

PURPLE FIELD PRODUCTIONS
10 HILL VIEW TERRACE, ILMINSTER, SOMERSET, TA19 9AL
COMPANY REGISTRATION 6382767 – CHARITY REGISTRATION 1127076
www.purplefieldproductions.org
ANNUAL REPORT 2010/2011

TRUSTEES

Elspeth Waldie – Chairperson,
Jon Lewes, Alexander Richardson, Elizabeth Timms

GOVERNING DOCUMENTS AND MANAGEMENT

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. 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.

OBJECTIVE AND ACTIVITIES – 2010/11

Our objective is the advancement of education through the production and distribution of film, and for this purpose we work together with people in the developing world. Key activities this year have included provision of a new film for Ghana, the release and distribution of films made previously and research to establish the most useful projects for the future. We have also continued to strengthen our financial position and have taken the first steps to ensure long-term sustainability.

ACHIEVEMENTS

1. New Cerebral Palsy Film for Ghana

Our latest film, “The Time is Now”, was made in association with Cerebral Palsy Africa. For the vast majority of young people with cerebral palsy in Ghana there is currently little chance of receiving the crucial physiotherapy treatment that could make a considerable difference to their ability to function and to the possibility of their becoming part of society. “The Time is Now” was designed as a tool for Ghanaian parents and medical staff in their campaign for an increase in services. The film premiered at the British Council in Accra on the 4th of February where it was met with considerable enthusiasm and support. It will now spearhead the parents’ campaign.

2. Successful Distribution of Recent Films

In Malawi, widespread distribution has commenced of our HIV and AIDS awareness drama (Mawa Langa) for schoolchildren, produced in association with Temwa and YONECO. Both partners report extremely positive feedback with crowded screenings, children memorizing every scene and lively discussion of the message. Mawa Langa has also been shown on Malawi television and, in Canada, has won the award for best drama over 30 minutes at the “Picture this ... film festival”.

In Cambodia, “Encourage, and I Can”, our disability awareness film, is being very effectively used by our partner, Epic Arts. During the first phase of distribution, they have already shown it to audiences in 21 communes. The feedback from both school and community screenings indicates a new, and very positive attitude, towards disabled people.

3. Research into Future Projects

A survey has been undertaken to establish needs and priorities regarding future films for Malawi and, as a result of the findings, initial research commenced into the possibilities of achieving effective agricultural education through drama.

4. Steps to Ensure Long Term Sustainability

Now that we have seen how much film can achieve in the field, our great challenge is to make Purple Field Productions sustainable, and to ensure that it can continue with its work in the most effective manner. To this end we have increased fundraising activity to strengthen our financial position and ensure adequate reserves, We have also taken time to look in-depth at the way the charity operates and to set in motion a long-term policy of strategic planning. First steps in reducing the serious weakness of key worker vulnerability have been taken with the engagement of a part-time paid administrative assistant and the involvement of a free-lance Associate Producer.

FINANCIAL REVIEW

Sincere thanks are extended to all our volunteers – both filmmakers and fundraisers - and to the many supporters who have made personal contributions to the Charity's income through donations and standing orders. Appreciation is also expressed to the Allan & Nesta Ferguson Trust, The Edith M Ellis 1985 Charitable Trust, The James & Grace Anderson Trust, The Pat Ripley Charitable Trust, The Vodafone Foundation, The Westcroft Trust, and numerous Local and Area Meetings of the Religious Society of Friends (Quakers).

INCOME AND EXPENDITURE 1 May 2010 to 30 April 2011

Income	£	Expenditure	£
Standing Orders	3,301	Ghana Film	3,771
Grants and Donations	10,499	Malawi Programme	640
Gift Aid	680	Malawi drama research	1,387
DVD & other sales	388	2011/2012 Film set up costs	40
Monies raised by Friends of PFP	2,245	Equipment	1,860
Vodafone Award	2,750	HQ Support Post	671
Interest	18	Core Management /Expenses	391
Total Income	£19,881	Total Expenditure	£8,760
Surplus of income over expenditure 2010/11	£11,121		
Reserves b/f from 2009/10	£9,912		
Balance as at 30/04/2011	£21,033		

Reserves Policy: During this year, we have determined to increase reserves in order to ensure that we can meet commitments to partners regarding future films and cover other operational contingencies. A full review of the reserves policy has been built into our objectives for 2011/12, and in the meantime the policy is to reserve the equivalent of six months' budgeted running and production costs and to cover work in progress on agreements already signed for films to be made during the coming year.