

PURPLE FIELD PRODUCTIONS

10 HILL VIEW TERRACE, ILMINSTER, SOMERSET TA199AL
Company registration 6382767
Charity Registration 1127076
www.purplefieldproductions.org

ANNUAL REPORT 2011/2012

Trustees

Elspeth Waldie - Chairperson
Jon Lewes, Alexander Richardson, Caroline Jones, Roland Chant

Governing Documents

The Charity is governed by Memorandum and Articles of Association dated May 2007, incorporation as a Limited Company in September 2007 and Charity Registration in December 2008.

Management

Day to day management remains in the hands of the Chairperson assisted as necessary by the other Trustees. The Trustees meet quarterly. 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.

During the year, Elizabeth Timms and Scott Waldie resigned as Trustees. We are most grateful for the support and encouragement that both have given to Purple Field Productions ever since its foundation.

Two new Executive Trustees were appointed to work with the Chairperson on day to day management. The newly formed Management Meeting comprising Elspeth Waldie, Caroline Jones and Roland Chant is held monthly.

In September 2011, Fiona Day was appointed as Administrator to work three days a week in the office.

In addition, we have been supported by two Vodafone Award workers, each working part-time for PFP for several months. Ingrid Hesling and Sara Loveridge took the roles of Friends of PFP Recruitment Officer and Press Development Officer respectively. Both have carried out their roles extremely well and both have said that they will continue to give of their time as volunteers.

Objective and activities 2011/2012

Making films to make a difference

Our mission is to bring knowledge and information to communities where it is most needed and to give voice to people marginalised and under-privileged. Our objective is to advance education through the production and distribution of film and for this purpose we work together with people in the developing world.

Key Activities

- We have widened our scope and moved into making films to address the very pressing problems of food sustainability and the environment
- We have strengthened the office administration and begun the further development of the management by appointing executive trustees who are involved in the day to day management of the charity in addition to their normal duties as trustees.
- We have taken steps to make the distribution of our films more effective.
- We have planned future film projects for the next season. (This will be reported in the general meeting after the AGM.)

Films

'Farming our Wealth' produced in Malawi in conjunction with Total LandCare.

'Change with the Climate' produced in Uganda in association with the Albertine Rift Conservation Society.

Our work in Africa had made us very aware of the issues surrounding sustainable food production in the new world of climate change. Both productions involved farmers discussing and demonstrating the techniques they had found particularly successful.

It is good to note that several of our films have again been selected for screening at international festivals.

Office administration and executive trustees.

In the coming year, we hope to further enhance the number of volunteer executive trustees.

Our first Three Year Strategic Plan has been produced to help us focus on how we can improve the quality of our films, how we can take our productions to remote communities and how we can encourage young filmmakers in the countries concerned.

Film Distribution

We believe our Malawi based HIV/AIDS awareness drama, 'Mawa Langa', has now reached 50,000 Malawian children. Drop-in Centre Supervisors report enthusiasm to see the film. Facilitors express confidence that the message on prevention is getting through. In Ghana, our cerebral palsy advocacy film, 'The Time is Now' has had relatively few screenings but those that have occurred appear to have had a significant impact. The Ghana Health Service has taken action and the parents of the cerebral palsy children have become much more confident campaigners for their children.

But we are conscious that our film distribution needs to improve if we are to maximise the impact of the films we have made with our partners and put to the best use the financial support we have received from our friends here and abroad.

To this end we have commissioned two pilot schemes to enhance our film distribution:

- In Cambodia, we have appointed our first part time, temporary distribution manager. Mark Jones has designed a programme for screening the disability awareness film, 'Encourage and I can'. First reports are positive as the film reaches a wider audience.
- The second pilot scheme relates to the Ghana cerebral palsy film and the success of this will be reported next year.

Meanwhile Colin Stevens, our Associate Producer, in addition to undertaking a wide variety of tasks on the production side, has designed monitoring and evaluation forms so we can learn from past productions, improve the impact of future films and increase the feedback we can offer donors and supporters.

Financial Review

Income and Expenditure 1 May 2011 to 30 April 2012

INCOME AND EXPENDITURE 1 May 2011 to 30 April 2012

Income		Expenditure	
Standing Orders	2,587.00	Malawi Agriculture Film	3,615.51
Grants and Donations	21817.00	Albertine Rift Film	2949.55
Gift Aid	1002.59	Cerebral Palsy Training Film	590.26
DVD & other sales	404.83	Malawi Film Development Program	3809.48
Monies raised by Friends of PFP	3012.32	Sierra Leone Film	22.00
Interest	28.94	Distribution Costs	339.30
		Associate Producers Fees	490.00
		Equipment	1271.19
		Externally Funded Posts	2543.20
		Admin Staff	3884.00
		Publicity	486.74
		Core Management /Expenses	445.28
Total Income	£28852.75	Total Expenditure	£20456.51

Surplus of income over expenditure 2011/12	£8396.24
Balance b/f from 2010/11	£21359.38
(includes Restricted Funds b/f from 2010/11)	
Balance of funds as at 30/04/12	£29755.62

Accumulated Funds as at 30/04/12	
Co-operative Bank Account c/f	£14755.62
COIF Charities Deposit Fund	£15000.00

Total	£29755.62
of which Restricted Funds total	£6479.80

PFP Reserves Policy 2011/12

Purple Field Productions has identified three primary reasons for holding reserves:

- to ensure continuity in the event of an unexpected setback
- to take advantage of any project or fundraising opportunities that arise
- to ensure that funds are available and sufficient to fulfill legal obligations in the (unlikely) event that PFP ceases to operate

In consideration of the above, Trustees consider that a reserve fund of £15000 is appropriate. This figure will be reviewed annually as part of the cyclical budgeting process.

Fundraising

Once again we thank most sincerely our friends and supporters who have contributed record breaking fund raising this past year. Particular thanks go to our fundraising volunteers, Zeph Ainsworth-Grigg, Penny Jolley and Peter Lansdown, our Web Manager Chris Hall and our Facebook Manager Olivia Prutz.

We also place on record our thanks to the following trusts who have given us such valued financial support:

The Robin Cullum Trust - £500 - Publicity

Sydney E Franklin Deceased's New Charity £500 – “Farming Our Wealth”

The Modiano Charitable Trust - £100 – “Farming Our Wealth”

Stour Charitable Trust - £3500 – “Therapy in Action”

Roger and Sarah Bancroft Clark Charitable Trust - £200 – “Therapy in Action”

We have been supported by the Quaker community not just in this local area but by many meetings across the country. We are grateful for this financial support and continued encouragement. We should like to thank Quaker Peace and Social Witness, West Somerset Area Meeting and numerous local meetings.

In conclusion

PFP is a small charity with small overheads. We achieve what we do because we receive so much support and encouragement from volunteers

Heartfelt thanks to the PFP community.