

Issue 3**Spring 2012**

Welcome to the latest edition of 'Moving Images', updating you on what has been a very busy six months. Inside find out the latest on PFP's most recent film, Ulimi Mchuma Chathu, Farming Our Wealth, completed last autumn, and the plans that are afoot to develop the distribution of our invaluable films to wider audiences. We have exciting news to share with you on the Vodafone World of Difference Awards, and are pleased to introduce you to the trustees of PFP. There is also have news about our next film, with a contribution from one of our partners, Cerebral Palsy Africa who will be working with us again this summer in Kenya. The latest news from our supporters is included with details of sponsored events and our regular book sale which are taking place over the next couple of months. But first of all find out how our crew enjoyed their time in Uganda last Christmas making the latest PFP conservation agriculture film.

Enjoy!

Fiona Day, PFP Administrator

Facing Climate Change In Uganda

Our vehicle lurched and tipped in the deep ruts of the track. Ahead, the peaks of the mountains rose blue and majestic. The rich volcanic soil around us nurtured tall stalks of maize, banana, and a healthy tangle of flowers and shrubs. In every direction the foliage looked both lush and beautiful.

But not all was as well as it might seem. As an old man explained, "The climate here has changed. The rains have become much heavier and more unpredictable. Recently they have caused great damage to the crops."

We were in the Kisoro District of Uganda making a film in the local language, Kinyarwanda, to increase understanding of climate change, and to enable local communities to share information about successful adaptation strategies.

Our film, nearly finished now, concentrates on four types of strategy in particular – bamboo domestication, beekeeping, organic farming and agroforestry.

Traditionally, people have taken the bamboo they need from the forest, but as the population in the area has increased, so has the adverse effect. The protection of the forest of Echuya is crucial to preserving the environment in the face of climate change, but increasingly the forest has become threatened. The tall variety of locally grown beans requires stakes - too often made of bamboo extracted from the forest illegally. The only real alternative is to help and encourage communities to grow their own bamboo. We talked to several local farmers who explained the cultivation process and described the benefits that have accrued to them as a result. The cultivation of the short bean

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Contact Details

10 Hill View Terrace, Ilminster
Somerset TA19 9AL

tel: 01460 54142

admin@purplefieldproductions.orgwww.purplefieldproductions.orgwww.youtube.com/purplefieldonlineJoin The New
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grown in the area has also been adversely affected by climate change.

Another threat to the forest comes from beekeeping. Traditional hives were located inside the reserve, and the smoking process - involving open fire on a shallow clay bowl - has frequently led to forest fires. Our film will therefore suggest use of a modern bellows smoker that does not involve the same fire hazard.

Sadly, however, our conversations with beekeepers alerted us to a serious threat to honey production. Bees are dying in large numbers as a result of chemical pesticides, and we felt it would be irresponsible to promote beekeeping unless we could also suggest a means of counteracting the problem. Our search led to some very successful and inspiring organic farming projects, and we have now been able to include, not only instructions for the making of an organic insecticide, but also proof of how effective this can be.

The organic farms all involved intercropping - for example, growing coffee together with fruit trees, and planting bananas to provide shade for the coffee - with beans or pumpkin underneath to add nitrates to the soil. So this, in turn, led us into the subject of agroforestry.

We visited "Joshua's Tree Nursery" started by one local man on his own, without any outside help, and operating successfully on a very small plot of land. Joshua, himself, was a delightful character, and it was with genuine enthusiasm that he described the value and use of all the different species he could offer. In the face of climate change, people like Joshua and the organic farmers are providing real hope for their communities. We should like to think that this latest PFP film will enable their ideas and enthusiasm to be shared over a much wider area.

FUTURE PROJECT

Teaching Film For Therapists Working With Children With Cerebral Palsy In Africa, 2012

Archie Hinchcliffe from our partner Cerebral Palsy Africa (CPA) writes to tell us more about her charity and the latest PFP project planned for this summer

Cerebral Palsy Africa was set up in response to the desperate needs that experienced UK based paediatric physiotherapists and occupational therapists were encountering when they were invited to teach and work in programmes for children with cerebral palsy in African countries.

By establishing structured training programmes in Zambia, Ghana, Kenya, Malawi and Uganda we hope, eventually, to leave in place in each country one or two highly trained therapists who would, in the future, be able to pass on the training they have received.

Tried and tested teaching methods include the use of DVDs of children being treated but the films we have so far been showing are all of European therapists and children working in a European environment and we have always felt the strong need to create a film showing an African therapist demonstrating treatment of children in an African environment with whom participants on our courses could immediately identify.

The film will be made in an excellent community training centre in St Martin Nyahururu in Kenya. The physiotherapist in charge of the community based rehabilitation programme there, is an experienced and very well qualified paediatric physio-therapist who will be carrying out all of the treatment sessions in the film. During the filming a CPA trainer will be by her side to advise and support her. The

trainer is a senior physiotherapist in Sheffield Children's Hospital and she has already carried out training programmes for CPA in Zambia and Kenya

After the filming of the child's treatment has been completed we hope to be able to film the child at home showing how, through the treatment, he or she can now carry out useful activities that were not possible before. We will ask a family member to say how this has helped the child to be a little more independent.



The film will be used in every training programme run by CPA – usually 8 to 10 courses a year with some 16 participants in each - and a number of copies will be left behind after each course so that the course participants can be reminded of the treatments demonstrated.

CPA will also ensure delivery of the film to all fully qualified specialist paediatric physio-therapists in Ghana, Zambia, Malawi, Kenya and Uganda (approximately 36 in total), and wherever possible to others who have received CPA training in the past. We can't help feeling that so much has come together at the right time for the making of this film and we are sure that it will fulfill all our hopes.

We are so pleased that Purple Field Productions are willing to work with us to make this happen and I am convinced that together we can do an excellent job on a very worthwhile project.

Kibera Film School

Whilst the crew are out in Kenya filming this latest project with CPA, there will be an opportunity to include a training element and contact has been made with the Kibera Film School in Kenya with a view to providing a paid mentored

work experience for a young graduate during the making of this film as part of the PFP Training Programme. We look forward to telling you more about this in the next issue of 'Moving Images'.

LATEST NEWS

Ulimi Mchuma Chathu – Farming Our Wealth

The first PFP agriculture education film filmed in Malawi last October is now complete. "Ulimi Mchuma Chathu" or "Farming Our Wealth" was made in association with Total LandCare.

The three short films that make up the DVD reveal how farmers are overcoming the challenges of climate change and succeeding in their fields despite uncertain weather patterns.

The first film looks at conservation agriculture techniques. Using these farming practices, farmers are improving the nutrient level of the soil thereby reducing their dependence on fertilisers and ultimately achieving higher yields from their crops.

The second film addresses the need for local rural communities to replant the vital trees needed as a source of fire wood. The film also demonstrates the enormous benefits that can be achieved from more efficient cooking stoves now being adopted by the villagers.

The last film showcases the benefits several farmers have achieved through diversification and business enterprise. Irrigation, crop rotation, livestock, fish farming and bee keeping are some of the examples shown that highlight the opportunities available.

These films offer an inspiring vision for Malawian farmers to help them improve their livelihoods and to secure the future for their children.



Distribution is planned to begin in May using six regional cinema kits which will enable screening to take place in rural communities throughout Malawi. Copies of the film will also be available here in the UK at £12 including P&P – please get in touch if you would like a copy. Alternatively the film will soon be available to be viewed in full on the PFP youtube site www.youtube.com/purplefieldonline

One Wedding And A Distribution Plan

It has always been in the PFP mission to distribute films as well as to produce them, but it is a challenge that has had to wait until we became sufficiently established.

Meanwhile, we have had some wonderful feedback on all our films, and we know that they can provide a very effective means of communicating the information they contain. They have done a good job - but they all have the potential to achieve more. All are appropriate to a wider geographical area than our hard-working partners have the resources to reach.

It is time to be optimising the use of these existing films, as well as producing new ones. However, we know we have much to learn about distribution, and that it will not be easy without offices in the countries concerned. So we are planning just one or two small pilot schemes in the first instance.

Such a scheme has recently started in Cambodia. We have appointed

Mark Jones, camera operator in the making of our Cambodian disability film, "Encourage, and I Can", to take the temporary post of Cambodian Distribution Manager. His job will be to research and carry out a means of taking "Encourage .." to a wider audience.

We had a stroke of luck here as Mark had already decided to settle in Cambodia after falling in love during the film's production!

It is the first PFP wedding, and our very best wishes go to Mark and Sam Neang.



SUPPORT IN THE UK

Diaspora Concert in Ilminster

Diaspora performed at the Meeting House in Ilminster in December raising over £700 for Purple Field Productions.

Diaspora (named after the Irish Diaspora following the 19th century Famine) comprises five Somerset musicians with Irish links.

Diaspora's unique blend of humour, chat and music was in evidence with a set list ranging from traditional Irish songs, jigs and reels, to hilarious parodies of rock and pop numbers.

Two numbers, "Something Purple to Say" and "Purple Fields" written by members of the band for the concert are available on a 10 track CD recorded by Diaspora for PFP. To buy a CD visit:- www.diasporamusic.org

Get Fit And Support PFP

Indomitable PFP volunteer fundraiser Zephyr Ainsworth-Grigg has recently been championing sponsored sporting events with great results. She has already persuaded her son-in-law, chiropractor, and hairdresser to undertake amazing challenges raising invaluable funds for PFP.



Would you consider walking, running, cycling, swimming, parachuting, or abseiling - or anything else - to help fund our work, and bring much needed information on film to some of the poorest and most isolated communities in the world?

We will support you in any way we can with t-shirts, posters and sponsorship forms as well as advice on how your sponsors can donate easily and quickly on line using Everyclick at:-

www.everyclick.com/purplefieldproductions.

Our Roll Of Honour so far includes:-

Andy Curtis, The Great South Run, October 2011

Mark Copp, The Exmoor Beast, October 2011

Mark Rimmer, Prague Half Marathon, March 2012

Andrea Kirkman, Taunton Half Marathon, April 2012

Mark Copp with his father and brother Steven, The Exmoor Beauty, April 2012.

For those of you yet to complete your challenge we wish you the

very best of luck and hope that your efforts might encourage more of our supporters to come forward and take up their own challenge. If you require any help or advice please do not hesitate to get in touch with us here at the office on admin@purplefieldproductions.org or tel: 01460 54142.

FORTHCOMING FUNDRAISING EVENTS

Booksale

We will be holding a booksale on Friday 13th April in the Market Square, Ilminster. If you would like to come and help on the day please get in touch. Otherwise there will be great bargains to be had and treasures to be found so please come along and support us.

African Concert

Chartwell Dutiro, a highly accomplished Zimbabwean musician, will be hosting an evening of African music on Saturday 3rd November in The Warehouse Theatre, Ilminster. This promises to be a really informative and entertaining evening with music, singing and stories as well as talks on the instruments used during the performance. We expect this event to appeal to a wide audience. Please put this date in your diaries – tickets will be on sale later in the year. In the meantime to whet your appetite please find out more about Chartwell's music by looking at his website: www.chartwelldutiro.com

St Andrew's Night

A Scottish themed evening of entertainment and cuisine to celebrate St Andrew's Night is planned for Friday 30th November. Traditional music and dancing washed down with plenty of cock-a-leekie soup, haggis, atholl brose and whisky will make for a fun and memorable evening. We will have more details for you in the next newsletter later in the year.

VODAFONE WORLD OF DIFFERENCE AWARDS

We are delighted to announce that we have two Vodafone World of Difference winners. Ingrid Hesling and Sara Loveridge write to tell us more about their plans with PFP.



Ingrid Hesling

Thanks to the Vodafone World of Difference initiative, I am now working as the Friends of Purple Field Productions Recruitment Officer. My role is to raise awareness about PFP's work and to get more people involved with supporting their life changing projects. Having more Friends of PFP means we can progress with confidence the many new and exciting projects in the pipeline.

Last year I was thrilled to be a PFP crew member in Malawi making 'Ulimi'. I was the stills photographer and production assistant and experienced first hand Purple Field Productions' ethos of always working closely with local people in order to produce a film which really works for them. I was so impressed, I came back determined to support PFP in anyway I could.

Purple Field Productions is a small charity and I know small is beautiful but as far as the supporter base for PFP is concerned, the bigger the better, so if you would like to find out more about the PFP experience and have a PFP film show brought to you please get in touch with me at:- ingrid@purplefieldproductions.org

Sara Loveridge

I am very excited to be PFP's Press Development Officer. Winning a World of Difference Award means I will be able to dedicate 15 hours a

week for the next 4 months to raising the profile of the charity in the press. I am going to be working closely with Ingrid and together we hope to generate some much-needed publicity and interest in the charity, in turn attracting more volunteers and crucial funding to ensure PFP continues to thrive into the future. If anybody has any media connections that they think could be useful or ideas relating to publicity and fundraising please do get in touch with me by email at: findalittlefield@yahoo.com

WHO ARE THE PFP TRUSTEES?

We are often asked about the team behind the scenes here at PFP so in this issue of *Moving Images* we would like start by introducing you to our trustees.



Roland Chant - whose career in education has involved Headships in Chard, Bideford & Brussels and who since retirement has spent 2 years working with VSO in Ethiopia.



Caroline Jones - with 8+ years experience of working as a Field Director and other senior management positions with VSO and Oxfam. Caroline currently works at the Charity Commission.



Jon Lewes - former Director of Finance and Corporate Treasurer at United Artists UK with experience of both the film industry and finance. Jon also has a special interest in green issues.



Alex Richardson - independent filmmaker and director of Level Films, Alex has experience of making films and training others in Bangladesh, India and Egypt.



Liz Timms - a physiotherapist with specialist understanding of, and concern for, disability issues. Liz was formerly Vice Principal of the School of Physiotherapy and Occupational Therapy, Dhaka in Bangladesh.



Elsbeth Waldie - with almost 10 years experience of making films in the developing world and some 20 years in charity administration including 12 years as a senior manager at ActionAid.

SOCIAL MEDIA

JustTextGiving

We have recently setup an account with JustTextGiving which allows anyone to donate to PFP by simply texting PFPT22 to 70070 and the amount you would like to donate. This will then go to our textgiving account and they send the money directly to the PFP bank account.

Youtube

We now have full length versions of all the PFP films on our youtube site. Please click on the following link to find out more.

www.youtube.com/purplefieldonline

Facebook & Twitter

PFP Supporters can chat together and share their thoughts on our work the by going to our facebook page or following us on twitter. Please use the links below.

<http://www.facebook.com/groups/purplefieldproductions/>

TWITTER - @PFPMalawi

A BIG THANK YOU FROM PFP!

We would not be able to do any of the work you have just read about without your help and support – we are therefore extremely grateful to all of our supporters and volunteers who have helped us in the last six months.

Thank you also to all of you who have helped contribute to this issue of “Moving Images”.

We look forward to catching up with you later in the year with more news and stories from PFP in the autumn issue of “Moving Images”.

How to donate to PFP

Your continued support is vital to ensure the future of PFP. Regular payments by standing order are enormously valuable to us as they enable us to plan ahead – a small regular donation can go a very long way. To set one up, please complete the appropriate sections of this form. This form can also be used if you already have a standing order setup, but would like to change the amount you donate.

PERSONAL DETAILS	
Name (Mr/Mrs/Miss/Ms).....
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Email
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To: The Manager (Bank/Building Society name and address)	
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Please pay to: The Co-operative Bank, PO Box 250, Delf House, Southway, Skelmersdale, WN8 6WT for the credit of Purple Field Productions, Account Number 65241163, Sort Code 08-92-99, the sum of:	
£.....	starting on.....(date) and on the same date each month/year* thereafter until countermanded by me.
* Please note, this supercedes standing order of £..... for payment each month/year to account number 65241163	
Name of account holder	Account No.....
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If you are a UK tax payer, Purple Field Productions can reclaim the tax on all donations you have made for the last six years prior to this date and all donations you make on or after the date of this declaration. Please sign below if you would like Purple field Productions to be able to do this. <i>I confirm I have paid or will pay an amount of Income Tax and or Capital Gains Tax for the current year (6 April to 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs that I donate to will reclaim on my gifts for the current tax year. I understand the charity will reclaim 25p of tax for every £1 that I give.</i>	
Signature	Date
Please notify us if you want to cancel this declaration, change your name and address or no longer pay sufficient tax on your income and or capital gains.	

THANK YOU FOR YOUR SUPPORT

Please cut out and return this form to: Purple Field Productions, 10 Hill View Terrace, Ilminster, Somerset TA19 9AL