

PURPLE FIELD PRODUCTIONS

10 Hill View Terrace, Ilminster, Somerset. TA19 9AL
Company Registration 6382767
Charity Registration 1127076
www.purplefieldproductions.org

Annual Report 2015/2016

The Annual Report covers the activities of Purple Field Productions (PFP)
from 1st May 2015 to 30th April 2016.

Patron

Lord Cameron of Dillington FRICS

Trustees

Elsbeth Waldie - Chairperson
Sue Morley, Jon Lewes, Roland Chant, 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, the paid administrator role of nine hours a week was increased to thirteen hours per week. In addition, a part time Trust Fundraiser and a part time Administrative Assistant have been employed.

Objectives

Our strategic mission has not changed. 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, Training of Young Film Makers*. It was a busy and, at times, frustrating year.

However the Annual Report allows us to reflect on our activities and to surprise ourselves by the achievements of this small charity.

Thanks

The achievements were possible because of the support we receive from our friends, our donors and volunteers and the dedicated work of the PFP office and trustees in the UK. Several Charitable Trusts were able to support us; we are particularly grateful to those trusts that have supported us on more than one occasion. Trust Fundraising is becoming very challenging in the present financial climate.

The encouragement of PFP staff, friends and partner NGOs in the host countries may be less visible to us in the UK but PFP could not achieve anything without the enthusiasm of people in the host countries - groups and individuals on the ground who are passionate about what we are doing.

We would like to take this opportunity to thank everyone who has helped PFP continue its journey through the 2015/2016 year. We hope that this report underlines the value of our work and the value of all the support we receive.

Our Work

This report details the work of 2015/2016 and as can be seen, the focus is currently on projects in West and East Africa. However, over the course of PFP's existence, we have also made important films in Asia, in Bangladesh and Cambodia, as well as in other African countries.

It is important to stress that our work is not constrained geographically. If there is a worthwhile project, a reliable partner and adequate funds, we will take our skills wherever they are needed.

And it is good to note that even when we have completed a particular project and moved on to other areas, PFP's work and influence continues. In Bangladesh for example one of our trainees continues to make films to increase awareness about disability (and in Autumn 2016 a Bangladesh journalist is translating 'The Unknown', our recent Kenyan Cerebral Palsy film, into Bangla).

The following country based narratives describe PFP's work as it developed through the year. By looking at the work, country by country, we can see how each PFP programme grows and we can appreciate the complexities of keeping all the different aspects of our work moving forward together.

Kenya: Film Production 'Lisilojulikana' (The Unknown)

The shooting of this film which attempts to slay the myths surrounding cerebral palsy was completed in May 2015 and two small but successful test screenings were held with local community members. It was very clear that the central message of the film had got through to the audience but a considerable amount of post production work was essential. Following a conference in July, the work of completing the editing began. This work continued through August and September. Once the editing was completed, we moved on to the sound edit and colour grading and the completion of the English subtitles.

This all took longer than planned but by the end of January 2016, the film was complete and on 5th March, the film was launched at Ngara Girls School, Nairobi - the school attended by the heroine of the film, Vanessa Atieno. The Director reported that the children loved it. They 'laughed, gasped and cried' their way through the film!

This project is needed so much in Kenya. Although the post production work was lengthy, the film was eventually launched and a UK facilitator was appointed to plan and implement its distribution. By the end of this reporting year, the film had been shown to over 1500 people and even at this early stage of the film's distribution, its message was being received loud and clear.

Next year, readers of the PFP Annual Report will be able to hear of the astonishing impact of the Kenyan screenings!

Sierra Leone: Film Production Film Distribution Training

PFP has been supporting and training a local community film group (*The Future View Film Group* – FVFG) based in the town of Makeni in Sierra Leone to make educational and humanitarian films for their country. FVFG has gained in skills and confidence as a result of our financial support and film training. Inevitably, the Ebola crisis provided obstacles for everyone to overcome but it also gave FVFG an even greater incentive to develop their skills. They could help their community recover from the crisis and help to prevent another. At the beginning of this year, the group had completed the filming of their second music video and were beginning the process of distributing the film: 'Zero Stigma for Survivors.'

The video was shown on local TV and copies of the video were distributed to local Makeni video shacks. FVFG collected some very good responses from audience members.

The winning script of a scriptwriting competition sponsored by PFP was 'Ebola the Invisible Enemy' (encouraging and reminding people to continue to protect themselves from Ebola). Later in the year, this script would be filmed by the group with support provided by PFP in the UK.

Throughout the year, the group participated in courses in Camera, Sound, Scriptwriting and Editing. The aim of the training was both to enable FVFG to be able to make educational and humanitarian films on their own and, importantly, to be able to generate paid work to support themselves and the group.

The group then moved on to the editing and distribution of the film they shot during their initial PFP training: 'The Less Cared For'. This is a drama about unwanted teenage pregnancy with a message that is sadly even more relevant since the Ebola outbreak.

Funded by PFP, the group arranged for the film to be screened on Sierra Leone TV in both Freetown and Makeni and they have put copies of the film into video shacks in and around Makeni at spots where families congregate. The feedback was very positive: stories emerged of families reunited after watching the film, parents going out into the street to find the daughters they threw out and to bring them home. Making films - making a difference!

Towards the end of the year, a PFP facilitator took out the latest version of the PFP solar powered mobile cinema kit and trained FVFG in its use. He also undertook some basic management training for FVFG to help them develop business skills and book keeping.

FVFG used the mobile cinema kit to screen the film PFP made in 2012 to support street children in Sierra Leone: 'Support Wi En Wi Go Bi'. Over 4000 people saw this film around Makeni and surrounding towns.

FVFG is now gaining such skill and confidence that they have been asked by PFP to undertake some training of a similar group in Senegal. (*see below*)

By the end of the year, we were looking ahead to the film that FVFG will be making with us in 2016/2017. It will be an agricultural documentary describing and advocating sustainable techniques for farmers to recover and improve their farms' productivity after the crisis that affected every part of Sierra Leonean life.

Malawi: Distribution

The main project for 2015/2016 in Malawi was the distribution of the agricultural films, in particular 'Mbeu Yosintha' a film drama focussing on farming improvements and on social issues relevant to rural communities. We were very fortunate to find an excellent UK representative/trainer and two excellent Malawians: one was the PFP representative; the other was the screening manager, responsible for distribution.

The aim of this project was to plan a two-month programme of distribution training and planning, including training in the use of the new solar mobile cinema kit and planning a programme of screenings. The UK and Malawian PFP representatives would also work to widen the scope of the distribution via Government ministries and other organisations.

The initial screenings went well - over 5000 people and the response was very positive.

Following the return of the UK representative, the Malawians followed up with further screenings through the good offices of the Ministry of Agriculture who have a mobile cinema van. These screenings attracted audiences of over 10000 in total. The Ministry also screened one film at a big jamboree; it was shown twice on TV and before the end of the year, the screening manager had shown our films to well over 8000 using our cinema kit.

We exceeded our distribution targets easily with the excellent support from really reliable local supporters.

This experience was significantly enhanced through the involvement of Government ministries and we are delighted by this collaboration. What a successful distribution!

We hope to plan further distribution and to continue to work with such good partners.

Senegal: Training and Planning of Future Projects

PFP has agreed to work with Kamben and Niokolo Network. These are two small charities working with a community on the edge of Niokolo-Koba National Park. Their aim over three years is to train a local group to use film to raise environmental awareness and to support the development of sustainable livelihoods in the context of the adjacent National Park.

The first part of the training involved Future View Film Group from Sierra Leone. Two members of FVFG travelled to Senegal to ascertain the level of interest for this project within the local community, to introduce the idea of film as a tool in development and to provide initial training in the use of camera and interviewing technique. The two FVFG trainers worked with a group of seven local film trainees and by the end of the week, the group had produced two short ten minute dramas focussing on key issues - the importance of birth certificates and the issues surrounding early marriage. The screenings were a great success as was the whole FVFG/Kamben partnership. FVFG proved to be enthusiastic, responsible and professional and as a result of this experience, PFP and the two charities have agreed to work together on a further two-year film making training programme.

This is, we feel, the way forward. We are supporting the training and mentoring of local film makers to make their own educational and humanitarian films.

Mobile Cinema kit

During the year, PFP provided three new solar mobile cinema kits. Each kit can be carried in a single rucksack. The cost of each kit is approximately £2200 including screen, projector, speaker, batteries, the solar chargers and microphones to facilitate the post screening discussions. The kit can either work from solar charged/mains charged batteries or from the mains direct.

Our partner Temwa continues to use the pedal powered cinema extensively in Northern Malawi.

In all, PFP has placed five mobile cinemas in the field: 3 in Malawi, 1 in Sierra Leone and 1 in Kenya.

The good news is that these kits are standing up to the demands put on them.

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INCOME AND EXPENDITURE 1 May 2015 to 30 April 2016

| Income | £ | Expenditure | £ |
|--|-------------------|-----------------------------------|-------------------|
| Standing Orders | 4071.00 | Kenya Cerebral Palsy Drama | 6644.36 |
| Grants and Donations | 24,691.95 | Kenya Distribution | 3260.21 |
| Gift Aid | 3639.81 | Malawi Distribution – solar power | 8126.13 |
| Talks & Sales | 304.00 | Malawi Distribution - pedal power | 1918.78 |
| Monies raised by Friends of PFP | 4673.66 | Training Sierra Leone Stage 2 | 13,040.40 |
| Interest on Current Account | 5.34 | Assistant Producer | 2816.64 |
| Interest on Deposit Account | 12.73 | New Project Start up Costs | 314.11 |
| Interest on CCLA Account | 68.95 | Equipment | 406.20 |
| | | Admin Staff | 6754.48 |
| | | Trust Fundraiser & Expenses | 5419.50 |
| | | Fundraising Materials | 90.00 |
| | | Insurance | 236.68 |
| | | Core Management /Expenses | 452.19 |
| Total Income | £37,467.44 | Total Expenditure | £49,479.68 |
| | | | |
| Surplus b/f from 2014/15 | | £43,786.26 | |
| Balance of funds as at 30/04/16 | | £31,774.02 | |
| Deficit of income over expenditure 2015/16 | | £12,012.24 | |
| | | | |
| Accumulated Funds as at 30/04/16 | | | |
| Co-operative Current Account c/f | | £3720.62 | |
| Co-operative Deposit Account c/f | | £12728.19 | |
| CCLA Charities Deposit Fund | | £15325.21 | |
| | | | |
| Total | | £31,774.02 | |
| of which Restricted Funds total | | £5800.00 | |

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

- to ensure continuity in the event of any 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 event that PFP ceases to operate.

In consideration of the above, Trustees consider that a reserve fund of £10,000 is appropriate. This figure will be reviewed annually as part of the cyclical budgeting process.