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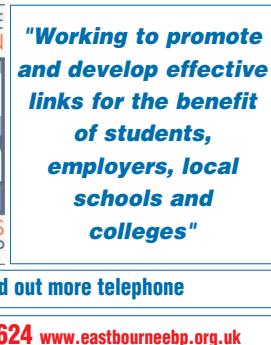
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IT IS hard to believe that Eastbourne Youth Radio is broadcasting on 87.7FM for the ninth year and is already giving thought to 10th anniversary celebrations. In addition, it is now possible to 'tune in' via the website at www.eyr.org.uk.

Launched as a pilot scheme in November 2001 with 16 schools and 1,000 pupils broadcasting for 27 hours, the project has expanded each year. It now broadcasts over three days and involves closer to 2,500 young people aged five-19 across the Eastbourne and Hailsham area.

The project was developed by Eastbourne EBP in association with Sussex Downs College and

Inverse Communications and has now become a national benchmark for similar projects including Norwich and Kendal. It is now a registered project in Global Entrepreneurship Week and has received recognition from both SEEDA and the Institute of Education Business Excellence.

The roots of EYR are very much in the community and engaging schools and colleges with businesses and other organisations who also help sponsor the project. It provides an 'extended classroom' and an opportunity for young people to explore and interact with the wider community. A note in the 2003 evaluation document is still very true today, "EYR is not about giving young people a chance to play at being radio presenters. It is about giving them a platform for practising a whole range of skills, and talents useful in all walks of life, whether it's writing, researching, interviewing, performing, organising material, or just having ideas and seeing results".

In addition to developing skills and contributing to curriculum work via partnership working, EYR helped to raise awareness of the other SRB projects and local community initiatives. It has also provided significant media coverage for Eastbourne and individual participants. This is still very true today and this souvenir from Sussex Newspapers is another example of EYR's continued success.

EYR contributes to a number of media courses, including the new diploma, and for some students has marked the start of their progression into professional broadcasting, including Chris Bailey who is now with Bright FM in Burgess Hill. For thousands of others it has left them with a lasting memory of working on a fun project.

It is with these principles still very much in mind that the organising team at Eastbourne EBP and Sussex Downs College look forward to planning their 10th anniversary celebrations in November 2010.

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