

awen

awen productions community interest company

SOCIAL AUDIT REPORT

For y/e 28th February 2009

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

Company No. 5724118

i n s p i r i n g m e d i a f o r s o c i a l c h a n g e

www.awen.org.uk

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES

SUMMARY

The ethos at the heart of awen productions is the creative use of digital technology (film, video, photography and web) as a tool for positive social change. We believe that this approach to media helps sustain essential links between people, communities and their ever-changing environment.

We have gained regional, national and international recognition producing films and digital media projects on subjects such as rural issues, human rights, youth culture, domestic violence, anti-discrimination, farming, globalization, culture and the environment.

We initiate and co-develop creative media projects, and provide corporate services to clients where the work is aligned to our ethos. Our services include Production, Consultation, Training, Distribution and 360° media integration. Examples of our work are detailed on our website www.awen.org.uk

In our third year of trading awen productions cic has notably increased the proportion of our trading income (to grant income) to around 55% turnover – a 30% increase on y/e 2008, which makes us now eligible for the Social Enterprise Mark. Our overall turnover is lower than last year, partly due to the timetable of some larger projects, the development of which will come to fruition in y/e 2010. This year we launched our first commercial DVD enterprise – Tyskennow Kernow – and opened a shop on our website.

We have continued to develop partnership working with organisations to deliver a wide range of digital media projects to communities across Cornwall, ranging from a promotional film for Cornwall Council's Children's Centres (which helped secure a National Beacon Status for their outstanding work in preventing and tackling child poverty) to an older people's singing project training DVD and taking rural touring film programmes to remote communities with no access to a cinema.

"We used your DVD as part of that process to reflect the holistic partnership approach to delivering services through Children's Centres in the geographic context of Cornwall. Something which your DVD captured really well and in a short space of time enabled an understanding of the nature of our approach. We have and will again be using the DVD as part of the Beacon dissemination process sharing our work with other authorities across the country."

*James Hardy
Real Choices - Child Poverty Co-ordinator*

Nominations & Awards

New Boots:	Nominated Best Short Drama	Celtic Media Festival 2008
The Lobster Trap:	Cornish Films in Competition	Cornwall Film Festival 2008
Anca's Story:	Cornish Films in Competition	Cornwall Film Festival 2008

Young People's Arts Awards

We are currently supporting one young person to achieve a Silver Arts Award.

Projects 2008-2009

RIGHTS BYTES INTERNATIONAL

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.

Me and My Home – Petruta's Story

Me and My Home – Anca's Story

Short films made by young women in Transylvania, Romania using new technology to communicate with each other and the rest of the world. Project made by young Roma/gypsy people, facilitated by Barbara Santi using the theme of Rights of the Child as the inspiration of their films.

executive producer: Denzil Monk

producer: Barbara Santi

running time: 5 minutes

date completed: April 2008

Commissioned by Hi8us Cornwall / Chew TV

Funded by ACE (SW) & Creative Partnerships

LAFROWDA FILMS

Production of 5 x 1 minute Wonders made by students at Cape Cornwall School and short film about Cape Arts Enterprise Day.

director / producer: Barbara Santi

running time: 15 mins

date completed: July 08

CORNWALL HOPES

This documentary explores youth homelessness in rural areas such as Cornwall. Developed by students of Penwith College with filmmaker Barbara Santi, the documentary travels to London and has interviews with the Housing Advisor to the Government and Director of Shelter UK. The film was premiered at the 2008 Homelessness Conference in Cornwall.

producer: Barbara Santi

director: Barbara Santi / CN4C

running time: 10mins 56 secs

completion date: August 2008

Commissioned by Shelter and Cornwall Neighbourhoods for Change

www.awen.org.uk/films/cornwall-hopes

THE LOBSTER TRAP

We co-produced Henry Darke's graduation film from the London Film School, bringing local crew together with LFS students to work on the 35mm film shoot at Henry's home in Porthscatho and nearby Padstow. The story appealed to us, showing one of Cornwall's traditional industries under threat through the eyes of a young man desperate to prove his worth and follow this way of life. The Lobster Trap is listed in The British Films Catalogue and IMDB.

Synopsis: Wesley finds escape from his difficult home life by going to sea on a lobster fishing boat for a day. He struggles, finding the work hard and hazardous. The skipper, Brian teaches the young apprentice how to be a fisherman. Wesley finds his sea legs, begins to enjoy the work and shows initiative. At the end of the day's fishing Brian is pleased with him and tells him as much. Back at the quay Wesley helps load their catch. Brian asks him to come back tomorrow. For the first time Wesley feels like he has a future.

written and directed by Henry Darke

producer: Denzil Monk

running time: 11 minutes

exhibition/distribution: Cornish Films in Competition, Cornwall Film Festival 2008

date completed: July 2008

funded by: The London Film School; Chew TV; awen productions; Boatshed Films

www.awen.org.uk/films/lobster-trap

OUR CHILDREN'S CENTRE

Promotional DVD commissioned by Children's Services to highlight, signpost and illustrate the many facilities provided by Children Centre's across Cornwall. Explored through personal stories of families who have benefited and accessed the different services on offer. Used by Cornwall Council to help secure national Beacon Status for their outstanding work in preventing and tackling child poverty.

producer: Denzil Monk

director: Barbara Santi

running time: 18 mins 34 secs

date completed: September 2008

<http://www.awen.org.uk/films/our-children-centre>

ONE DAY FILM WORKSHOPS

We provided bespoke filmmaking workshops for Creative & Media Diploma students and Shallal – a socially inclusive dance theatre company:

- Diploma Transition Penwith project workshop at Humphry Davy School
- SHALLAL editing workshops for yearly show. This was the start of future collaborations with Shallal in 2009 including fundraising consultancy.

<http://www.awen.org.uk/films/kettles>

TYSKENNOW KERNOW 1

In November 2008 at the Cornwall Film Festival we launched TYSKENNOW KERNOW 1 – a new dvd series of short films made in and about Cornwall and the Cornish language. This inaugural TYSKENNOW KERNOW volume embraces slingers and threshers, troubled chefs and a tempting devil, a Cornish-speaking rabbit, some stunning beards, nine hundred flags, two riotous old dears and an impassioned plea for the liberation of Kernow!

95% profits from the sales of this DVD support the Govynn Kernewek Award (awarded annually by Cornwall Film Festival for a Cornish language film production), 5% to the South West Film and Television Archive.

producer: Denzil Monk & Bethany Sagar-Fenton

running time: 104 mins

date completed: November 2008

funded by: MAGA

www.awen.org.uk/films/tyskennow-kernow-1

CORNISH FARMING FILMS (TOURING PROGRAMME 2008)

An evening of contemporary films exploring farming, our natural landscape and the people who live and work on it. The programme comprises of 3 short films and a main documentary feature made by Cornish filmmakers. A DVD of the programme is available from our website shop. The programme was screened at the following Carn To Cove venues: Leedstown Village Hall, Helland Village Hall, Nancegollan Village Hall, St. Just Methodist Church, Whitecross Village Hall Lanteglos-by-Fowey.

"First class performance. Very emotional & sensitively done"; "The hall was quiet for the whole performance, even the children present were totally engaged by it."

Carn To Cove audience members comments

producer: Barbara Santi

date completed: Dec 5 2008

www.awen.org.uk/projects/cornish-farming-films-touring-programme-2008

SINGING FOR WELLBEING

Older People's Singing project DVD to be used in training for care staff and at conferences to raise awareness of the value of singing with older people.

"We had hoped that we could use film to capture the value of singing, in a way that just words don't, and also to use it as a resource for care staff to develop their own confidence to lead singing sessions. The film has certainly achieved all of our aims and surpassed our expectations."

Jenny Atkinson

Older Person's Project Coordinator

director / producer: Barbara Santi

running time: 30 mins

date completed: March 2009

Commissioned by Arts for Health Cornwall & IOS (2009)

www.awen.org.uk/films/singing-wellbeing

PART 2 – CONSULTATION WITH STAKEHOLDERS

FILM PROJECTS

The ethos at the heart of awen productions is the creative use of digital media as a tool for positive social change. Our work is about inspiring and empowering communities by telling stories.

We worked with Arts For Health Cornwall & IOS to create a training DVD for their “Singing for Wellbeing” project – in order to support care staff to develop their own skills and confidence in order to bring singing into the lives of the older people in their care.

The film has certainly achieved all of our aims and surpassed our expectations. "

*Jenny Atkinson
Older Person's Project Coordinator*

We also worked with Cornwall Council, who approached us after seeing and reading about New Boots (domestic violence drama short completed in 2007) on our website, to develop a concept for a promotional film which could be used to showcase the good practice existing in Children’s Centres across Cornwall and also to introduce the services they provide to new parents and new staff in the centres. The resulting film “Our Children’s Centre” succeeded in these aims – and helped the Council achieve national recognition for it’s “outstanding work in preventing and tackling child poverty.”

“For myself as one of the original commissioners I would like say I think it was a well made film, completely filled the remit we gave you, and more. I have seen it at several events now and it still I think portrays the reality of life for many families very well without being depressing or negative. I have sat in audiences with fellow departmental staff who have felt it reminds them of how well we are all doing. I have also, more importantly sat among staff from various other agencies who have genuinely been impressed at our progress and success.”

*Jane Acton
Area Manager, Children Schools and Families, Cornwall Council*

We operate with a "more-than-profit" ethos, which means all our profits are routed directly back into community projects we're developing. The CIC format enables us to stay close both to the management and delivery of awen's projects.

This year we raised funding to produce the first in a series of DVDs of Cornish language and cultural short films, the profits from sales of which will be returned directly – through the Govyn Kernewek Award – to support the future production of Cornish language short films.

COMMUNITY PARTNERSHIPS

Fresh Media Collective

A pioneering 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. One of our Directors, Denzil Monk is currently Chair of the Fresh Media Collective.

Cornwall Film Festival & Screen Actions 2008

We are in continual 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.

As well as screening four films we produced this year at the Festival, of which two were in competition, we also supported a first time director in production of their 'Big Pitcher' (competition for £100 pots to make a film) short 'The Magic Car' which was also selected for competition screening.

The film produced through our First Generation project with the Royal Cinema, St Ives 'Muffin Mayhem' was shown at Screen Actions, where the young filmmakers were able to watch their film on a big screen with an audience of peers and participate in drop in workshops throughout the day.

We are a key supporter of Cornwall Film Festival and through the sales of the Tyskennow Kernow DVD series hope to contribute and eventually sustain the annual Govyn Kernewek Award for a film using Cornish language, which is one of the core events of the Festival – and indeed of Cornwall's contemporary cultural life.

FILM SCREENINGS

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

We are developing annual programmes of films to offer through Carn To Cove rural touring scheme and also looking at ways to expand to more remote areas like the Isles of Scilly and to take Cornish films to wider international audiences.

"Excellent - film told the truth about farming - funny and moving stories"

Carn To Cove audience members comments

"Awen Productions have provided our communities with an excellent film programme of Cornish based contemporary films over the last few years... We are particularly interested in the creative manner in which Awen Productions work within their community. Their projects demonstrate an innovative and dynamic and an all inclusive approach"

*Tim Smithies
Project Manager, Carn to Cove*

FUTURE

Over the next twelve months, we will develop our website to make it easier to use, showcase our work better and provide a secure client area for projects in progress.

A lot of our work develops organically from relationships with community groups and organizations who we know or are recommended to from previous clients or who approach us asking for advice and support in engagement or communications using digital media.

We intend to formalize this process by inviting a group of supportive advocates and critical friends to help navigate the course awen productions cic takes as we grow over coming years, developing existing relationships with community partners and ensuring that we provide appropriate services and products, building from our strengths to best realize our company objectives.

“I sat completely engrossed for the whole 104 minutes of the DVD... clearly demonstrating, one and all, the things that combine to make Cornwall that little bit different, that place apart... Cornwall is revealed as an outward looking Celtic country, with close connections to Wales, to the sea, to the land and of course, always keeping an eye to a distinctive history and culture. Eminently watchable... Comparing the varied contents of the DVD to the television programmes advertised in the TV Times, I found myself casting the programme schedules to one side and turning the regular mundane viewing off and watching Tyskennow Kernow again, infinitely more interesting than the jaded offerings of the BBC and ITV and certainly of more relevance and interest to me. As such, perhaps the DVD is now a better investment than the TV licence fee which I have come to increasingly regard as wasted money.”

*Review of Tyskennow Kernow 1 DVD
by Michael Chappel*