Fund. The response to this bid has been staggering - we received over 2400 bids. Deciding which of the projects should receive funding has been incredibly tough, however this means that the very best projects will be starting work soon and transforming the lives of local people and local communities.”

“I’ve been told that the fund received bids totalling fifty times the monies available and think we can be extremely proud of CAR’s success, “added Paul.

The CAR Video unit will be running four free, parallel, 8-week training courses from now until the end of March, with sessions taking place at the Boo in Waterfoot on Mondays (18.00 to 21.00), Tuesdays (18.00 to 21.00), Saturday Mornings (10.00 to 13.30) and Saturday afternoons (14.00 to 17.30). Each course will start as soon as six or more people sign up for it and, afterwards, there will be one or more regular ‘video clubs’ organised so that trainees have a continuing opportunity to use their new skills.

“The only downside is that this training is open only to those aged nineteen or over,” said Paul, “but we have some exciting opportunities lined up for sixth formers which should make up for that.”

Anyone wishing to join one of the new courses should email liz@rossendaletv.co.uk with details of which session they prefer..

- Ends -

For further information about this project please contact: **Paul Vernon Lydiate**, **01706-344773 / 07731-679916**, paul@rossendaletv.co.uk

Notes to editors:

1. For more information about the Adult and Community Learning Fund please visit www.niace.org.uk/adultandcommunitylearningfund

2. The following themes are important strands in Adult and Community Learning Fund activity:
- support for civic engagement and community decision making;
 - support of better mental or physical health;
 - support for enhancing financial capability;
 - involvement and enhancement of both volunteers and the engagement of voluntary organisations;
 - widening access to digital and other important skills;
 - building stronger families;
 - connecting non-formal learning opportunities with formal learning; and
 - opportunities for individuals and communities to develop social and economic independence.
3. IACL is an umbrella term describing a broad range of learning that brings together adults, often of different ages and backgrounds, to pursue an interest, address a need, acquire a new skill, become healthier or learn how to support their children. This kind of learning, usually unaccredited, is an important part of the wider learning continuum. It can be undertaken for its own sake or as a step towards other learning/training. It covers structured adult education courses taught by professionally qualified teachers, independent study on-line, and self-organised study groups.

Attached Photographs:

Paul and Liz - Paul Vernon Lydiate (CAR Video Unit's CEO) and Liz Hinchliffe (Project Manager for Rossendale TV) sign the contract which begins the project.

CU Paul and Camera - Paul Vernon Lydiate (CAR Video Unit's CEO) discusses a forthcoming Rossendale TV film with a member of 'Waterfoot Forward'

Liz and Camera - Liz Hinchliffe (Project Manager for Rossendale TV) outside the Horse + Bamboo Theatre Space in Waterfoot