

Message from **Suki Padda**, former Broadcast Journalist at BBC Asian Network, now working in music management.

"I'm writing to you in support of the dedicated and ever so resilient staff at the BBC Asian Network. It's come to my attention that three years on from the drastic cuts at the station that further cuts and changes are being announced.

"They are already dealing with a far greater work load than is suitable for a radio station of its kind. From my experience of working there before and after the cuts, it became a very different working environment.

"The pressures of more work for fewer people has severely impacted on the creativity, mood and drive. It astonishes me they are still able to produce some outstanding bits of production considering the limitations, but I have also seen this standard reduce and fall over the past three years as the work load has taken its toll on the limited number of bodies at the organisation.

"Audiences are growing which shows there's a growing interest in this output so it would only make sense to invest more time and money into it.

"The fact that Birmingham is the heart of the Asian community and was the hub for the Asian Network - the Midlands being the most accessible area for people to listen on MW and AM, it doesn't make any sense to reduce shows from the region. Closing the hub at Leicester has already had a negative impact.

"Bobby Friction's show is the most listened to show on Asian Network - the people working on the show live in the heart of the community and are representative of the listeners of the station. By moving the show to London you are further isolating those audiences connections, we've seen with other shows, they have become so 'London' centric that it causes the bulk of our audience to switch off.

"I would strongly be against any more closures of shows or moves to London, as it crucial we stay routed in the heart of our community - as that is what makes this station so desirable to listen to, Asian audiences aren't drawn to radio much, and they're drawn to Asian Network as its relatable, we shouldn't actively demolish that relationship we've built with them."