

BUILDING, SHAPING, CELEBRATING: 22 YEARS OF KNOWLE WEST MEDIA CENTRE

OUR 5 STEP COUNTDOWN FOR TAKE OFF



KWMC★
KNOWLE WEST MEDIA CENTRE

IMPACT STATEMENT &
ANNUAL REPORT 2017-2018

INTRODUCTION

Describing Knowle West Media Centre can be a challenge – even after 22 years.

When people ask what KWMC is, the most obvious answer is the physical: a straw-bale building in South Bristol.

But KWMC is also a factory for making and design; a ‘living lab’ space to test new ideas; the community of people who make these ideas a reality; the network of friends, past and present, who have shaped what we do.

‘Knowle West Media Centre’ tells you where we’re based and that technology is our thing, but the four letters of ‘KWMC’ don’t explain it all. Perhaps the question shouldn’t be ‘what is KWMC?’, but ‘what makes KWMC?’

KWMC is more than the sum of its parts but these five components are a good place to start. We have:

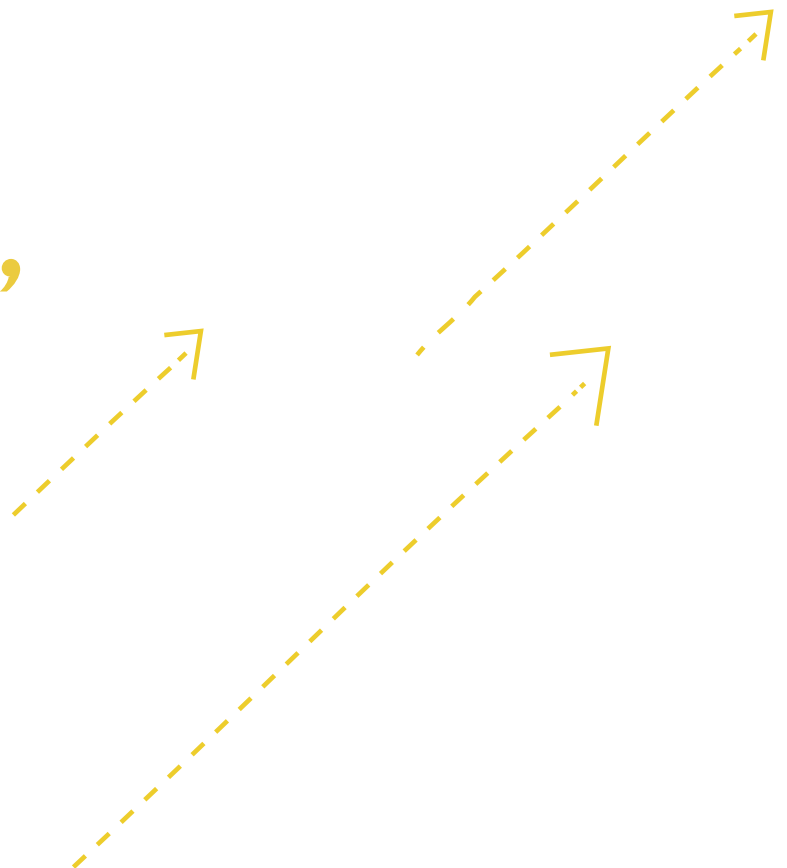
5 VALUES

4 ‘LENSES’

3 AIMS

2 SITES

1 VISION



5 VALUES

Our work is underpinned by five values, which guide our decision-making and behaviour as individuals and as a team:

INTEGRITY: behaving in a way that's honest and fair, and being prepared to be held accountable for your actions

IMAGINATION: looking beyond the way things are or have been done, and coming up with new, creative approaches

COLLABORATION: working together towards a common goal, valuing the contribution and expertise that each individual brings

EQUITY: recognising that in order for everyone to have an equal opportunity to succeed, some people may need additional support

RESILIENCE: persevering with a task but having the flexibility to adapt to change



Workshop exploring how Artificial Intelligence assistants could be more representative of female voices and experiences. Image by Ibolya Feher



Young musicians on the Change Creators: XLR Collective leadership programme launch their EP, inspired by their campaign to challenge street harassment

4 LENSES

KWMC dates back to a Knowle West photography project run by our founder and director Carolyn Hassan in 1996. 22 years later, our work in digital media still includes photography but has expanded to take in new developments such as Virtual Reality, sensor technology and computer-aided manufacturing.

In the spirit of the original photography project, there are four different lenses through which it can be helpful to view our work:

SUPPORTING CREATIVE ENQUIRY AND NEW WAYS OF THINKING AND DOING

We work with artists on many of our projects and our socially engaged arts practice underpins everything we do. This practice focuses on supporting people to develop creative ideas, opportunities and solutions that are based on their priorities, and questioning ideas about who makes art - why, where and how.

EQUIPPING THE NEXT GENERATION OF CREATIVES AND CAMPAIGNERS

We know that many young people have great talent and potential but haven't had the 'break' or opportunity to demonstrate it; others have experienced barriers to pursuing their goals, such as challenging personal circumstances or discrimination. By supporting young people to develop the skills and confidence to enter new industries and act as agents of positive change, we hope to see the development of places and cultures that are more diverse and value the voices, perspectives and contributions of young people.

HARNESSING THE POTENTIAL OF TECHNOLOGY TO ADDRESS LOCAL NEEDS

As the Bristol Living Lab, we bring people from different backgrounds together to test creative solutions to the challenges that affect them in a

'real world' setting. In order to ensure that our work, and especially any technology we develop, addresses local needs and interests, we follow a process called The Bristol Approach, which was developed with Ideas for Change and Bristol City Council. Central to the Approach is starting not with a predefined idea but with people, problems and potential, then working together to see what comes next.

MAKING NEW FUTURES THROUGH MANUFACTURING AND BUSINESS

Through our making space KWMC: The Factory we enable people, from seasoned entrepreneurs to brand-new makers, to access the opportunities offered by digital manufacturing, whether that's developing new business ideas, expanding existing DIY skills or experiencing the joy of creating something bespoke for yourself. We're keen to explore the meaning of making physical objects in an increasingly digital world, and find ways to 'upcycle' old objects, reduce waste and create new sustainable processes.



3 AIMS

As KWMC is a 'Living Lab', it feels particularly appropriate for our work to be characterised by three active words that, like our values, suggest change, innovation and fun:

- **BUILDING**
- **EXPERIMENTING**
- **CELEBRATING**

Many of our projects address all of these aims but the sections that follow offer some examples of building, experimenting and celebrating in action.

#1

BUILDING...TOOLS, SKILLS AND PLACES THAT WILL SUPPORT POSITIVE SOCIAL CHANGE

Our Digital City aims to make sure that everyone can access the benefits of technology and that tech initiatives focus on what's needed at community level, not just what it's possible to create. For us, a 'smart city' is a place where people have the skills and confidence to use technology to improve their lives and communities and influence the development of city infrastructure – shaping what happens in the future and not just reacting to it. We are currently collaborating with groups and organisations within Knowle West and across Bristol to share the tools and knowledge we've developed over the years and support them to create the facilities and opportunities that best suit their communities. Between 2017 and 2018, Our Digital City supported a voluntary group in Easton to get a women's computer class up and running. The team are currently working with WECIL (The West of England Centre for Inclusive Living) to support disabled people to develop tools and projects based on their needs and interests, including a filming project highlighting accessibility needs in Bristol and digital art workshops using 3D and 2D software.



Testing a Virtual Reality headset.
Image by Ibolya Feher

By providing inspiring experiences, training, coaching and support, our Jump Studios programme supports 10 – 25 year olds to develop the skills and confidence to take their next step – whether that's developing a creative hobby or moving into work. Many of our programmes are specifically designed for young people who have experienced barriers to accessing the support and opportunities that are more easily available to others: our creative agency Eight operates a traineeship scheme that enables junior creatives to earn and learn as they work on commissions ranging from photo shoots to web design projects. This approach recognises the talent the creatives already possess and provides mentoring to help them hone their craft further.

The Artist Hotel experience created new places where artists and communities could meet and discuss how they might work together to reshape the models of 'regeneration' that are often imposed on estate communities like Knowle West and create something of equal benefit to artists and the area. In September 2017, Filwood Community Centre was transformed into a hotel: over two days 20 artists shared in a discussion about where artists live, work and make in the city. This informed the development of our 2018 residency programme Living, Working, Making Together, which has seen five artists work with the Community Centre and local groups to develop new ways to animate the building – from crafting local souvenirs decorated with residents' artwork to supporting the creation of a kitchen garden.

"I learned a lot about project management, organisation and leadership. Without this course, I'd just still have a part time job and be doing the odd gig every now and again.

It wouldn't have given me all these ideas for what I want to do in the future."

**WILL, MUSICIAN AND CAMPAIGNER
CHANGE CREATORS: THE XLR COLLECTIVE**

"I never used to go out anywhere. I wouldn't have the confidence to ask people about designs or show people my work. I never thought I was creative and now I think I am. I've gained more friends that I also speak to outside the group, my confidence has grown a lot."

**HAYLEY, MAKER AND LOCAL RESIDENT
PRODUCT DESIGN COURSE AT KWMC: THE FACTORY**

"After each project I can see the growth of my skill and it's so fulfilling. I've learnt so much in a short time. I came to Eight as a graphic designer, and now I'm a web designer and junior web developer"

**MICA, FREELANCE CREATIVE
EIGHT CREATIVE AGENCY**

Holiday workshop offering an introduction to photography



Assembling portable air quality sensors at KWMC: The Factory



Thank you @knowlewestmedia for a great workshop sharing your community engagement approaches & tools. Lots of learning @ARTSEMC



Great visit to @xlrmusicuk @knowlewestmedia@youthmusic and the community, young people's voices at the heart of everything. Thank-you @MATTGRIFF1968



Great to see how long term commitment to an area and involvement of the arts can create real opportunities in a place @knowlewestmedia @ANDYREEVO

#2

EXPERIMENTING...WITH NEW IDEAS TO SHAPE HOW WE COULD LIVE IN THE FUTURE

Through We Can Make we are working with White Design architects practice and Knowle West residents to explore new approaches to creating affordable housing when and where communities need it, using local materials and expertise where possible. The straw-bale We Can Make test home was constructed in just 10 weeks in the summer of 2017 and has hosted over 300 people to test what it would be like to live in. In 2018, almost a year to the day since the test home housewarming event, the initiative was named by Nesta and The Observer New Review as one of 50 'New Radicals' – a list of individuals, organisations and initiatives from around the UK “developing creative ways of tackling society’s biggest challenges.”

Using The Bristol Approach to Citizen Sensing we continue to support people to work together to create and test new tools that could help to tackle local issues, by mixing sensor technology, creativity and local knowledge. The Approach has already been used in pilot projects in East Bristol exploring the problems of damp homes and poor air quality and in 2017 was awarded the international URBACT Good Practice status.

Our digital manufacturing space KWMC: The Factory is currently supporting 25 people to turn their creative ideas into small businesses through the Network for Creative Enterprise, as well as ensuring that residents of Knowle West and South Bristol have access to free training in using technologies and techniques that are becoming more widespread in manufacturing, such as laser-cutting and computer-aided design.

"I loved staying in the 'We Can Make test home'. It was so cosy and warm. At the moment I have a three-bedroom house. It's too big for me. And so many people are looking for accommodation, it will be good if I can rent it out to a family that needs it but still know I have somewhere for me to stay and I can support myself in my retirement. This gives me real choices."

FEMI, LOCAL RESIDENT WE CAN MAKE

"I was looking around for technology projects to get involved in and I came across an advert from KWMC, running a citizen sensing project. We had a brainstorming session where we looked at all different ways in which technology could be applied to solve problems that existed in the community... From there I started off my own little project."

SAM, AIR APPARENT UK THE BRISTOL APPROACH TO CITIZEN SENSING

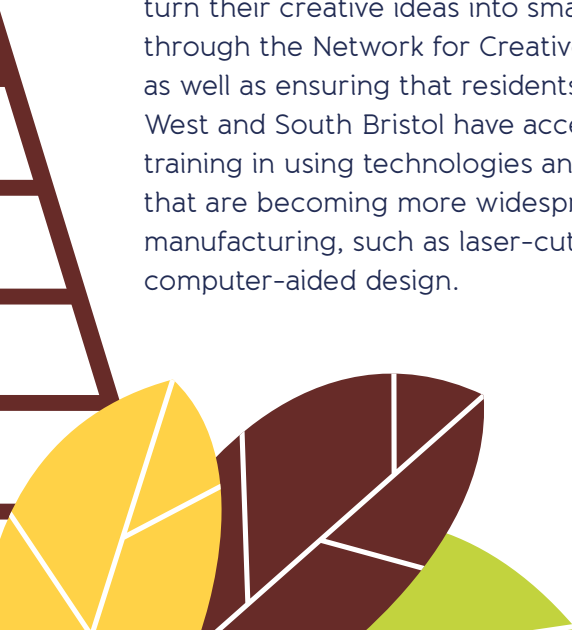


I was blown away by the work you are all doing in the community & across Bristol. Love the plans for the future of Filwood Park. Look forward to seeing them come to fruition. People power.

@CLLRASHERCRAIG



Just woke after night in the "TAM" model house Knowle West. @cdj368@filwoodcc@knowlewestmedia @TweetEco @ModCellTweet excellent hosts @MARVINJREES



#3

CELEBRATING...THE CREATIVITY OF COMMUNITIES

Our From Her... programmes continue to provide opportunities for young women to develop skills in a range of creative disciplines and share the work they produce with others. From Her...POV was devised in response to the under-representation of women in the film industry to support women to take their next career step – whether entering the industry for the first time or returning after a break.

From Her...Focus aimed to support women to develop their enterprise skills and feel confident in the value of their work, as a recent survey found that female freelancers are more likely to be asked to work for free than men – and also to accept!. These courses were followed by From Her...Tracks in 2018, which focused on music production. All of the women involved in the programmes had the opportunity to share and celebrate their work, from film screenings at Arnolfini and Encounters Short Film Festival to exhibitions and 'live lounge' performances at KWMC. Several participants have remained in touch with KWMC and now act as freelancers in our creative agency Eight.

"I've formed a really close-knit sisterhood with some of the other participants. I came out of the retreat with so much more clarity of what I needed to do. I really focused...without fear. Everything has changed."

ANYA, MUSICIAN AND SONGWRITER*
FROM HER TRACKS
*NAME HAS BEEN CHANGED



Local resident Kenny with his laser-etched photograph, made at KWMC: The Factory



'Live lounge' performance at the end of the From Her Tracks music residential



Thank you @knowlewestmedia for having me in to talk about 360 Storytelling and my film! #FromHerPOVSome amazing talented women @FINICHOLSON



#KnowleWest dioramas are now on semi-permanent display @mshedbristol @ELIZAORCUTT

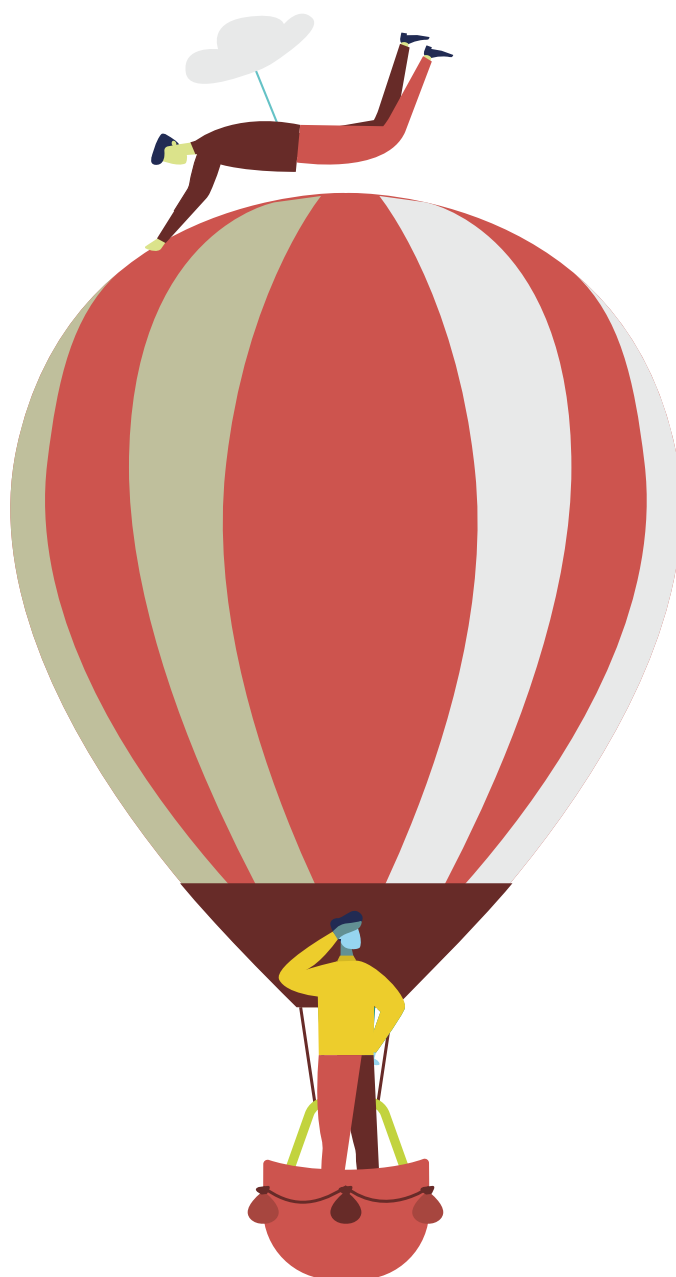
¹petapixel.com/2017/01/23/87-uk-freelance-photogs-asked-work-free-2016-16-said-yes/

2 SITES

Our activities take place all over Bristol: in classrooms and community centres, on street corners and on stages. They happen across the world too, from conferences in Canada to study visits to China, as we're keen to explore how sharing knowledge and experiences beyond Bristol can benefit organisations and the communities they collaborate with.

But Knowle West is our home. KWMC developed out of a 1996 photography project run by KWMC's founder and director, Carolyn Hassan, and we strive to be both locally focused, supporting and listening to people from the community we grew out of and reflecting its interests, and nationally resonant - creating tools and projects that could be replicated and learned from elsewhere.

Once a small team based in another organisation's office, we now have staff spread across two sites: the straw-bale Knowle West Media Centre on Leinster Avenue and the making and manufacturing workshops of KWMC: The Factory, at Filwood Green Business Park.



KNOWLE WEST MEDIA CENTRE

EXHIBITION AND EVENT STUDIO

TRAINING ROOMS

MUSIC PRODUCTION STUDIO

EDIT SUITE

MEETING SPACES

7 MANAGED OFFICE UNITS

KWMC: THE FACTORY

CNC AND WOODWORKING SPACE

LASER CUTTER

3D PRINTER

DIGITAL EMBROIDERER

VACUUM FORMER FOR MOULD-MAKING

TRAINING AND CO-WORKING SPACE

1 VISION



SO WHAT DOES THE FUTURE HOLD FOR KWMC?

Although the technologies we use and the city and community we're based in have changed with the decades, we remain committed to our founding vision: supporting people of all ages to utilise the power of technology and the arts to create positive change in their lives and communities.

On an average day at KWMC you're likely to see local young people, academics, artists, community activists and entrepreneurs all under one roof. We want to see that not only continue but expand.

WE'D LOVE FOR YOU TO JOIN US!



Artist Kathy Hinde using machinery at KWMC: The Factory



Workshop with local people to develop a community design code to guide the development of housing in Knowle West in the future. Image by Ibolya Feher



Love what @knowlewestmedia are doing as members of the #community: inviting, listening, sharing. And amplifying energy. Go #Bristol.

@CULTURALCHAMP

ANNUAL REPORT

2017-2018

NUMBERS

- 5 exhibitions
- 10 schools worked with us
- 13 young people completed their Bronze Arts Award
- 15 students had work experience placements
- 8 artists were commissioned
- 100+ visitors stayed overnight in the We Can Make test home
- 190% increase in the number of people engaging in our work (since 2014)
- 1,323 young people aged 25 and under engaged with us
- 6,892 people engaged with us in total



PROJECTS

PROJECTS DELIVERED BETWEEN 1ST APRIL 2017 AND 31ST MARCH 2018

CREATIVE PROGRAMME

Supporting creative enquiry and new ways of thinking and doing

- We Can Make
- The Artist Hotel
- Women, Data & The Future
- The South West Graduate Photography Prize
- Would Like To Meet networking events
- Artist development and artist-led workshops
- Grandmothers' Footsteps: project for grandparents and grandchildren by artist Pippa Grace Robinson



YOUNG PEOPLE / JUMP STUDIOS

Equipping the next generation of creatives and campaigners

- After-school sessions: Creative Hub, Control-Alt-Delete, XLR Sessions
- Eight creative agency
- Training for women in the creative industries: From Her POV (film), From Her Focus (photography)
- Creative leadership programme: Change Creators - The XLR Collective
- Creative course for young men: The Male Room
- Creative courses: Manga illustration and Journalism

- Holiday activities including music, photography, animation, music, technology, skateboard design and puppet making
- The South West Gaming & Anime Expo
- Arts Award support, including Gold Arts Award for Stefan Clatworthy's film 'Slopes of Inspiration'
- Music Studio tuition and support
- Work experience placements
- Maker Lab in a Box schools programme
- Partnering for Equitable STEM Pathways for Underrepresented Youth: a partnership project exploring how to increase access to, and opportunities within, the STEM subjects (Science, Technology, Engineering and Mathematics) for young people

NEIGHBOURHOODS

Harnessing the potential of technology to address local needs

- Our Digital City
- The Bristol Approach to Citizen Sensing
- SPHERE
- REPLICATE
- The Knowledge Newsletter
- Digital Skills workshops
- Community Journalism classes
- Women of Knowle West
- Celebrating Age activities for older people
- Silver Screen film club
- Collaborations with Productive Margins research programme at University of Bristol



KWMC: THE FACTORY

Making new futures through manufacturing and business

- The Network for Creative Enterprise
- Digital making courses including jewellery-making, homewares, Christmas gifts and product design
- Regular Tuesday drop-in

We also offered:

- Professional training courses
- A range of tours, consultancy sessions, workshops and presentations
- 'Hot desk' facilities for visiting professionals
- Internships



Holiday workshop offering an introduction to technology



Local souvenirs made by artist Ellie Shipman using fabric decorated with the drawings of local residents. Image by Alistair Campbell



Noticeboards designed with young people and older people from Stockwood to help people find out more about what's happening in their area



Pop-up film screening in the local community centre



STAFF

- Barry Lynch
- Bart Blazejewski
- Carolyn Hassan
- Caryn Davies
- Christine Silcocks
- Daniel Edmund
- Dorothy Baker Hassan
- Emmeline Rodman
- Fiona Dowling
- Gabriela Mrazkova
- Gail Bevan
- Geetha Patel
- Harriet Steele
- Hayden West
- Ian Abbott-Stratford
- James Kennaby
- Jen Rolfe
- Jess Linington
- Jez Empson
- Joss Murray
- Justin Ricks
- Lewis Campbell
- Lucas Sweeney
- Makala Campbell
- Martha King
- Melissa Mean
- Mena Fombo
- Michaela Macrae Simpson
- Mike Moast
- Noomi Yates
- Paul Butt
- Penny Evans
- Rachel Clarke
- Roz Stewart-Hall
- Sandra Morris
- Sue Mackinnon
- Tom Barnes
- Zoe Banks Gross

INTERNS & CASUAL STAFF

- Helen Prince
- June McNeil
- Linda Munt
- Michael McNeil
- Moinlil Khan
- Sarah Barnes
- Sarah Green
- Steven Belgium
- Victoria Jones

TRUSTEES

- Mark Baker (Acting Chair)
- Edward Boal
- Helen Bream
- Iris Partridge
- Karron Chaplin
- Matthew Little
- Oliver Callaghan
- Polly Davies

ASSOCIATES

We worked with 98 artists, facilitators, producers and creative companies to deliver our work in 2017-18

FUNDERS

- Age UK
- Arts Council
- England
- BBC Children in Need
- Bristol City Council
- Comino Foundation
- Creative Skillset
- Esmee Fairbairn Foundation
- European Union
- HMRC
- Knowle West Health Association
- Power to Change
- Quartet Community Foundation
- Real Ideas Organisation
- Royal Bank of Scotland
- Scape Group
- Third Space
- University College London
- University of Bristol
- University of the West of England
- Youth Music

FINANCES

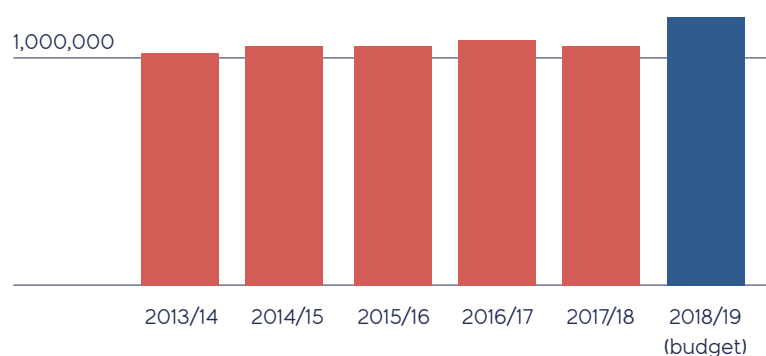
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES [INCLUDING INCOME AND EXPENDITURE ACCOUNT] FOR THE YEAR ENDED 31 MARCH 2018

	UNRESTRICTED FUNDS	RESTRICTED FUNDS	TOTAL FUNDS	
	2018	2018	2018	2017
	£	£	£	£
INCOME FROM:				
Donations & legacies				
Donations	771	1,033	1,804	1,260
Other trading activities				
Sales	58,779	-	58,779	57,671
Rent income	47,395	-	47,395	29,626
Charitable activities				
Grants and contracts	279,248	621,665	900,913	991,835
Investment income				
Interest receivable	2	-	2	97
TOTAL INCOME	386,195	622,698	1,008,893	1,080,489
EXPENDITURE ON:				
Raising funds	85,516	6,408	91,924	90,223
Charitable activities	301,903	572,737	874,640	872,030
Governance costs	10,838	-	10,838	11,123
Depreciation of building	-	51,014	51,014	51,014
TOTAL EXPENDITURE	398,257	630,159	1,028,416	1,024,390
Net outgoing resources before transfers	(12,062)	(7,461)	(19,523)	56,099
Reconciliation of funds				
Transfers between funds	10,849	-10,849	-	-
Net movement in funds	(1,213)	(18,310)	(19,523)	56,099
Total funds brought forward	114,956	2,274,377	2,389,333	2,333,234
Total funds carried forward	113,743	2,256,067	2,369,810	2,389,333

BALANCE SHEET AS AT 31 MARCH 2018

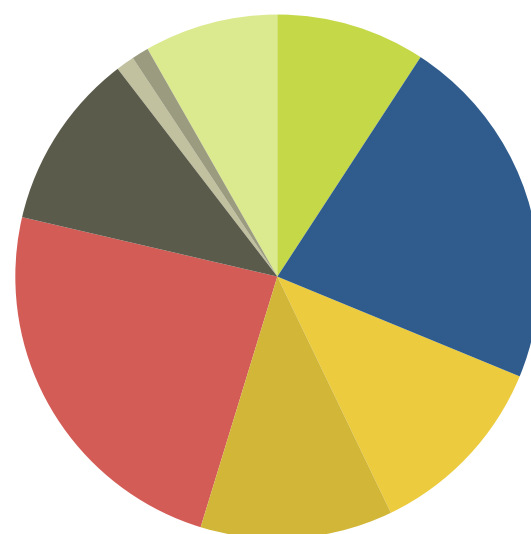
	2018	2017
	£	£
Fixed assets		
Tangible assets	2,143,413	2,225,562
Long-term investments	50	50
CURRENT ASSETS		
Debtors and prepayments	126,516	153,400
Stock	370	213
Cash at bank and in hand	205,977	85,839
TOTAL CURRENT ASSETS	332,863	239,452
CURRENT LIABILITIES		
Creditors: amounts falling due within 12 months	(106,516)	(75,731)
NET CURRENT ASSETS	226,347	163,721
NET ASSETS	2,369,810	2,389,333
FUNDS		
Unrestricted funds		
General fund	112,400	110,456
Designated funds	1,343	4,500
	113,743	114,956
Restricted funds		
Media projects	112,654	48,815
Depreciation reserve	2,143,413	2,225,562
Restricted funds	2,256,067	2,274,377
TOTAL FUNDS	2,369,810	2,389,333

INCOME 2013-2019



EXPENDITURE BY PROGRAMME

EXPENDITURE 2017/2018



**KNOWLE WEST MEDIA CENTRE
 SUPPORTS PEOPLE TO CREATE
 POSITIVE CHANGE IN THEIR
 LIVES AND COMMUNITIES,
 USING TECHNOLOGY AND THE
 ARTS TO MAKE IT HAPPEN.**

**SIGN UP TO OUR MONTHLY E-BULLETIN FOR THE LATEST NEWS:
 VISIT KWMC.ORG.UK/NEWSLETTER-SIGNUP**

**SUPPORT OUR WORK BY DONATING ONLINE AT
KWMC.CHARITYCHECKOUT.CO.UK/KNOWLEWESTMEDIA**

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enquiries@kwmc.org.uk
 knowlewestmedia on Facebook, Twitter and Instagram

Charity Number: 1092375 Company Number: 4358350

KWMC IS SUPPORTED BY:



KWMC PROJECTS ARE SUPPORTED BY:



The Network for Creative Enterprise is

