

2021

Mor Media Charity Annual Report



Introduction

Welcome to the first annual report of Mor Media Charity. 2021 has been another year of unprecedented challenges and changes to our community, team, volunteers and participants in Cornwall and the wider world.

This year we brought our new strategic vision of Mor Media Charity to fruition. Encouraging Creativity and Culture to Thrive in the Digital Arts through events, education, community and industry projects.

This report celebrates the resilience and creativity of our organisation this year. We are inspired and motivated for the year ahead, with new partnerships, projects and friends.
Louise Fox (Executive Director)

Mor Media Charity

Encouraging Creativity and Culture to Thrive

Cornwall Film Festival has been MORE THAN JUST A FILM FESTIVAL for a long time. As a charity, we now support between 6,500 - 9,000 people across our projects every year through community projects, education and media training, Events and Industry work.

In August, after a Covid delayed launch, we came together to celebrate the launch of Mor Media at the Pavilions in Falmouth. The result of 3 years of development with the Board of Trustees, harmonising and communicating our message with Cornwall Film Festival being a key part of the Mor Media Charity experience, but not the whole adventure.

Our Programmes

Community programmes

Our community projects in Cornwall work with hard-to-reach groups who face social, cultural or economic exclusion from the richness of media culture, with a focus on improving the health and wellbeing of communities.

Our Charity can help people:

- Engage with and gain a greater understanding of their communities
- Share and tackle the problems of rural isolation
- Gain a better understanding of their culture, history and way of life
- Receive encouragement and support to participate in local decision making
- By contributing to social cohesion, health and well-being
- By supporting cultural diversity and identity

Media Education & Training

Delivering high-quality skill-based training to young people and adult learners, we aim to train and inspire content makers to grow in confidence and gain worthwhile transferable skills which can enhance both their professional and personal lives.

Through our projects, people can:

- Improve self-esteem and confidence
- Improve digital literacy skills
- Learn practical filmmaking and creative digital skills
- Actively participate in cultural production
- Foster resilience (particularly young people) through meaningful participation

Industry

Our industry programmes enhance career prospects, support professional and personal development, and deepen understanding of the media Industry. With our wide-reaching networking events, interviews and masterclasses with industry professionals at all levels, in a variety of roles, we let you see behind the scenes and learn from the experts. We are dedicated to helping you take the next steps in your media career.

Our projects will help you to:

- Build clear progression paths into and through creative digital arts
- Access services for people wanting to take the next steps
- Gain media and creative industry exposure
- Develop creative and communication skills, confidence and connections
- Highlight job opportunities

Events

Our events bring people together and foster connection, engagement and understanding through digital media. We aim to help develop our audience's understanding of the media, not only as a form of entertainment, but as a way of engaging in ideas, dialogue and debate about culture & society and the authentic diversity and experiences of modern society.

Our Events can:

- Encourage familial ties and relationships
- Support cultural diversity and identity
- Bring communities together
- Support family learning and engagement

Our Projects in 2021

COMMUNITY PROGRAMMES

Community Stories Cornwall

Following our successful Coronavirus Stories project in 2020 we identified a need to continue documenting the experiences of communities during the Coronavirus crisis. Extending the project to more places in Cornwall selecting strong and diverse voices, each showing a different side to community life in Cornwall.



The project will be published as podcasts on Anchor and Instagram TV with the commissioned portraits of participants. After the project completion, we will archive the project files and material in accordance with The National

Archive benchmarks and add them to the British Library Coronavirus Collection and exhibit all the work in an exhibition at Kresens Kernow.

Mass Observation

A Picture of Life

Through funding from the Local Connections Fund via The National Lottery we worked for the first time in association with the Mass Observation Project, part of the University of Sussex's Special Collections. The Mass Observation Archive gathers documents about 'everyday life' in Britain through the Mass Observation Project, this year we supported the Cornish entries on 12 May, 2021 running workshops and calling on people to record a 'day diary', recording everything they do from the moment they wake up that morning until they go to bed that night. The diaries help to paint a picture of life in 21st century Britain and provide an invaluable insight into our lives for future generations of researchers and educators.

Animate Helston February Half Term

During Half Term CFF curated a series of animation work at Museum of Cornish Life as part of Animate Helston. Due to Covid closure, together with the museum, we ran online a collection of animated daily screenings, workshops and talks.

Professional Industry Talks

We ran more of our popular talks and masterclasses in 2021

In March a Storyboard masterclass with Jenny Turner (Mothering Sunday , Everybody's Talking About Jamie) In February an Interview with Jon East, a BAFTA & RTS winning film & TV director and DGA member, (Killing Eve, Cursed, Downton Abbey, Lost in Space, Pennyworth, The Last Kingdom)

Writers and showrunners Emma Frost and Matthew Graham whose credits include Ashes to Ashes, The Spanish Princess, Doctor Who and "The Man In The High Castle, talked about

their television careers and their focus on television production and financing projects for the international market.

EDUCATION & TRAINING

ESF Get Creative!

European Social Fund Get Creative! (Phase 2)
Will deliver training activities around digital literacy looking in detail at content creation, utilisation of information and internet use. The skills gap, particularly around marketing skills for the digital world and essential digital skills for work and life including; handling information content, problem-solving and communication across a wide range of digital platforms.



An innovative vocational programme designed and delivered by Cornwall Film Festival (CFF) to signpost and develop pathways to foundation degrees and above. Participants will work in Creative Media, with a blended approach and e-learning for distant learners, the participants will identify and prepare for specific Higher Education or employment progression routes appropriate to their ambitions through a process of research, dialogue, reflection and evaluation. It will give participants the opportunity to explore aspects of SME, entrepreneurship and marketing and enable them to demonstrate the practical, intellectual and communication skills necessary for progression, and provide participants with opportunities to develop and utilise broad, transferable skills by encouraging an ethos of personal and professional development. These include: Initiative independent inquiry: Creative thinking: Reflective learning: Team-working: Self-management: Effective participation: Problem-solving & Communication.

The focus of the project is working with employed or self-employed participants. By exception, a small proportion of participants can be unemployed or economically inactive,

e.g. response to redundancy, higher-level skills need. Priority Groups include employed females, participants aged 50+ and over, participants from ethnic minorities, participants with disabilities & single adult households with dependent children.

Explore programme

Our explore programme is designed to give taster sessions around a variety of subjects, they are fun and informal run as small groups of less than 15 people with 2- 4 hours of guided learning.

Ignite programme

Ignite your interest and learn new skills.

Including 1 off Masterclass and workshops with Media Industry professional

Cultivate Programme

Health, wellness and creativity - cultivate your interest



Our Cultivate programme is designed to give you creative writing sessions around a variety of subjects, they are fun and informal, run as small groups of less than 15 people with 2-4 hours of guided learning.

Academy

A longer programme of modular learning 6-10 1/2 hr sessions building and developing a subject area. Targeted at adult starter & mid level entry people wanting to retain or gain further skills.

Throughout 2021 we ran a series of the Cultivate writing courses with the focus on exploring ways to express yourself and find your voice where your creativity is also part of your wellbeing. There will be opportunities to explore poetry, journaling, haiku, scriptwriting, blogging/vlogging, oral and written storytelling, novel writing and biography.

EVENTS

Film Feels Hopeful

A summer long, UK-wide film season

This year's UK wide season is all about feeling Hopeful, with a return to in-person screenings and events that look at films imbued with hope, dreams of the future, and new ways of reimagining film itself, with a particular emphasis on creating space for voices that don't get heard in mainstream programming. Film Feels is managed by Film Hub Midlands on behalf of the BFI Film Audience Network, powered by National Lottery funding.



We curated the 3 screenings with film+ activity around debut features and new filmmaking voices that demonstrate new approaches and originality to the screen. Diversity sat at the heart of our programme in 2021. Including a magical outdoor screening of NOMADLAND to 130 people in Falmouth.



DOCS HUB

Sharing Documentaries Together

Mor Media's events programme for Documentary was severely curtailed by Covid in 2021. An opportunity to bring filmmakers and audiences together to screen documentaries made by independent filmmakers addressing a wide range of cultural, political, and social issues. Curious people together for screenings, discussions, good food, and a few beers. Supported by the BFI South West Film Audience Network & by The National Lottery

AMPLIFY! Virtual Film Festival

A Festival of discovery

Cornwall Film Festival has been in communication with the Amplify partners Cambridge Film festival and Brighton CineCity throughout 2021 to support the development of an online festival. With a strong working relationship, the partners felt it was important to celebrate film, the experience and the sense of community in coming together to watch films and talk about them afterwards. We wanted to support film, support filmmakers, and support our audiences by delivering an exciting, diverse programme, as well as making sure

it's fully accessible. With the emphasis on in-person events in the Autumn, the partners decided to delay a group film festival and review in 2022.

Cornwall Film Festival 2021

Celebrating Cornwall Film Festival's 20th Anniversary Year

Celebrating **Cornwall Film Festival's 20th Anniversary Year**, PLATINOM (Cornish for platinum) was the 7-day Edition of the festival, an exciting programme of activity and events from 15-21st November at The Princess Pavilions, Falmouth in partnership with Falmouth Town Council at the new venue The Princess Pavilions, Falmouth. The event will show a full programme of films, Q&As, masterclasses, and industry events. Thanks to a BFI Film Audience Network award, using funds from the National Lottery, to support this activity, the festival will reach a wider range of audiences throughout the region.



Feature Programme highlights included several UK premieres such as the much-anticipated latest treasure from Céline Sciamma (*Portrait of a Lady on Fire, Girlhood*), **PETITE MAMAN**, a sublime modern fairytale about the quiet wonder of mother-daughter relationships. **ALI & AVA** by popular British Director Clio Barnard (*Selfish Giant*) premiered at the 2021 Cannes

Directors' Fortnight. **MEMORY BOX** A poignant drama exploring the powerful role that memory plays across generations. The Oscar-tipped Kristen Stewart plays Lady Diana **SPENCER** who decides to end her marriage to Prince Charles from the Award-winning director Pablo Larraín (*Jackie*) with another poignant portrait of one of the world's most impactful female figures. The massive and uncompromising hit **TITANE** is the 2021 Palme d'Or winner from director Julia Ducournau (*Raw*) explores themes of gender, identity, and sexuality through body horror.

The Climate features strongly in documentaries, with Director Liz Garbus who dives into the life of environmentalist and undersea explorer Jacques **COUSTEAU** and the important **CORNWALL CLIMATE STORIES** a series of films that are presented by real people talking about their own experiences, highlighting the local side of a global crisis featuring dramatic drone, underwater and other spectacular footage from around the Duchy, this all-Cornish production aims to motivate people to get on board, sparking conversations about what we can all do to help in our own homes, villages and towns.

Audiences will have the opportunity to see 3 short programmes, including the prestigious Cornwall's International shorts programme, Student and South-West best regional shorts.

The new venue at the Pavilions was a beautiful, open airy space that is fully accessible and has no steps, stairs or barriers to entry. This year the festival offered the most accessible programme with **LAMB** starring Noomi Rapace (*The Girl with the Dragon Tattoo*) in a dark, atmospheric folktale that tests the limits of human nature, as a Captioned Screening - subtitled screenings that display the dialogue as well as additional auditory information on the screen. **THE CARD COUNTER** starring Oscar Isaac, Tiffany Haddish, was an afternoon Relaxed Screening.

With a passion for developing younger cinemagoers, the Festival offered a reduced ticket pricing for all 16–30-year-olds. Tickets pricing begins at £5 with full pricing information available on the website. £2, £4 and £8. Pay what you can screenings - We WON'T ask you for your ID, proof of earnings or anything else! All we ask is your honesty!" on all short films programmes, **BECOMING COUSTEAU & THE CARD COUNTER**.

The Festival closed with the Berlinale Golden Bear winner ***BAD LUCK BANGING OR LOONY PORN*** Director Radu Jude (*Aferim!*) delivers an incendiary mix of unconventional form, irreverent humour and scathing commentary on hypocrisy and prejudice in our societies.

Short Film Competition

The key initial objective of the 2021 Short Film Competition was to emulate the success of the project from previous years by securing a global array of short films, which could be compiled into selections for screening during the 2021 edition of the Cornwall Film Festival.

As with CFF's short film competition in the previous 5 years, this season's competition was run using the FilmFreeway platform, receiving entries from over 38 countries, up from 30 it achieved 369 entries up from 259 in 2020 that can be converted into £3585 in revenue.

Following an open call, 180 people applied to be preselectors and a new short film manager post was created.

NEW WAVE JURY PROGRAMME 2021

Formerly known as the Youth Jury Programme, now in its third edition, this opportunity was aimed at 18-25-year-olds who want to get into the media industry but don't know where to start and to develop their interest in film criticism.

From an open call, applicants were asked to submit a critical response to prompts (via an application form). The response could either be a writing piece (500 words max.) OR a video essay or podcast (5 mins max.).

We ran 3 online workshops and talks with writers and critics and would like to thank Amanda White, Dr Kingsley Marshall and The Guardian Film Critic



Peter Bradshaw for running sessions. We published the participants' film reviews on the Mor Media blog, supported their development, career opportunities and network. 9 participants attended the Film Festival on Saturday 20th November and received a free Saturday Screening pass to watch all the films! Awarding the New Wave Jury Prize from the International short film selection.

The programme was led and managed by our young team of Farida Ezzat and Scarlett Cook.

Festival Industry Day Networking & Masterclasses

On Friday 19th November we worked with the UK creative industries to create a Film and TV Industry Day, in association with Cornwall X Connectivity as our headline sponsor. Cornwall x Connectivity offers tailored business support for screen-based creative freelancers and SMEs based in Cornwall and the Isles of Scilly, supported by the ERDF.



GET CONNECTED

Cornwall Creative Community

As part of our ongoing series of networking events at Mor Media, we invited Industry professionals to connect with the community. Helping professionals source a crew or location was the place to start!

BFI NETWORK Session

Support for new and emerging filmmakers

Find out more about the support that BFI NETWORK offers new and emerging filmmakers in the South West region. BFI NETWORK Talent Executive Alix Taylor will be joined by Cornwall based filmmakers and crew who have previously been supporting through the BFI NETWORK Short Film Funding. Hear more about their experience of moving up to producing funded short film projects and what they learnt along the way. There will be a

screening of the past funded projects and a chance to ask any questions you might have about BFI NETWORK.

Panellists include Natalys Willcox - Falmouth Uni MA Film & TV graduate. Writer/director of the upcoming feature film 'A Bad Penny'. Jake Mackintosh - Writer for BBC Cornish Voices, Edinburgh IFF Talent Lab alum, BFI x BAFTA Crew. Keeleigh Remnant - Hairdresser and makeup artist living in Cornwall 'Mermaids'

Networking Lunch

Enjoy a pint and pasty on us!

BFI NETWORK are hosting a local NETWORKED event, which is open to all South West based writers, directors, producers and crew who would like the opportunity to connect with each other and the regional BFI Talent Executive. Enjoy a pint and pasty on us! (Please Note you must register for this event as well your Industry pass)

Working in Costume

Just what does it take to be a Costume Supervisor?

Join Jessie Metcalf as she discusses her work as a Costume Supervisor and have a chance to put your questions to her. Jessie Metcalf has worked as a costumer for Film & TV since graduating from Falmouth University in 2011. She works predominantly in feature film and has worked on such productions as Beauty and the Beast, Aladdin, Mission Impossible 7 and Cruella. Jessie is now working part-time as a lecturer in Costume Design for Film & TV at Falmouth University.

Independent Filmmaking as a Screenwriter/Producer

Neil Fox talks about the relationship between screenwriting and producing in independent and micro-budget film

Independent screenwriter, producer, The Cinematologists and lead of Falmouth University's Sound/Image Cinema Lab talks about his indie filmmaking principles involved in successful productions WILDERNESS, Mark Jenkin's BAIT (2019) and Claire Oakley's MAKE UP (2019)

Introducing Cornwall X Connectivity

Cornwall X Connectivity an introduction | Creative Enterprise Screen Programme and Film and TV Accelerator programme

Cornwall x Connectivity offers tailored business support for creative and cultural practitioners, freelancers and SMEs based in Cornwall. The programme is delivered by Creative England (part of the Creative UK group) and is funded by ERDF (European Regional Development Fund) and administrated by MHCLG (Ministry of housing, Communities and Local Government).

Games

Ways into game writing

Doug Brown is Director of Falmouth University's Games Academy (ranked as one of the best in Europe by Princeton Review) where student teams include Programmers, Artists, Animators and Writers. Doug worked on game stories at AAA Games Publisher Square-Enix before moving to academia.

Doug will be talking about how the games industry and Games Academy operate around writers and what exactly a games writer does, including how the role is different to more traditional writing and screenwriting. Discussions will include ways into game writing and some novel games which put writers front and center too.

Cornwall x Connectivity: Locations, Locations, Locations.

The one stop shop for everything you need to know about working on location in Cornwall.

Filming anything isn't easy, but it's easier if you know how to navigate the landscape of the industry. Join Cornwall Film Festival, Filming in England and Screen Cornwall as they explain how the agencies work together within the film ecology of the Southwest with a special focus on locations in the region.

Intimacy co-ordination talk with Abigail Kessel

Breaking down the role of an Intimacy Coordinator

What is the role of an Intimacy Coordinator? Abigail Kessel, mentee of Ita O'Brien (Normal People's intimacy co-ordinator), breaks down just what the role is and how an intimate scene can be filmed safely and professionally at any level. Supported by Falmouth University

KIN Collective

Pop-up Supper Club

In a new venture for the festival to add in cinema + experiences the Kin Collective brought a new dining experience that captured Cornwall's creative community, with 45 dinners feasting on middle-eastern sharing plates with whilst enjoying Safety Last from Harold Lloyd (1923)

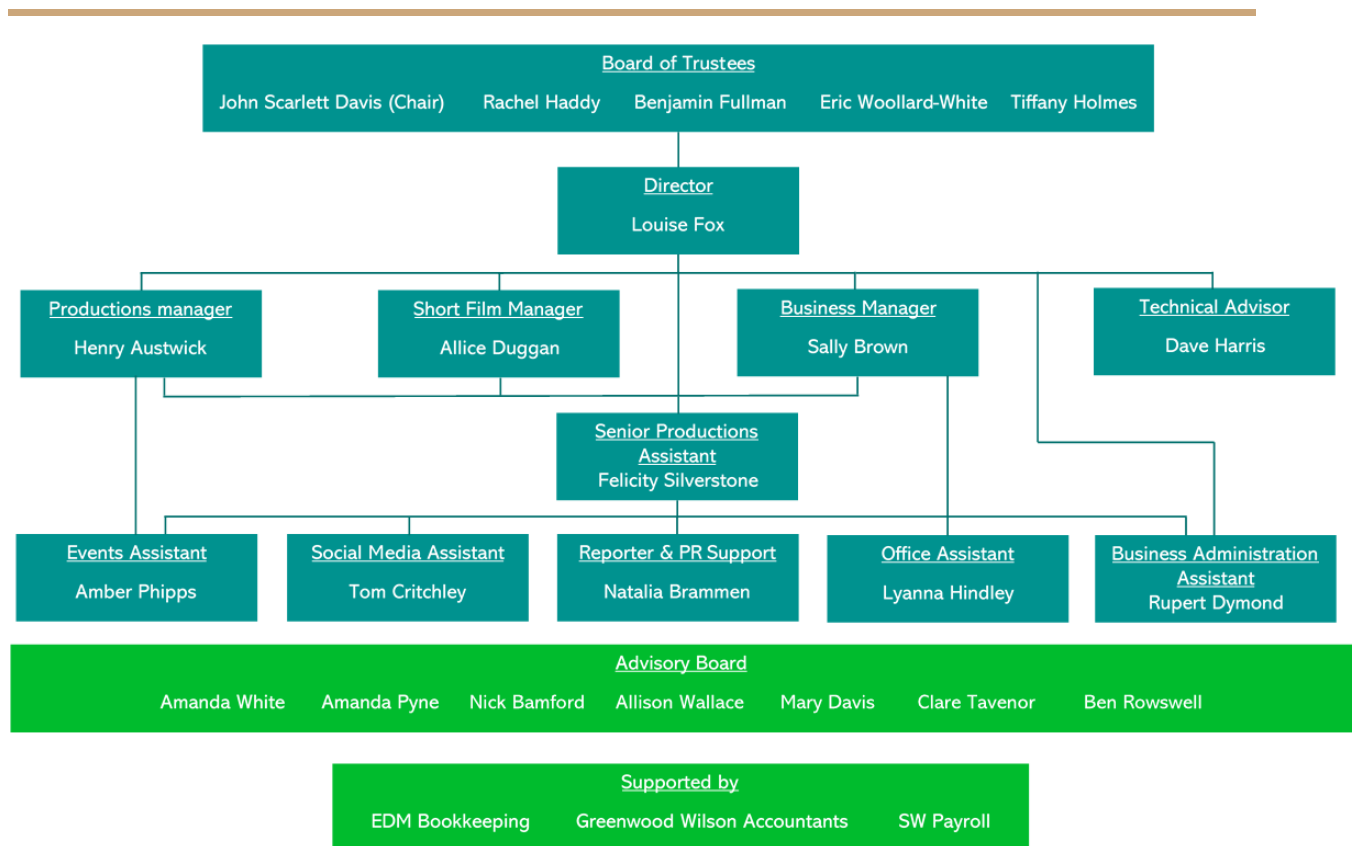
The Team & Governance

Trustees

In 2020 we welcomed several new Trustees to support CFF with the move to Mor Media, as follows John Scarlett Davis - Chair of Trustees; Rachel Haddy - Volunteer & Employment Lead; Eric Wollard White - Business Development Lead; Tiffany Holmes - Exhibition & Organisation Lead; Ben Fullman - Social Media & Marketing Lead

We said a sad farewell to our festival technical advisor Ian Brown and Trustee Paul Wyatt who both passed away and will be remembered for all their hard work.

Organisational structure



Internship Programme

This year Mor Media has developed its internship programme even further. We have supported two cohorts of interns and some of our new recruits have gone on to undertake paid work with the charity. From their initial interviews to development reviews which take place throughout their time with Mor Media, our interns develop skills focussed on employability. Each participant on the internship programme is provided with a 'Development Log' which allows them to record their growing skillset. Our interns are also offered individual support with writing cover letters, CVs and preparing for job interviews. This year we have also given interns access to an online Jobs Board where team members regularly post opportunities. 'Intro to Industry' talks have also been held throughout the year, giving our interns access to industry professionals and networking opportunities.

Volunteers

Without the help and support of all our Trustees, Advisors, Team, Interns and day to day volunteers giving their time to Mor Media Charity would not be possible and it is a huge thanks to everyone. This year's programme has been focused on our Events programme including helping make the Cornwall Film Festival run smoothly and the launch of the new Mor Media banner. We have conducted some assessment work on the contribution to the organisation from everyone that totals 3986 hours of time and £59790 in cost. In development to manage the programme we have adopted Three Rings, a secure, online volunteer management system, defined roles, onboarding process and code of conduct.

Health and Safety inc Covid

Keeping people safe was a priority, we discussed individually with our team how they wished to work, with the majority working from home most of the year, and we provided any additional aids to support this. For events, we monitored the situation and took action at each event when necessary, including conducting full risk assessments (held on the filestore on Three Rings) and providing safety equipment. We worked closely with our partners and followed all industry and kitemark standards to ensure visits were both enjoyable and safe for everyone.

Kickstart Scheme

Mor Media employed a young person through the government-funded Kickstart Scheme supported by the Gateway organisation Cornwall College. The scheme supports placements with funding for support, we provided structured mentoring and training ensuring the young person gained quality work experience.

Diversity and Inclusion

Following some work around our expanded team, we conducted some work around our diversity and inclusion. We adopted the following statement -

Diversity and Inclusivity Statement

At Mor Media Charity, we strive for inclusion, diversity and equity in everything we do. We encourage freedom and empowerment both in our team and our trustee board. Our commitment to sharing and celebrating the arts was made with everyone in mind. This is our mission's core ethic; the arts are for all. To ensure a fairer and more inclusive society, our charity must both reflect and protect these values.

How many Trustees are on your Board - 5

Board of Trustees - Men: 3 Women: 2 Young People: 1 (Under 30)

Managers - Men: 2 Women: 3

Board of Advisors- Men: 2 Women: 5

Within our organisation:

- 7.1% identify as coming from a non-British White background.
- 14.3% preferred not to disclose their sexual orientation, 7.1% identify as Bisexual and another 7.1% identify as Gay/Lesbian. 14.3% prefer to self describe their sexual orientation, and 57.1% identify as Heterosexual.
- When asked if they considered themselves as having a disability, impairment or chronic health condition, 14.3% answered yes, 78.6% answered no, and 7.1% preferred not to say.
- 14.3% identify as Christian, 14.3% preferred not to disclose their religion or beliefs, and 71.4% identify with not having a religion at all.
- When asked if they identified as a carer or having caring responsibilities we found that 14.3% identify as a carer of a disabled child or children under 18. 7.1% identify as a carer of adult/s over the age of 18. 7.1% preferred not to disclose this information 71.4% answered they were not a carer.
- 92.9% identify as having never been in care, but 7.1% preferred not to say.
- When asked what type of school they attended between the ages of 11-16, we found that 35.7% attended a State-funded school that was non-selective, and 28.6% attended a State-run or state-funded school that was selective on academic, faith or other grounds. 21.4% attended an independent or fee-paying school, 7.1% identified as having attended school outside the UK and a further 7.1% preferred not to disclose this information.

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- 21.4% answered that they did receive free school meals, and 7.1% preferred not to disclose this information. 71.4% did not receive free school meals.
 - Finally, when asked if they considered themselves to be from a disadvantaged background, 14.3% answered yes and 7.1% preferred not to say 78.6% answered no

Partnerships and working together

2021 saw the development of new relationships with the Inclusivity Project, TEVI, Cornwall Climate Care, Mind Cornwall, Oxford Innovation, Tec Girls and the Games Academy. Participated in the ICO screening days, BFI South West Film Hub network and London Film Festival as an Industry delegate.

Fundraising

In 2021 we were delighted to welcome new partnerships with Creative UK as a headline sponsor, My Air Bridge, Verdant Brewery, St Michael's Hotel & Spa and Dome Cinema as contributors to the Film Festival. Despite a huge amount of work we have seen sponsorship decline and lost major contributors from the education sector. As an organisation, we have taken a proactive approach to fundraising, redrafting our Case for Support, developing our donation accounts with Give as you Live, Amazon Smile, Google Ad words, Easy fundraising and Ko-Fi. We ran the first successful Crowdfunder and received support from the Social Inclusion and Local Connections Fund. We received support from the Cornwall and IoS Growth Hub to support working with a bid writer to produce a Grant for the Arts application and hope to complete a stage 2 bid to the Heritage Lottery in early 2022. Despite the very tough economic environment and receiving no core funding from our local authority again, Mor Media has successfully pivoted to the online sphere and developed a strategy that will see the charity hopefully survive for another 20 years. Our message is clear: we Encourage Creativity & Culture to Thrive !