

Create business plan 2006 – 2007.

1.0 About Create.

1.1 Mission

Create was founded in 2005. It is a non-profit making organization dedicated to giving young people, disadvantaged through geographical location or circumstance, opportunities and access, enabling them to make and screen films. Projects are devised in response to needs outlined by the young people themselves.

2.2 Governance

Create is a non-profit organization consisting of five elected members, which we seek to recruit from a wide variety of backgrounds. We also have a young person's panel open to anyone between the ages of ten to twenty. We have our own constitution and will apply for charitable status later this year.

1.3 Initial Funding

In 2005 we secured £10 257. in grants from The Local Network Fund. Suffolk County Council Locality Budget. Screen East & Mid Suffolk. 80% of the grants were spent on equipment, 5% on professional fees, 5 % on subscriptions/tech support, and the remainder on consumables, rent & insurance.

2.0 Projects undertaken

In our first year approximately 150 young people were involved in three separate projects.

- A community project: “The Iliad” a ten minute film involving 100 children of primary school age.
- A stop frame animation project: culminating in a series of 5 short animated films, produced by 25 young people, from 5 to 18 years of age.
- A series of three interrelated films based on the seven deadly sins: “Mr Black’s Big Day Out.” Involving approximately 20 children of 10 to 17 years of age.

Create.

S.W.O.T Analysis. 2006 - 2007

Strengths	<ul style="list-style-type: none"> • Create has a good team of volunteers and a strong vision for its future. • Create has obtained high quality equipment. • Create has proved its ability to deliver projects which are valued by young people. • There are no other organizations in the region providing the same service as Create. • Create has proved itself successful in attracting g Deleted: ¶ • Large scale “one off “events offer wide access to all children.
Weaknesses	<ul style="list-style-type: none"> • As a purely voluntary organisation Create cannot provide enough courses to meet demand. • In only having access to one computer limitations are imposed on the editing process. We cannot run the courses in editing which have been requested by our users. • As a purely voluntary organization not enough time can be given to courses. • The one off events we have run in the past do not offer the young people enough time to explore their ideas, or different media. • As we live in a geographically isolated community sessional staff have to travel in. They are expensive and need to be paid for mileage.
Opportunities	<ul style="list-style-type: none"> • To increase the scope of activities to meet demand. • Grants are available to fund activities similar to those provided by Create. • Grants are available for capital investment. • The library system may offer a good venue for courses. • To increase the knowledge & skills of the Create committee through in house training. • Secure a grant for project management.
Threats.	<ul style="list-style-type: none"> • Create’s programme of events is dependent on one individual. • Finding training in camera skills and editing for adult committee members is difficult, due to lack of availability of courses in these subjects in this area. • Income generated from courses, ticket sales & DVD sales is not sufficient to support the project at this stage.

3.0 The way forward

Over its first year Create proved itself successful in:

- a) Attracting sponsorship,
- b) Offering a series of projects which young people wanted
(As shown by our high attendance levels)
- c) Helping young people produce high quality films.
- d) Providing community screenings, with high attendance levels.

In order to ensure that Create not only continues as a roll over series of projects into the future, but that it develops on all levels, we applied to Screen East for a grant for project management. In Jan 2007 Screen East awarded us £4,000. This money is to help promote film and education in Norfolk & Suffolk

4.0 Future projects planned

4.1 East Anglian Tales – Community Project

A series of films based on traditional East Anglian Tales.

- We will run an event in the local primary school (July 2006, The Fiddler of Granchester.
- An event in an after school club (– The Peddler of Swatham)
- An animation event in St Edmund’s village hall.(2007)

Each of the three projects will start off with a Storytelling session. The young people then choose a story they would like to interpret and draft up the idea for either a live action film or an animation.

We have secured funding and completed the primary school event and are looking for funding to help with the after school event on the East Anglian Tales project.

4.2 Young Parent Support Programme.

The Young Parent Support Programme works in partnership with the West Suffolk Hospital. The program comprises of two six week courses. We work with the Young Parent Support midwife from West Suffolk in the Sure Start centre in Thetford. We provide crèche facilities for the women’s infants, and provide food for the young women. The remit of our grant was to enhance business skills & encourage further education. The first half of the project has now been completed. We made a film which we have targeted as saleable to the Health Authority, and three of the young

women involved will be awarded accreditation through The Prince's Trust. One will be put forward for the Norfolk Achievement Award.

4.2 Young Parent Support Programme. continued.,

We hit and exceeded all targets set for us by our sponsors. The Sure Start Centre, Midwives, Social Worker & Connexions' staff would like to see the project continue. We are looking into funding for this. In this new program we would like to hold a day's session run as a drop in event. We would feed the women at lunch time and hold an early tea. Crèche facilities would again be provided. We would try to gain accreditation for the women through the Arts Award Scheme, up to NVQ2.

We have received funding from Acorn grants and the European Social fund for £8 9990.00.

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We will begin seeking funding for this in March 2007

4.3 End Game (Young Person's Project)

Approximately 15 young people attended our AGM. They requested that the next live action project should involve four core groups of seven to ten young people working from one initial idea. Each group would develop this initial idea in different ways. They would research, write, direct, film and edit their version of the story. The project would run over 2 to 3 months. We would form a partnership with Libraries and Heritage to provide a strong basis for the research aspect of the project. We would involve a number of qualified professionals to help inspire those involved – a historian, an expert in family history and (ideally) Kevin Crossley Holland – to talk about how local events and history provide fertile material for stories.

We would apply to the Heritage Lottery Fund/Young Roots for funding on this project. The grant would be in the region of £16,000. It would include 4 lap tops> This project is still in the development stage.. Shirley is working with Ipswich Library and will define the project in greater detail over the next six months.

4.4 FILM FESTIVAL

It was suggested, by our Young Persons Panel, that we should hold a film festival at the end of our year. We would offer awards for a variety of categories: best actor, best director etc., This would probably be in addition to our four regular screenings of films, and would represent not only films made on the Create projects, but films made by other young people could be submitted.

In order to hold a Film Festival we need to help young people make more films. Two current applications to Media Box and The Local Network Fund will help us achieve this aim.

4.5 HERO'S AND VILLAINS

The Hero's and Villains project would involve one animation weekend, in which we explored the concept of the Hero and the Villain. It would also involve a live action "Star Wars" film, arising from a series of workshops aimed at 10 to 12 year olds. The film would be less than 6 minutes long and would be a comedy spoof of the Star Wars theme. A script written by some of the young people involved on our project was submitted with the application. The animation weekend would be open to children of 10 upwards.

The grant for these events was not forthcoming. The topics may be carried forward into a "Film School" activity funded by The Local Network Fund. We are waiting to hear about this grant.

5.0 Further investment required.

As part of two of the projects proposed for the next 12 months we will include computers and editing software. However, as our courses are so popular we need a second camera. This is an essential for the animation workshops, and would be advantageous to live action projects as the young people could progress on to more professional "two camera" editing. We also need monitors for the animation project and a tripod. Young people involved on the Fiddler of Granchester made a slide show of stills photographs recording the project. A volunteer's digital camera was used. A number of teenagers involved in our projects have expressed an interest in photography. We are looking into applying for SLR cameras & Photoshop.

We will apply for capital investment to Mid Suffolk District Council. .

6.0 Costs integral to the delivery of all projects:

- All equipment must be PAT tested.
- Volunteers, sessional staff & committee members may need CRB checks.
- Committee members should have access to courses in child protection, first aid and any other similar courses felt to be relevant.
- With the addition of more equipment insurance premiums will rise to a minimum of £500.
- The employment of sessional staff may provoke the need for employer's liability additional to the public liability, which we already pay.
- Advertising.
- Stationary.
- Cost incurred with the production of DVD's of some projects – disks, cases, and labels.
- Cost incurred in attracting potential sponsors: DVD's, Postage, and Advertising.
- Consumables for filming: masking tape, bulbs for lights etc.,
- Refreshments for projects.

- Hire of halls
- Provision of props and art materials.
- Hire of projectionist
- Purchase of main feature film to show after Create project.
- Umbrella licence to cover public screening of main feature films.
- Software may need to be licensed.
- Anti virus packages may be needed.
- Expenses such as childcare and petrol should be paid to volunteers.

6.0 cont. Costs integral to the delivery of all projects,

We have received a grant from Mid Suffolk for £400. Towards these overall running costs. We have also applied to the SCC Locality Budget for £1 000 towards the general running of Create.

Conclusions

In 2007 we will have increased the courses we are running by 300%. The duration of each course will also have increased, allowing the young people involved to achieve wider involvement in all aspects of filmmaking. We will have secured more computers with editing software, which will enable us to involve more young people in the editing process. It is hoped that we will purchase a second camera, allowing for more scope in our animation and live action projects. We will have forged new links with a verity of sponsors. We will have secured a partnership with Libraries and Heritage, as well as other filmmaking originations. We will have set up our own festival, and will have entered more of our films into national competitions. We will have sourced more professionals to help as sessional workers. We will have offered training to committee members who wish to take courses in editing/camera skills. We will be looking to set up a “Media Lab”, and regular courses in filmmaking and digital manipulate. We will move away from holding one off events and work towards running courses which offer accreditation. Accessibility and opportunity are essential tenets in our mission statement, as is responding to the needs outlined by the young people themselves. By seeking further investment in technology and providing more courses for more young people we are following these tenets through. As the income generated from DVD sales, courses and a ticket sale for screenings is minimal, grants are an essential part of Create. We will continue to seek funding from Local, National and European bodies in order to deliver our projects.