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Feeding the vulnerable

“We are supporting families who are having to turn to food banks and charities just to provide food for their children.”

The Give a Gift Ramadan Food Campaign supported over 1,000 people weekly



A Leeds-based charity is ensuring hundreds of vulnerable families on the poverty line are being fed via their Ramadan food distribution campaign.

Continued on page 8

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Leeds Children's Mayor Samuel Hill with Councillor Eileen Taylor

On national Mental Health Awareness Week (10 – 16 May), Leeds City Council is launching a range of new resources created by young people for young people to support positive mental health and wellbeing.

These include peer support opportunities, a guide to creating a youth 'wellbeing club' from the Leeds Youth Council, and a website sharing advice on managing stress and anxiety by the Leeds Children's Mayor. The new resources are all the result of collaborative projects run by Leeds City Council as part of the Child Friendly Leeds ambition.

The negative impact of the Covid-19 pandemic on child and youth mental health in the city has been highlighted by the young people involved in various Youth Voice initiatives, including the Leeds Children's Mayor and the Leeds Youth Council and the city's three members of Youth Parliament.

They have reported increased feelings of stress and anxiety among their peers due to remote learning, collapsing bubbles, uncertainty over examinations and assessments, lack of social contact and worries about the future.

Leeds Children's Mayor, Samuel Hill, a Year 6 pupil at Carr Manor Community School, has worked with his classmates and Leeds City Council staff, to create the Helping Hand website for local primary school pupils. It features a variety of ideas and activities devised by children to help manage stress and anxiety.

Pupils in Leeds schools can also train to become 'School MindMate Ambassadors' and run activities promoting positive emotional health. A new resource pack and training programme guides pupils through activities such as creating a 'wellbeing space', making a mental health pledge wall or running an assembly about mental health. The programme is a collaboration between the Health and Wellbeing Service at Leeds City Council and local charity Space2.

Throughout the lockdowns young people from the Leeds Youth Council, UK Youth Parliament Leeds and the Together Leeds Youth network came together online to share ideas about how to help other young people with their mental health.

They decided to create a booklet to help schools and youth groups to run 'wellbeing clubs' and try out wellbeing activities like journaling, dance, group discussions and creative arts all designed to explore emotional wellbeing. The booklets are being posted to high schools and youth groups across the city, and copies will also be available for collection from the Public Health Resource Centre at Technorth in Chapel Allerton.

The Leeds Children's Mayor, Samuel Hill: "I know, as a child, that lockdown has affected everyone and this is why I've wanted to create the website. Helping Hand is all about giving the children of Leeds the resources to lift their mood and create somewhere to share any tips to de-stress and improve wellbeing."

Visit the MindMate Leeds website, mindmate.org.uk, to find out more about wellbeing support for young people across the city.

Children and young people to benefit from new youth-led mental health projects

CONTACT US:

Tel: 0113 322 9911
08703 608 606

Email:
info@asianexpress.co.uk
Stories: editor@asianexpress.co.uk
newsroom1@asianexpress.co.uk
Advertising enquiries:
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fanoosh
THE INDIAN

Tez Ilyas

Hilarious, moving and enlightening reflections on what it was like to come of age as a Muslim in 90s Britain, from the brilliant comedian Tez Ilyas.

The uproarious and pubescent debut book from your favourite British Muslim comedian (that's Tez Ilyas, by the way) has just been released.

You may know and love Tez from his stand-up comedy, his role as Eight in Man Like Mobeen, his Radio 4 series TEZ Talks, or panel shows such as Mock the Week and The Last Leg. Where you won't know him from is 1997 when he was 13 ¾. ... but now you will - because that's what the book is about!

In this suitably dramatic rollercoaster of a teenage memoir, Tez takes us back to where it all began: a working class, insular British Asian Muslim community in his hometown of post-Thatcher Blackburn. Meet Ammi (Mum), Baji Rosey (the older sister), Shibz (the fashionable cousin), Was (the cool cousin), Shiry (the cleverest cousin), and a community with the most creative nicknames this side of Top Gun.

Running away from shotgun-wielding farmers, successfully dodging arranged marriages, getting mugged, having front row seats to race riots and achieving formative sexual experiences doing stomach crunches in a gym, you could say life was fairly run of the mill.

But with a GCSE pass rate of 30% at his school, his own fair share of family tragedy around the corner and 9/11 on the horizon, Tez's experiences of growing up as a British Muslim wasn't the fun, Jihad-pursuing affair the media wants you to believe. Well ... not always.

At times shalwar-wetingly hilarious and at others searingly sad, The Secret Diary of a British Muslim Aged 13¾ shows 90s Britain at its best, and its worst.

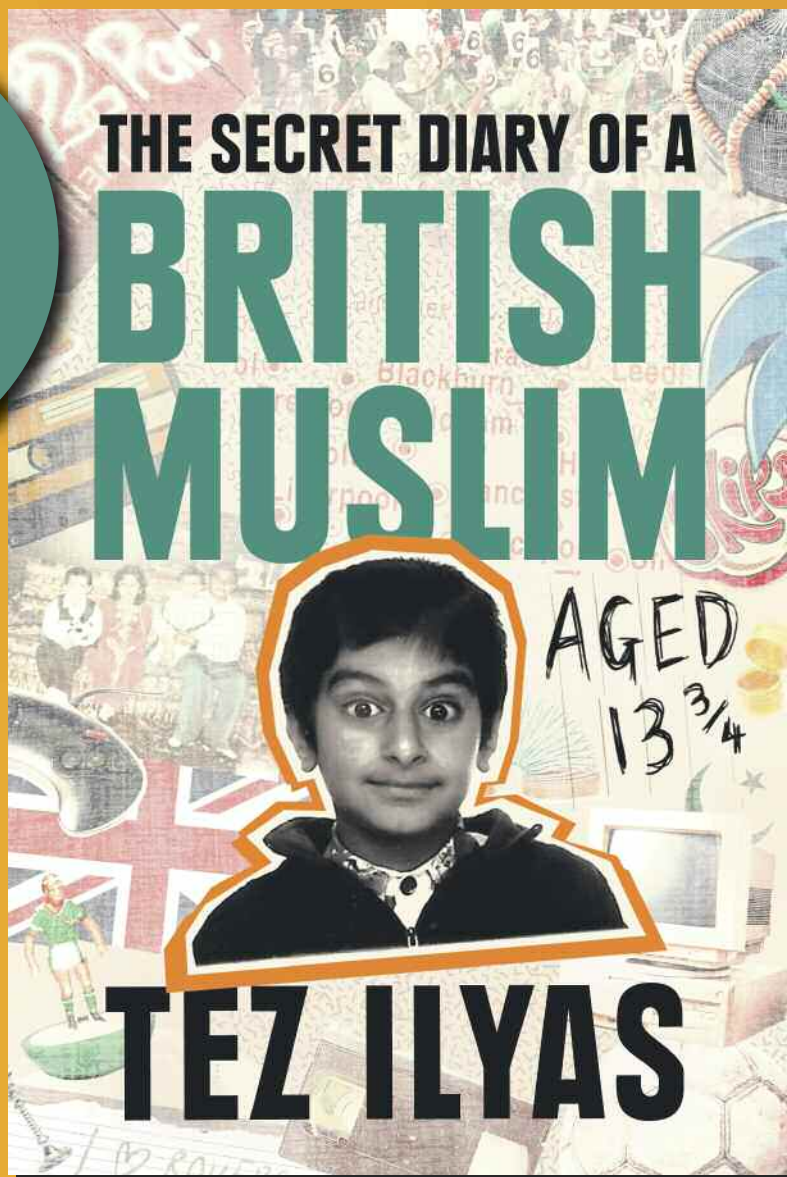
Tez Ilyas is one of the most exciting rising stars on the comedy circuit, cemented by his nomination for Club Comedian of the Year in this year's Chortle Awards.

As well as delivering his politically astute stand-up, he is one of the stars of hit sitcom Man Like Mobeen (BBC Three) and has appeared on a host of panel shows, including Mock the Week and The Last Leg, as well as fronting his own critically-acclaimed cult-hit satirical series The Tez O'Clock Show (Channel 4). In September 2020 Tez launched his huge new nationwide tour show, Populist, for Autumn 2021.



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Hilariously entertaining:
The Secret Diary of a British Muslim
Aged 13 3/4



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Strike a pose

Talented student defies the norm and helps deliver ad campaign for major fashion retailer



UCLan creative Hinna Kazi joins online team of national student talent to deliver ad campaign for major retailer

A talented fashion promotion student from the University of Central Lancashire (UCLan) has defied lockdown to join a virtual team of student creatives from across the UK to devise and deliver a promotional campaign for international retailer size?

UCLan's Hinna Kazi, 20, from Accrington, currently in the third year of her fashion promotion degree, teamed up with fellow students based as far afield as Nottingham and Bournemouth to bring together the styling, set design, photography and graphic treatment for the project.

In collaboration with Converse, the creative brief provided each student with a full range of Converse and size? apparel to style themselves. The size? stylist was then responsible for styling their two models in two head-to-toe looks.

To ensure each product was worn in a way that was authentic to each individual, size? encourage its student 'Allstars' to customise the apparel through tailoring, patches or painted messages. The brief specified the clothing should lean towards practicality and function – improvising on workwear and comfortable styles familiar to students engaged in practical work.

The full project was completed on budget, to a deadline of one week and has now been rolled out nationally.

Commenting on her role in the project Hinna said: "We had an initial meeting online to share ideas and this formed the creative direction for our campaign."

"Coming from an ethnic minority background I'm very keen to give a voice to underrepresented people and for this

campaign I based my ideas around interests in street style and sports, incorporating a late 1990s/ early 2000 feel.

"The Converse brand is so versatile it gave us lots of scope for creative ideas. The whole project was completed virtually, and in a week. I even organised a Facetime call to help direct the photography shoot.

"We've already had some great feedback. Converse were really impressed with what we delivered. It just goes to show that even in a pandemic, technology and creativity can combine to produce something special.

"Live brief opportunities like this are so important. The project gave me a great insight into the fashion industry, working alongside fellow creatives to produce something to deadline and within budget. It's great for the CV and to know my work is now being used as part of a national campaign.

"It's also confirmed that a career in the fashion styling industry is what I'd really like to pursue once I graduate next year."

Tom Rand, Converse Retail Brand Manager, added: "As a brand we strive to work with artists who's craft and character embodies progress, for themselves and their communities.

"Hinna's progressive styling and creative mindset was something we admired in Hinna's application and wanted to bring her expertise to the project. The project in itself was a blank canvas as the brief was open to interpretation. With this in mind, Hinna drew together key looks which were imperative to the campaign's overall look and feel. Working remotely alongside the other students did not present a problem, the outcome was a success and would easily stand as a lead Converse marketing campaign."

Eve Astle, Course Leader for UCLan's Fashion Promotion programme, said: "I'm very proud that Hinna was selected for this challenge. She worked so hard to represent our course and the University in such a positive way. The agency that dealt with the brief was very impressed with her creative content."

Eve added: "We have now signed a syllabus agreement with size? which means that in addition to guest lectures, competitions and work experience opportunities, students will benefit from live briefs being integrated into their course modules.

It's a very competitive industry but this exciting initiative gives our students the opportunity to stand out by working alongside one of the world's leading streetwear retailers."



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Bread, milk, ...Ganesh?

A supermarket tale of 'Cultural Appropriation'

By Deepak

As a Hindu, I try to understand and assimilate the deep spiritual and philosophical aspects of my faith into my everyday life.

One of the values that is central to my belief is respect – respect for other people, respect for nature and respect for life.

So you can imagine my shock, when a trip to my local supermarket left me feeling disrespected, disheartened and disappointed.

Hinduism is known as the world's oldest religion, and followed by approximately 900 million people worldwide. It allows worshippers to create a personal and unique connection with god in the form that is most aligned to their being.

Some worship the stoic yogi Shiva, others the powerful goddess Parvati, but all will have a connection with the much loved elephant-headed Ganesh. He is seen as the epitome of auspiciousness (Mangal-Murti), remover of obstacles (Vighan-Harta), and the lord of all (Vinayaka).

He is depicted symbolically; big ears to show we should listen more, an elephants head and trunk to show strength, a big belly to teach us to peacefully digest life, holding an axe to cut material bonds and a rope as a lifeline to pull us towards enlightenment.

He is worshiped daily on clean and sanctified altars with diyas (clay candles), flowers, incense and sweets.

Annually, he is bought into Hindu homes with great pomp and ceremony in an 11-day festival known as Ganesh Chaturthi, after which he is carefully returned to nature by immersion in water (GaneshVisarjan).

So why was my beloved and revered Ganesh placed on a dirty

supermarket self as a 'object' in the 'seasonal' aisle being sold as a garden ornament? Why had a major British supermarket culturally appropriated this deeply symbolic iconography as a summer garden aesthetic? And all this in 2021, in a period we are all working so hard to understand race, power and privilege to make the world a better place?

As a member of a minority ethnic group, I've grown up knowing the face of racism – both explicit and implicit. I've been told I don't belong, that I should 'return home', and that my presence in England was an insult to its 'glory days before immigration'.

My Ganesh, and all he represents, is reduced to an exotic 'object' – one to be plonked into your flowerbed for the summer and then forgotten about.

My vast multi-faceted culture has been reduced to curry, Bollywood and arranged marriages. My Ganesh, and all he represents, is reduced to an exotic 'object' – one to be plonked into your flowerbed for the summer and then forgotten about.

This is nothing more than cultural appropriation – the inappropriate act of adopting elements of one culture by a dominant culture without treating it with due respect and awareness.

Ganesh is NOT an aesthetic 'object', and most certainly not seasonal as this supermarket would have us believe.

Some might ask 'what's the harm?'. I felt I was never fully accepted for having Indian heritage, but all of a sudden a white celebrity wearing a bindi or sari meant we were in vogue – we were the fashion of the season. All of a sudden we were acceptable – but just the bindi part – not the entirety of us.

A symbolic dot placed to show enlightenment from my culture was reduced to a fashion accessory and therefore acceptable, but our values and struggles were not of interest to the dominant culture. Why bother about systemic racism, cultural biases, and the mistreatment of others when we could just focus on 'the pretty sparkly dot on your forehead'?

I went to a medical appointment in which the non-Asian practitioner enquired if I was Indian on seeing my name, and simply uttered 'bhangra', and then proceeded, without invitation, to show me his very bad version of a popular bhangra dance step he's learnt at an Indian wedding.

The harm comes when the experiences of an entire minoritised people is completely overshadowed by a dominant culture who clinically isolates one aspect and then uses it to the advantage or enjoyment.

This supermarket wasn't spreading spirituality; it wasn't respecting Hindu belief, nor was it celebrating diversity – it was simply looking to make a profit from an ancient belief system through the blatant disrespect of its origins and meanings.

I'm also bewildered around their choice to sell a religious item in a supermarket.

Do we see sales of the Quran under the dates on the shelves at Eid? Have we ever seen statues of Jesus Christ on the cross next to the baked beans at Christmas? So, why is Ganesh being sold in Spring 2021 between a squirrel and a plump robin?"



UPDATE FROM ASDA

This story was first published online on the Asian Express website, since then Asda confirmed it has pulled the Ganesh statue from sale. In a statement, an Asda spokesperson said:

"At Asda we always aim to create products our customers will love and it is never our intention to cause offence. We have taken the decision to no longer sell this item and we are hoping to donate any remaining statues to charitable causes."

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old Each

6 each

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“We are supporting families who are having to turn to food banks and charities just to provide food for their children.”

Feeding the vulnerable



Cover story continued

Give a Gift has been distributing food parcels and other essential items across Leeds for the past year. Now their Ramadan-specific food campaign targets low-income individuals, asylum seekers and struggling families who are fasting.

The organisation already supports vulnerable people including the homeless, low-income families, those suffering from domestic abuse, asylum seekers and refugees.

The distribution builds on the work they have been undertaking for over a year as one of two local authority appointed cultural food hubs in the city, and is in collaboration with other charities and community organisations including BAK Foundation, Barakah Team, Just Care, Muslim Kitchen and Peace Matters.

Rifhat Malik MBE, one of the co-founders of the charity said: “The demand is exceeding even last year when the Covid-19 crisis emerged.

“Many people are still under a misconception that asylum seekers receive full benefits from the welfare system, but those classed as having no recourse to public funds are having to survive on £5 a day.

many families struggling with basics such as food and essentials, with many in urgent need of assistance.

“We are supporting families who don’t qualify for the furlough scheme or don’t meet the full criteria for Universal Credits and are having to turn to food banks and charities just to provide food for their children.

Ramadan is not just about abstaining from food and drink, but a time to consider the needs of those less fortunate than us. We have families falling into that category on our own doorsteps.

“It’s fantastic to see all the support we give to worthy causes overseas, but people also need to realise there is a real need in our own localities.”

The food packs contain essential items such as oil, flour, rice, pasta, tinned food, fresh bread and potatoes. The Abu Bakr Stores in Leeds have further supported Give a Gift’s efforts by providing food vouchers which will enable families to purchase meat and cultural food products to supplement the food packs.

“The demand for help during the lockdown was unprecedented and now entering Ramadan more and more people are struggling,” Rifhat adds.

“We are doing everything we



“We are literally packing and handing out hundreds of food parcels every week. It is heart-breaking to see some of the families with such young children struggling for adequate food supplies in our communities.”

“We are literally packing and handing out hundreds of food parcels every week. It is heart-breaking to see some of the families with such young children struggling for adequate food supplies in our communities.”

Rifhat launched her ‘Give a Gift’ concept in 2013 after recognising the need for the Muslim community to play a wider role within mainstream society.

Since its inception the charity now works with people and partners from all backgrounds, contributing to making a fairer and more harmonious community for everyone.

More recently, the impact of the pandemic has resulted in

can to help some of the most vulnerable communities including those living below the poverty line, the destitute and asylum seekers. We are also trusted by the communities we serve to ensure that we follow their cultural dietary requirements.

“With support from local partners such as the Barakah team and the Muslim Kitchen, the families feel reassured knowing they will receive a weekly food supply. The support of the community is also enabling us to support non-Muslim families at this vital time. We also want to thank all our donors and supporter’s for helping our own communities that we live in.”

Big on

Ramadan moments

From our everyday range

Taste of Plain Poppadoms



79p

64g

Batt's Mixed Spice



69p

40g

Batt's Chilli Powder



69p

50g

Meadow Fresh Couscous



99p

240g

Batt's Easy Ingredients



99p

170g/190g

Alesto Red Split Lentils



99p

500g

Taste of 2 Plain Naan Breads



49p

260g

Meadow Fresh Houmous



69p

200g

Taste of Basmati Rice



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1kg

British Red Onions



55p

39p

3 Pack

Aubergine



77p

45p

Each



Creamy coconut & vegetable karahi

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While stocks last. Subject to availability. Selected stores. Excludes ROI & NI. Packaging, sizes & measurements may vary. Decorative items not included. Prices correct at time of going to print & valid for a limited period only. Taste of Plain Poppadoms, 64g, £1.23/100g. Batt's Mixed Spice, 40g, £1.73/100g. Batt's Chilli Powder, 50g, £1.38/100g. Meadow Fresh Couscous, 240g, 41.3p/100g, chilled. Batt's Easy Ingredients, 170g/190g, 58.2p/52.1p/100g. Alesto Red Split Lentils, 500g, £1.98/kg. Taste of 2 Plain Naan Breads, 260g, 18.8p/100g. Meadow Fresh Houmous, 200g, 34.5p/100g, chilled. Taste of Basmati Rice, 1kg, £1.29/kg. Oaklands Aubergine, Each, 45p/aubergine. Oaklands Red Onions, 3 pack, 13p/onion.

Colleagues of Bradford based world food manufactures Regal Foods, have embraced the month of Ramadan by experiencing their own personal journeys through fasting in support of other colleagues, friends, and customers of Regal Foods.

The fasting period gave the team not only a challenge but a time to reflect and an understand more about this spiritual journey – Ramadan. Here, they share their experiences:

Alec's fasting journey: "My Fasting challenge. I experienced a journey that many take during the month of Ramadan. Through my own choice I wanted to fast for 5 days – not only for self-achievement, but to ultimately experience this spiritual journey. Oh how we take that coffee in the morning for granted, those snacks during the day, and the gulps of endless water. I have upmost respect to my colleagues and friends who take this full journey every year, and not to mention the dedication it takes to pull focus off the things we take for granted and allow time for reflection. I experienced. I achieved. I appreciated. I respect."

Sarah's fasting journey: "I also took part in the Fasting challenge, although just for 1 day. My main reasons for partaking were to experience alongside my colleagues the efforts that they contribute during this journey every year and also to prove to myself that I could actually do it! I can say I did successfully complete my day, however, I did not find it easy by any means. It highlighted to me, just how many things we take for granted on a daily basis, along with perhaps how easy it is to snack/overindulge. It made me realise what real commitment and dedication my colleagues make to their journey as the days lengthen throughout Ramadan."

Kris' fasting journey: "Personally, this was motivated by understanding the gratitude of underrated life and privileges we have in our lives and appreciate it.

Allowing myself to reflect on self-discipline by not eating or drinking from sunrise till sunset as so many less fortunate would not be able to on daily basis, not just during Ramadan."

Bakery team's solidarity with Muslim colleagues as the join in Fasting



PERFORMANCE COMMISSIONS FOR THE 2021 FESTIVAL INCLUDE

- Choreographer Boris Charmatz invites audiences to join an extraordinary new dance piece on the opening night of MIF21 - Sea Change - a huge human flipbook sprung to life on the streets of Manchester.

- Aaron Dessner, Bryce Dessner, Jon Hopkins, Aoife McArdle, Cillian Murphy, Max Porter present All of This Unreal Time, a unique cross artform collaboration which candidly explores one man's failings.

- Manchester Camerata, Dobrinka Tabakova and Hugo Ticciati present the World Premiere of The Patience of Trees, an intimate, site specific concert inspired by the healing potential and power of the natural world.

- Notes on Grief, Chimamanda Ngozi Adichie's powerful reflection on family, love and loss journeys from page to stage in Rae McKen's new production.

- Following the sell-out success of The Welcoming Party at MIF17, Theatre-Rites returns with The Global Playground - an uplifting new show mixing dance, music, theatre and puppetry for children and family audiences.

- Postcards from Now presents five films from leading international artists including Akram Khan & Naaman Azhari, Lola Arias, Lucinda Childs & (LA)HORDE, Ibrahim Mahama and Angélique Kidjo. Commissioned and created at the height of the global lockdown, they consider what happens next?

- Deborah Warner presents Arcadia - the immense open spaces of the Factory site will be transformed for one weekend only in a new sound and light installation by the theatre and opera director.

From 1-18 July 2021, events will take place safely in indoor and outdoor locations across Greater Manchester (Picture: Manchester International Festival)

Manchester International Festival announces performance highlights

Manchester International Festival (MIF), the world's first festival of original, new work and special events, has just unveiled its 2021 programme, which will take place across 18 days.

From 1-18 July 2021, events will take place safely in indoor and outdoor locations across Greater Manchester, and a rich online offer will provide a window into the Festival wherever audiences are, including livestreams and work created especially for the digital realm.

With almost all the work created in the past year, MIF21 provides a unique snapshot of these unprecedented times.

Artists have reflected on ideas such as love and human connections, the way we play, division and

togetherness, equality and social change, and the relationship between the urban and the rural.

As one of the first major public events in the city, MIF21 will play a key role in the safe reopening of the city's economy and provide employment for hundreds of freelancers and artists.

Manchester International Festival Artistic Director & Chief Executive, John McGrath said: "MIF has always been a Festival like no other – with almost all the work being created especially for us in the months and years leading up to each Festival edition. But who would have guessed two years ago what a changed world the artists making work for our 2021 Festival would be working in?"

"I am thrilled to be revealing the

projects that we will be presenting from 1-18 July this year – a truly international programme of work made in the heat of the past year and a vibrant response to our times. Created with safety and wellbeing at the heart of everything, it is flexible to ever-changing circumstances, and boldly explores both real and digital space.

"We hope MIF21 will provide a time and place to reflect on our world now, to celebrate the differing ways we can be together, and to emphasise, despite all that has happened, the importance of our creative connections – locally and globally."

Tickets will be on sale on from 20 May 2021. For the full festival programme, please visit mif.co.uk.



Rashid Rana, artist and academic, widely considered to be the leading Pakistani artist of his generation will present a project conceived entirely around the concept of EART, a term coined by the artist to describe moments of self-expression and creative practise inclusive of, but not limited to the arts. A major element of this project will be an anti-consumerist pop-up grocery store that will open as a fully functioning Manchester shop. The shop will sell generic, locally sourced and unbranded produce, seeking to eliminate the power of branding and reframe the act of buying, turning capitalism and consumerism upside down. (Images courtesy of Manchester International Festival)



COVID-19

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Putting women first

Charity crowned winner of prestigious national business award

Charity Zinthiya Trust scooped the award for Best Community Impact at the BizX national business awards, recognising their sheer passion and determination throughout the pandemic.

The team were up against a variety of organisations in the hotly contested category and were crowned the winners at the virtual awards ceremony.

The charity was started by Zinthiya Ganeshpanchan to address the prevalence of violence, poverty and unemployment with women in Leicestershire.

“

We experienced an increase in people coming forward in need of our debt advice, domestic abuse guidance and food parcels. The team worked tirelessly to ensure those in need never went without support.

Over the last 12 months, demand has increased for the Trust's services whilst the lockdowns placed restrictions on the usual fundraising opportunities.

Due to the team's hard work and perseverance, they made it through to 2021 safely having worked non-stop to support their service users and the award recognises exactly that.

“Local restrictions have made the past 12 months extremely difficult,” said Zinthiya.

“We experienced an increase in people coming forward in need of our debt advice, domestic abuse guidance and food parcels. The team worked tirelessly to ensure those in need never went without support.”

The Zinthiya Trust was the only non-profit organisation on the

shortlist, supporting the vulnerable to make a difference in their lives. They track the distance travelled by their service users and 80% of their staff were once service users themselves.

Despite having one of the most challenging times for fundraising over the last year, they increased revenue nearly 20% thanks to the hard work of their diverse team. Another factor in their success have been the coaching sessions gifted by local business coach Phil Nassau.

“Seeing Zinthiya's tenacity and working alongside her is a pleasure and a delight,” Phil said.

“They have come up against extreme hardship in the past year, but it was inspirational to be going on that journey of change with them. It's certainly exciting to see how many lives the charity can reach and improve in the future.”

The impact of their services was echoed by sponsors of the award, Rev PR, “The award couldn't have gone to a more deserving winner,” said Sally Anne Butters.

“

Zinthiya Trust was up against much larger organisations, some who operate globally, during the judging phase but the impact they evidenced was so impressive. They were the clear winner of the award and a credit to Leicester's community.

“Zinthiya Trust was up against much larger organisations, some who operate globally, during the judging phase but the impact they evidenced was so impressive. They were the clear winner of the award and a credit to Leicester's community.”





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WITH THEIR FAMILY

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RELENTLESS



'Ramadan Runner' completes eighth annual run!

Bradford's famous 'Ramadan Runner' took on the physically daunting challenge of a 10K run for the eighth consecutive year, all whilst fasting 18-hours, and despite suffering a calf injury!

With no access to food or water, careers advisor, Nazim Ali ran locally as part of the Virtual Hamburg (Germany) 10K Run. His route took him from Bradford's Lister Park to Cottingley and back, to raise funds for the SKT Welfare Trust, who'll be building homes for internally displaced Syrians.

So far from his previous seven Ramadan runs, Nazim has raised £126,000. He had hoped this year's efforts on Sunday 9th May would see him hit the £150,000 mark during the Islamic holy month. But, he's smashed that target.

This year Nazim's Ramadan run saw an outpour of donations take him to just over £44,000, with a number of pledges still promised to come in. This takes his eight-year Ramadan fundraising to over £170,000, but he anticipates he'll finish on around £188,500 as a number of pledges are still promised to come in.

"This Ramadan, I originally was aiming to raise at least £25,000, which is enough funds to build 20 new homes in northern Syria.

“Each home costs around £1,250, and are for families currently living in makeshift tents, Syrian widows, the elderly, and those with disabilities.

“However, due to this year’s phenomenal support, I raised my target to £62,500 - enough for 50 new homes, which I am increasingly confident (God willing) of reaching with a number of pledges still outstanding. One amazing donor has just now pledged £10,000 for eight new houses!

“These homes are being built in safe villages in northern Syria and also include a masjid, a school, women’s safe space, and will be close to SKT’s hospital which has been running since 2014.

“This new accommodation will provide protection from the harsh winters and summer heat, as well as improving lives with a clean place to live and help to fight off death from diseases. Donors will receive full feedback with a personalised plaque, video and beneficiary background details.”

Talking about his run, he said: “I ran from Lister Park taking in Frizinghall, Shipley, Saltaire and Cottingley, and limped my way back finishing in Lister Park.



forefront of community and humanitarian initiatives at local, national and international levels and has raised a mind-blowing figure of over £320,000 for a plethora of causes both in the UK and abroad.

Much of his local and international voluntary work has been largely covered by Asian Express over the years, and he’s received numerous local and national awards and recognition during his fundraising commitment.

“I have distributed, in person, aid to the Turkey/Syria border on seven occasions; and to Rohingya refugees in Bangladesh, Iraqi refugees in war torn Mosul (Iraq), poverty stricken Malawi and to refugees in France and Belgium - all in the last five years.

“And for nine years I have run the five-times a year ‘Creating Smiles Gifts Initiative’ here in Yorkshire, distributing well over a thousand gifts to Bradford Royal Infirmary and Airedale Hospital wards.”

And as if the full time careers advisor hasn’t got enough on his plate, for the last seven years he’s committed to weekly homeless feeds in Bradford via the Curry Circle Food Provision.

“I am eternally thankful to the donors for their kind donations and on-going support which is humbling. It is because of you - the donors, that I am able to do what I do, and this all would not be possible without you.”

Last year during the 2020 Ramadan Run, Nazim raised over £40,000 which contributed towards transforming 116 houses which he successfully project-managed in poverty-stricken Malawi (Africa).

“
Due to this year’s phenomenal support, I raised my target to £62,500 - enough for 50 new homes.

“I had a left thigh strain picked up from the previous week’s last training run and 6km in felt sharp pain in my right calf, which meant I limped in discomfort and had to dig deep for the remainder 4km.

“But, I was spurred on by thinking of all the marvellous support from donors and the joyous faces of the refugees when they’d receive the keys to their new homes. It kept me going!

“I completed the 10K Run in a time of 1:11:09 - given the injuries I had to contend with I was just content to finish! I started the run at 10:30am as I wanted to keep the same ‘normal race day’ conditions and when I finished the run I still had 10 hours and the remainder of the day to contend with before I could open my fast in the evening.”

For over 23 years Nazim’s been at the

People can still donate (Zakat applicable) towards Nazim’s Ramadan Run 2021. If you’d like to make a donation, please visit:

www.sktwelfare.org/giving-together/nazima/007



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Drive for stronger school system to benefit all pupils

An education at a Good or Outstanding school that is part of a strong multi-academy trust has been hailed by the Education Secretary as a key part in building back better from the pandemic.

In his speech to the Confederation of School Trusts annual conference, Gavin Williamson said the government's vision is for the school system to continue to move decisively towards a single model built on strong multi-academy trusts as its foundation, bringing the current pick-and-mix system of local authority maintained and standalone academy schools to an end.

All schools have gone above and beyond through the pandemic, with all teachers and staff playing a vital role in the country's frontline response. But the pandemic has brought to the fore the benefits of strong multi-academy trusts in providing outstanding support for both children and staff, through their collaborative approach and being able to pool resources and knowledge.

The Education Secretary also stated his ambition to bring schools with a history of long-term underperformance, which have had three consecutive Requires Improvement or worse judgements by Ofsted, into strong multi-academy trusts. He committed to consult fully with the sector on any such changes.

All schools will now have the option to 'try

the academy experience before they buy' – associating with multi-academy trusts for a defined period to experience the benefits for themselves and their students, with no commitment.

“

I know from my own experience, that when parents set out to choose a school for their child, they want something very simple – a Good or Outstanding school with excellent teaching, in a wider school environment that supports their child to fulfil their potential.

A new National Behaviour Survey will also be launched to give parents a termly snapshot of the state of behaviour in schools, including disruptive behaviour and bullying. It will not be an accountability tool, but will provide parents and stakeholders the data they need to build a picture of behaviour in schools over time and improve the government's ability to support schools with any challenges they are facing.

Education Secretary Gavin Williamson said: “I know from my own experience, that when parents set out to choose a school for their child, they want something very simple – a Good or Outstanding school with excellent teaching, in a wider school environment that supports their child to fulfil their potential.

“And this is exactly what parents can expect when their child's school is part of a strong multi-academy trust. The vast majority of Requires Improvement or Inadequate schools that become an academy and join a trust go on to be rated at least Good the next time they are inspected.

“That is why I am determined to finish what we started and end the pick-and-mix approach to school types, building back fairer from the pandemic to make sure every parent has the certainty that their child is at a school that is backed by a strong trust.

“This is one of the most important things I can do to make sure every child has the opportunity to catch up on any education, development or emotional support they may have missed during the pandemic.”

The new National Behaviour Survey builds on the £10 million Behaviour Hubs programme, matching the best multi-academy trust leaders and academy heads with partner schools and trusts to help embed outstanding behaviour policies that support children to thrive.

Further new interventions to encourage and support schools to join a strong multi-academy trust include:

- An expanded £24 million fund due to launch in May to develop more, and grow existing strong multi-academy trusts, providing more capacity for trusts to take on and support schools converting into academies

- Updated guidance for trusts and prospective academy converters, published today, which sets out how strong trusts improve educational outcomes, how local authority schools can convert and the support they can expect to receive

- A pilot programme, in partnership with the Church of England and Catholic Church, to set up new faith academy trusts, as well as a new turnaround trust to support Catholic schools in need of intensive support

- An updated trust and school improvement offer, providing underperforming schools with leadership support to help drive progress

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May the force feed you

Police officer on a mission to get nightshift colleagues fed and serves up 1400 meals in 18 days!



A local police officer decided it was time to roll up his sleeves, rope in family and friends, and get cooking to feed hundreds of officers who've been missing out on meals during gruelling night shifts.

PC Dharmesh Mistry, who works in Bradford's Central Assessment Unit, has been in the force for over 16-years. During the pandemic being on the beat has been more demanding than ever.

PC Dharmesh says he took action after hearing that numerous colleagues often missed meals during their busy and demanding night shifts.

"I have heard about the immense public support for the well-deserved NHS heroes but felt that my colleagues deserved our support as they seemed to be left to 'get on with it'."

"I was aware that the police force and other organisations were facing an unprecedented situation. Therefore I took it upon myself to help."

PC Dharmesh liaised with an inspector about the idea to serve up some meals.

With the support of the Bradford Hindu Council, close family and

numerous friends jumped at the chance of making home-cooked meals for the police frontline. They served up a whopping 1400 meals over 18 days!

“We wanted to support the officers while they are working long and challenging long hours. Many have to deal with unprecedented situations, verbal abuse, and even assaults like spitting.
”

"I decided to focus on the five night shift Response Teams throughout the Bradford District. This included, Trafalgar House, Lawcroft House, Javelin House, Shipley and Keighley

Police Stations, and even the Divisional Control Room, Custody, CID, and the helpdesk.

"All the meals were made by our families and friends, who all came together and just wanting to say 'Thank You'. Without them, this amazing support would not have happened."

PC Dharmesh and his little army of volunteers served up over 80 meals per night.

"Children have helped with the meals and have drawn pictures for

the officers, these have brought smiles and a well-deserved boost to colleagues. It's brought emotional responses, smiles and has provided much-needed morale boosting amongst the force," he adds.

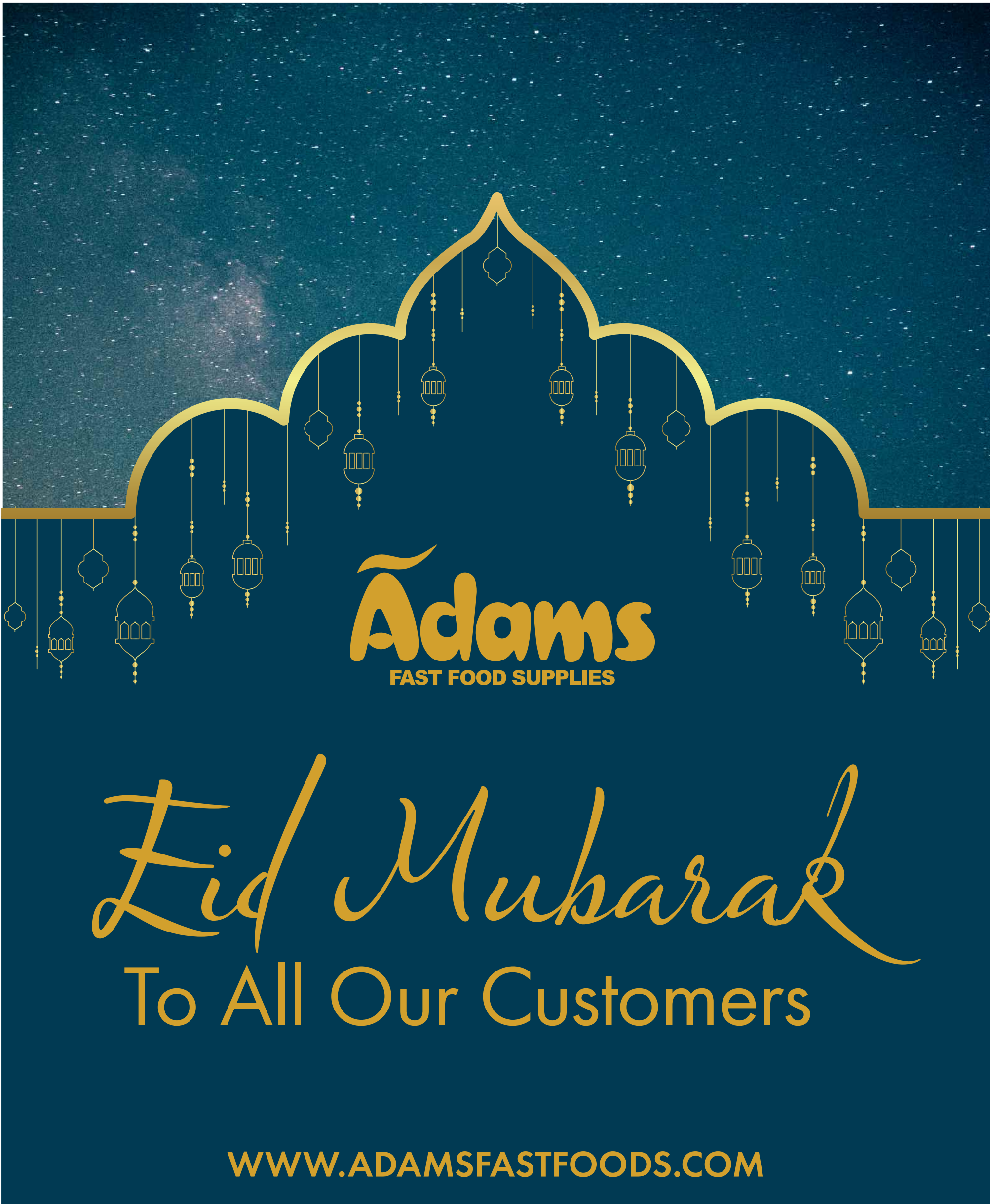
"The response from colleagues at work has been excellent. It's these little things that make life that bit easier right now"

Since the start of this project, PC Dharmesh and his team have also helped paramedic/responders from Bradford, Keighley, and Skipton

stations. They even go across the border to support Pudsey response officers.

"All I wanted was my colleagues to be felt valued and also that we all appreciated the amazing work they were doing under these difficult and scary times.

"Thanks to the support of the Bradford Hindu Council and its community, it was delivered and accepted with such positivity, bringing community engagement to the forefront."



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END WORLD HUNGER

Aid organisations call on governments to give a single day's military spending to fight hunger

A year on since the UN warned of "famines of biblical proportions", rich donors have funded just 5 percent of the UN's \$7.8bn food security appeal for 2021.

More than 200 NGOs published an open letter on Tuesday 20th April, calling upon all governments to urgently increase aid to stop over 34 million people, from being pushed to the brink of starvation this year.

The \$5.5bn additional funding recently called for by the UN WFP and FAO is equivalent to less than 26

Only 26 hours of global military spending is enough to cover the \$5.5 billion needed to help most at risk

hours of the \$1.9 trillion that countries spend each year on the military. Yet, as more and more people go to bed hungry, conflict is increasing.

At the end of 2020 the UN estimated that 270 million people were either at high risk of, or already facing, acute levels of hunger. Already 174 million people in 58 countries have reached that level and are at risk of dying from malnutrition or lack of food, and this figure is only likely to rise in coming months if nothing is done immediately.

Globally, average food prices are now the highest in seven years.

Conflict is the biggest driver of global hunger, also exacerbated by climate change and the coronavirus pandemic. From Yemen, to Afghanistan, South Sudan and Northern Nigeria, conflicts and violence are forcing millions to the brink of starvation.

Many in conflict zones have shared horrifying stories of hunger.

Fayda from Lahj governorate in Yemen says: "When humanitarian

Farmers who have been providing food for thousands for years - now they have become beggars themselves

workers came to my hut, they thought I had food because smoke was coming from my kitchen. But I was not cooking food for my children – instead I could only give them hot water and herbs, after which they went to sleep hungry. I thought about suicide several times but I did not do it because of my children.”

At the outset of the COVID-19 pandemic the UN Secretary General called for a global ceasefire to address the pandemic but too few leaders have sought to implement it. Global leaders must support durable and sustainable solutions to conflict, and open pathways for humanitarians to access those in conflict zones to save lives.

Amb. Ahmed Shehu, Regional Coordinator for the Civil Society Network of Lake Chad Basin said: “The situation here is really dire. Seventy percent of people in this region are farmers but they can’t access their land because of violence, so they can’t produce food.

These farmers have been providing food for thousands for years – now they have become beggars themselves. Food production is lost, so jobs are lost, so income is lost, so people cannot buy the food. Then, we as aid workers cannot safely even get to people to help them.

Some of our members risked the journey to reach starving communities and were abducted – we don’t know where they are. This has a huge impact on those of us desperate to help.”

QUOTES FROM NGO SIGNATORIES



Interim CEO of Islamic Relief Worldwide, Tufail Hussain: “Cutting aid in the middle of a

pandemic is morally abhorrent and risks rolling back decades of development. Failure to act now will cast a shadow over generations to come, as malnutrition affects young children’s cognitive and physical development for the rest of their lives. The world must not wait for famine to be declared before helping people who are starving right now. We are calling for global solidarity to end hunger and stand with the world’s poorest people.”



Save the Children’s CEO, Inger Ashing: “We have warned donors over and over again – their inaction

is leading to death and despair among children, as we see in countries across the globe every single day. A pledging conference for Yemen in early March did not even raise half of the funds needed, and that country is at a tipping point. It’s painful, because governments have the money. That

thousands of children will be dying of hunger and disease in 2021 is a political choice – unless governments radically choose to help save the lives of children.”



Oxfam International Executive Director, Gabriela Bucher: “The richest

countries are slashing their food aid even as millions of people go hungry; this is an extraordinary political failure. They must urgently reverse these decisions. And we must confront the fundamental drivers of starvation – global hunger is not about lack of food, but a lack of equality.”



David Miliband, CEO and President of the International Rescue Committee: “The worsening rate of global hunger is horrifying to

witness. Every day we are seeing the human cost of hunger play out in the countries where we work. World leaders must act now to prevent unprecedented levels of suffering, through increased funding and diplomatic efforts to end conflict and improve humanitarian access.”



CARE International Secretary General, Sofia Sprechmann Sineiro:

“Whether Yemen, Syria or the DRC, funding to respond to the hunger crisis is not materialising. Yet trillions are invested in rescue packages for corporates all over the world. Donors must step up. It is not a matter of affordability; it is a matter of political will. CARE’s evidence base tells us that for every dollar women earn, 80 cents go back into the family, compared with 30 cents of every dollar men earn. Gender inequality is a key predictor of the occurrence and recurrence of armed conflict. If we fail to grasp this simple fact, we will fail to prevent or effectively counter famine.”



The Danish Refugee Council Secretary General, Charlotte Slente:

“Among the growing number of refugees and displaced persons, lack of access to food severely worsens an already critical situation. DRC calls on all governments to act now to prevent global hunger from adding further destitution to the world’s most vulnerable groups of people.”



World Vision International President & CEO, Andrew Morley: “Let me be direct: there is no place or excuse for famine in the 21st century. The fact we have reached this point shows there has been a clear and catastrophic moral failure by the international community. A generation of girls and boys needs us to bring hope, supporting and empowering them to reach their full potential. Children of the world are looking to us to act.”



Anne-Birgitte Albrechtsen, CEO of Plan International: “We are witnessing a devastating global hunger crisis, which will hit girls and women the hardest. In countries like South Sudan, we are already hearing reports of hunger-related deaths and families going entire days without food. Others are making heartbreaking choices, marrying their daughters early or saving what little food they have for working members of the household. It is critical that world leaders step up and provide more funding for humanitarian assistance – otherwise, we risk millions of avoidable deaths.”

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Advertorial

Insider Tips on How to Pass the Home Office English Test

In 2019 about half (49%) of non-EU-born migrants in the UK said they came to the UK for family reasons (According to the Migration Observatory Guide). The majority of people who come for family (partner, fiancé) are usually looking to settle permanently in the UK.

To be able to work and to deal with simple, straightforward information and be able to express themselves in English.

LanguageCert, the awarding organisation that offers Home Office approved, Ofqual regulated English language exams for UK visas and immigration, understands that this can be a stressful process for some. With that in mind it has made the experience of taking the A2 test as smooth as possible, whatever your native tongue.

Andrew of Harrison of Language Cert says: "We know how important SELT tests are- and the great sense of achievement people feel when they are successful. Regardless of your language level, preparation is key, whether to work on your skills or familiarise yourself with what to expect on the day. This is why LanguageCert is committed to providing free, accessible tips and materials to all candidates and partners.

From choosing a test centre (there are 14 Language Cert test centres in the UK), booking is easy, and you get preliminary results as soon as you've finished the test. There are practice papers on the LanguageCert website and some great videos that walk you through the process.

Visit: www.languagecert.org for more information

Starting with the basic A1 which gives partners, usually wives, parents and fiancés the right to stay here temporarily, the next stage, the A2 test has to be taken within two and half years of taking the A1 test in order to get to the next stage of completing the five-year partner or parent route to achieve settled status.

More comprehensive than the first exam, the A2 takes speaking and listening to a higher level and it can be a daunting prospect, especially for women who have come on a spouse or fiancé visa and are now parents.

However, the government is keen for women (many of whom are applying for settled status) to have good comprehension of English so that they communicate with their children (and their teachers etc) and

be able to work and to deal with simple, straightforward information and be able to express themselves in English.

Visit: www.languagecert.org for more information



TOP TIPS

The team at LanguageCert have put together some top tips to take the worry out of studying, preparation and taking these vital exams so that you can feel confident that with these tools and lots of preparation you will successfully pass the 9-minute long A2 exam.

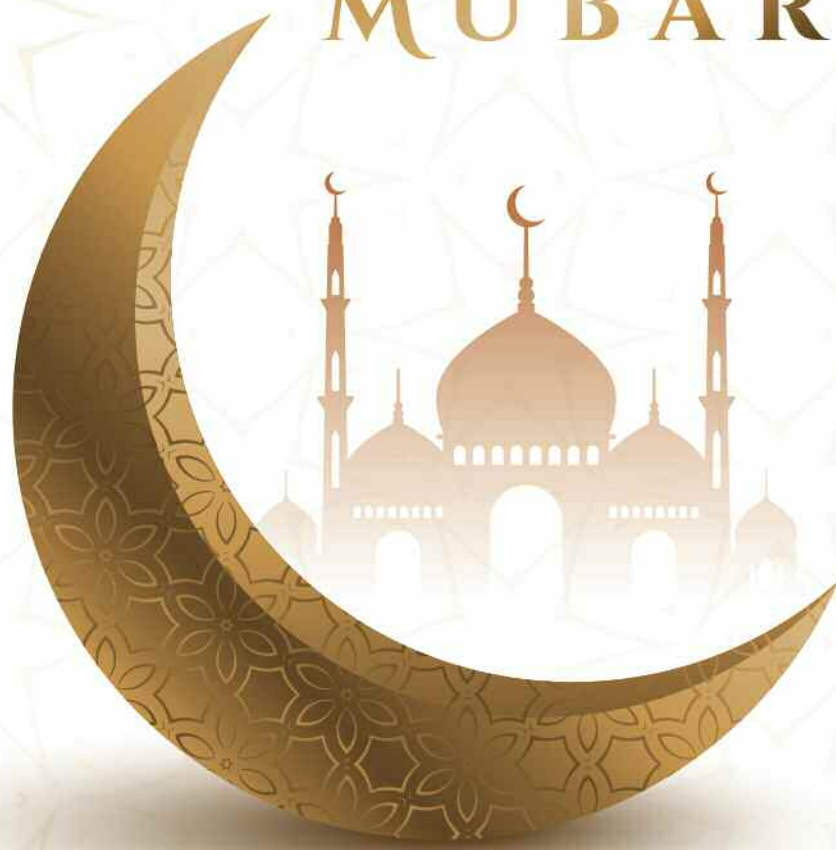
- **Practice, practice, practice** – the more revision you do the easier the test will become, that means talking in English to as many people as possible, checking your pronunciations, learning some phrases and finding out what the examiner is looking for – check out the LanguageCert website for help with all of these.

- **The Examiner is your friend** – they are there to provide you with the opportunity to display your language skills not to catch you out. Ask them to repeat themselves if you are unclear about the question.

- **Don't speak too fast** – speak calmly and clearly, the examiner will clarify a question if you don't understand it.



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Asian Express Your National and Local Business Round-up

Business news

■ Owais Mohammad joins Bradford's School of Management's International Advisory Board



Dragon back in the Den

Banking director brings years of experience back to Bradford

The latest 'dragon' from the business world to join the ranks of the School of Management's International Advisory Board is Owais Mohammad, who graduated from the University of Bradford in 2007 with a Bsc in accounting and finance.

After graduating, he went to work in the real estate sector in Dubai for two years, after which he moved back to the UK to live and work in London, before relocating up North in 2013, living in Rawtenstall, Lancashire and working mainly in Manchester.

Having recently taken on a new role with Barclays, the father-of-four (he has children aged three, five, eight and 10) now works in Leeds as 'Vice President - Corporate Relationship Director', essentially managing complex banking relationships within the professional and financial services sector, covering West and North Yorkshire.

Owais grew up in Karachi, Pakistan's largest city, where he completed his schooling, before moving abroad.

"The decision to move abroad was motivated by a desire to improve my career prospects," says Owais. "A lot of my friends also went abroad at that time, some to the US and some to Canada. I came to the UK. Coming from abroad, all you tend to hear about is London but by doing a bit of research, you can find places like Bradford, the UK's fifth largest city.

"Certainly, for international students taking this route, Bradford has a lot to offer, in terms of its diversity, affordability, career prospects and access to major markets in the North. All of those factors helped me make a decision in coming here.

"From an academic point of view, I was fortunate to have tutors who were passionate about my development and took a keen interest, which allowed me to successfully achieve an upper second class

result, that was pivotal for me in securing a place at a top tier banking graduate program. As such I can confidently say that my educational experience at Bradford has not only allowed me to pursue a career with a top tier Bank but become successful in it and thrive."

Owais now brings his wealth of industry knowledge to the School of Management IAB, which provides independent, external and commercially informed advice that enables the University of Bradford to deliver inspiring and world-class education and research.

"The School of Management's success is measured in part by the success of its graduates, so to be able to bring my industry experience here and help shape the strategy and ultimately help recruit students and find them careers when they graduate, is something I'm passionate about. I have benefited from good advice during my education and career, so if I can help mentor others, that's something I am keen to do."

Aside from his business acumen, Owais was also able to nurture his passion for music during his time at Bradford. Indeed, he formed what he believes was the University's first South Asian rock band which had the honour of playing at the University's 40th anniversary celebrations.

"Music was one of my passions growing up but it wasn't something I could develop while at school. When I came to Bradford, I became involved in the Tasmin Little Music Centre and formed a band. I was lead vocalist and played rhythm guitars and we played venues across the city but perhaps our proudest moment was playing at the University's 40th anniversary. Now I will be spending more time in Yorkshire, perhaps I will touch base with my former bandmates."

BUSINESS

YOUR LOCAL & BUSINESS ROUND-UP

Colin v Cuthbert: Battle Of The Caterpillars

Over the past few weeks the news of Marks & Spencer suing Aldi for infringing its trade marked "Colin the Caterpillar" cake has dominated the headlines.

M&S launched its beloved caterpillar-shaped chocolate cake back in the 90's and has multiple registered trade marks over "Colin the Caterpillar", giving it the exclusive right to use of "Colin the Caterpillar" and preventing others from using its trade marks without the supermarket's consent.

M&S has issued a claim in the High Court against Aldi for infringement of its trade marks on the basis that Aldi's similar caterpillar inspired cake, "Cuthbert the Caterpillar", is so similar that it "rides on the coat-tails" of the success and reputation of "Colin". M&S is seeking an Order from the Court that "Cuthbert" be removed from Aldi's stocks and Aldi be prohibited from selling future goods which are similar or identical to "Colin".

In order to establish that its trade mark has been infringed by Aldi, M&S will need to persuade the Court that "Cuthbert" is similar to its registered trade mark and that Aldi is seeking to take unfair

advantage of M&S' trade mark which has built up a reputation since it was created.

One difficulty for M&S is that Aldi is not the only supermarket to jump onto the success of the cake as all the other major supermarkets have created their own version of "Colin" as there is "Clyde the Caterpillar" by Asda, "Curly the Caterpillar" by Tesco, "Wiggles the Caterpillar" by Sainsbury's and "Morris the Caterpillar" by Morrisons. This factor is likely to weaken M&S' case, as the Court will probably consider that the presence of multiple caterpillar-shaped cakes in the market means that consumers are accustomed to seeing numerous caterpillar inspired cakes from different retailers and as such do not associate such cakes solely with "Colin".

In a twist to this saga, Aldi announced that it would be launching a "Special Edition Cuthbert" with the profits to be donated to cancer charities including M&S' partner charity, Macmillan Cancer Support. Aldi has suggested that "Colin and Cuthbert be besties" and that the two supermarkets should "raise money for charity, not lawyers". M&S has responded by telling Aldi that a cake based on Aldi's "Kevin the Carrot" commercials would be better and said: "That idea's on us". The duelling supermarkets appear to be locked in two separate battles, one in a court of law and the other in the court of public opinion. What is certain is both battles will be interesting and entertaining to follow as the lawyers and publicists play out their strategies.

What lessons can be learned from these wrangles? In order to avoid others gaining from your "unique" goods it may be worthwhile applying for an early registered trade mark. If you are granted the trade mark, then you will be afforded statutory protection against those who seek to use an identical or similar marks to your trade mark.

Whilst it does not prevent your trade mark being breached, it does at least give you some protection as in the registration process any objectors could come forward and dispute the application for registration of the trade mark.

Blacks Solicitors can assist you with the registration of intellectual property rights and the protection of those rights including any disputes that may arise. Please contact Luke Patel on 0113 227 9316 or by email at "L.Patel@LawBlacks.com".



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BLACKS
SOLICITORS

- New call for more NHS Volunteer Responders to help neighbours through the pandemic.
 - Volunteers are needed to support members of their communities with vital tasks such as grocery and prescription collection.
 - NHS Volunteer Responders scheme is open to people at high risk from COVID-19 who are continuing to stay at home during the pandemic.
- People can register for support by calling 0808 196 3646.
The line is open every day from 8am – 8pm.



Volunteers needed to support their communities

The NHS and Royal Voluntary Service are calling for more NHS Volunteer Responders to support their community with essential tasks. The volunteers help people who are continuing to keep contact with others to a minimum because they have other health conditions which make them particularly vulnerable to COVID-19.

NHS Volunteer Responders provide support with lifts to medical appointments, collecting shopping, medication or other essentials, and by making 'check in and chat' calls to people who would enjoy regular phone contact and friendly conversation.

Despite lockdown easing, those with underlying health conditions such as cystic fibrosis, severe asthma will continue to minimise their exposure to COVID-19 and each volunteer who steps forward is helping to keep people in the community safe.

The GoodSAM app puts volunteers in touch with people needing help. NHS Volunteer Responders now encourages volunteers to add all the languages they speak to their GoodSAM profile so they can be matched with people who would prefer to talk to a volunteer in one of those languages. The programme currently has volunteers who speak English, Urdu and Punjabi.

Mark Wilson, Co-founder at GoodSAM said "It's fantastic that the GoodSAM app enables people to input the languages they speak. It means that we can connect with people from all

communities across the country and ensure that everyone who needs help is able to access it."

To apply to become an NHS Volunteer Responder, visit the NHS Volunteer Responders website. If you need support from the volunteers you can register by calling 0808 196 3646 (open 8am – 8pm, 7 days a week). Volunteer support is also available to people who are self-isolating because they or a member of their household have COVID-19 (excluding patient transport).

Nasir Jamil, 51, is an NHS Volunteer Responder from Tunbridge Wells and wanted to support his community. Nasir said: "As soon as I heard about the NHS Volunteer Responders programme, I knew it was something I wanted to be part of, and I really felt that it was my moral duty to

help those in need. There are so many people whose lives have been made difficult by this pandemic, and if I am able to do something to help, then I absolutely feel that I must."

Rebecca Kennelly MBE, Director of Volunteering for Royal Voluntary Service said "The way that volunteers have stepped forward during the pandemic has been nothing short of amazing. Volunteering has brought people together over the last year in amazing ways, I would like to thank everyone who has stepped up to support the NHS and their community this year."

Since the programme's launch in March 2020, around 400,000 on-duty NHS Volunteer Responders have played a vital role in keeping people safe and have now completed more than 1.7 million tasks.

Those who apply will have the opportunity to support their community with six roles

- Community Response volunteer: to collect and deliver shopping, medication or other essential supplies.
- Community Response Plus volunteer: to collect and deliver shopping, medication or other essential supplies for people with learning disabilities and other conditions
- Patient Transport volunteer: to give lifts by car to patients who are medically fit to attend routine medical appointments.
- NHS Transport volunteer: to transport supplies between NHS sites, and make medication deliveries.
- Check in and Chat volunteer: to provide telephone support to people who would enjoy regular phone contact

and friendly conversation.

- Check In and Chat Plus volunteer: this is a peer-support role, provided by responders who are at risk from COVID-19 themselves. Regular telephone support and a 'listening ear' is offered to people who are also at risk or experiencing challenges as a result of COVID-19.
- Steward Volunteer volunteers help on site by guiding people to make sure the vaccination process runs as smoothly and efficiently as possible. They help ensure social distancing and identify people who need additional support. Recruitment to this role has been paused but you can register your interest for future vacancies.

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...life & style

10 ways to celebrate Eid with your children in a pandemic

As the holy month of Ramadan comes to an end, Barnardo's, the UK's largest children's charity, is sharing ten top tips on how children and families can still enjoy Eid-ul-Fitr despite the pandemic.



1. Putting up decorations together

Whether you decide to make them or buy them, creating a tradition of putting up Eid decorations together will become something your children will look forward to every year. You can buy Eid decorations online on Etsy, Ebay, Amazon and from independent sellers on Instagram and Facebook, or you can make your own cut-outs of stars and moons which children will love taking part in. Arts and craft can provide relaxation, distraction and absorption for children, and is hugely beneficial for their mental health.

2. Cooking, baking and eating together

Cooking is a great way to bring the family together; both past and present if you follow old family recipes. It's also a calming activity for children, as it requires them to focus on a specific task and use their cognitive skills. Cooking recipes from loved ones who have passed away is also a good way to remember people we have lost.

3. Making Eid cards

This is a brilliant activity for children as not only is the arts and crafts element soothing, but it can also help them feel connected to the friends and family they won't be able to see on Eid. They can also express their feelings through drawings and writing.

4. Dressing up

Wearing your best clothes on Eid was a tradition of the Prophet Muhammad (Peace Be Upon Him) and wearing something special is a great way to separate a celebratory day from a regular day. If finances are strained, you can always look for bargains in a Barnardo's charity shop or just wear something nice you haven't worn in a while.

5. Giving each other presents

Giving presents was another sunnah (tradition) of the Prophet Muhammad (Peace Be Upon Him). These don't have to be expensive and can be homemade as well. Children love to give and receive presents and it's a great way to celebrate and remember loved ones.

Continued on page 30

Continued from page 29

6. Spending time outdoors

Spending time outside, in fresh air and with nature can do wonders for person's mental health and well-being. Even if you have no grand plans for Eid, just taking the children for a walk in the park can improve their mood, their stress or anger levels and help them feel relaxed.

7. Meeting up with friends and family outside

The current rule is that you can meet up outside in groups of six (or two households) while maintaining social distancing. This includes private gardens, so if your family is small enough, you can invite friends over and your children can see them and play together. It's really important for children to spend time with their friends, not just for fun, but for their mental health.

8. Taking part in group celebrations online

If you're unable to meet up outside with your loved ones, you can organise a group celebration online. This is a great way to see your friends and family from the safety of your home and will help your children feel connected with the outside world.

9. Playing family games

This can be done as a family in real life, or online with the wider family. Playing board games together helps your children develop a wide range of skills like problem solving, number and letter recognition, and more complex calculations. It's also a great way to bond with the family.

10. Communicating with each other

It's important to realise that your children might be experiencing a range of emotions after such a turbulent and confusing year, and they might not even feel like celebrating. This might manifest in different ways, from being withdrawn to displaying anger and frustration. It's important you communicate with your child and ask them how they're feeling. You can also seek professional help if you feel your child will benefit from speaking to a professional about their feelings, such as the Barnardo's Boloh helpline.

10**ways to celebrate Eid with your children in a pandemic****Under-35s are bearing brunt of the jobs crisis**

The Office for National Statistics (ONS) has revealed under-35s are bearing brunt of the jobs crisis, with younger people accounting for 80% of 811,000 payroll job losses. Yet as we begin to exit the lockdown period and return to work, the entirety of the UK workforce will navigate unprecedented challenges.

These challenges are far from balanced, with recent research from Future Strategy Club and Resolution Foundation highlighting the disparity in employment opportunities for the BAME community.

Today, Black, Asian and Minority Ethnic people in the UK continue to face persistent racial inequalities in the search for work, with the Resolution Foundation report revealing that the unemployment rate among Black young people (16-24) is now at 34% compared to just 13% of their white counterparts.

Further to this, new data from Future Strategy Club has unveiled that 58% of the BAME community are now concerned that finding the right kind of work post-pandemic will be harder for them. This is in comparison to only 43% of their white counterparts.

This disparity exists at every level of work and applies to both graduates

and non-graduates, with university leavers struggling to find their first job as well as young people already in employment being made redundant.

This trend is supported by landmark data from Future Strategy Club, an inclusive and diverse members club of the UK's most experienced c-level consultants and leading creative talent, which highlights how worried young people are about their career prospects in future and how that affects their choices.

In a bid to create a workplace of equal opportunity, access to freelancing, like all other options, is extremely important and comes with a continuous stream of benefits that help to democratise the UK workplace. To name a few: flexibility, greater job satisfaction, variety and ultimately, the opportunity to become your own boss.

This is why many individuals, especially high-level talent, have begun to look towards this. Future Strategy Club recognises that freelance work gives employees back control, allowing them the ability to shape what they want their career to look like. Future Strategy Club champion and support all freelancers, at every stage of their career, ensuring equal pay and opportunities for every freelance

member.

Justin Small, CEO and Founder of Future Strategy Club, discusses the disparity and the impact on young people of successive lockdowns: "This report highlights the disproportionate impact that the pandemic has had on the working population.

"There has already been a significant wave of concern amongst young people on their future employment prospects. Yet this is a concern that is seemingly being felt considerably more amongst some BAME employees.

It is clear that the pandemic has exacerbated feelings of anxiety amongst young people, but to see that many workers in the BAME community are being unevenly impacted is incredibly disheartening, as is the data itself. Today, more needs to be done to ensure the fight for better rights, equality and diversity continues, in order to ensure equal opportunities for all.

"We're encouraging young people to take control of their careers and challenge today's worsening unemployment rates. It wouldn't be surprising if 2021 becomes the year of the mass exodus from the 9-5 and towards self-employment for young people."





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EVERY DAY BRADFORD

A calendar
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Bradford is one of the most fascinating places in the country. It grew in the 19th century from a small market town to one of the UK's largest cities. It built its new wealth on factory production of woollen goods, a classic case study of the Industrial Revolution.

This book is no conventional narrative of Bradford's history. It celebrates each day in the year with some important story from 1212 to 2020 – the impact of a strong-minded or talented individual, a critical event of success or disaster, or an important moment in

Stories that shaped Bradford

Author Martin Greenwood's book documents critical moments of the City

the development of the city, its buildings or its institutions.

Bradford has experienced good and bad times, periods of growth, decline and regeneration, and several waves of immigration. Often rising above adversity and strife, many individuals have made outstanding contributions to the city and the nation. They feature businessmen such as Sir Titus Salt and Samuel Lister, who made large fortunes through hard work and innovation, and creative giants with international reputations such as JB Priestley and David Hockney.

Many mill-owners became very wealthy, but many more workers suffered from poverty and ill-health. Not for nothing did Friedrich Engels describe Bradford as a 'stinking hole' or TS Eliot refer to silk hats on Bradford millionaires in his most

famous poem.

The stories cover a wide range of topics – industry, commerce, politics, arts, leisure, sport, education, health etc. They include social issues such as the extreme poverty and squalor in the 19th century and women's rights and multiculturalism in the 20th. The accent, however, is on the positive – the unusual, the brave, the eccentric and the amazing.

In 2021 the city is preparing a bid for UK City of Culture 2025. This history provides a unique reference of what Bradford has achieved and how it can build on that foundation.

Never before have such stories about everyday life in and around Bradford across the centuries been brought together in one volume. Martin Greenwood has built a remarkable kaleidoscope of

life in his home city from medieval times to the current day.

'Every Day Bradford' is published by Kirklands Publications in conjunction with Writersworld, and is produced entirely in the UK. It is available for sale at over 3,500 bookshops, internet book retailers and libraries in over 100 countries and is distributed by Gardners Books Limited, the United Kingdom's largest book wholesaler.



ABOUT THE AUTHOR

Martin Greenwood was born and brought up in Bradford. He was educated at Bradford Grammar School and New College, Oxford University.

During his career, he wrote widely on the business implications of information technology.

In 2018 he published a biography of his celebrated grandfather – Percy Monkman: An Extraordinary Bradfordian. In researching his family's past, he discovered what a fascinating history Bradford possesses.

In this new book Martin shares what he has learnt about the city.

School uniforms will be made more affordable for families under a new law passed by parliament.

The Act, which received Royal Assent, will require schools to follow new statutory guidance on uniform costs, instructing them to keep prices down.

The cross-party support for the Bill recognised the costs parents face for school uniform, particularly for branded items, and the statutory guidance will tell schools to consider high street alternatives.

It will also include measures on encouraging second-hand uniform, schools' arrangements with suppliers, and ensuring parents have access to clear information about uniform policies.

School Standards Minister Nick Gibb said: "School uniforms are important in establishing the right ethos in a school. They also help to improve behaviour and a sense of belonging and identity. But we want to be sure they are affordable for parents.

"This new law will help to save families money and ensure the cost of a blazer or shirt is never a barrier to accessing the best possible education."

The new law, introduced as a Private Members' Bill by Mike Amesbury MP and given Government backing, enables the Government to set statutory guidance for schools to consider about costs for uniforms.

The Department will publish the statutory guidance in the autumn this year, which will focus on ensuring costs are reasonable for families of all backgrounds and giving parents the best value for money.

It will also advise schools to make sure that when they take up contracts with uniform suppliers, they are competitive and transparent in order to keep costs down.

The Government is committed to ensuring no family is deterred from applying to a school due to the costs for its uniform. Once guidance is published, schools will be required by law to consider it when developing their uniform policies.

Mark Russell, Chief Executive of The Children's Society, said: "We are thrilled this new law has passed and we thank Minister Gibb and the Department for Education for their support. This legislation will be vital in ensuring that school uniforms become more affordable for families across the country.

"Young people told us back in 2014 that high-priced school uniforms had a huge impact on their ability to make the most of their education. We hope this new law will make children feel more equal to their classmates and make life easier for struggling families."

“
This new law will help to save families money and ensure the cost of a blazer or shirt is never a barrier to accessing the best possible education.”

New law to make school uniform costs affordable for all



- Bill passed in Parliament to tackle unreasonable school uniform costs
- New law aims to ensure uniform is affordable for families of all backgrounds
- Schools will have a legal duty to follow upcoming Government guidance

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A 'ray of hope'

UK Asian Film Festival announces dates for next event

The world's longest running South Asian film festival outside India, UK Asian Film Festival, announces its 23rd annual event.

At a time of global unrest and displacement, the curation of this year's festival is inspired by the theme Ray Of Hope.

This year's line-up highlights stories of resilience and bravery, celebrating those who take a stand against oppression and injustice. At a time of great division and inequality, this year's festival content will feature characters, stories and storytellers that strive for a better world through films that highlight inclusivity, kindness and, above all, empathy.

UK Asian Film Festival, presented by Tongues on Fire, historically showcases South Asian feminist films and the work of pioneering female artists and auteurs.

The festival will run from 26th May – 6th June 2021 in venues across London, Manchester, Leicester, Coventry, Glasgow and Stockton.

UKAFF is supported by the BFI and Arts Council England using funds from the National Lottery and the Department for Digital, Culture, Media and Sport(DCMS). #HereforCulture

Continued on page 36



Programme to run at venues across London, Manchester, Leicester, Coventry, Glasgow and Stockton From 26th May – 6th June



UK Asian Film Festival announces dates for next event

A 'ray of hope'



Continued from page 35

The Opening Film will be the UK Premiere of Raahgir (The Wayfarers) (UK/ India, 2019, Director: Goutam Ghose) on Wednesday 26th May at BFI Southbank.

Featuring Adil Hussain, Tillotama Shome, Neeraj Kabi, this epic and elemental journey through relentless monsoon and breathtaking nature tells the story of a man and woman driven by hunger to search for work in the nearest town. Nathuni leaves behind a paralytic husband and two children, while Lakhua is a permanent wanderer who lives on the fringes of society. In sharing their difficult journey, they exchange life stories and find themselves drawn into a life and death struggle. The screening will be followed a Q&A.

The closing film will be the world premiere of The Beatles And India (UK/ India, 2021, Director: Ajoy Bhose, Co-Director Peter Compton) on Sunday 6th June at BFI Southbank followed by a Q&A.

This fascinating documentary explores the life and times of The Beatles' love affair with India, its religions and its culture and, in turn, the impact of their music and style on a young generation in India. Drawing on a rich seam of archive and interviews, the film features leading figures from both sides

including musical genius and film composer, Ravi Shankar, in this nostalgic celebration of Anglo-Indian collaboration.

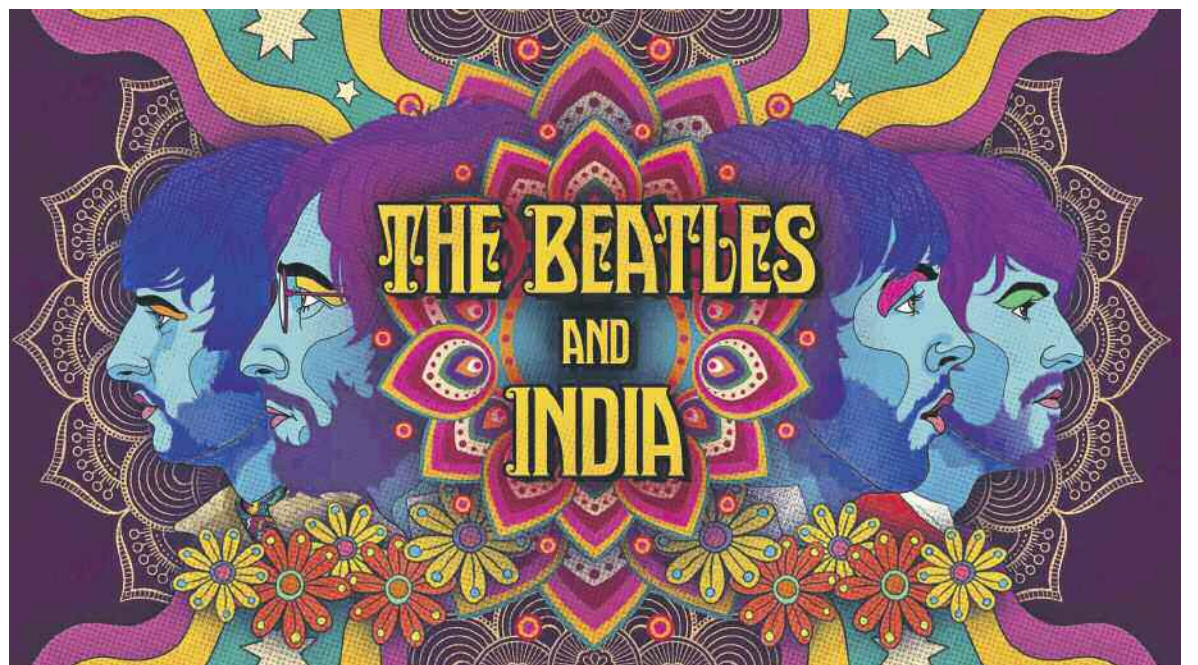
UK Asian Film Festival Founder and Director, Dr Pushpinder Chowdhry MBE says: "We are thrilled to bring the magic of the cinema back again!

"After a year of virtual living, we are proud to be working with our partners to create safe spaces for our audiences to enjoy films in person. We have shifted our dates during this exceptional time to adhere to government regulations and to take into account religious festivities to make sure we continue to serve all South Asian communities.

"We have also curated a selection of online premieres to make sure we reach new, UK-wide audiences."

UK Asian Film Festival Creative Director, Samir Bhamra says: "Cinema has been a ray of hope for all of us during this pandemic. Its power to entertain, provide escapism and boost our wellbeing has held us all together during this pandemic.

"And just as characters in films go on a journey of growth, UKAFF has expanded to Coventry this year. Working in partnership with Belgrade Theatre, we are delighted to be one of the key headline events during the UK City of Culture to celebrate the best of South Asian culture, positivity and creativity."



For further information visit: www.ukaff.com.

Azaan Sami Khan set to release new single



We just days away from the release of Azaan Sami Khan's new music video, titled Tu. And just in time for the big reveal, the singer took to his Instagram to release the teaser for it, which features none other than Mahira Khan.

In the teaser, one can see a montage of some explosive special effects with glimpses of Azaan and Mahira caught up in various scenarios, hinting at a fiery love story.

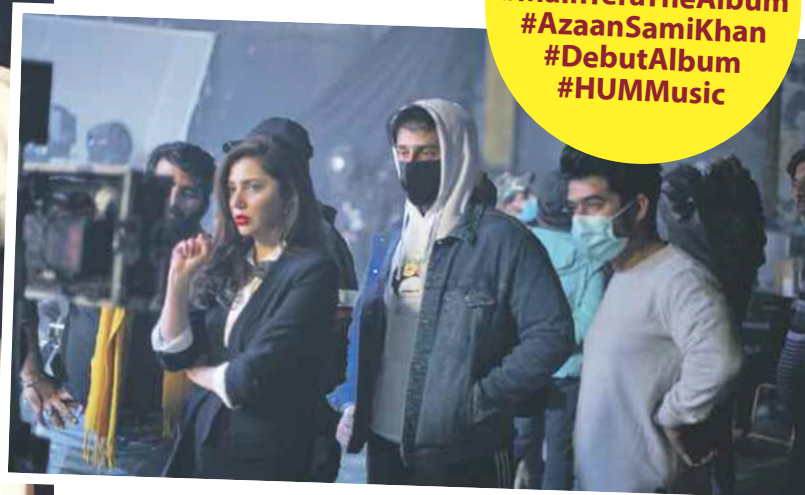
This would be the first time the duo is paired on-screen, and the brief teaser already suggests tons of chemistry. Without giving much away about the tune and the video, but still promising a lot that has never been done and seen, Azaan has left his fans curious about what's to come with the music video.

The Main Tera singer first teased the single earlier this month when he shared a picture of himself with lyrics of Tu in the caption. He also later shared a very brief animated clip captioned TU – "See you on

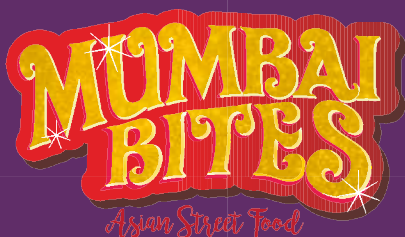
Eid!!", tagging Mahira Khan in it. The clip showed animated versions of Azaan and Mahira floating in the air with a catchy tune playing in the background.

Earlier this year, Azaan announced his debut album, consisting of 9 new songs, namely Maahiya, Dholna, Mein Tera, Jaadugari, Aashiqui, Ik Lamha, Meri Sajna Re feat. Ustaad Rahat Fateh Ali Khan, Zama, and Tu, along with a Bonus side having live versions and a remix. His debut single Main Tera has now crossed 5 million views on YouTube.

The music video for Tu is directed by Hassan Dawar, and is all set to release on Eid-ul-Fitr. Check out the teaser video on Azaan's Instagram, and on HUM TV's YouTube channel.



Join the conversation:
#TU
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Collection of iconic British classics to go under the hammer

The cars are the stars as the Winsford collection goes under the hammer via the SYNETIQ auction platform. A total of 25 iconic cars of all eras are up for sale, but the five star lots are sure to attract a bidding frenzy.

Coming from the private museum based at the SYNETIQ Winsford site, the 'Winsford Collection' includes some 25 cars ranging from fast Fords, to rare Jaguars and a vast selection of classic Minis. With most vehicles emerging following years of dry storage, each is ready to be recommissioned and returned to the road.

Continued on page 40

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Collection of iconic British classics to go under the hammer

Continued from page 39

Much of the selection includes cars that can be viewed as investment projects requiring light restoration.

SYNETIQ, the UK's largest integrated salvage and vehicle recycling company, announced its intention to expand and invest in its Winsford site last year, in order to open a new cutting-edge facility for processing electric vehicles (EVs) – the first of its kind in Europe.

Five lots from the sale in particular are attracting attention from collectors and enthusiasts:

All vehicles are offered for sale via SYNETIQ's online auction platform. Bidding is now live, and will end on Friday May 28th.



1953 Jaguar XK120 OTS.

Finished in British Racing Green, and running on period-correct wire wheels and cross-ply tyres, this XK120 has been prepared to a fast-road and mild competition specification. Featuring a roll bar, aero screens, fire extinguisher, harnesses and an external ignition cut-off, this Jaguar is ready for touring, historic rallies or racing.
<https://auctions.synetiq.co.uk/auction/items/details/1953-jaguar-xk120-road-going-competition-3880cc/155930>

1964 Austin Mini Cooper S, Downton tuned with a Radford interior.

This ultra-rare, early example of the Austin Mini Cooper S is possibly unique. As a 1964 model, it features the larger 1071cc A series engine, with servo assisted disk brakes, but does not feature the twin fuel tanks of the later cars. Tuned even further by the period mini experts, Downton Engineering, this mini also features a bespoke interior by the leading British coachbuilders, Harold Radford & Co. With deeper seats, trimmed in Connolly leather and a walnut dashboard with matching door cappings, lovers of the swinging sixties and motorsport need look no further.

<https://auctions.synetiq.co.uk/auction/items/details/1964-austin-mini-cooper-s-petrol-manual-2-door-saloon/152731>



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1971 Ford Escort Mexico.

Launched in celebration of its victory at the London-Mexico World Rally Championship in 1970, the Escort Mexico has become one of the most sought-after examples of the type. Finished in Daytona yellow, and featuring quad Cibie spotlights at the front and diamond-cut minilite alloy wheels, this Escort is in an eye-catching specification. With just 103,000 miles shown on the odometer, this is ready for a serious collector to own and enjoy.

<https://auctions.synetiq.co.uk/auction/items/details/1971-ford-escort-mexico-1558cc-petrol-manual-2-door-saloon/152384>

1989 Ford Sierra RS Cosworth.

Finished in diamond white, with an unmarked grey velour interior, this example shows just 38,000 miles on the odometer. With buyers finding it increasingly hard to find unmolested, original examples of these turbo-charged 80's super saloons, this Sierra Sapphire has already caught the eye of serious collectors of the marque.

<https://auctions.synetiq.co.uk/auction/items/details/1989-ford-sierra-rs-cosworth-1993cc-turbo-petrol-manual-5-speed-3-door-hatchback/152082>



1992 Ford Escort RS Cosworth.

For fans of the turbo-charged road versions of the group A rally cars, there are few more iconic cars than the Escort RS Cosworth. With a 2-litre, turbo charged engine, permanent four-wheel drive, ample downforce thanks to the whale-tail rear spoiler, the Escort RS Cosworth was built for speed. This early example, featuring optional leather seats, electric windows and with a manual sunroof, is finished in a deep Mallard Green having benefitted from some subtle enhancements. Compomotive alloy wheels, and an upgrade to AP Racing brakes are both period correct, and also reversible, should the new owner desire a factory-spec vehicle.



COUNTDOWN

New Ferrari limited-edition V12 gets set for world premiere

The first official images of Ferrari's latest limited-edition special series have been published in the build-up to its world premiere, which will be broadcast live on the Maranello marque's social media channels on 5th May at 14:30 CEST.

The new model is the ultimate expression of Ferrari's concept of an extreme front-engined berlinetta, honing the characteristics of the critically-acclaimed 812 Superfast to a level never seen before. The result is a car that encapsulates and epitomises the company's 70-plus years of experience on the world's circuits, drawing on its thoroughbred sports car DNA to deliver a perfect marriage of performance, form, and function. Aimed at Ferrari's most passionate collectors and connoisseurs, it features numerous uncompromising engineering solutions to guarantee peerless driving pleasure.

As is the case with all Ferrari's cars, the most striking feature lies at its very heart: in this instance the latest evolution of Maranello's legendary 65° V12 engine, which reaches the highest output of any Ferrari road-car engine – 830 cv – and revs to 9,500 rpm, again the highest of any Ferrari ICE. The use of state-of-the-art materials, the redesign of many of the engine's key components, a new valve timing mechanism and a new exhaust system are just some of the technical solutions that allow the most noble of Ferrari engines to deliver performance levels that are unprecedented in the V12 segment.

The pure yet brutal power unleashed by the powertrain is paired with class-leading vehicle dynamics controls to ensure that the performance can be fully exploited and to guarantee maximum fun behind the wheel. Most distinctive of these solutions is the adoption of independent steering on all four wheels. This extends the feeling of agility and precision when cornering as well as providing unparalleled responsiveness to steering inputs. Another noteworthy engineering achievement is the development work undertaken to reduce the car's overall weight compared to the 812 Superfast. This was achieved in particular by extensive use of carbon fibre, both on the exterior and in the cockpit. Lastly, the new model premieres version 7.0 of the renowned Side Slip Control vehicle dynamics system.

One of the most striking aspects of this new model is how in-depth aerodynamic research has altered the car's lines. Working in close synergy with the Ferrari Styling Centre, the aerodynamicists have adopted solutions that are extreme in form featuring profiles that are unprecedented for a road-legal car. The aerodynamic redesign of the whole car was aimed at maximising downforce levels: from the new



front air intakes, rear diffuser and exhaust configuration to the patented design of the rear screen – which now hosts vortex generators – every modification is a faithful expression of Ferrari's core belief that form must always follow function.

From a design point of view, this new special series has a strong personality all of its own that differentiates it significantly from the 812 Superfast on which it is based: this was achieved by choosing styling themes that further enhance the architectural design and dynamism of the 812 Superfast, pushing its sporty vocation to new extremes.

One example of this is the decision to replace the glass rear screen with a single-piece aluminium structure. The vortex generators it sports improve the car's aerodynamic efficiency, but the design solution chosen, which is fully integrated with the roof, simultaneously creates a backbone effect that underscores the car's sculptural forms.

Together with the carbon-fibre blade that traverses the bonnet, this motif changes the overall perception of the car's volumes: the bonnet seems shorter, emphasising the width of the car, and the tail now has a more powerful, fastback look, thus making it appear more compact and competition-like despite it sharing the 812 Superfast's silhouette, proportions and formal balance. Even the rear spoiler now looks more imposing: it is higher but the specific design treatment used also makes the tail look very wide, almost horizontal.

The interior architecture very much reflects that of the 812 Superfast, retaining the main dash and door panel interfaces and volumes, including the signature diapason motif. Along with other elements of the interior, the door panel has been redesigned to reduce weight and, combined with the introduction of the H-gate theme on the tunnel, this lends the cockpit a sportier, more modern edge that reflects the car's racing spirit.

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KICKBOXING ACE!

Five-year-old achieves his first belt in under two months



At just five-years-old, Tayyub Warris has become the youngest in his online classes to achieve his first belt in kickboxing.

The determined little Reception student from Bradford, only just began online kickboxing classes in February during the last lockdown, and has made fantastically promising progress at such a young age.

Showing great aptitude for the sport, the young martial art ace's white belt achievement comes in less than two-months since he first started, surprising not only his parents, but tutor Mr Farooq as well.

Proud dad Mohammed Warris Sheikh says: "I had just recently received contact with my child, after a year long family dispute and naturally although I wanted to make up for loss of time.

"I realised that Tayyub needed to increase his confidence, and feel an integral part of something alongside rebuilding his relationship with the extended family.

"Therefore, I encouraged him to try a few activities such as football and kickboxing. I realised that he had a preference for kickboxing, so I focused on that.

"I was initially sceptical how Azar Farooq Kickboxing's online sessions would progress, but surprisingly the whole experience has been hugely positive.

"Tayyub continued developing and gaining confidence, and I think this has been largely effective because of the tutor (Mr Farooq) and

Continued on page 46



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Five-year-old achieves his first belt in under two months

Continued from page 45

his enthusiasm for the subject and my ability to provide a safe and secure environment for my son to practise his sessions.”

Now working towards his yellow belt, little champion Tayyub beamingly says: “I do two classes every week. I really, really like Mr Farooq. He never gets cross.”

Dad adds: “The challenges parents of young children have faced with school closures over the last 12-months has brought a great degree of uncertainty. Children like structure, and for this structure to be disrupted has caused a degree of anxiety.

“Nevertheless, I feel it is important to embrace change positively and to keep the children cognitively and physically challenged whilst ensuring they are happy and having fun in doing so.

“As a parent, I will urge other parents is to sit down and talk to your children about what they would like to do and explore and see what works best.

“When they have chosen an interest or activity, then encourage the child towards this direction. Don't be too concerned if they will be successful at it, that is incidental, the main objective is that child enjoys the activity.”

“Finally, I'd like to add that children are a blessing. They are like clay and can be moulded to be anything they want to be.”



KICKBOXING ACE!

■ Kirsty Norrie of Carnoustie Golf Links is one of the first recipients of a golden ticket to the AIG Women's Open



AIG Women's Open

100 junior golfers golden ticket to inspire next generation

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Back page story continued

The power of cricket

Using the power of cricket, the team aims to make a lasting, positive impact on communities living in Yorkshire, working closely with Yorkshire County Cricket Club, the Yorkshire Cricket Board, Pro Coach and other key partners to deliver a variety of resources and wellbeing programmes. This includes online training courses, fitness challenges and classes and Crick-EAT, which provides school children in Leeds with free meals during the summer to prevent holiday hunger.

Now in a bid to up its game, the Foundation has tasked Oaks Consultancy to help develop a new fundraising strategy, with supporting annual fundraising action plans. This comprehensive exploration of income potential through to 2024 will support the priorities of the Foundation's 2024 Game Plan.

A seasoned professional at diversifying income for sports foundations, Oaks Consultancy has worked with international sport-for-development charities through to Premier League football clubs and National Governing Bodies of sport.

The consultancy firm has supported the likes of UEFA, Sport England, London Sport and The Money Charity and since its inception in 2008, helping them to explore their income generation potential, identify fundraising opportunities, put the structures in place to capitalise on these opportunities and ultimately bring in new and diverse funding.

Luke Southall, Managing Director at Oaks Consultancy, commented: "Yorkshire Cricket Foundation have long been at the forefront of cricket-for-development and have changed the lives of thousands of people across Yorkshire. This is, in part, a consequence of their commitment to continually innovate, improve and deliver more for their communities. That's what this project is all about and I'm delighted that Oaks will be working with Will and the team to make it happen".

Oaks Consultancy and Yorkshire Cricket Foundation's partnership will support the charity's vision to create a community without boundaries by securing funding for their core project themes: Health and Wellbeing, Education, Heritage and Participation.



Oaks Consultancy and Yorkshire Cricket Foundation pair up to change lives

With bold ambitions for using the power of cricket to change the lives of Yorkshire's communities, the Foundation recognises this will require substantial investment from a diverse range of sources and remains determined to develop attractive, impactful community projects.

Will Saville, Managing Director at Yorkshire Cricket Foundation, added:

"We went through a very thorough tender process and we were hugely impressed with Oaks' bid alongside their extensive skills and experience in this sector. Since appointing Oaks to carry out this piece of work, the team has been fantastic, and we are excited to see the final fundraising strategy that will support the Foundation to sustainably grow and

deliver more work in our communities".

Oaks has been operating in the sector for over 12 years and have over a century of combined years' fundraising experience, bringing a wealth of expertise and a track record of supporting sport for development organisations to maximise their income potential to grow their reach

and impact.

Yorkshire Cricket Foundation will gain a critical analysis of their fundraising performance to date, and sector leading knowledge of unexplored income areas, and Oaks's assessment of the suitability and viability of each fundraising opportunity available to the charity.

The R&A is celebrating 100 days to go until the AIG Women's Open tees off at Carnoustie by offering 100 junior golfers a golden ticket to the Championship.

The AIG Women's Open aims to champion the changing face of golf and The R&A is working with golf clubs across Scotland to inspire the next generation of golf fans to attend the Championship.

Participating clubs will award a golden ticket to junior golfers who, in their own play, exhibit the values of the AIG Women's Open including inclusivity, inspire others to enjoy the sport and actively engage with golf on and off the course.

With their golden ticket in hand, junior golfers will be treated to a special masterclass on Monday 16th August when they will receive top tips from some of the world's best players as well as enjoy an exclusive behind

the scenes look at the Championship. They will then be welcomed back to Carnoustie to experience all of the action on the four Championship days.

Whilst junior golfers can be lucky winners of a golden ticket and the VIP experience, all children under the age of 16 will be admitted free of charge, when accompanied by a ticket holding adult, to the AIG Women's Open. A youth ticket for those aged 16-24 can be purchased from £10. All tickets should be booked in advance via aigwomensopen.com.

Zoe Ridgway, Tournament Director – AIG Women's Open at The R&A, said, "The AIG Women's Open plays a pivotal role in inspiring future golfers and so we have created this campaign to specifically engage with young people and allow them to experience the excitement of the Championship.

"The golfers who compete in the AIG Women's Open have an

incredible level of skill, talent and athleticism and we hope that their inspiration and this opportunity will encourage golden ticket recipients to continue to develop their golf and enjoy its many benefits."

This year Sophia Popov will return to Carnoustie as the AIG Women's Open defending champion, after making her debut in the Championship at the famous Angus links in 2011. Her breakthrough victory at Royal Troon last year provided an inspirational tale of perseverance, hard work and belief for golfers at every level of the sport.

"Winning the AIG Women's Open was an incredibly special moment for me last year so to hear that it has inspired other golfers is quite humbling. I think that as professional athletes we are in a unique position to help promote golf by encouraging people to start playing," said Popov.

"I really like that junior golfers will

get an experience inside the ropes at the AIG Women's Open this year and I hope that it motivates them to continue to pursue their dreams. Being the defending champion at a Major is certainly one of mine."

To find out more about the golden ticket campaign and the AIG Women's Open visit aigwomensopen.com.

The AIG Women's Open will take place from 16-22 August 2021 at Carnoustie with tickets now on sale via aigwomensopen.com.

The Championship will follow government guidance in relation to spectator attendance.

Adult tickets will start from £20 with children aged 16 years or under before the Championship admitted free of charge. Spectators aged 24 years or under will be entitled to purchase youth (16-24 years) tickets starting from £10. A £5 Mastercard discount is available per transaction.

“The AIG Women's Open plays a pivotal role in inspiring future golfers and so we have created this campaign to specifically engage with young people and allow them to experience the excitement of the Championship.”



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The power of cricket

Oaks Consultancy and Yorkshire Cricket Foundation pair up to change lives



Yorkshire Cricket Foundation, the official charity and community arm of Yorkshire County Cricket Club, has chosen Oaks Consultancy to deliver an ambitious income generation plan to support its 2021-2024 strategy.

Oaks Consultancy, which is based in Birmingham, has been commissioned by Yorkshire Cricket Foundation to deliver a four-season fundraising strategy, which will feed into the organisation's ambitious plans to increase its impact and outreach.

Yorkshire Cricket Foundation, a registered charity, delivers community projects across the county and is run by over 150 volunteers annually.

Continued on page 47

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