



KNOWLE WEST
MEDIA CENTRE

20102011 ANNUAL REPORT



KNOWLE WEST MEDIA CENTRE ★ ABOUTUS



Knowle West Media Centre is a social enterprise and was formally constituted as an independent charity in June 2002. From our beginnings in 1997, as a temporary photography project in the local community centre, we now work with 1000s of local people each year, based in our award-winning purpose-built media centre, which was designed by a group of young people.

Knowle West is a community of 6,500 households in south Bristol - a post-war estate which ranks highly in statistics for poverty, unemployment, poor mental and physical health and educational under-achievement. Although we work in a local context, we are recognised regionally and nationally as an exemplar organisation, with regard to our work with a wide range of partners across the business, statutory and voluntary sectors, and for our genuine commitment to excellence and innovation.

In 2010 – 2011 we became established in our new building and our work flourished. Participants in KWMC projects gained new skills and entered employment. We helped local people establish businesses and campaigns, set up a record label to support young music makers from across Bristol, and ran a national conference on socially engaged arts practice. We collaborated with local organisations and campaigners to establish a veg box scheme and taught dozens of older people how to use the internet. We celebrated the life's work of a retired press photographer and ran professional development sessions for artists.

Young people created music videos to promote their music on Youtube and a group of four young people in care made a film to raise issues about Looked After Children. We worked with volunteers seeking to get back into employment to produce an online timeline of photographs documenting gardening and vegetable growing, to promote 'growing your own', and developed an animation using data from residents' homes to help them think about their electricity use.

We started one of our most ambitious projects to date - the University of Local Knowledge (ULK) - with the production of 100s of short films sharing the unique knowledge of local people, led by international artist, Suzanne Lacy, and much more...

38,771 unique visitors to our website

12,000 average monthly views on our Flickr account

6,829 watched our Youtube videos between October 2010 and March 2011

5,798 people participated in our projects

5,500 households received The Knowledge community newsletter every two months

4,728 people attended our events and exhibitions

622 attendances at **99** digital skills sessions

277 children and young people benefitted from our outreach Education Programme

87 delegates from across the country attended the Demanding Conversations conference

75 people worked as volunteers over the year

64% of people who attended KWMC were young people under 24

33 people had a work placement at KWMC

16 artists were in residence at KWMC, ranging from a week to several months; many more ran sessions and produced projects

12 projects specifically addressed 'digital inclusion' – getting more people using computers, digital cameras, mobile phones, etc.

8% of people who attended KWMC were from Black and Minority Ethnic communities

4 photography exhibitions took place during the year

2 organisations - Avon Fire and Rescue and University for Industry - rented our office space

1 record label was established

1 community website has been developed for the community of Knowle West

Work specifically with children and young people

4NINE Records (record label offering young people the chance to make, perform and celebrate their music)

Urbanwise (established positive opportunities for young people leaving the criminal justice system and those at risk of offending)

Media Hothouse (supported young people to pursue careers in the creative industries)

Summer Programme (a fortnight of creative workshops for young people exploring arts, media and technology)

Profound Media (supported our youth groups to develop professional media skills to explore issues that affect them)

Vocal Point (supported young people in making their own radio show with Youngerground radio)

Solar Cinema Animation (workshops providing an introduction to animation)

Fashionate (supported young women to develop the technical skills to organise their own fashion show, staged in April 2010)



Work with schools and colleges

Art Week, St Mary Redcliffe (a week of workshops in a local secondary school, introducing them to storyboarding, filming and making animations)

Moving Through Media (used digital media to support young people during their transition from primary to secondary school)

Media taster days with St. Katherine's School, Batheaston Primary School and Brislington Enterprise College

After school media clubs set up and delivered in Merchants' Academy and Bridge Learning Campus

The Imagination Station - our ongoing after-school youth programme

Digital Fish (young film-makers)

Homework drop-in (using new media for homework)

Music & Lyrics (young music-makers)

Nlarge (young photographers)

Voices of the South (young journalists)

Projects primarily with adult residents

Carbon Makeover (an environmental project that supported homes across Knowle West to reduce their carbon emissions and make manageable changes to their lifestyles)

DEHEMS (European energy metering project)

Edible Landscapes Movement (trained people who want to get back into work in urban agriculture and digital media skills)

Future Fit Bristol (planning began for a new project to add new features to existing homes to make them more environmentally friendly; support builders to develop skills in renewable construction; and encourage residents to live more sustainably)

Green Mapping (a European project that produced online maps of places of environmental, social and cultural interest in the community)

South Bristol Digital Neighbourhoods (SBDN) Digital Skills (workshops and events to help residents improve their digital skills)

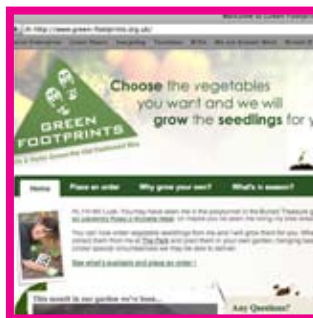
Sheltered Housing (website and digital skills training with older residents of Knightstone House)

Silverscreen (monthly older people's film group)

The Sunrise Project (450 pinhole cameras were distributed in the community by photographer Justin Quinnell and a book of the resulting images was produced)

University of Local Knowledge (ongoing project celebrating and sharing the talents and skills that exist within the South Bristol communities through the production of over 800 short films)

Whose Data? (explored the use of live data for the benefit of local communities)



Community Campaigns that developed from the Carbon Makeover project, supported by KWMC:

Team FAB (Fight Against Bags) (a sewing group, making bags from recycled materials)

Green Footprints (a website where orders can be placed for locally-grown vegetable seedlings)

Anyhow, Anywhere

January 2011

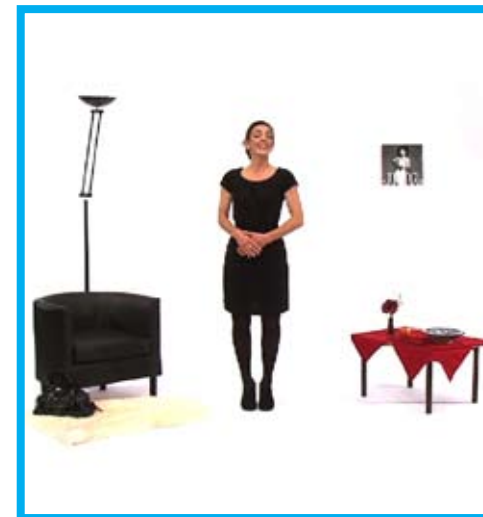
Photographic work by Ken Russell, Barry Lategan, Daniel Meadows, Andrew 'Beezer' Beese, Haroon 'Roonie' Iltaf, Huw Davies and young women photographers based at KWMC, exploring the transition from being a teenager to an adult, through layered timelines and photographs.



Who are you?

February 2011

An interactive video installation by artist Patrycja Cudak exploring how our physical proximity can affect the way we interact with other people.



George Gallop: Photographs from the 70s & 80s

September 2010

Photographic work by Knowle West-raised press photographer George Gallop - a representation of life in Bristol during the 1970s and 1980s.



photo: G Gallop

Urban Portraits

May 2010

Photographic work by Gina Lundy and Andrew Jackson exploring how identity is created by, and represented through, the medium of photography.



photo: A Jackson

‘We are important, not different’ (film made by 4 young women in care about working with Looked After Children, for South Gloucestershire Council)

‘Loaves & Fishes’ (film for Diocese of Bristol)

‘Everyone Included’ (film about completing an Equalities Impact Assessment for Develop & CVS South Gloucestershire)

FilmNation workshop (workshop for young people to make a short film in a day themed around the Olympic and Para-Olympic games - part of the Film Nation Shorts project, with London 2012 and Panasonic)

Community Liaison module (film projects within the community with students from City of Bristol College’s Foundation Degree in Media Production)

Kingswood Photography project (an introduction to photography and capturing positive images of Kingswood)

BAFTA ‘Under the Mud’ workshop event (workshop for young filmmakers, presented by BAFTA in partnership with iFeatures and KWMC)

Community Children’s Health Partnership project (with Barnardo’s, we started to explore young people’s needs and concerns around various health issues for North Bristol NHS Trust)



Nlarge ‘Body Image’ (photography project exploring body image for the National Osteoporosis Society ‘Body Gossip’ campaign)

Nlarge workshop at CREATE Centre (workshop which taught digital photography skills to young people)

Shortcuts (young people’s filmmaking project which resulted in the short film ‘Counter Punch’ being screened at the Fresh Flix Film Festival)



KNOWLE WEST MEDIA CENTRE ★ 4 CASE STUDIES

1



2



3

Anyhow
Anywhere:

■ Transition from Teenager to Adulthood

4

Partners

2nd Chance Project, HMP and YOI Ashfield

The Brief

To raise the aspirations of young people leaving the criminal justice system and young people at risk of offending, and to challenge people's perceptions of them.
To give them skills in media production, and an understanding about vocational opportunities available to them in the media industry.
To give them opportunities to form relationships with their peers, value their own experiences, and give them the confidence to make positive life choices.

The Project

Urbanwise took place from July to October 2010 and was co-ordinated by two young people, Davina and Scott. Scott took up the post immediately upon leaving Ashfield YOI. Young people from the local community and Ashfield YOI took part in a series of taster sessions in photography, graphic design, lyric writing, animation, social networking, filming and music recording. They planned what they wanted to make and organised the production of short films which were shown to an audience of friends, family and related organisations on October 13th 2010.

Outcomes

'This has changed the way I think about the future because I want to work hard on the things I enjoy like sketching and making beats and stuff like that.'
(Participant interviewed during the production week)



'It has helped me work out that I need to get a balance between music and education. But it has shown me that I really want to be a musician.'
(Participant interviewed during the production week)

'It's important for young people to feel equal because, as a coordinator, I could be seen as a teacher, which could create a barrier to working together, so I have been careful not to come across as someone who is going to "help them", but someone who they can come to for support or help. It is a subtle but important difference that I have learnt.'
(Davina, one of the young co-ordinators of the project)

'When I walked through the doors it was packed with so many different people, it seemed like it was going to be an extraordinary event. They were amazing; when I heard them I couldn't believe what they had put together. It was just so good!' (Audience member, Urbanwise)

'I think the young people who have offended have as much to teach society about why they think they are in custody, as society has an obligation to try and address this issue... Seeing the films has made me understand how much potential these young people have.' (Audience member, Urbanwise)

Partners

35 industry professionals / organisations supported those taking part in Media Hothouse including the BBC, Pervasive Media Studio, Fluffy Logic, Skillset, South West Screen, Team Rubber, Motionhouse Dance Company, Teenage Rampage. The project was co-ordinated by Kamina Walton, a KWMC associate artist.

The Brief

To give young people the skills and confidence to enter the creative industries - either to run their own business or to become employed.

To encourage industry partners to more readily consider employing young people from a diverse range of backgrounds.

The Project

32 young people attended a two-day launch event in May 2010 when they saw presentations from industry professionals, took part in practical taster sessions and received information about industry-related opportunities across Bristol. 24 then completed a skills audit, attended Communications Skills training and had mentors identified. 15 were awarded bursaries from £500 to £1500 and given individual programmes of support to develop their ideas. The project culminated in an evening event in December 2010 where eight young people presented their work.



Outcomes

'The involvement with Media Hothouse has been mutually beneficial. It's been an excellent opportunity for us to connect with young people in Bristol, and hear their thoughts and views on the work we're doing. In particular, having Matthew Lyne as part of the Media Sandbox interview panel was brilliant, as he was able to offer his perspective to the companies pitching for commissions, and question them on how beneficial their ideas really were.' (Victoria Tillotson, iShed Producer, Watershed)

'They gave us the confidence boost that we needed to make us realise we have what it takes to succeed.' (Bursary holder)

The scheme helped three young people get their businesses off the ground: Chanel Carter set up Little Bits & Allsorts, a recycled clothing business; Lauren Hunt established the People's Portrait Studio and Matthew Lyne developed Backpack Recording Studio. For others it significantly contributed to their professional development and led them to further activities within the creative industries. Sam Haylings secured a FutureJobs placement with Avon Wildlife Trust, was selected for the BBC's Face2Face programme, and is now on a 3 month work placement at the BBC; Jack Williams was offered an extended placement at KWMC; Lauren Hunt was offered a Saturday job with Clifton Colour, a professional photography studio and processing lab; Nakina Van-Meir was given the opportunity to support a number of events and has been offered an apprenticeship; Laura Simmons has enrolled on a Scriptwriting training course. For all there was a tremendous amount of learning, with the most memorable outcomes including 'having training in Photoshop, web design and editing', 'handing out my own business cards', and 'earning money from my own pictures'.

Partners

re:work, Buried Treasure Ltd, Green Footprints

The Brief

To provide unemployed adults with new skills, particularly in relation to horticulture and digital literacy, and to give them more confidence to re-enter the jobs market. To utilise local unused green spaces to inspire people to grow vegetables with and for the local community.

The Project

ELM began in January 2010 and is ongoing due to its success: 10 unused gardens and other green spaces across Knowle West are being used to grow fruit and vegetables, which are then sold through a local veg box scheme. Gardening and food production are carried out by a team of volunteers, many of whom are looking to get back into employment. Volunteers receive training from KWMC in using different digital technologies and each step of their journey is plotted onto an online timeline, creating a visual CV. They learn other work-related skills such as internet research, e-mailing and word processing. Volunteers are trained by local charity re:work; local enterprise Buried Treasure, a not-for-profit organic gardening company, provides environmental recycling, training and support. The seedlings are provided by local social enterprise Green Footprints.



Outcomes

In addition to providing veg bags for sale to local people – over 260 since August 2010 - ELM has made a strategic contribution to green issues in Bristol. It has fed into food policy at Bristol City Council, which is looking at how to use digital technologies to support food growing initiatives city-wide. ELM is also part of a city-wide growing trail and has informed the development of a Regeneration Plan for Knowle West, with a member of the Residents' Planning Group commenting: 'The work of ELM echoed and confirmed the groups' hunch that grow-able green spaces needed to be part of the long term plans for the area.'

Three volunteers who had been long-term unemployed have been helped to secure jobs and other volunteers have gained new skills and have greater self-confidence. Following a 12 week placement with ELM, volunteer Ian, who has a background in labouring and had never used a computer before, said: 'I really enjoyed my experience at the ELM placement, I learnt new things about plants and gardening and I met some really nice people. I think coming to KWMC has been useful for my future. I feel much more confident now in using computers and using the internet. I've set up an email address and will use it in the future to help with my job search. I set up a timeline, which I put my photos onto. I will probably continue to take photos in the future.'

Partners

Local residents, Carole Sartain, photography curators and photographers.

The Brief

To challenge existing representations of young people by showing images of how previous generations were represented, through curating an exhibition of high quality photographs. To involve local residents of all ages in a debate about young people's experiences and in the process of developing an exhibition.

The Project

From November 2010 to January 2011 there was an exhibition at KWMC of iconic photographs from the past seven decades including images from Ken Russell, Barry Lategan, Daniel Meadows, Andrew 'Beezer' Beese, Haroon 'Roonie' Iltaf, Huw Davies and young women photographers based at KWMC. The photographs explored the transition from being a teenager to an adult and there were two timelines of local and national events alongside the images. The content for the exhibition was informed by six group interviews with local residents – each group were from a different decade. Using this information the exhibition curators, Carolyn Hassan (Director of KWMC) and Carol Sartain (freelance consultant), researched material for the exhibition by talking to nationally renowned photography curators before making their selection of photographs. During the exhibition we worked with over 60 school students producing self-portraits that explored how young people view themselves within their community. Their portraits were set against a backdrop of the news stories of that week.



Outcomes

Anyhow, Anywhere was one of the most successful exhibitions held by KWMC, seen by approximately 2000 people. It was promoted as the top visual arts event in Venue magazine in the issue dated Dec 10th 2010 and received excellent reviews - one of the attractions being the iconic photograph of Twiggy taken by Barry Lategan in 1966. For many local residents the images had real resonance, reminding them of their own teenage years. Residents also responded to the timelines: 'It's really a fantastic journey about Knowle West. I like all the amazing stories. It takes me back to all the things which have been great about Knowle West and some of the things which have been really difficult in its history. Well done.' (Local resident at exhibition opening).

For KWMC it was an opportunity to test a way of curating an exhibition which took into account the thoughts and ideas of local residents as well as the expertise of nationally renowned photography curators.

Knowle West Media Centre

Balance sheet as at 31 March 2011

	2011 £	2010 £
Fixed assets		
Tangible assets	<u>2,387,099</u>	<u>2,484,854</u>
Current assets		
Debtors and prepayments	177,333	170,764
Cash at bank and in hand	<u>121,977</u>	<u>211,018</u>
	<u>299,310</u>	<u>381,782</u>
Current liabilities	<u>(58,121)</u>	<u>(70,471)</u>
Net current assets	<u>241,189</u>	<u>311,311</u>
Net assets	<u>2,628,288</u>	<u>2,796,165</u>
Funds		
Unrestricted funds		
General fund	111,072	101,238
Designated funds	<u>8,944</u>	<u>7,695</u>
	<u>120,016</u>	<u>108,933</u>
Restricted funds		
Media projects	21,250	101,753
Archimedia	99,923	100,625
Depreciation reserve	<u>2,387,099</u>	<u>2,484,854</u>
Restricted funds	<u>2,508,272</u>	<u>2,687,232</u>
Total funds	<u>2,628,288</u>	<u>2,796,165</u>

Knowle West Media Centre

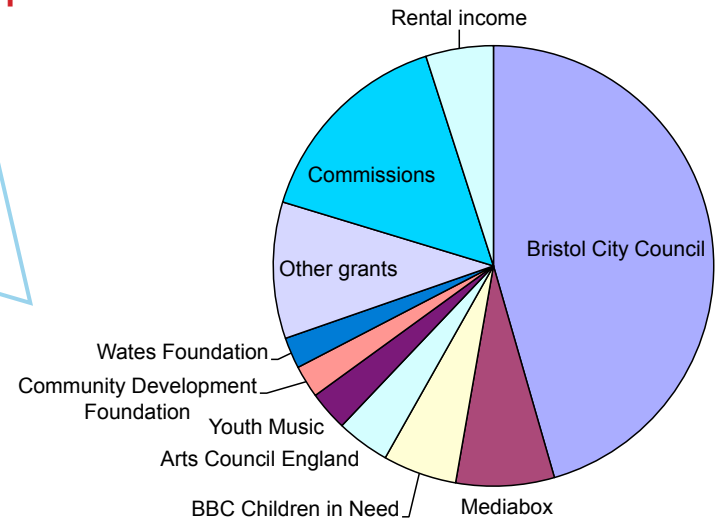
Consolidated Statement of Financial Activities [including Income and Expenditure Account] for the year ended 31 March 2011

	Unrestricted funds 2011 £	Restricted funds 2011 £	Total funds 2011 £	2010 £
Incoming resources				
Incoming resources from generated funds				
Voluntary income				
Donations	30	3,508	3,538	176
Activities to generate funds:				
Rent and sales of subsidiary company	56,597	-	56,597	81,140
Interest receivable	452	-	452	509
Incoming resources from charitable activities				
Grants and contracts	<u>117,768</u>	<u>682,489</u>	800,257	<u>701,165</u>
Total incoming resources	<u>174,847</u>	<u>685,997</u>	860,844	<u>782,990</u>
Resources expended				
Costs of generating funds	35,417	-	35,417	55,475
Charitable activities	126,532	760,261	886,793	738,960
Governance costs	1,815	7,315	9,130	8,538
Expenditure on subsidiary activities	<u>-</u>	<u>97,381</u>	97,381	<u>105,087</u>
Total resources expended	<u>163,764</u>	<u>864,957</u>	1,028,721	<u>908,060</u>
Net incoming / (outgoing) resources before transfers	11,083	(178,960)	(167,877)	- 125,070
Reconciliation of funds				
Transfers between funds	-	-	-	-
Total funds brought forward	<u>108,933</u>	<u>2,687,232</u>	2,796,165	<u>2,921,235</u>
Total funds carried forward	<u>120,016</u>	<u>2,508,272</u>	2,628,288	<u>2,796,165</u>

Grant funders 2010 - 2011

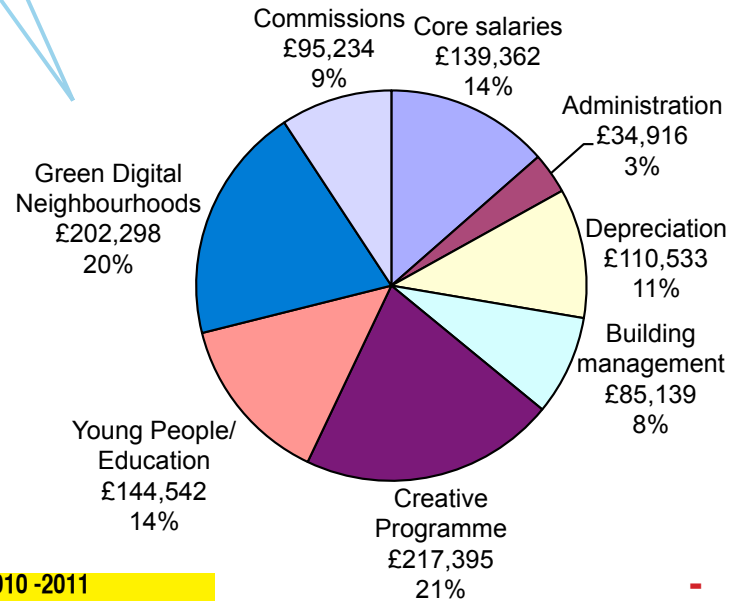
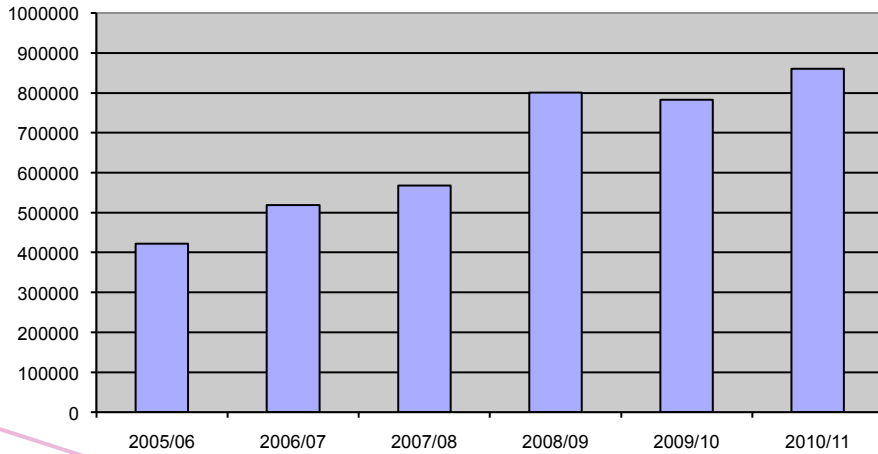
- Arnolfini
- Arts Council England
- BBC Children in Need
- Bristol City Council
- Bristol Partnership
- Community Development Foundation
- Connecting Bristol
- European Union
- First Light
- Green Bristol

- Mediabox
- National Institute of Adult Continuing Education
- Quartet Community Foundation
- South West Regional Development Agency
- UK Online
- University of the West of England
- Wates Foundation
- Youth Moves
- Youth Music

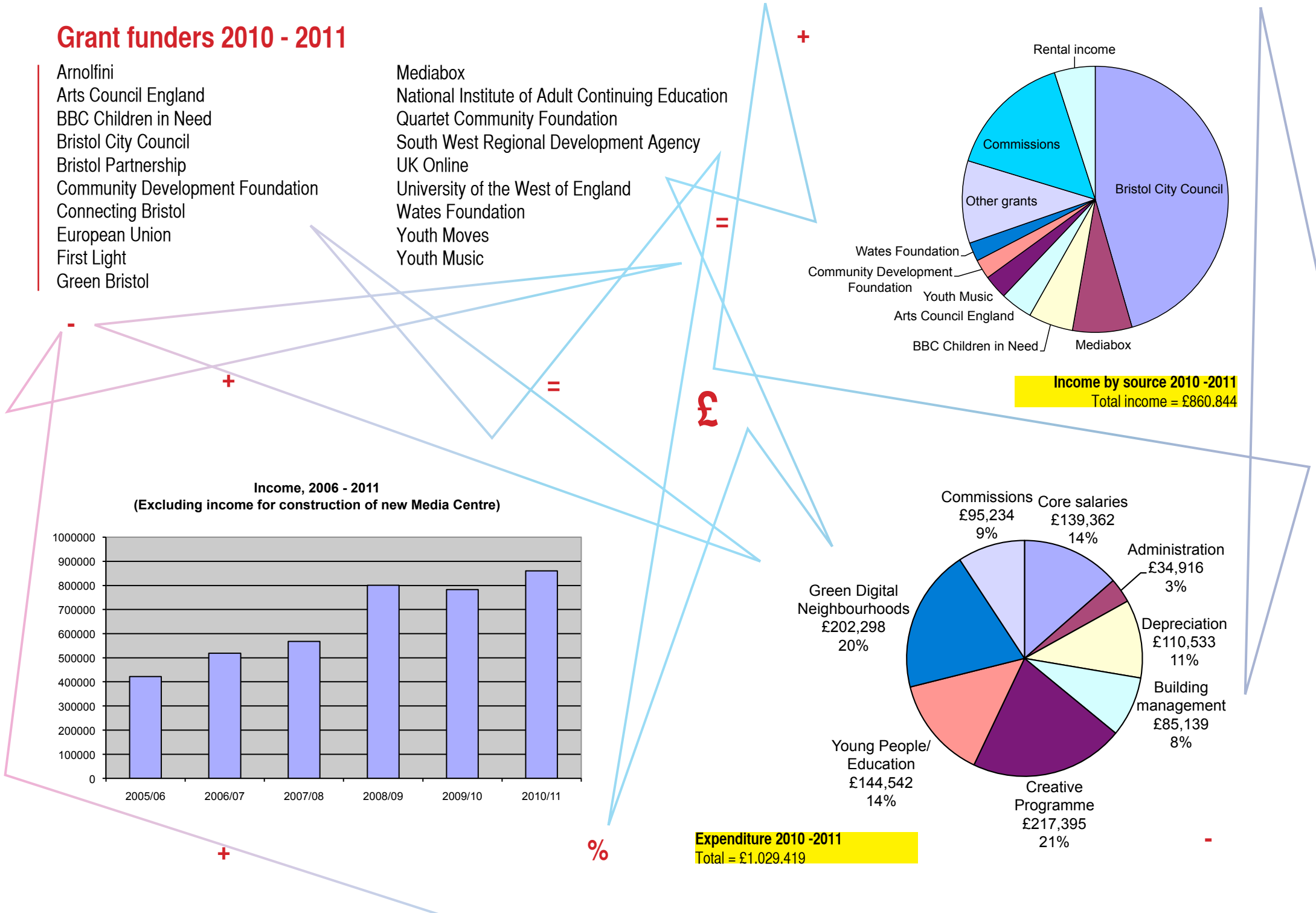


Income by source 2010 - 2011
Total income = £860,844

Income, 2006 - 2011
(Excluding income for construction of new Media Centre)



Expenditure 2010 - 2011
Total = £1,029,419



KNOWLE WEST MEDIA CENTRE **THANKS**

Thank you to everyone who helped
KWMC deliver its work in 2010 - 2011

Key strategic partners

2nd Chance Project
Arnolfini
Arts Council
Avon Fire and Rescue
BBC
Bristol City Council
Bristol Partnership
City of Bristol College
Community in Partnership
The Converging World
Department for Education & Skills (DFES)
Eagle House
Encounters International Film Festival
Filwood Community Centre
Knowle West Health Association
Knowle West Health Park
National Centre for Public Engagement
Outset
The Park Local Opportunity Centre
Police
Primary Care Trust
Regional Development Agency
The Royal Society of Arts (RSA)
Science City
South West Screen
University of Bristol
University of West of England
Watershed and Pervasive Media Studios
Youth Moves

Board

Sam Thomson (Chair)
Mark Baker (Deputy Chair)
Susie Jackson (Treasurer)
Karron Chaplin (Secretary)
Alice Meason
Catherine Gilbert
Paul Bason
Sarah Chilcott

Full time staff

Carolyn Hassan
Chloe Charles (Maternity Cover)
Ed Ellis
Jez Empson
Makala Campbell
Penny Evans
Russell Knights
Sandra Manson
Steven Belgium
Tamsin Lundy (Maternity leave)

Part time staff

Bart Blazejewski
Catherine Newman
Christine Silcocks
Gail Bevan
James Fellows (Maternity Cover)
Kerry Luckett
Martin Hanstead
Michaela Macrae Simpson
Misty Tunks
Nicola Hatton-Williams
Paul Butt
Rachel Clarke
Roz Hall
Sue Mackinnon

Associates

Carole Sartain
Dan Obi
David Thompson
Ed Patrick
Emma Agusita
Gina Lundy
Joseph Gower
Joseph Mordle
Kamina Walton
Khalif Noor
Louie Blystad Collins
Mark Simmons
Marlon Wilson
Michelle Baughan
Paul Baker
Pippa Robinson
Ruth Hecht
Tanya Hazell
Zoe Longridge

Volunteers

Thank you to the 75 volunteers
who gave their time to support
us in 2010-2011.

Short Term Projects team

Benjamin Mudge (P/T)
Caitlin Kennedy (P/T)
Davina Froom
Joshua Holmes (P/T)
Martha Crean (P/T)
Matthew Tickner
Maureen Cormack
Nicholas Photopoulos (P/T)
Simon Patchitt (P/T)

Trainees/Interns

Agnese Freimane
Amy Cowperthwaite
Chanel L Carter
Dorothy Baker
Fraser Ford
George Sander-Jackson
Jack C Williams
Katie Snook
Leah Torrington
Matthew J Lyne
Phresh Boiiz (Chavez Moulton,
Tommy Moseray, Cameron
Burrell, Zack L. Cowley)
Rebecca Covell
Sam Haylings
Scott Wilson
Sophie E Bristol
Swagga Like Us
(Shola Neathey &
Candeace Moulton)
Tarn Martlew-Pickering
Wayne Lee Webster

Key speakers at 'Demanding Conversations' conference

Francois Matarasso (cultural
commentator)
Baroness Young of Hornsey
(cultural commentator)
Matthew Taylor (Royal Society
of Arts)
Jude Kelly (Southbank Centre)
Tom Trevor (Arnolfini)
Claire Doherty
(Situations, UWE)
Neville Gabie (artist)
Suzanne Lacy (artist)
Sally Tallant
(Serpentine Gallery)

Contributing artists

Alice Angus (Proboscis)
Alphonse Daudet Touna
Amanda Harman
Andrew Beese
Andrew Jackson
Angela Morelli
Barry Lategan
Champloo
Chris Chapman
Chris Lucas
Dane Watkins
Daniel Meadows
Ed Patrick
Gavin McClafferty
George Sander-Jackson
Gina Lundy
Haroon Iltaf
Huw Davies
Ken Russell
Jules Rochielle Sievert
Julie Myers
Justin Quinnell
Matthew Olden
Michelle Wren
Patrycja Cudak
Paul Hurley
Richard Layzell
Steven Paige
Susanne Stahl
Suzanne Lacy
Wei Ern Ong

Staff who left

Adele Watt
Dylan Martlew
Heather Pickford
Hollie Brazell
Kathleen Lovell
Katie Taylor
Marina Traversari
Rachel Reid
Romy Purshouse

Keep in touch

We'd love to hear from you!

0117 903 0444

www.kwmc.org.uk

enquiries@kwmc.org.uk

Find us on Facebook and Youtube and follow us on Twitter (@knowlewestmedia)
Sign up to our monthly e-bulletin and receive an overview of what's happening

Knowle West Media Centre

Leinster Avenue, Knowle West
Bristol, BS4 1NL

Company No. 4358350

Charity No. 1092375

If you'd like to support KWMC there are a number of ways you can help:

- **Become a Trustee** - if you're interested in taking an active role in developing KWMC, contact us to find out what's involved in being on our Board of Trustees.
- **Volunteer with us** - volunteers make a valuable contribution to the work of KWMC; contact us for details of current long- and short-term volunteering opportunities.
- **Donate online** at www.localgiving.com/charity/knowlewestmedia - your donations will help to keep our projects running and developing, give young people access to new opportunities and support Knowle West residents in improving their quality of life.
- **Support a project** - we're always keen to hear from individuals and companies who are interested in funding and sponsoring longer-term projects and initiatives.
- **Join our mailing list** - sign up to our monthly e-bulletin and find out about future events and opportunities.

KNOWLE WEST
MEDIA CENTRE  **SUPPORTUS**