

PURPLE FIELD PRODUCTIONS

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Company Registration 6382767
Charity Registration 1127076
www.purplefieldproductions.org

Annual Report 2016/2017

The Annual Report covers the activities of Purple Field Productions (PFP)
from 1st May 2016 to 30th April 2017.

Patron

Lord Cameron of Dillington FRICS

Trustees

Elspeth Waldie - Chairperson

Roland Chant, Brian Harper (from Sept 16), Jon Lewes (until Nov 16), Sue Morley, Rob
Rainbow

Governing Documents

The charity is governed by Memorandum and Articles of Association dated May 2007, incorporated
as a Limited Company in September 2007 and registered as a Charity in December 2008

Management Trustees

Day to day management remains in the hands of the Chairperson assisted as necessary
by the other Trustees who meet formally every quarter but informally as directors in
between Trustee Meetings. They confirm that in exercising their powers and duties they
have complied with their duty to have due regard to the guidance on public benefit
published by the Charity Commission. As last year, it is still our aim to increase the number
of volunteer executive trustees and to strengthen the team of film producers, directors,
trainers and facilitators who can share the responsibilities of leading and managing PFP.

The Office

During the year, we were sorry to lose our part-time Administrator who had filled the role
very ably for the past five years, but who was forced to leave unexpectedly, due to
personal circumstances. Unfortunately her departure coincided with the Chairperson
going into hospital, and recruitment and training of a replacement Administrator was not
immediately possible. PFP has therefore been without any paid staff for the greater part of
the year. Thanks are due to the Trustees for taking over and running the organisation -
sharing and undertaking all operational as well as executive duties. Normal operation was
restored by April with a new part-time Administrator in post and the Chairperson resuming
responsibility for day to day management.

Objectives

Our strategic mission remains unchanged. It is to bring knowledge and information to
communities where it is most needed and to give a voice to people marginalised and
under-privileged. Our objective is to advance education through production and distribution
of film and for this purpose we work together with communities in Africa and Asia. As will
be seen below, how we achieve these objectives is developing in new and exciting ways.

Key Activities and Achievements

There were impressive achievements in all three areas of our work: *Film Production, Film
Distribution, and Training of Young Film Makers*. Perhaps the most heartening change has

been registered amongst our local distribution managers, who through hard work have achieved really impressive results. Filmmakers and facilitators have also taken on more responsibility. Additionally, although we are still leading the training, it will be seen by the reports below, in Kenya, (Salome Jordano) in Sierra Leone (the young people of FVFG) and in Malawi (Alfred Mtapaonga) that both production and distribution are now being led by very inspiring local people in the field who really are leading the way and inspiring us here in the UK.

Thanks

The amount of money raised from grant-giving trusts has been disappointing this year; nevertheless we have succeeded in meeting our financial requirements. This has been achieved by a combination of handsome regular donations by individuals and support groups together with various local fundraising activities, including a Quiz, Bingo, Lent Lunch, Cream Tea, a Bridge Day, Film Screenings, Talks/Presentations and the annual Book Sale.

Our Work

This report details the work of 2016/2017 and as can be seen, the focus is currently on projects in East and West Africa.

KENYA – Film Distribution 'Lisiljulikana' (The Unknown)

A film which aims to slay the myths surrounding Cerebral Palsy.

We had only just started on distribution of Lisiljulikana before the beginning of the financial year 16/17, but by the end of it Salome Jordano and Senior had provided outstanding work in distributing this film, using the solar powered cinema kit, to undertake 138 screenings taking the film to a total audience of approx 16,900 people in rural Kenya. Moreover, Lisiljulikana had been chosen by K24 television as their main drama for Christmas Day afternoon – thus, it is estimated, reaching a further 300,000 people in the more urban areas.

Salome, who works for the Association for the Physically Disabled of Kenya (APDK) has said how effective the film is at changing perceptions and giving help and support to those living with disabilities. Her regular reports consistently recount examples where she has been able to bring about significant change to the lives of those suffering CP and their families. It has been a highly successful year.

The impact of Lisiljulikana has outstripped anything we could have imagined but there is still much to do. Although we have worked hard, we have to date only reached about 317,000 of the 48 million people in Kenya. And we all feel, like Salome, ***“that we cannot rest with the knowledge that even one child with Cerebral Palsy is out there locked in a dark room scared and deprived of their dignity as a human being.”*** And so we embark on a second year of distribution with renewed determination to get this film out to as many people in Kenya as possible.

Already we have many more community screenings planned with the mobile cinema, and we are also approaching other organisations to see who else can help us by putting on screenings.

Additionally, the success of Lisiljulikana has inspired our partners, Cerebral Palsy Africa and Paper Furniture Social Enterprise to use the film for training sessions in Tanzania and Nigeria and already planning to take it to Malawi, Ghana and Zambia.

SIERRA LEONE - Film Production and Film Distribution Training

PFP support and train a local community film group (The Future View Film Group – FVFG),

based in the town of Makeni, to make educational and humanitarian films for their country.

Following the initial training, it was apparent that **editing to intermediate level** was the most pressing need. Accordingly, in 2016, PFP provided training for the six students from FVFG who had already successfully undertaken the basic course. They attended a ten-day intermediate editing course commencing on 20th September 2016. The tutors were from WeOwnTV in Freetown. The training itself was delivered in FVFG's own studio in Makeni.

PFP are happy to report that members of Future View Film Group (FVFG) have now received intermediate level training in all essential skills required for the production and distribution of films; have the necessary basic equipment to carry out same; and have already made, or are working on, a number of very useful educational films designed to benefit their community in a variety of health and wealth related areas.

The earlier films have already been distributed with FVFG themselves ensuring that screenings have reached large numbers of the target audience over a significant geographical area. The impact of the message in each case has been closely monitored and the feedback is impressive. In addition, FVFG have gained a number of commissions to undertake work for others and have taken the necessary first steps to set themselves up as a sustainable business capable of continuing with the production of educational films over the long-term.

Films produced by FVFG during the year -

Ebola the Invisible Enemy This year, FVFG have been finishing this film – a drama designed to help communities prevent another Ebola outbreak from turning into an epidemic. It is now released and distribution, started during the year, was so successful that a second phase of screenings was immediately planned

How are We Going to Farm? A short training film for use by PFP for fundraising purposes in the UK is now complete.

Cassava Is A Winner, This a major PFP production - an agricultural education film, co-directed and co-produced by a PFP Director/Producer together with a Director and Producer from FVFG and crewed entirely by members of FVFG – in effect the final training production for FVFG.

The Future View Film Group are enormously enthusiastic about their work and welcomed all the support they have received over the past few years. Its members have worked very hard to use this support to great advantage. Purple Field Productions is determined to continue helping them.

SENEGAL – Training in partnership with Kamberj and Niokolo Network

Film Training for members of the community in the region of the Niokolo-Koba National Park - Year 2

Colin Stevens went out as our trainer for just over two weeks in February/March and provided the second year training for this group. It went extremely well and we have received a very enthusiastic report from our partners who wrote –

“Colin did a truly fantastic job as trainer. He clearly has experience across a range of techniques involved in pre production, production and post-production of film and worked incredibly hard in challenging conditions to deliver a very full training session. He was very approachable, fun to be around, and shared his imaginative way of thinking about film that brought the subject to life. We are all very grateful to him for all he put in.”

The Kamberj Film Group is now established with seven members and an associate member working for the National Park Service. Members of the group have the equipment and skills to plan and film educational documentaries and dramas to a semi-professional standard. Members of the group have also begun to identify specific roles of interest to them and focussed on developing skills specific to this role. 3 projects are

- Creation of a short film introducing the film group during a training exercise, this will be improved on by the group and used to publicise their work to other organisations
- A 20 minute film on ‘l’etat civil’ produced on the issue of people not having their national identity documents with the aim of using this film to encourage people to register and get this paperwork.
- The National Park Service has commissioned a film from Kamberj Film Group as part of a planned school environmental education programme.

MALAWI

Film distribution

Alfred Mtapanga continues to use the PFP solar powered cinema to run screenings on his own initiative. During April and May, he organised a further two screenings near his base in Ntchisi District, and thus reached another 170 people. Alfred has now run 5 screenings of his own and taken **Mbeu Yosintha** (*Seeds of Change*), to over 700 additional people in this way. However, it is not easy. He lacks transport, and on at least one occasion has reported walking home alone in the dark carrying the kit. He feels in need of financial support and has written asking for our help. His commitment and enthusiasm has proven yet again how highly PFP films are valued, and we are responding to Alfred’s request with a new distribution plans which will enable him to take the mobile cinema yet further into rural Malawi.