

awen productions cic

inspiring media for social change

SOCIAL AUDIT 2007-2008

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| Company Name in full | awen productions community interest company |
| Company Number | 05724118 |
| Year Ending | 29/02/2008 |

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES

SUMMARY

In its second year of trading awen productions cic has more than doubled its turnover and increased the proportion of trading income (to grant income) significantly to around 25% turnover – a good step towards our aim of achieving the Social Enterprise Mark.

We have built relationships and worked in partnership with organisations at home and abroad to deliver a wide range of digital media projects in communities, delving deeper into local issues, exploring Cornish Culture in a global community.

From conversations in our communities, self-generated ideas and social corporate approaches, we have continued to grow our portfolio of moving and inventive media productions, and are beginning to focus on the exhibition and distribution of our work to ensure it reaches audiences as widely – and as deeply – as possible.

“So many different people have been involved during the many months of writing. It has been amazing to meet others that have had similar experiences, and see the differences come out throughout the writing of New Boots. We have all been able to speak and be heard and support each other.”

Fempower member; co-writer New Boots

We have seen the fruition of projects like New Boots, successfully spanning the worlds of 'community' and 'professional media' achieving recognition in the Celtic Media Festival 2008 (shortlisted 'Best Short Drama') also raising awareness and debate in screenings and training sessions for magistrates, town councillors, family services staff and social workers.

“I just wanted to say again that I think the script and treatment of this film is so good. It would have been easy to convey the message without the shades of grey. You cleverly say 'Violence is wrong' and 'Believe in yourself' at the same time, and the two main characters are real, not black and white, but grey and uncertain as humans are. Congratulations for telling an uncompromising and important story.”

awen productions The Penwith Centre Parade Street Penzance Kernow TR18 4BU

www.awen.org.uk info@awen.org.uk

Community Interest Company No. 5724118

Audience member after premeire screening

Unique as the land that surrounds it, Farming Families is a seasonal journey of a rural community. Using moving and still images, new technology, storytelling, personal objects, it fuses the facts of agricultural life with the families' creativity and insight to explore issues of work, community and cultural identity.

The show was created by Roz and Jim Nixon of Trewoof Wartha, Monica and Roy Olds of Mulfra Farm, Deryck and David Eddy of Boleigh Farm in collaboration with film-maker Barbara Santi.

The exhibition, held at Newlyn Art Gallery from 15th December 07 - 13th January 08 invited audience responses to the issues faced in farming today, and to experience the sights, sounds, thoughts and feelings of farming life on a new level. These are a few of the comments from the opening night:

"The image of the calf is so real - it brings home the reality of life and death of the farm"

"Fantastic! Isn't it wonderful to have children through to older people in one space"

"It's social history"

These projects illustrate a way of working which awen is cultivating, putting community at the heart of our participative production process, allowing the union of professional media production skills with the integrity of collaborative storytelling, which in their convergence generate greater creativity than could the parts of the sum.

New Projects

DIGITAL PENPAL PROJECT (ROMANIA / CORNWALL)

October 2007 – March 08

A transnational digital web project connecting two Roma Gypsy women's groups together (one from Romania, the other from Cornwall).

What's it really like to be a young Roma/Gypsy person living in Europe? The digital pen pal project is a unique way for 10 young people in Cornwall & Transylvania, Romania to explore communication through the visual medium using new technology to communicate with each other and the rest of the world. This project has been inspired after a voluntary project in 2006.

The project allowed us to run workshops and train up the two groups in filming, editing, website skills. Over 6 months 10 Gypsy people communicated with each other through video and photography sharing each others lives.

The project included making first transnational Rights Byte.

www.bunaphotos.co.uk

www.penpalsproject.com

www.rightsbytes.org

Produced by awen productions

Funded by The British Council, ACE (SW) & Creative Partnerships and Hi8us Projects Ltd.

Budget: £13,000

Commissions

FLASH

West Cornwall Community Safety Partnership, using Neighbourhood Renewal Funding, commissioned youth charity Trelya through the Drug & Alcohol Action Team to deliver a West Cornwall-wide sensible drinking initiative. Trelya commissioned awen productions to produce a series of eight short films designed to get young people thinking about keeping themselves safe if they drink.

The films are sent, with their consent, to young people's mobiles at times when they are likely to be responsive to such messages. This campaign was backed up by "guerrilla" screenings of the films on walls about town on Friday and Saturday nights.

The films have been used alongside alcohol education training which Trelya provided to 32 youth workers, to date, in West Cornwall to enable them to capitalise on the interest in the issue, and develop health education work with young people on their alcohol use.

Three of the films can be seen at <http://uk.youtube.com/profile?user=thataustraliangirl&view=videos>

Article from:

<http://news.bbc.co.uk/1/hi/england/cornwall/7570317.stm>

Exhibition & Distribution

CORNISH FILM NIGHT

90 minute Screening Programme

An evening of Cornish films, mead and merriment!

Through Autumn 2007, Penwith based film makers Barbara Santi & Denzil Monk presented a selection of five films which capture the spirit of Cornwall. Screened in venues across Cornwall through Carn to Cove village hall touring scheme.

The Land Girls of Cornwall - Stories of local women who were Land Girls during WW2. From marrying the local farmer to being employed as a rat catcher, this film brings the humour and poignancy of their experiences to the forefront. (Dir/Prod Barbara Santi/Hypatia Trust)

Here is My Home - short documentary about a young person growing up on a Cornish farm. (Dir: Nick Boynes Prod: Barbara Santi)

St Michael's Way - animation blends with documentary to rediscover the historical St Michael's Way. (Prod Denzil Monk)

The Mount - a unique glimpse into the lives of the people who live and work on the iconic St Michael's Mount. (Dir/Prod Denzil Monk)

St Levan: A Time & Place - local stories of the parish of St Levan, including rare local archive footage, never been seen before, of farming and fishing of days gone by. (Dir/Prod 3 S Films)

Townshend Village Hall & St Just Methodist Chapel audiences commented that the screening was "good value for money" and they "would like us to return". They said of the event it was "Enjoyable and enlightening", "Excellent – professional and friendly" and "Must do this again." So we have planned another series of Cornish films for Autumn 2008.

Continued Projects (from 2006-07)

NEW BOOTS

15min Drama

Written by Denzil Monk & Fempower

Directed by Simon Edwards / Produced by Denzil Monk

A full project report is enclosed.

New Boots is an empowering project written by a group of women who came together to share their experiences and raise awareness of Domestic Violence. Susan and her children struggle to build a new life as Mitch tries to manipulate them into coming 'home'.

The premiere was held in the Regal Cinema, Redruth, to a packed house and has since been shown in competition at the Cornwall Film Festival and can be watched online on the BBC film network. New Boots was shortlisted for 'Best Drama Short' at the 2007 Celtic Media Festival. The DVD, and a presentation by Fempower are used regularly in local DV training.

<http://www.bbc.co.uk/dna/filmnetwork/A28265718>

Funded by Awards For All, Neighbourhood Renewal Fund, Cornwall Film, UnLtd, South West Screen (Equal – The Last Mile), Cornwall County Council, Trevu Children's Centre, Cornwall Primary Care Trust, Camborne Town Council

Budget £20,000

1ST GENERATION FILM CLUB

Aims and objectives:

- ☛ To increase the range of films available to young audiences; world cinema, classics and short films of all genres inclusive.
- ☛ To develop critical awareness through showing examples of film, introducing new concepts and encouraging debate.
- ☛ To provide organisational and planning skills by lending professional expertise and guidance to young people holding their own screenings and making films.
- ☛ To empower young people by providing the resources to learn how to make short films and by providing a showcase for creative output.
- ☛ To encourage and retain the falling 13-19yr old audiences at The Royal Cinema, St Ives

The 1st Generation project has delivered:

- ☛ 7 screenings programmed by young people
- ☛ 1 screening & talk with Q&A with a director
- ☛ A series of filmmaking workshops for 16-19yr old young people in North Cornwall
- ☛ Regular fortnightly after school film-club sessions at St Ives School (from Jan 2008)
- ☛ A series of filmmaking workshops for 11-15yr old young people in St Ives
- ☛ A continuation of screenings programmed by young people
- ☛ Opportunities for participants to join Chew TV Content Crew and Screen Actions Steering Group

Overview

The project screening programme and workshops began with a burst of interest, which has subsequently been followed up, maintaining the engagement of young people from the first few sessions.

In St Ives, young people met at weekly after-school sessions to write and devise a short drama film, which they made over 5 days during spring half-term 2008 with support from professional film model-maker, producer and director of photography. The production involved twenty-three young people, eighteen of whom were aged 12 – 15 yrs old.

Following the programming of other features, the group premiered their own film Muffin Mayhem (a surreal story of pirates, clowns and terrible knock knock jokes) on the Digital Screen at The Royal Cinema, St Ives, on Friday 14th March.

This project has encouraged interest in media from pupils and staff alike, and has generated interest in media courses being run at St Ives School. This film had been submitted to Screen Actions 2008 and the young people involved in the production will be supported to go to the festival to watch their own and other young people's films and network with professionals & other young filmmakers. The film is available to watch online at www.vimeo.com/tag:muffinmayhem and will be entered into other youth film festivals e.g. Cooperative Young Filmmakers & Kids 4 Kids. It will also be submitted to Chew TV and BBC BLAST.

During the project's most recent phase young people have begun to keenly anticipate the screenings. A group of young people, of mixed age and gender, attend interim meetings held at St. Ives School to discuss forthcoming selections and publicity, considering their target audience, the purpose of the events (to broaden the range of films on offer) and organising the production and distribution of publicity materials. Regular screenings keep this momentum going.

The number of participants is steadily increasing. The database now stands at 49 members and the number of participants closer to 100. This has been made easier by immediate access to internal communication in school, available since the project manager was employed as a teacher in September 2007.

St. Ives School does not presently offer media or film as subject specialisation. It is a strength of the project that discussion about films among participants now takes place at an informal level in

the classroom and crosses over into curriculum subjects, notably English. Young people who previously attended the cinema now do so with an increased awareness of what they are watching and the film choices they are making and many young people are, independently from their parent and carers, attending cinema screenings for the first time.

Benefits to participants

During the project, young people had the opportunity to lead their own activities from selecting and promoting film screenings to writing and producing their own film.

In particular, for the core group of twenty young people involved in the production, the project has greatly enhanced their confidence and team work skills. Members of the group have been school refusers, have diagnosed special educational needs and have cognitive and social problems. In spite of these difficulties, the team were able to work out for themselves how to function effectively as a group. From early on they began to work together, listen to each other and help each other. Each child played a vital role in making the film and this was clearly visible when the premiere screening was held at the local cinema with press in attendance as well as school staff and around 120 family members and friends of participants. The atmosphere was electric.

The confidence those young people gained from this experience has filtered through to their curriculum work and to their ongoing film club activities which they enthusiastically run. They have set their own meeting agendas and ground rules, which they reinforce themselves. In addition, the project has given young writers (included Gifted and Talented and some with acute literacy problems) the motivation to produce and develop their own scripts.

Additional funding was sourced from the Cornwall Community Foundation to run filmmaking workshops with 16-19yrs olds in North Cornwall. Marginalised young people, supported by M-MAD, took part in a series of media skills workshops to plan, develop and produce a film. The young people are keen to develop their ideas further. The group have subsequently become involved in organising Screen Actions (Cornwall's annual young people's film festival) which will give them the opportunity to meet and network with industry professionals and investigate further education and work potential pathways.

Outreach and publicity:

Initially press coverage was secured in Western Morning News, St. Ives Times and Echo and the Cornishman. Thereafter, for each screening the following PR activity was undertaken.

- ✉ Outreach work at St. Ives School (20 x A4 posters, announcement in tutorial time)
- ✉ Text messaging campaign to database of members (49 participants)
- ✉ Inclusion in Cornishman listings for every event
- ✉ Front of House publicity (2x A4 posters)

Cornishman November 7th 2006

MOVIE MAGIC November 2006

Times & Echo, St. Ives 8th September 2006

Partnership Projects

FARMING FAMILIES (LEAD PARTNER: NEWLYN GALLERY)

www.farmingfamilies.org
Produced by Barbara Santi

A year-long participatory outreach digital arts project where three farms documented their rural farming lives in West Cornwall.

Exhibited at Newlyn Art Gallery Dec 2007 - Jan 2008 and on-line

Shortlisted for a Media Innovation Award

Funded by: ACE / Carnegie UK Trust / Penwith District Council / Newlyn Art Gallery

Budget: £19,000

DIGITALES

3 x 4 mins shorts

www.digi-tales.org

www.chewtv.com

Produced by Barbara Santi

Made with with Gypsy/Traveller/home educated young people. Workshops working with young people who have limited access to experiences and training such as this.

The shorts have been shown at film festivals and on-line as part of the Inclusion Through Media transnational Digi-Tales project.

Commissioned by: Hi8us Cornwall

Budget: £1K

WHAT IF? PROJECT (LEAD PARTNER: CAPE CORNWALL SCHOOL)

5 x 2 min shorts

Produced by Barbara Santi and Cape Cornwall School

DVD Resource Pack for pupils & teachers

Budget: £2,970

RIGHTS BYTES (LEAD PARTNER: HI8US CORNWALL)

5 mins short

www.rightsbytes.org

Produced by Barbara Santi

WILD Young Mums group

Short film made by young mums (WILD group) using the theme of Rights of the Child as the inspiration of the film.

Rights Bytes is a global digital media youth project which sees an evolving series of short films made by young people working with industry professionals exploring articles from the UNICEF Convention on the Rights of a Child (CRC) that relate to their own lives and experiences.

Commissioned by Hi8us Cornwall / Chew TV

Funded by ACE (SW) & Creative Partnerships

Budget £1.5K

Community Support / Pro Bono Projects

PEAK OIL SUBVERT

1 min Subvertisement
www.peakoilsubvert.com
Directed by Luke Martin
Written & Produced by Denzil Monk

An oil junkie goes cold turkey as the pumps run dry.

Made as part of TOR – a development programme created by South West Screen and RiO, for teams of digital media professionals and young people to collaborate in an equal partnership. The funding for this project was for production expenses only, the time commitment was pro-bono.

Exhibition/distribution:

FOE green festival, Screen Actions 2007, Cooperative Young Filmmakers Festival 2007, Cornwall Film Festival 2007, GRASSROOTS art and ecology conference at Kiasma Helsinki Finland 2008

This film is available to download in 4 different languages (English, Cornish, Norwegian and Punjabi) onto your mobile, PDA, Ipod, PSP or as Quicktime PhotoJpeg, Flash and Windows Media from www.peakoilsubvert.com

The English language version can also be seen at:

<http://www.electricdecember.org/07/calendar/13/>

<http://www.peakoil.com/printout27607.html>

<http://mediasnackers.com/2007/11/mediasnackers-vodcast-episode011-november-07/>

Funded by: South West Screen, RiO, awen

Budget £3.2K

Pro Bono £2K

ARTS AWARD

Awen is registered as an Arts Award Centre, specializing in digital media. Our first Bronze Arts Award was presented to a home-educated 15yr old girl at the Port Eliot Lit Fest in July 2007 – this was her first qualification and we are now supporting her through her Silver Arts Award. She has since achieved a College place starting September 08.

Pro Bono £1,125

PART 2 – CONSULTATION WITH STAKEHOLDERS

“Having been involved at the beginning, I felt very proud and honoured and felt it met all our hopes and wishes”

Fempower member at New Boots Premiere

Digital Penpals

Through a series of workshops with Travellers Space, a DVD was produced of young gypsy people in UK discussing they wanted to do more film work and have a project to use the internet. In Romania consultation was done through a volunteer project (www.bunaphotos.co.uk). The Digital Penpals project grew from talking to the participants of these two projects and their interest in contacting each other.

New Boots

At the premiere we had to screen the film 4 times to allow for the queues of people who had come to watch. We had information and a support worker on hand for anybody affected by the film. About 50 people gave written responses to the film, e.g. “We shouldn’t hide. We should put on our ‘new boots’ and stand tall.” The rest of the responses can be found at the end of the attached New Boots Project Report. We have since had enquiries about using New Boots in training and it has been screened as part of a compilation of Cornish short films.

Farming Families

Community involvement from research to production through to exhibition of project. A series of workshops were held with local primary school stimulating a dialogue and creative arts project about the present situation of farming in West Penwith, relating to climate change and touching on the subject of genetic modification.

At the Gallery exhibition a comments book was provided and a ‘leave comments’ facility is also available on the project website.

What If? Project

The School consulted with wider community and pupils. This fed into the planning of the project

Fresh Media Collective

We have joined the pioneering South West regional group of youth media organizations who share good practice, lobby for the sector and collaborate to create better opportunities for the young people we all work with. Fresh meets quarterly.

Screen Actions / Cornwall Film Festival / Youth Arts Kernow

We are in constant contact with young people, teachers and youth workers through various projects and strategic development meetings and are a key advocate in the development of youth-led and participatory collaborative media in Cornwall. We had a stall at Cornwall Film Festival (including throughout Screen Actions) where we showcased our work and spoke to teachers, youth-workers and media professionals about previous and future projects.

Film Screenings

We invite audience feedback and discussion at film screenings, and Carn To Cove also encourage venues to provide some written feedback from events.

Future Developments

Tyskennow Kernow DVD

We aim to build on our two years of successful screenings with Carn To Cove rural touring scheme and the relationships we have built with the venues to bring further programmes to village halls around Cornwall. With Tyskennow Kernow we also intend to grow the audience and market for Cornish films for the benefit of our own and others future productions.

Cornish Farming Films

We are planning a DVD and screening programme of Cornish Farming Films, based around the Farming Families feature supported by short films about Cornish farmers and farming for the Carn To Cove touring scheme in Autumn 2008.

Over the next year we aim to increase our visibility through developing our website and establishing an online shop. We also aim to grow the proportion of our income from trading towards 50% turnover and whilst expanding to new markets, to grow deeper relationships with current clients, partners and communities.