

**WORKING WITH CONTEMPORARY ART**

January-March 2012  
Free, booking essential

Working with Contemporary Art is a series of informative events open to anyone considering working in the arts. Led by arts professionals, five events spread over ten weeks will explore core areas of work including galleries and museums, gallery education, art and the public realm, marketing and design and curating.

**Subjects and Modules**  
 Topics: 11 January, 8 April  
 Topics: 15 February, 12 May  
 Topics: 22 February, 19 May  
 Topics: 29 February, 26 May  
 Topics: 6 March, 3 June

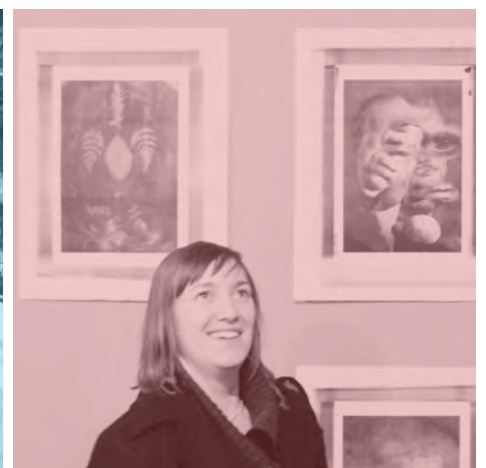
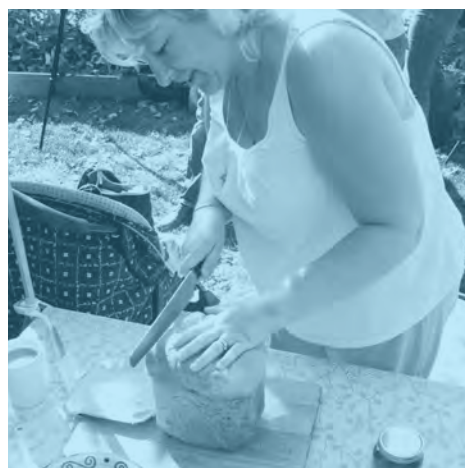
**Gallery Education**  
 Modules: 20 January, 8 April  
 Topics: 27 January, 15 April

**Art and the Public Realm**  
 Topics: 13 February, 10 May



# ANNUALREPORT20112012

KNOWLE WEST MEDIA CENTRE



## Who are we?

Knowle West Media Centre (KWMC) believes that the arts have the power to make a difference to our lives, our neighbourhoods and our environment. KWMC is a charity and arts organisation based in an area of South Bristol known locally as Knowle West, within the Council ward of Filwood: an estate of approximately 5,500 households. It is an area of great community spirit, with many green open spaces. However, educational achievement is below the city average and some areas of Filwood are ranked in the most deprived 10% in England.

KWMC evolved from a community-based photography project set up in 1996 to explore the link between wellbeing and the arts, and we continue to work with residents to use media arts to address local issues, improve health, and provide access to new opportunities.

Our primary aim is to achieve social, cultural and economic regeneration. In practice, this means supporting people to get involved in community activism, education, employment, and local decision-making – in ways that are exciting and enjoyable.

Creativity and technology run like a thread through everything we do, from young people's groups and energy-saving projects to music workshops and exhibitions. Our work is both locally focused and nationally relevant. From our strawbale building designed by young people in 2007 we run projects and initiatives that have been replicated, studied, and learnt from elsewhere in the UK and Europe.



Illustration by Michael Smith

- 32,500** copies of the Knowledge community newsletter were printed
- 1,028** different people took part in our projects
- 350+** residents were interviewed in our community research project
- 269** songs were produced by young people involved in our music programme
- 100** homes across Bristol used interactive tablet technologies to monitor their energy use
- 65%** of the occasions when someone took part in an activity, the person was aged 24 or under
- 65** people volunteered with us
- 54** different projects and commissions were run this year
- 45** artists and creative practitioners worked with us
- 17** young people achieved an Arts Award qualification for work produced here
- 12** 'Instructions' made up the Public Art Strategy for Knowle West, launched at KWMC this year
- 8%** of the occasions when someone took part in an activity, the person was from a Black or Minority Ethnic (BME) background
- 8** educational institutions benefitted from our input

*'KWMC gave our school the chance to experiment, create and learn outside of the classroom'*

Teacher from Bridge Learning  
Campus Secondary School



Using a tablet computer at an outdoor community event.

## From the Director

It may sound like a cliché, but yes it's been another really exciting year for Knowle West Media Centre, as interest in what we do grows, what we deliver expands, and the possibilities of what we could do are endlessly interesting.



This year, one of the highlights for me included The Arts Council England awarding us National Portfolio Organisation status – this is far more than receiving funding, it's about us becoming recognised as an arts organisation that can contribute to raising the profile of the arts nationally and ensuring that more people have access to, and enjoy participating in, the arts.

Arts and creativity run through all of the projects we do, whether they appear to focus on film and music making, energy monitoring, computer skills training or getting people to turn out and vote! This year the organisation initiated a professional development programme for staff and volunteers that focused on increasing our understanding of KWMC's practice in relation to other arts and cultural organisations and the wider community, and I hope this will help us to involve more people in discussing what we do and why.

For us, the aim to engage more people in the arts is made explicit in the design of many of our projects, and a good example of this is University of Local Knowledge (ULK). Through ULK we have worked with many individuals and organisations in the area to produce almost 900 short films and have worked with artist Suzanne Lacy and partners University of Bristol, the University of the West of England (UWE), BBC, Bristol City Council and Arnolfini to create a website that we will use with the community to develop the next stage of the project - to explore how bodies of knowledge can be organised and used by communities. This has been a massive piece of work and credit must go to Penny Evans and the whole team for pulling this body of work together, and to everyone in the community who has contributed their knowledge to this ongoing project.

Another highlight has been our work with Bristol City Council's Futures Directorate and our shared commitment to digital inclusion, the exploration of how a green and smart city could benefit the lives of all citizens, what this city might be like in relation to the role of data, decision making, technology and sustainability, new kinds of job opportunities, and the new skills our young people will need. We have been working, through our projects, to make sure communities like Knowle West can contribute to making Bristol one of the top European cities to live and work in. We are also committed to sharing our learning across the city, for example: through Neighbourhood Partnerships, our work with community websites, skills workshops, and developing tools for others, such as the handbook 'Keeping in Touch: A Handbook for Digital Inclusion Through Socially Engaged Practice' with UWE.

Projects like Whose Data? Electric Footprint, Edible Landscapes Movement (shortlisted for a Bristol Genius Award), and our work with the Royal Society for the Arts and Manufacturing undertaking a community networks survey, have all contributed to our exploration of the impact of the proliferation of data and people as data generators: how we network, keep in touch with our friends, shop, get our TV or car license, apply for a job, and find out just about anything. Who owns all of this data and what we can do with it that's both useful and fun will continue to be a strand of work in the coming year.

Another expanding area of our work has been developing partnerships and projects with UK businesses and European partners from Spain, Germany and Bulgaria - on smart metering energy projects - and community engagement. We will continue to develop European and national projects that focus on creative activities that support people to understand, interact and benefit from technology.

Young people have always been, and will continue to be, an important group that we work with. This year we have seen the ever-popular music programme expand and the 4NINE record label grow; many thanks to our Music Coordinator, Joss 'Jagos' Holmes, who leaves us to go travelling, for three years of hard work and for leaving us with a solid group of excellent music volunteers. We continue to work in partnership with many other organisations including The Prince's Trust, Colston Hall and Remix, Watershed and Youth Moves. Our schools work has included project work with The Converging World charity and Greenfield School exploring environmental issues with young people in India, and the informal youth programme has continued with a successful summer programme reaching new young people. Planning is taking place to ensure we are focusing on delivering what young people are interested in, and making sure we are developing progression routes into employment, skills and talent development, and signposting to other youth projects in the area and city. In 2012-2013 we are working on an exciting new project, in partnership with UWE, exploring the skills that young people will need for jobs in the creative and green businesses of the future, and how organisations, such as KWMC, can help them gain these essential skills.

The coming year is going to be intensely challenging: public sector cuts are going to affect us all, and as funds disappear we all worry about the implications for many aspects of our lives including our work here. However, it will also be a year of possibilities and new ways of doing things, not least there will be a new Elected Mayor to work with in Bristol.

I'd like to thank Mark Baker (Chair) and all of the Trustees who have worked really hard over the last year to support myself and the team, and have shown tremendous commitment to working to secure the future of the organisation. In particular I'd like to thank KWMC treasurer Susie Jackson who has resigned after six years to take up a new university teaching post.

Finally, none of the work we do would be possible without a committed and energetic team, and the involvement of every member of the community who comes through our doors.

So thank you all, and looking forward to the next year.

*Carolyn Hassan*

KWMC works with individuals and organisations from around Bristol, the UK and, increasingly, the world. Our partners and participants include young people and older people, arts organisations and community groups, artists and musicians, policy makers and teachers.

These testimonials and tweets will give you an insight into their experiences of working with KWMC this year:

*'KWMC can literally take you from bright-eyed kid who just wants to get into the studio and make some music to semi-professional, on the verge of actually getting your music out there, being sold, and doing shows all over the country.'*

David Elliott (aka Deep), 4NINE Records artist and KWMC volunteer

*'With help from KWMC, I have grown from a child interested in cameras to someone who is starting their own business.'*

Lauren Hunt, member of Nlarge Photography and founder of The People's Portrait Studio

*'When people talk of KWMC, they also talk about me, which in itself gives me a good image.'*

Scott Taylor (aka Legacy Taylor), 4NINE Records artist

*'Every area should have a Knowle West Media Centre: its community would be greatly enriched.'*

Paul Mizen, Malago Valley Conservation Group

*'I became a volunteer with KWMC and I enjoyed it very much. I got to know so many new people and learned skills such as teaching people, but most of all I got experience with working with computers. That helped me get an IT Support job, which I wouldn't have been able to do without volunteering at KWMC.'*

Ben Doyle, KWMC volunteer and winner of a regional vInspired volunteering award



*'KWMC doing lots of interesting things to create community engagement through digital technology' @partisansmedia, March 2012*

*'Just got back from the incredible #XLR event at @knowlewestmedia really good stuff happening' @millyctwit, February 2012*

*'Received my #Knowledge mag today :) Love getting that' @emmastevenson77, December 2011*

*'Great visit to @knowlewestmedia amazing building and such lovely people' @verityalexander, December 2011*

*'Very impressed with @knowlewestmedia -warm welcome, good building, good people + good ideas. A day very well spent' @72prufrocks, November 2011*

*'Working at Knowle West Media Centre this week doing street art for their summer programme - great place, great people and great kids!' @ryankaione, August 2011*

*'Today was privileged to be a witness @knowlewestmedia University of Local Knowledge seminar with wonderful KnowleWest grandmothers' @constancef, June 2011*

*'@knowlewestmedia this afternoon. Fantastic digital art demos by Paige and Hayden. Inspirational young people. I always leave with a smile' @kelvinblake, June 2011*



## Creative programme

**University of Local Knowledge:** ongoing project uncovering and sharing the talents and skills that exist within the South Bristol communities, through the production of 900 short films, live events, screenings and 'seminars' with academics and residents.

**Whose Data?:** four artists explored ways of using and representing live data for the benefit of local communities – see case study.

**Talks programme:** events included the launch of the Knowle West Public Art Strategy, the Whose Data? project, and the future of digital arts in the South West.

**Connected Communities research project with the Royal Society of Arts:** interviewing Knowle West residents to investigate the social networks and community connections that exist within the area.

## Staff development programme

**Somewhere Else:** professional development programme for KWMC staff, volunteers and residents, exploring socially-engaged arts practice and curating exhibitions. This included visits to museums, galleries and venues across the country, a talks programme, and opportunities to meet other practitioners working in the arts sector.

## Work with children and young people

**4NINE Records:** record label offering young artists the chance to make, perform and promote their music – see case study.

**Cypher sessions:** regular live music sessions streamed online and supported by Sensei FM, giving young artists the opportunity to perform to new audiences and learn about radio production.

**XLR 2012:** a week of creative media workshops, performances and dance, exploring the music, history and culture of hip-hop.

**Summer Programme:** a fortnight of creative workshops exploring arts, media and digital technologies.



KWMC Summer Programme (August 2011)

**Summer activities:** workshops in radio podcasting, graffiti art, photography, orienteering, and comic-book making.

**Truth About Youth photography course and “Shooting ‘Youth’” exhibition:** three-week course for 16-25 year olds to challenge negative perceptions of young people and produce an exhibition of new work, run with The Prince's Trust – see case study.

Young Curators group

Workshop with Show of Strength Theatre Company

**Robotics week:** half-term activities focused on model-making and animation.

**Youth Winter Celebration:** a showcase event for young people to share their work with their friends, families and supporters.

**Arts Awards:** young people are supported to create a portfolio of artwork, produced at KWMC or elsewhere, to gain nationally recognised qualifications.

## **The Imagination Station - our ongoing after-school youth programme**

**Digital Fish & Digi Fish:** young filmmakers

**Music & Lyrics:** young music makers

**Nlarge:** young photographers

**Voices of the South:** young journalists

**Homework drop in:** opportunities to use digital technologies to support schoolwork



## **Commissions to work with schools and colleges**

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**Community Liaison Film Course – City of Bristol College:** delivering a 12-week module supporting students to collaborate with local people to use media and multimedia to address local issues.

**Creative Programme - Lansdown Park Pupil Referral Unit:** offering an enrichment programme to introduce over 30 young people to creative media practice and support them back into the classroom or into the workplace.

**Radio Project - Oasis Academy John Williams:** supporting students and teachers to establish an 'Oasis Radio Station' and introducing them to platforms, techniques and opportunities associated with producing and broadcasting radio content in schools.

**Radio Project - Oldbury Court Primary School:** delivering workshops to support the school to develop connections with the wider community, raise cultural awareness and create positive media content.

**GCSE Photography Course - Bridge Learning Campus Secondary School:** digital photography and studio workshops for 25 students taking the GCSE Photography course.

**After School Media Club at Bridge Learning Campus Primary School:** delivering a weekly club to a group of 10 young people selected by the school and supporting them to develop media skills and gain a Young Bristol Award.

**News Bulletin - Bridge Farm Primary School:** delivering workshops to create a termly television news bulletin for the school, working with 10 students from Years 5 & 6.

**Community Learning Festival – Bridge Learning Campus:** a series of one-off photography workshops to engage the parents and young people from Bridge Learning Campus in opportunities in South Bristol.

**Anyhow, Anywhere Exhibition – Secondary School Workshop:** exploring the KWMC photography exhibition with over 60 young people and supporting them to produce their own portraits.

**Bristol Photography Workshops and Exhibition – Greenfield Primary School:** teaching photography skills to students aged 10/11 and supporting them to produce and curate images of Bristol for the school corridors.

**Global Citizen School Twinning Programme – Phase 1:** a pilot twinning programme funded by The Converging World involving Year 3 and 4 pupils at Greenfield Primary School and young people from the Ramakrishna Sarada Samiti Centre in Mumbai (RKSS). The project aimed to connect children in Bristol and India in ways that have long-term impact on their understanding of the world.

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## Projects with an environmental or sustainability theme

**Edible Landscapes Movement (ELM):** training people who want to get back into work in urban agriculture and digital media skills.

**Connecting ELM:** using online feeds and digital technologies to connect local food producers and procurers.

**Future Fit Bristol:** partnership project supporting residents to make changes to their homes to make them more environmentally friendly.

**3 E Houses:** energy monitoring project that aims to reduce energy consumption in people's homes by 20%.

**DEHEMS (Digital Environment Home Energy Management System):** European energy monitoring project that aimed to reduce CO2 emissions across Europe.

**So La Bristol:** partnership project providing solar panels and battery storage to 30 Council properties, with the aim of reducing energy use.

**Green Mapping:** European project that produced online maps of places of environmental, social, and cultural interest, for use by the local community.



*'A shining example to the rest of the country in how to use technology and digital media in the community to create jobs, build skills and change perceptions of the local area'*

Barbara Janke, former leader of Bristol City Council



## Projects within Knowle West and Wider Bristol

**Neighbourhood Partnership websites:** supporting the development of websites for Bristol's 14 Neighbourhood Partnerships and providing training in content production and online community engagement.

**Knowle West community website:** supporting local organisations and residents to populate and use online community resource [www.knowlewest.co.uk](http://www.knowlewest.co.uk)

**Knowledge Newsletter:** regular newsletter delivered to 5,500 households five times a year.

**Silverscreen:** monthly older people's film group.

**Pride of Place exhibition:** exhibition at MShed Museum, produced with residents and Filwood, Knowle & Windmill Hill Neighbourhood Partnership to celebrate achievements and innovation in the community.

**South Bristol Darkroom:** developing a community-run darkroom in South Bristol, to offer workshops and a developing space.

**Older people's photography course:** 10-week photography course for older people with LinkAge.

**Community film screening:** supporting the local Community Centre to screen a film of the community's choosing.

**Digital skills workshops and events:** computer training classes and special events to encourage people, particularly older residents, to access the benefits of being online.

*'As well as offering high quality office accommodation, KWMC provides an invaluable service to the community'*

Jacki, Avon Fire & Rescue Service



**'Everyone Included'**: a film about completing an Equalities Impact Assessment for Develop & CVS South Gloucestershire.

**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.

**WISH**: we started exploring ways of using media and arts activities to help survivors of domestic violence represent themselves and the attitudes they encounter.

**Design and branding work, including publicity, newsletters and signage**: clients included Knowle West Health Park, Knowle West Children's Centre, Bridge Learning Campus, Bristol China Partnership, Lansdown Park School, University Hospitals Bristol, Wallace & Gromit's Grand Appeal, and a Bristol-wide anti-dog fouling campaign.

**Summer Festivals Newsletter project**: working with children at Shambala and Green Man festivals to produce a newsletter reporting on the activities of the festivals.

**Digital Inclusion Handbook**: writing and designing a handbook for organisations who want to support people to get online, using nine KWMC projects as case studies.

**Nlarge Photography commissions**: work undertaken by KWMC's young photographers included:

- BT Olympic Storytellers: selected as official storytellers for the Olympic and Paralympic Games 2012, Nlarge used photography explore the Olympic values and what the games meant to them.
- Happy City studio: Nlarge collaborated with the Happy City initiative to run a studio portrait session, capturing images that expressed what makes people happy.
- 'Eurocities' competition: creating photographs that explored the 'green and digital' city of Bristol.
- Cirque Bijou: documenting the performance group's shows and artists during summer 2011.
- World Stage Festival: documenting the dance, music and theatre festival.



# 4 CASE STUDIES

## One: WHOSE DATA?

### Partners

Artist in residence Dane Watkins  
Artists Julie Myers, Susanne Stahl, Paul Hurley, Richard Layzell,  
Alice Angus, Chris Chapman, Jules Rochielle, Steven Paige

### Aims

To explore innovative and creative ways of representing “live” data, so that it can be understood more easily and be of benefit to local people.

To provide opportunities for artists to develop their practice within a community context.

To involve residents and young people from Knowle West in the development and evaluation of works of contemporary art - and stimulate dialogue between residents and artists.

### Activities

In early 2011, KWMC worked with artist in residence Dane Watkins to develop the concept of Whose Data?: artists would work with local people to identify data that would be useful to the community and explore new and innovative ways to represent it visually. 135 artists applied and eight were chosen to spend a week at KWMC in March 2011, visiting locations and groups around Knowle West and conceptualising potential arts projects based on local needs and data. KWMC consulted with residents who'd met the artists to select four artists to pursue their ideas further.

Susanne Stahl chose to represent live weather data as a series of coloured icons, allowing people to compare the weather in Knowle West to cities across the globe. Julie Myers worked with the KWMC team to develop an online map of fruit trees around Knowle West and a QR code, which would later be developed in the 2012 partnership project Fruit Trees For The Future. Paul Hurley examined the data generated during, and in response to, live performances. He explored how archival media, such as photography, can be “live” and looked at ways of using social media to enable people to participate in documentation of a live event. Richard Layzell gathered a range of ‘local data’, including energy consumption data, wildlife sightings, purchases and transactions, and ancestry across Knowle West, building up a picture of the character of the community in the process. He also visited Greenfield Primary School and worked with pupils to investigate and record biodiversity data. The artists’ work can be viewed online at [whosedata.net](http://whosedata.net)

### Impact

Between 30–40 residents were involved in the Whose Data? week and two of the artists worked with children and young people from the local area.

Paul Hurley and Dane Watkins went on to develop the Connection / Time interface, where live events can be documented and engaged with online in real-time, using archived Twitter posts, photographs and annotations. Richard Layzell returned to Knowle West in summer 2012 to work with primary school pupils to prepare an exhibition that invited audiences to consider what data reveals about their communities, environment and themselves.

Our commitment to supporting ‘socially-engaged’ artistic practice led us to work with Constance Fleuriot and Clodagh Miskelly to develop ‘Keeping in Touch: A Handbook for Digital Inclusion Through Socially Engaged Practice’ in 2012.

# 1



Richard Layzell out in the community with local Primary School pupils.

*“I think the integration of KWMC within the community was such that it was almost impossible for our work not to reflect and respond to the community’s needs.”*

Artist Chris Chapman

# Two:4NINERECORDS

## Partner



## Aims

To support young people to develop as artists and musicians and access future career opportunities.  
To provide a platform for young people to express themselves and use music to engage with the issues that affect their lives and communities.  
To raise the profile of Knowle West and Bristol as hotspots of emerging music talent.

## Activities

4NINE Records is the name of the music label based at KWMC. It began in 2010 and takes its name from the 49 postal codes in Bristol – demonstrating the label's commitment to inclusivity and promoting new musical talent from the city. 4NINE is part of the wider KWMC music programme, which also includes after-school sessions in lyric-writing and beat-making, one-off workshops, and live performances streamed over internet radio. The label's primary focus is to support aspiring local artists to develop their skills in production and performance, pursue career opportunities in the creative industries, and establish a sustainable enterprise releasing and selling their music.

## Impact

4NINE Records has helped young artists aged between 10 and 25 to build their confidence by recording and performing live, and has encouraged them to express themselves honestly. The label's recording guidelines don't permit songs inciting violence or prejudice; instead, 4NINE encourages the artists to channel anger and frustration in a positive way, using music as a way of confronting and exploring the issues that provoked these feelings. One young person responded to violence he had experienced by penning songs about the events, explaining his resolve to not fight back physically.

The XLR hip-hop event in February 2011 attracted sponsorship from nine organizations and businesses, and offered a five-day programme of workshops and performances exploring the history, music and culture of hip-hop. Artists involved in 4NINE performed and represented the label in daily coverage on urban radio station Ujima.

The label has secured radio play on BBC1Xtra, BBC Radio Bristol, BBC Bristol Introducing, Sensei FM and Radio Ujima, and artists have performed at venues across Bristol, ranging from events within their communities to the Green Man and Shambala Festivals.

4NINE has attracted substantial interest from volunteers, with young adults ranging from aspiring rappers to established DJs offering their expertise to young people, gaining youth work training and experience in return.

***“4NINE hook us up with radio interviews, they help us out with performances, all sorts. That’s how I take advantage of them but my little way of giving back is to help younger people who are trying to get into music with writing their lyrics, with making their songs: taking that first step into the world of music.”***

Mixing a track on the DJ decks.



*“For me to have started my journey 10 minutes away and to come back and be talking in the Media Centre, where there’s facilities to make music: that’s a dream come true. [To] anybody who wants to learn about music and there’s a facility like this that they can use: come here, use it, learn.”*

DJ Krust, artist and speaker raised in Knowle West, speaking at the XLR hip-hop event

**4NINE**  
RECORDS

# Three:SHOOTINGYOUTH

## Partners

The **co-operative**  
foundation



## Aims

To support young people who aren't in education, employment or training to develop a range of employable skills and an understanding of representation.

To challenge negative perceptions of young people.

To support young people to develop an exhibition, exploring issues that are important to them.

## Activities

In September 2011, KWMC delivered a three-week 'Truth about Youth' course with The Prince's Trust, with 14 young people taking part. During the early stages of the project the group visited a variety of local venues to conduct interviews with Bristol residents about their perceptions of young people. They worked with two professional photographers to learn photographic techniques and they visited exhibitions at Bristol's MShed and Tate Modern for inspiration. On a trip to London, the group was given a tour of the Houses of Parliament by local MP Dawn Primarolo, and they later interviewed her about the views she held and encountered concerning young people. The group had a range of interests and ambitions, so each individual was given support to develop skills that were relevant to the work they wanted to produce. The project culminated with a photography exhibition of the group's work at KWMC, entitled "Shooting 'Youth'". The deliberately provocative title was followed by the questions: "What springs to mind when you read these words? A violent act? Or using a camera?"

## Impact

Ten young people exhibited their work in the "Shooting 'Youth'" exhibition and nine submitted portfolios for their Bronze Arts Award. Many comments left in the exhibition visitors' book noted the quality, professionalism and diversity of work, demonstrating that the course successfully challenged negative perceptions of "youth" and encouraged people to reassess their assumptions about the work young people were capable of producing.

Feedback from the young people indicated that they developed a broad range of skills including: research, project management, communication, team work, photography, studio lighting, curation, administration, and presentation. One young person developed further workplace skills, setting up the technical equipment on a daily basis and providing invaluable support to the KWMC caretaker in framing and hanging the artwork and painting the exhibition space. The exhibition attracted media coverage from local newspapers and radio, and Dr Shawn Sobers, Senior Lecturer in Photography and Media at the University of the West of England, published a comprehensive review of the exhibition, calling the work "thoughtful, sensitive, well crafted, subtle...and pensive".

KWMC has continued its partnership with The Prince's Trust, running a second 'Truth About Youth' photography course in September 2012.

***"I was very overwhelmed to see how much I had accomplished in just 3 weeks. During the process I didn't think I would be able to produce work that, to me, was of quite good quality."***

Course Participant

The preview of the Shooting 'Youth'  
exhibition (September 2011)



***“Really enjoyed the whole exhibition due to such a variety of work and to such a high standard. One of the aims of the photos [is] to show the “youth” in a different light and it truly does.”***

Exhibition Visitor

# Four: **ELECTRIC** FOOTPRINT

## Partners

Artist in residence Dane Watkins

## Aims

To use digital technologies to encourage behavioural change: supporting residents to move from passive consumption of energy to responsible usage.

To make energy data more accessible and understandable.

## Activities

Electric Footprint was initially supported by Science City Bristol and developed by Dane Watkins and KWMC for use in DEHEMS (Digital Environment Home Energy Management System), a European project that aimed to reduce CO2 emissions in cities across the continent.

Electric Footprint was an online tool that enabled householders to view their electricity consumption over days, weeks and months, and compare it with others in their area. Accessible on tablet computers and the Knowle West community website ([www.knowlewest.co.uk/good-living/electric-footprint](http://www.knowlewest.co.uk/good-living/electric-footprint)), Electric Footprint first built up a picture of each household by collecting information about the number of inhabitants, typical energy use patterns and heating systems. Each user created a profile where their home was represented as a personalised shoe. These ranged from a family's gas-heated wellington boot to a high heel occupied by one person who relied on her car to get around.

Electric Footprint was used in 3 E Houses, an ongoing European partnership project that aims to reduce household energy consumption by 20%. As part of 3 E Houses, energy monitors were placed in participants' homes and the Electric Footprint interface was used to represent the energy data that was collected.

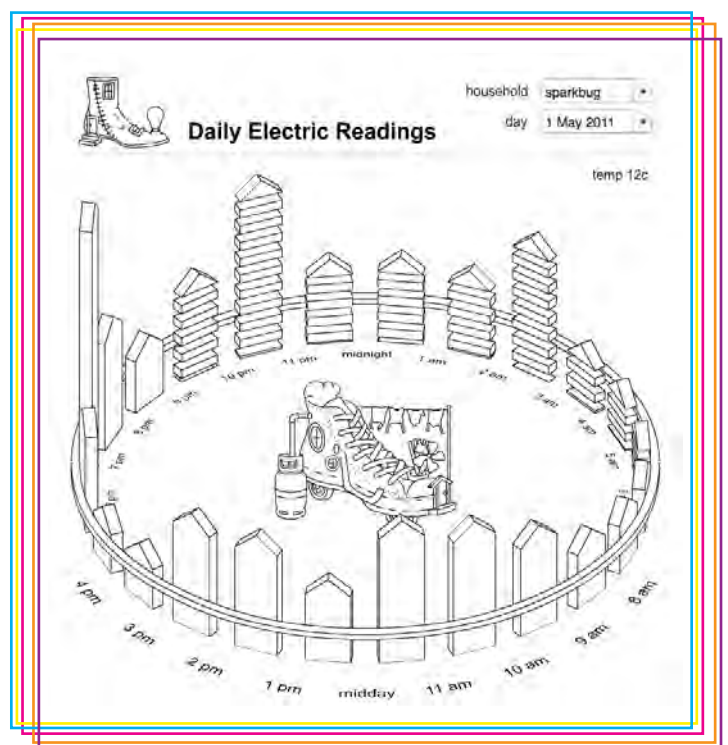
Interactive animations and easily comparable 3D graphs made the data as clear and relevant as possible, so participants could see how much electricity they used at different times of the day and then identify ways to reduce it. For example, participants who noticed they were consuming energy at night could switch appliances off, rather than leaving them on 'standby', to avoid wasting electricity and money (see picture, right).

Electric Footprint also provided a social platform through which participants could interact with each other and compare their usage to their neighbours', introducing an element of friendly competition.

## Impact

Electric Footprint profiles were created on the website [www.knowlewest.co.uk](http://www.knowlewest.co.uk) for 22 homes to use the online tool to measure their energy use. 100 households used the interface on digital tablets as part of the 3 E Houses project.

KWMC has continued to work with Dane Watkins on projects involving the visualisation of information and energy reduction, including Whose Data? and Mayor for the Day.



# League Table

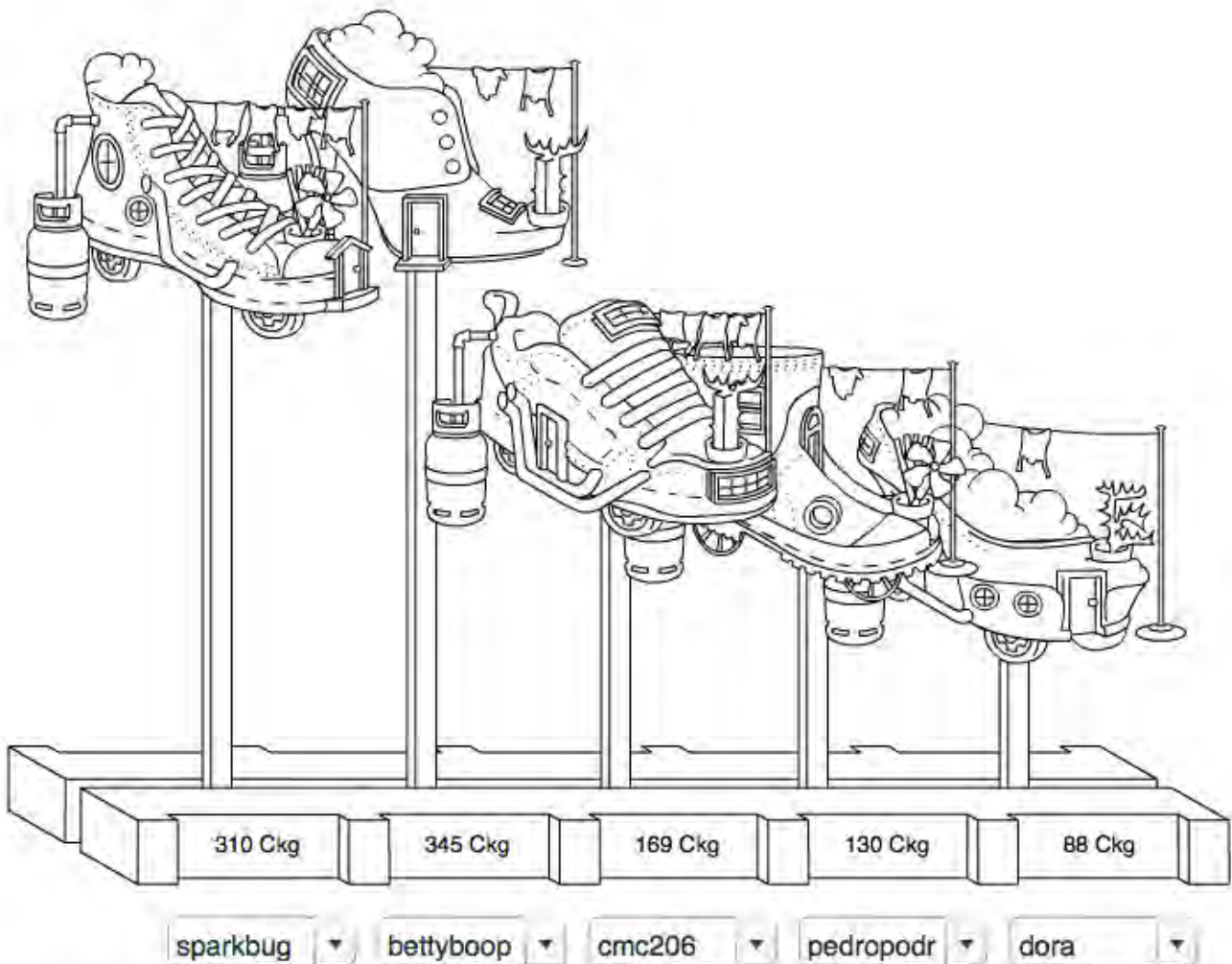


## League Table

unit carbon

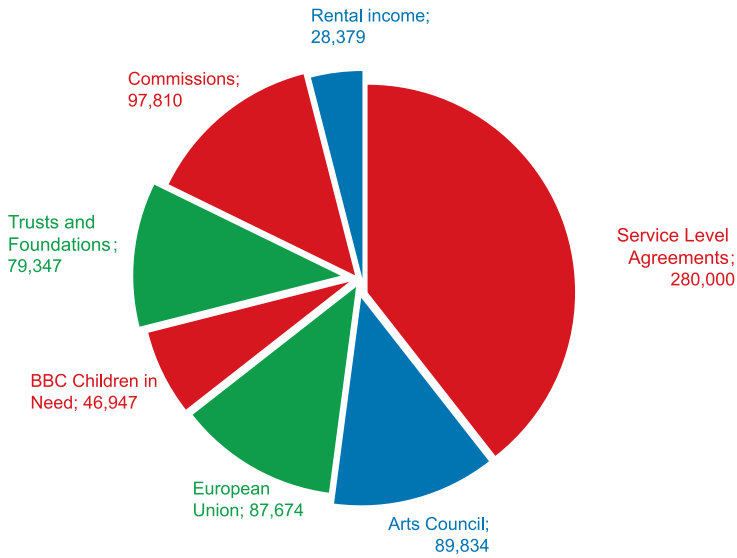
week Overall

Amount of carbon produced by each member of the household from household electricity consumption



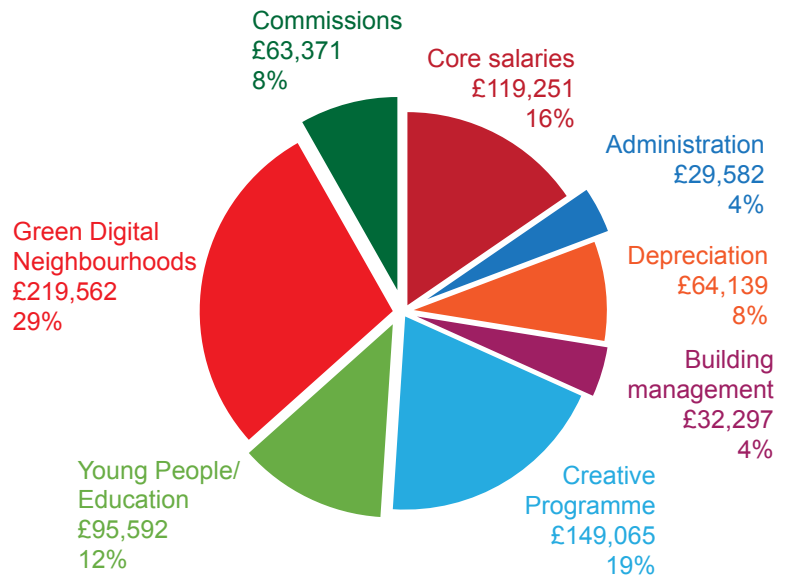
Comparing users' energy consumption, using the Electric Footprint interface.

# 2011 2012: THE ACCOUNTS

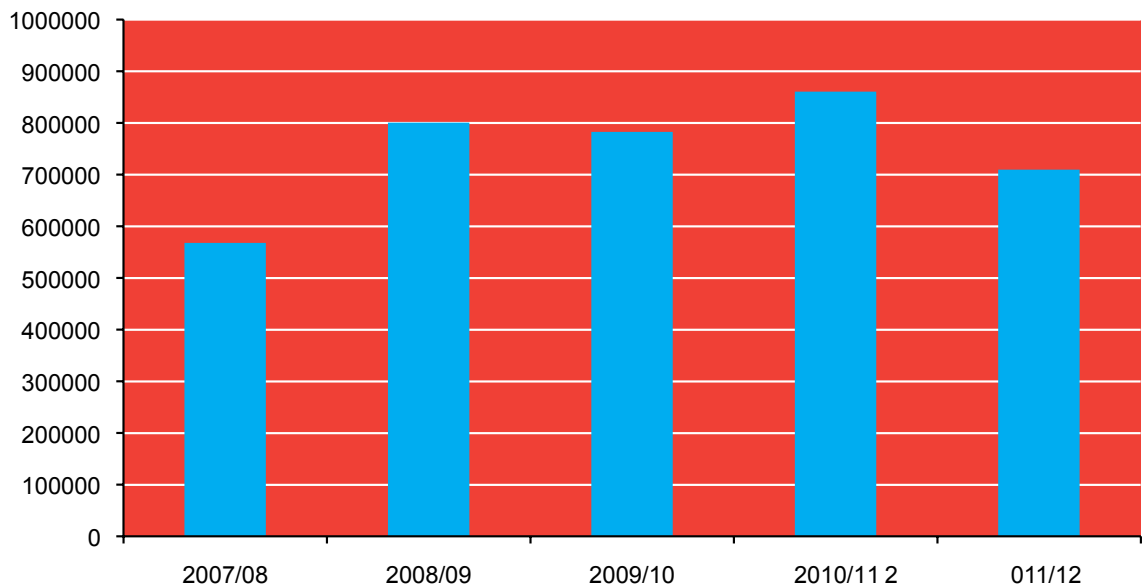


**Income by source, 2011/12**  
Total income = £709,991

**Expenditure 2011/12**  
Total = £772,860



**Income, 2007 - 2012**  
(Excluding income for construction of new Media Centre)



## Knowle West Media Centre

### Consolidated Statement of Financial Activities [including Income and Expenditure Account] for the year ended 31 March 2012

	Unrestricted funds	Restricted funds	Total funds	
	2012	2012	2012	2011
	£	£	£	£
<b>Incoming resources</b>				
<b>Incoming resources from generated funds</b>				
<b>Voluntary income</b>				
Donations	440	1,972	2,412	3,538
<b>Activities to generate funds:</b>				
Rent and sales of subsidiary company	43,506	-	43,506	56,597
Interest receivable	344	-	344	452
<b>Incoming resources from charitable activities</b>				
Grants and contracts	83,344	580,385	663,729	800,257
<b>Total incoming resources</b>	127,634	582,357	709,991	860,844
<b>Resources expended</b>				
Costs of generating funds	24,617	-	24,617	35,417
Charitable activities	108,422	577,580	686,002	886,793
Governance costs	1,854	7,693	9,547	9,130
Expenditure on subsidiary activities	-	52,694	52,694	97,381
<b>Total resources expended</b>	134,893	637,967	772,860	1,028,721
<b>Net incoming / (outgoing) resources before transfers</b>	(7,259)	(55,610)	(62,869)	(167,877)
<b>Reconciliation of funds</b>				
Transfers between funds	-	-	-	-
<b>Total funds brought forward</b>	120,016	2,508,272	2,628,288	2,796,165
<b>Total funds carried forward</b>	112,757	2,452,662	2,565,419	2,628,288



Celebrating a donation to the KWMC youth programme from healthcare provider Simplyhealth (August 2011).

## Knowle West Media Centre

### Balance sheet as at 31 March 2012

	2012	2011
	£	£
<b>Fixed assets</b>		
Tangible assets	<u>2,348,811</u>	<u>2,387,099</u>
<b>Current assets</b>		
Debtors and prepayments	147,250	177,333
Cash at bank and in hand	<u>123,183</u>	<u>121,977</u>
	<u>270,433</u>	<u>299,310</u>
<b>Current liabilities</b>	<u>(53,825)</u>	<u>(58,121)</u>
<b>Net current assets</b>	<u>216,608</u>	<u>241,189</u>
<b>Net assets</b>	<u>2,565,419</u>	<u>2,628,288</u>

### Funds

<b>Unrestricted funds</b>		
General fund	112,757	111,072
Designated funds	-	8,944
	<u>112,757</u>	<u>120,016</u>
<b>Restricted funds</b>		
Media projects	16,177	21,250
Archimedia	87,674	99,923
Depreciation reserve	<u>2,348,811</u>	<u>2,387,099</u>
<b>Restricted funds</b>	<u>2,452,662</u>	<u>2,508,272</u>

<b>Total funds</b>	<u>2,565,419</u>	<u>2,628,288</u>
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A young person accepts a donation from The Fleece, raised through an online auction, to support the KWMC music programme (June 2011).

### Grant Funders

Arnolfini  
Arts Council  
BBC Children in Need  
Big Lottery  
Bristol City Council  
Community Development Trust  
Converging World  
European Union  
Imayla  
Merchant Venturers  
Quartet Community Foundation  
re:work  
Restricted donations  
The Prince's Trust  
UK Online  
Youth Moves

### Full time staff

Carolyn Hassan  
Catherine Newman  
Chloe Charles  
Ed Ellis  
Jez Empson  
Makala Campbell  
Matthew Tickner  
Nino Theunissen  
Penny Evans  
Russell Knights  
Sandra Manson  
Steven Belgium  
Misty Tunks

### Part time staff

Bartlomiej Blazejewski  
Benjamin Mudge  
Caitlin Kennedy  
Christine Silcocks  
Eifion Jones  
Gail Bevan  
Geetha Patel  
Hollie Brazell  
Joshua Holmes  
Kerry Lockett  
Marina Traversari

Martha Crean  
Martin Hanstead  
Michaela Macrae Simpson  
Nicola Hatton-Williams  
Rachel Clarke  
Rosalind Hall  
Sue Mackinnon

### Staff who left

Chloe Charles  
Ed Ellis  
Marina Traversari  
Tamsin Lundy

### Casual Staff

Paul Butt

### Associates:

#### Artists, facilitators and producers we worked with in 2011-2012

Adele Watt  
Alice Perera  
Amanda Harman  
Benjamin Mudge  
Chris Lucas  
Dane Watkins  
Danya Defraytus  
David Thompson  
Dorothy Baker Hassan  
Emma Agusita  
Gary Thomas  
Genevieve Tarboton  
Gina Lundy  
Helen Pritchard  
Jack Williams  
Jacqueline Glynn  
Javier Lamar McLeod-King  
Joanna Dunn  
Joff Winterhart  
Julie Myers  
Kahlil Wolf Wright  
Kate Baylay  
Khalif Noor  
King of Paint  
Kirk Thompson

Laura Hernandez  
Lauren Hunt  
Lewin Hayes  
LimitedPress.co.uk  
Madeline Stanley  
Martin Edwards  
Paul Hurley  
Proboscis  
Richard Layzell  
RiddimHolic Ent (Buggsy)  
Ruth Hecht  
Sarah Bentley Photography  
Susanne Stahl  
Tanya Hazell (Hello)  
Thomas Morse  
Tom Stubbs (BiggerHouse Film & Video)  
Tommy Moseray  
Tony Coll & associations  
Vic Llewellyn  
Zoe Longridge

### Trustees

Alex Franklin  
Alice Meason  
Alison Bown  
Catherine Gilbert  
Karron Chaplin (Secretary)  
Mark Baker (Chair)  
Paul Bason  
Sarah Chilcott  
Susie Jackson (Treasurer)

### Work Experience

#### Placements & Internships

17 young people under 16  
3 young people over 16 (admin, legal,  
caretaker duties)

1 student on a University of the West of  
England (UWE) Agency Project

### Volunteers

65 volunteers helped us  
to deliver our work in 2011-12.

Thanks!

■ **Work with us** - We're always keen to discuss ideas for new projects and initiatives. From large organisations and international businesses to independent artists and individuals, we've forged working partnerships to make exciting things happen and bring new opportunities to South Bristol.

■ **Donate** - Donations help us to keep our projects running, develop new ideas, give young people access to new opportunities and support Knowle West residents in improving their quality of life. Please get in touch if you'd like to financially support our work in any way.

■ **Volunteer** - We're always keen to welcome volunteers to join the KWMC team. Let us know your interests and skills and we'll try and find an opportunity to suit you. Opportunities can include:

- Trustees - if you live locally or have relevant specialist skills and you'd like to support us to develop our work, you could offer to become a trustee.
- Computer training volunteers - teach basic computer skills to new users in our weekly drop in and classes.
- Front of House Volunteers – work flexible shifts greeting the public, invigilating exhibitions and supporting our events programme.

## Contact Us

We'd love to hear from you!

0117 903 0444

[www.kwmc.org.uk](http://www.kwmc.org.uk)

[enquiries@kwmc.org.uk](mailto:enquiries@kwmc.org.uk)

Find [knowlewestmedia](#) 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**  
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Bristol, BS4 1NL

Company No. 4358350

Charity No. 1092375



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**ARTS COUNCIL  
ENGLAND**



