



# Purple Field Productions

Making Films, Making a Difference



Annual Report 2024



At a glance

Expenditure on charitable activities <sup>1</sup>

£ 44,619

(FY2023: £22,900)

Total income <sup>1</sup>

£ 46,980

(FY2023: £14,514)

Total charity funds <sup>2</sup>

£ 43,550

(FY2023: £51,730)

Number of hours volunteered <sup>1</sup>

740

(FY2023: 2,075)

Total number of feature films and documentaries produced or co-produced <sup>3</sup>

35

Number of feature and short films completed or co-produced in period <sup>1</sup>

12

Number of people on PFP training programmes during period <sup>1</sup>

12

<sup>1</sup> for the period 1 May 2023 - 30 April 2024

<sup>2</sup> at 30 April 2024

<sup>3</sup> since foundation in 2004

Right: 2024 saw the release of our feature film with TKFC, 'Beyond Sight'.

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Our purpose and vision

Making Films, Making a Difference.

Our Vision is of a world in which everyone has the knowledge and opportunity to improve their lives with the support and understanding of their community.

Our Mission is to work with local people and filmmakers in Africa and Asia to understand the issues that are important to them, help them produce films and other media which address these issues, and help to show these films and facilitate discussion of the issues.

What we do

Every Purple Field Productions film seeks to bring about positive change by engaging audiences with themes, characters and subjects that address important challenges facing themselves and their communities.

- We commission and fund film productions
- We train and mentor local film makers
- We partner with other organisations to produce media for their charitable objectives
- We organise film distribution and viewings and promote digital engagement
- We facilitate audience conversations to encourage deeper exploration of issues
- We measure the impact of our films to ensure continued improvement

We produce a range of media from short documentaries and music videos to full-length feature dramas. Our work covers a wide range of subjects, including: health, disability and rights; social prejudice and stigma; agriculture; and environment and conservation.

Our values

- We produce films in local languages and ensure films respect local cultures
- We are facilitators who show mutual respect to the professionals and communities we work with
- We value the safety and security of the people we work with above all else
- We respect the local environments in which we work



Chairperson’s statement



As we celebrate our 20th anniversary, we also look to the next 20 years and recognise that there is still much to be done.

Our films tell the stories of people who are often marginalised or overlooked by mainstream media or society. They celebrate the human spirit and the potential for social transformation."

Watch our 20th anniversary films, including reflections from our Founder, Elspeth Waldie, and messages from some of our partners:

<https://www.youtube.com/watch?v=S5HBGxp9zqw>

<https://www.youtube.com/watch?v=9zsf4PWz3LU>

Below: An evening of film, food and socialising to celebrate twenty years of Purple Field Productions was held in Ilminster, Somerset on the 10th of May. Supporters and volunteers in the UK enjoyed two short films put together by Rick Elgood: one chronicling the history of the charity and the second featuring the good wishes of our valued partners from many countries. In his opening speech, the chair of the trustees, Joel Canty, welcomed some special guests, including Mayor of Ilminster Leanne Taylor, Valerie Taylor the founder of the Centre for the Rehabilitation of the Paralysed in Bangladesh, and of course, the founder of PFP, Elspeth Waldie.



Welcome

Welcome to our 2024 Annual Report.

This year, we celebrated our 20th anniversary!

Purple Field Productions was founded by Elspeth Waldie in 2004, out of the idea that filmmaking is a powerful tool for people and communities around the world to tell their own stories. Elspeth believed that film and video could be powerful tools for education, empowerment, and social change.

Since then, Purple Field Productions has grown into a respected and recognised international charity that has worked with partners across Africa and Asia to produce films on a range of topics, such as health, agriculture, human rights, social stigmas, and environmental issues. Films are made by local communities, for their communities, in their languages. PFP supports this through training, co-ordination, contacts, and funding. They have been shown in schools, villages, and health centres, using backpack projectors or modern media, and are broadcast on local and national television and radio stations, reaching millions of viewers.

Our films are not only informative, but also entertaining and engaging. They tell stories that capture the hopes, challenges, and achievements of people who are often marginalised or overlooked by mainstream media and society. They celebrate the human spirit and the potential for social transformation.

As we celebrate our 20th anniversary, we also look forward to the next 20 years. We are proud of what we have achieved so far, but we also recognise that there is still much more to be done. The world today faces many challenges and crises: poverty, inequality, stigma, conflict, pandemics, and climate change. These challenges affect the lives and livelihoods of millions of people, especially in sub-Saharan Africa.

That is why Purple Field Productions is as relevant and needed as ever. We believe that film can be a voice, by amplifying the stories and voices of those who are often unheard and unseen. We believe that film can be a bridge, by connecting people, cultures, and ideas. We believe that film can be a catalyst for positive change, by raising awareness, stimulating dialogue, and promoting action.

That is why we are committed to continue our work, with your help and support.

People Update

I would like to thank all of the people who have continued to make our work possible this year.

Starting with Kevin Waldie, who joined Purple Field Productions in 2019 with already extensive knowledge and experience in international development and filmmaking. After assuming the role of Chairperson in 2020, succeeding Elspeth Waldie, Kevin led PFP through the challenges of COVID-19 and positioned our organisation for a more sustainable future. His commitment to PFP during these years will leave a lasting impact on the communities we work with.

We are always hugely grateful to our partners who work with us and put their trust in us. From those who want to share their stories, to those who want to help amplify important messages. Their passion and their kindness continues to be our inspiration.

Our UK-based team of Celinda, Beth and Rick have again worked tirelessly throughout the year to deliver our programmes and progress our mission, and I'd like to thank them and our Trustees for their dedication and time. And I welcome our new trustees, and wish them well as I pass on to them with my departure in November.

Finally, thank you to our supporters, whose donations have again enabled us to make films and make a difference.

Programme Update

While we detail our work through our regular newsletters and social media, some of our highlights during the financial period 1 May 2023 to 30 April 2024 includes the following.

- We've been working with The Empowering Women Foundation in Sierra Leone to produce media on Safe Motherhood (cover photo), building on our recent work in this area (including our feature production Di Komba Di Krai).

Sierra Leone has one of the highest rates of maternal mortality in the world. Some of the challenges in addressing this are negative attitudes towards women, poor access and low levels of knowledge and trust in healthcare facilities - that's where film and community engagement can help. We have now screened our films at over 40 schools and on national TV, and reached thousands of people, and have produced facilitator guides to help with this education.



- We've continued to work closely with The Kasungu Film Collective in Malawi, an organisation we've been training over the last few years, on feature films on blindness, male mental health, and Albinism.

'Beyond Sight' was released mid-2024 and follows Raphael, who has a visual impairment, overcome many obstacles on his way to happiness. The film addresses the challenges faced by people with visual impairments in Malawi and demonstrates their ability to integrate into society and lead fulfilling lives.

We have also been progressing our work on Albinism, and we hope 2025 will see a feature film on this subject. Violence against persons with albinism in Malawi has escalated at an alarming rate in recent years. This is fuelled by a widespread belief that albino body parts possess magical properties which can bring luck and wealth. There are also many health implications to having albinism, and yet many of the critical health risks associated with albinism are manageable. Many persons with Albinism, especially those in rural communities, are not aware of the danger from the sun and how to protect themselves effectively. Education is critical here, and film can play a vital role in spreading knowledge and advice that can lead to healthier outcomes, and reduce the social stigma.

- We're continuing to promote the work of our partners in Kenya on issues of disability, notably through our award-winning film Lisilojulikana, a feature film whose main character is a girl with cerebral palsy. This year, it was screened to 540 schoolchildren in Kenya through the Educaid project, NICE, which raises awareness on issues related to disability and inclusion.

- Finally, we've recently worked with Pump Aid Beyond Water and The Waterloo Foundation on a film to raise awareness of community handpump repairs in Malawi (see photo above). These are the main source of water for 80% of rural communities, and 40% are non-functional, and this film raises awareness of the issues and exerts pressure on government and development partners to support professional repair and maintenance.

This new model of working, where we also work with like-minded partner organisations, is part of our strategy to further professionalise our filmmaking co-ordination and delivery, and broaden our filmmaking and distribution partners. This business model will help us to become more sustainable and have even greater impact. We'll also be looking to transform our digital presence and outreach, to reach as many people as we can.

Support Us

So how can you continue to help us help others?

1. Please do follow us on Facebook and Instagram for regular news updates, behind the scenes footage, and stories from our partners.
2. You can become a Purple VIP. Please get in touch at [admin@purplefieldproductions.org](mailto:admin@purplefieldproductions.org) to find out more about this exclusive network and make a regular donation.
3. You can get involved. We are always looking for volunteers and Trustees, and I know you'll find it rewarding.

Thank you for your continuing support.

Joel Canty

Chairperson

12 November 2024



# The PFP Approach

We work with local people in Africa and Asia to understand the issues that are important to them, help them produce films and other media which address these issues, and help to show these films and facilitate discussion of the issues. Here is an overview of what we do and how we do it in order to deliver on our mission.

## Research and development

Ideas for films emerge from the interaction with our wide network of contacts in the countries in which we operate. Before deciding to proceed on any project, proposals are thoroughly researched with and through local partners to ensure the film will address priority issues. PFP is committed to the principle of co-production and project development is a shared experience. Scripts and storylines are created with local researchers and writers and informed by advice from local service providers, the government and NGO sectors. This participatory approach can be a lengthy process, but the additional work is always worthwhile to ensure we end up with a film that will make a difference.

## Pre-production

Prior to starting any production we assess the local filmmaking abilities both technically and creatively. This is done by researching any work the local film community may have done and addressing any shortfall through an online training program. We encourage the local groups to come up with ideas for films or short clips that deal specifically with their own issues. Once an idea has been decided upon, we work alongside the group in writing a script or concept for the piece. We then work on a budget and schedule. All scripts are vetted by local experts for technical accuracy and to ensure they are in line with national government policy.

## Production

Production (shooting days) is based on the individual complexity of each film in terms of length, availability of local cast and crew, and budget. While we co-produce some short films by remote (on-line and through WhatsApp communications) on larger productions we often send out either an experienced filmmaker from PFP or a voluntary free-lancer to help, advise and mentor during the critical filming process.

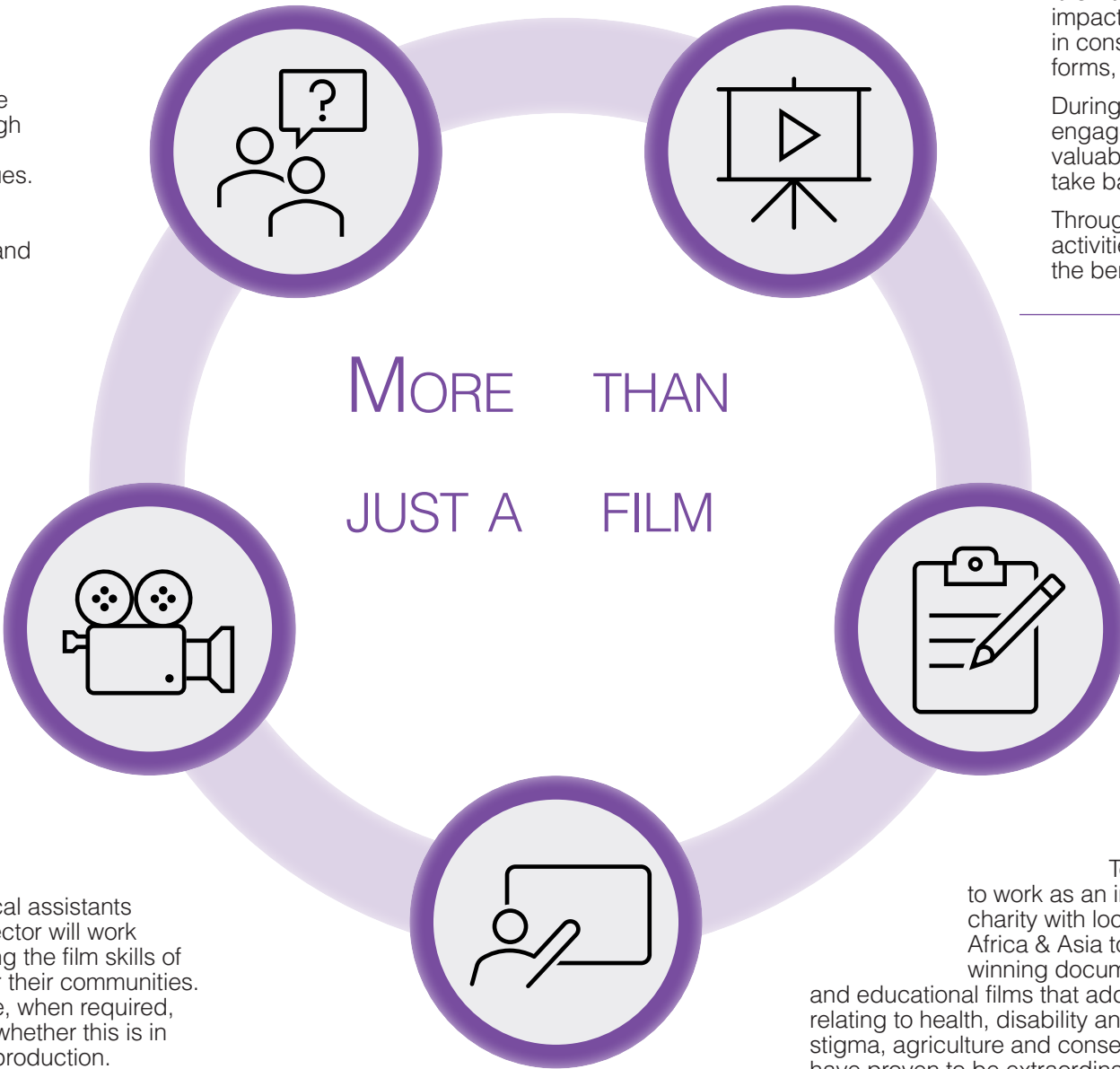
## Post-production

Where possible, editing is done by the local team who will have a clearer understanding of local culture, context and communication styles. However, the process is closely monitored by PFP directors and advice given on edits of the film sent to the UK through file transfers. Once a film is near completion, we have it viewed by international and local advisors to ensure that the 'messages' are correct and in line with policy. Finally, the soundtrack is mixed often with the addition of a musical track and the production credits approved. The film is then ready to move on to distribution.

## Training

Where possible, PFP relies on local filmmakers to direct the films and local assistants to support the production. Sometimes this is not possible and a PFP director will work alongside the local production team. We are fully committed to enhancing the film skills of local filmmakers so that they can produce their own educational films for their communities. Drawing upon the expertise of our network of UK supporters we are able, when required, to deliver bespoke training during all stages of the production process, whether this is in camera operation, editing, scriptwriting, interview techniques or drama production.

We have many success stories of those who have benefitted from our training, such as Future View Media Centre (FVMC) who have been working on a series for BBC Africa Eye called 'Wahala – Coronavirus in Sierra Leone', which offers a unique insight into the local situation. We have also been building the capacity of new filmmaking groups in Sierra Leone, Malawi and Kenya.



## Distribution and community screening

Producing films is one thing but making sure they are seen is just as important. To optimise impact, each PFP film has its own distribution plan devised with a local partner. The strategy adopted varies according to each project and is informed by factors such as target audience and film genre. Our distribution plans can include schools and other community centres, as well as sharing with key service providers, including government ministries. Given PFP's high production values, we are often able to share our films with the wider public through television broadcast.

A common and crucial element of each distribution plan is to ensure we reach marginalised and disadvantaged communities who struggle to access needed information and advice. Over many years, by using mobile cinema kits, we have been able to screen our films in rural communities situated far off the beaten track. Each screening is accompanied by an audience discussion facilitated by local experts and where possible, with community-based service providers present who can offer practical help. In our experience, post-screening discussions are where the real learning takes place and life-changing choices are made.

## Monitoring and continuous improvement

It is vitally important that we monitor and measure the effectiveness and impact of our training, filmmaking and distribution activities. To do this, we are in constant communication with in-country partners, use tools such as Google forms, and periodically Trustees visit countries to assess impact.

During distribution and screening, we monitor and evaluate audience engagement to make sure our films are delivering appropriate, informed, and valuable information. We also record any decisions that community members take based on what they have learned from our films.

Through such feedback and evaluation, we seek to continually improve all our activities, so that we can ensure we are effectively carrying out our mission for the benefit of all stakeholders.

## Our heritage

Whilst working in Bangladesh, Elspeth Waldie was asked to produce a script for a 35mm feature film 'Bihongo'. The film was a huge success. It attracted large crowds and created lively debate about the superstition surrounding disability. Elspeth quickly recognised the potential power that film offered to voice the needs of marginalised groups. It was a discovery that remains the driving force behind Purple Field Productions. At that time there was no UK charity dedicated to promoting positive change in disadvantaged communities through the production and distribution of film. So, in 2004 Elspeth founded Purple Field Productions to meet this need.

Elspeth shaped the direction of PFP for sixteen years before stepping down as chairperson in May 2020, leaving a lasting legacy in communities across Africa and Asia.

Right: Elspeth with local partners in Kibera, Kenya

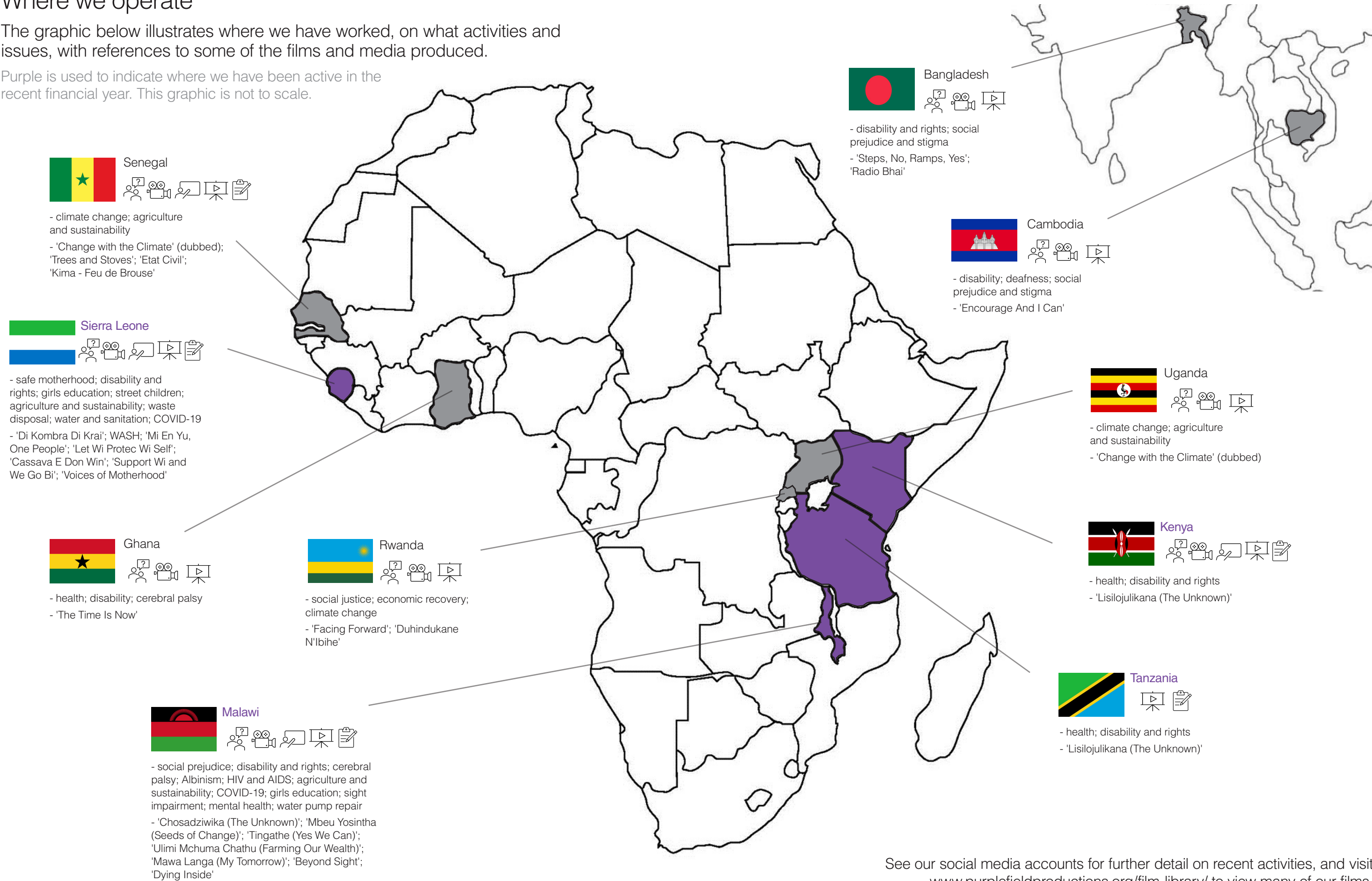
Today, we continue to work as an international film charity with local filmmakers in Africa & Asia to produce award-winning documentaries, dramas and educational films that address urgent issues relating to health, disability and welfare, social stigma, agriculture and conservation. Our films have proven to be extraordinarily successful in communicating valuable information to hard-to-reach communities and encouraging local debate and positive action. That is what PFP is all about. Helping people to help themselves.



Where we operate

The graphic below illustrates where we have worked, on what activities and issues, with references to some of the films and media produced.

Purple is used to indicate where we have been active in the recent financial year. This graphic is not to scale.



See our social media accounts for further detail on recent activities, and visit [www.purplefieldproductions.org/film-library/](http://www.purplefieldproductions.org/film-library/) to view many of our films.



# Governance Report

We believe having a strong governance framework, as overseen by the Trustees and Directors, is critical for us to deliver on our purpose and mission and deliver value to all our stakeholders.

We are committed to being transparent and accountable, and disclose in detail work performed throughout each year through our Annual Reports and regular stakeholder communications.

## Trustees and Directors

Purple Field Productions ('PFP') is governed by its Trustees, who are also its Directors under company law. Trustees meet formally every quarter, co-ordinated by the chairperson, and informally between meetings.

A summary of topics discussed by the Trustees during the year is provided on page 12. Day to day management is run by the Executive Trustees for their area of responsibility. No Trustee receives remuneration for their work with Purple Field Productions.

New Trustees are identified through websites, word of mouth and specialist organisations which seek to match individuals with charities. The induction process for any new trustee comprises initial meetings with the Chairperson and existing Trustees. The Trustees information pack comprises a range of background information on the Charity's history and recent activities and includes a copy of the Memorandum and Articles of Association, the minutes of recent Board meetings and the last two years' Annual Report and accounts. Ongoing training is provided as required through meetings and/or formal training.

See right for an overview of Trustees and Directors active in the year. Read more extensive biographies at [www.purplefieldproductions.org/our-people/](http://www.purplefieldproductions.org/our-people/).

## Diversity and inclusion

The Trustees recognise the importance and value of all forms of diversity, including gender, age, ethnicity and background, as well as the importance of creating a culture of inclusion.

Our aim is for PFP to have a diverse range of skills, experience and thought from individuals who can really add value to the charity, and we expect to further strengthen the team in the coming years.

## Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Annual Report (including the Strategic Report) and financial statements in accordance with the applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law, the Trustees have prepared the financial statements in accordance with United Kingdom Accounting Standards comprising FRS102 The Financial Reporting Standard applicable in the UK, and applicable law. The Trustees must not approve the financial statements unless they are satisfied that they give a true and fair reflection of the state of the affairs of the charitable company.

In preparing the financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- keep proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and ensure that the financial statements comply with the Companies Act 2006;
- make judgements and estimates that are reasonable;
- observe the method and principles in the Statement of Recommended Practices: Accounting and Reporting by Charities (2015);
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the business will continue in business.

The Trustees are also responsible for safeguarding the assets of the company and taking reasonable measures to prevent and detect fraud and other irregularities, and for the maintenance and integrity of all information on the charitable company's website.

## Aims and objectives for public benefit

Charity trustees have a duty to report in the Annual Report on their charity's public benefit, as set out in Section 17 of the Charities Act 2011.

We review our objectives and activities each year and ensure that they remain focused on our charitable objects, as set out in the Strategic report on pages 3-9.

# Trustees and Directors



**Joel Canty**  
Chairperson

**Appointed** November 2019

## Contribution, skills and experience

- Co-ordinates the Trustees and Executives and leads on organisational strategy and planning. Previously Director of Finance.
- Chartered global management accountant and BSc in Economics and International Development.
- Over a decade of experience in finance and business, currently Group Financial Controller of a FTSE multinational.



**Kevin Waldie**  
Chairperson, Overseas Director

**Appointed** March 2019 **Resigned** August 2023

## Contribution, skills and experience

- Co-ordinates the Trustees and oversees Trustee effectiveness. Responsible for ensuring PFP films are distributed effectively and impact is measured.
- In-depth understanding of international development and filmmaking, with a PhD in Social Anthropology and MA in documentary filmmaking.
- Career experience in international development lecturing and advising.



**Rick Elgood**  
Trustee, Director of Production & Training

**Appointed** June 2019

## Contribution, skills and experience

- Responsible for developing local film making groups and training and assisting them with the production of films and other media.
- Experience throughout career across directing and editing, in Los Angeles and for Ridley Scott's company in London.
- Over 20 years of making feature films, documentaries and community films, running a TV news company, and holding training seminars in Jamaica.



**Harry Canty**  
Trustee, Director of Communications

**Appointed** October 2020

## Contribution, skills and experience

- Responsible for developing and delivering PFP's marketing and communications strategy, including an enhanced digital presence.
- Professional qualification with the Chartered Institute of Marketing and BA in Marketing and Psychology.
- Several years of experience in project management, digital and social media, and marketing communications.



**Josie Gallo**  
Trustee, Director of Programmes

**Appointed** April 2023

## Contribution, skills and experience

- Advises on the use and forms of media for development purposes and the development of our programmes.
- Over a decade's experience in media for development, social behaviour change communication, and entertainment education.

**Samantha Bowie**  
Trustee, Director of Finance

**Appointed** September 2023

## Contribution, skills and experience

- Oversees the financial matters of the charity, in line with good practice and legal requirements, and co-ordinates business planning.
- Chartered financial accountant, with extensive accounting and finance experience.



**Flether Tembo**  
Trustee

**Appointed** April 2023

## Contribution, skills and experience

- Advises on impact evaluation and ensures that our programmes are developed in accordance with local needs and interests.
- Over two decades of research and leadership experience of multi-country governance programmes and projects in Africa.



**Jane Stables**  
Trustee

**Appointed** July 2022

## Contribution, skills and experience

- Advises on training programmes and overseas capacity building.
- Over twenty years of experience in teaching film and media studies and management of overseas educational projects.
- Currently Head of Film at a prestigious UK college.

## Other Trustees and Directors active during the period:

**Jamsheda Young**  
**Appointed** June 2023  
**Resigned** July 2024

**Keren Chapman**  
**Appointed** October 2024  
Incoming Chairperson

**Kyle Ewen**  
**Appointed** October 2024  
Incoming Director of Finance

**Mark Ridyard**  
**Appointed** October 2024  
Incoming Director of HR

**Manuella Borges**  
**Appointed** October 2024  
Incoming Director of Communications

# Governance Report continued

- Summary of subjects discussed by the Trustees during the year:
- Strategy
  - Business plan and objectives
  - Purpose, vision and values
  - 3-year strategic plan
  - Organisational capacity
- Governance
  - Board effectiveness
  - Public benefit
  - Code of conduct
  - Draft Annual Report
- Risk
  - Risk assessment framework
  - Safeguarding
  - Anti-money laundering
  - Data protection and privacy
  - Insurance
- Finance
  - Budgets, forecasts and costs
  - Review of management accounts
  - Financial controls
  - Banking and overseas transfers
  - Restricted reserves
  - Reserves policy
- Programmes
  - Project reviews
  - Impact assessment
  - Capacity building
  - International partners
  - Equipment
- Fundraising
  - Community events and appeals
  - Grant applications
  - Corporate sponsors
  - Donor due diligence
- People
  - Organisational changes
  - Recruitment of Trustees
  - Onboarding of partners
  - Diversity and inclusion
  - Policies and procedures
- Stakeholder engagement
  - Communication methods
  - Communications content
  - AGM

Safeguarding

Safeguarding means protecting people's health, wellbeing and human rights, and enabling them to live free from harm, abuse and neglect and exploitation regardless of age, gender, disability, sexual orientation or ethnic origin.

We recognise that this is a key issue for any charity working with children or at-risk adults, and we revisit our policies in this area every year.

All those working or volunteering on behalf of PFP are required to undergo safeguarding checks, be familiar with our safeguarding policy and their responsibilities, and sign up to our code of conduct.

Our policy details additional prevention, reporting and response measures, and the latest version can be found at <https://www.purplefieldproductions.org/governance/>.

Trustees' confirmations

Each of the Trustees confirms that to the best of their knowledge:

- the financial statements, prepared in accordance with applicable accounting standards, give a true and fair view of the assets, liabilities, financial position and profit or loss of the charitable company; and
- the Annual Report, including the Strategic report, presents a fair, balanced and understandable review of the activities of the charitable company during the year.

Signed on behalf of the Trustees:

Joel Canty  
Chairperson

12 November 2024

Below: Two of our Trustees, with friends, taking on the Three Peaks Challenge, raising a significant amount of donations and awareness for PFP. #3PeaksForPFP



# Independent Examiner's Report

I report on the accounts of Purple Field Productions ("the Charity") for the year ended 30 April 2024, which are set out on pages 14-19, together with the Annual Report.

Respective responsibilities of Trustees and examiner

The Charity's Trustees are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

The Charity's Trustees consider that an audit is not required for the year under section 144 of the Act and that an independent examination is needed.

It is my responsibility to:

1. Examine the accounts under section 145 of the Charities Act;
2. Follow the applicable Directions given by the Charity Commission (under section 145(5)(b) of the Act); and
3. State whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with the general Direction. I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in as given by the Charity Commission.

An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the Trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently, no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no material matters have come to my attention which gives me cause to believe that in any material respect accounting records were not kept in accordance with section 130 of the Charities Act.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:

Molly Herbert  
12 November 2024



Financial Statements

Statement of Financial Activities  
for the year ended 30 April 2024

	notes	2024 Restricted £	2024 Unrestricted £	2024 Total £	2023 Restricted £	2023 Unrestricted £	2023 Total £
<b>Income</b>							
Donations	2	26,500	18,733	45,233	7,743	5,358	13,101
Trading activities	2	-	-	-	-	665	665
Other income	2	-	1,747	1,747	-	748	748
<b>Total Income</b>		<b>26,500</b>	<b>20,480</b>	<b>46,980</b>	<b>7,743</b>	<b>6,771</b>	<b>14,514</b>
<b>Expenditure</b>							
Charitable activities	4	25,000	19,619	44,619	2,690	20,210	22,900
Raising funds	4	-	6,056	6,056	2,581	1,161	3,742
General support	4	1,500	2,985	4,485	2,581	3,199	5,780
<b>Total Expenditure</b>		<b>26,500</b>	<b>28,660</b>	<b>55,160</b>	<b>7,852</b>	<b>24,570</b>	<b>32,422</b>
<b>Net surplus/(expenditure)</b>		<b>-</b>	<b>(8,180)</b>	<b>(8,180)</b>	<b>(109)</b>	<b>(17,799)</b>	<b>(17,908)</b>
Total funds brought forward		-	51,730	51,730	109	69,529	69,638
Total funds carried forward		-	43,550	43,550	-	51,730	51,730

Balance sheet  
at 30 April 2024

	notes	2024 £	2023 £
<b>Non-current assets</b>			
Tangible fixed assets	6	4,656	5,590
<b>Total non-current assets</b>		<b>4,656</b>	<b>5,590</b>
<b>Current assets</b>			
Cash and cash equivalents	7	40,729	46,349
Debtors	8	-	-
<b>Total current assets</b>		<b>40,729</b>	<b>46,349</b>
<b>Current liabilities</b>			
Creditors: amounts falling due within one year	9	(1,835)	(209)
<b>Total current liabilities</b>		<b>(1,835)</b>	<b>(209)</b>
<b>Total assets less total liabilities</b>		<b>43,550</b>	<b>51,730</b>
<b>Equity</b>			
Restricted funds	10	-	-
Unrestricted funds		43,550	51,730
<b>Total charity funds</b>		<b>43,550</b>	<b>51,730</b>

These financial statements were approved by the Trustees and Directors on 12 November 2024 and were signed on their behalf by:

**Joel Canty**  
Chairperson

**Sam Bowie**  
Trustee  
Finance Director

Statement of Cash Flows  
for the year ended 30 April 2024

	notes	2024 £	2023 £
<b>Cash flows from operating activities</b>			
Net (expenditure)/surplus for the year		(8,180)	(17,908)
Adjustments for:			
Depreciation of property, plant and equipment	6	933	715
Financial income receivable	2	(1,747)	(748)
Decrease in debtors	8	-	-
Increase/(decrease) in trade and other creditors	9	1,627	(1,146)
<b>Cash flows from operating activities</b>		<b>(7,367)</b>	<b>(19,087)</b>
<b>Investing activities</b>			
Purchase of property, plant and equipment	6	-	(1,735)
Deposit interest received	2	1,747	748
<b>Cash flows from investing activities</b>		<b>1,747</b>	<b>(987)</b>
<b>Net increase in cash and cash equivalents</b>		<b>(5,620)</b>	<b>(20,074)</b>
Cash and cash equivalents at the beginning of the year		46,349	66,423
<b>Cash and cash equivalents at the end of the year</b>		<b>40,729</b>	<b>46,349</b>

Notes (forming part of the financial statements)

1. Accounting policies

This section sets out our significant accounting policies that relate to the financial statements as a whole, along with any applicable critical accounting judgements and estimates. Where an accounting policy is applicable to a specific note in the financial statements, the policy is described within that note.

Basis of preparation

Purple Field Productions Limited ('the Company') is a company and charity registered in England and Wales. These financial statements have been prepared in accordance with the Companies Act 2006, the Charities Act 2011, the Charities Statement of Recommended Practice (FRS 102), and FRS 102 The Financial Reporting Standard Applicable in the UK and Republic of Ireland.

These financial statements are presented in Sterling and all values are rounded to the nearest pound.

The principal accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements. There are no estimates or judgements made, in the application of these accounting policies, that have a significant effect on the financial statements.

Going concern

In preparing these financial statements, the Trustees and Directors have adopted the going concern basis. The decision to adopt the going concern basis was made after considering the Company's principal risks and uncertainties, a strong cash position of £40,729, and highly probable forecast incomes and expenditures.

Based on this assessment, incorporating a review of the current position at 12 November 2024, the Trustees and Directors have a reasonable expectation that the Company will be able to continue in operation and meet its liabilities as they fall due over the period to 30 November 2025. Accordingly, they continue to adopt the going concern basis in preparing these financial statements.

Financial instruments

The Company holds short-term trade and other debtors and cash and cash equivalents. Financial instruments are recognised when the company becomes a party to the contractual provisions of the instruments and derecognised when the company's obligations are discharged, expire or are cancelled.

Taxation

PFP is entitled to those exemptions from UK taxation available in law to charities.



Notes continued

2. Income

Accounting policy

Turnover represents the total value of donations from individuals, organisations and trusts, community fundraising events (other trading activities) and donations received in kind for office provision and associated services.

Gift aid is accounted for on a cash receipt basis. Where gift aid is received on donations to restricted funds it is reallocated back to that fund. Gift aid on general donations continues to be classed as non-restricted.

Where donated goods or services are received, amounts are recognised in the Statement of Financial Activities in both income and expenditure.

The following table shows the disaggregation of income by source:

	2024 Restricted £	2024 Non-restricted £	2024 Total £	2023 Restricted £	2023 Non-restricted £	2023 Total £
<b>Income from donations</b>						
Donations - regular	-	5,045	5,045	-	3,063	3,063
Donations - legacy	-	-	-	-	-	-
Donations - other	-	13,688	13,688	-	2,295	2,295
Grants	26,500	-	26,500	2,000	-	2,000
Donations - in-kind	-	-	-	5,743	-	5,743
<b>Total income from donations</b>	<b>26,500</b>	<b>18,733</b>	<b>45,233</b>	<b>7,743</b>	<b>5,358</b>	<b>13,101</b>
<b>Income from other trading activities</b>						
Community fund raising	-	-	-	-	665	665
Sales of donated goods	-	-	-	-	-	-
<b>Total income from other trading activities</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>665</b>	<b>665</b>
<b>Income from other</b>						
Bank interest	-	1,747	1,747	-	748	748
<b>Total income from other</b>	<b>-</b>	<b>1,747</b>	<b>1,747</b>	<b>-</b>	<b>748</b>	<b>748</b>
<b>Total Income</b>	<b>26,500</b>	<b>20,480</b>	<b>46,980</b>	<b>7,743</b>	<b>6,771</b>	<b>14,514</b>

Other donations also includes amounts received from supporters shopping through Give As You Live Online.

3. Personnel expenses

The aggregate payroll costs for the year were:

	2024 £	2023 £
Wages and salaries	20,891	5,183
Social security contributions	-	-
Contributions to defined contribution pension schemes	675	-
<b>Total payroll costs</b>	<b>21,566</b>	<b>5,183</b>

The average number of persons employed by the Company during the year was two (2023: one), being a part-time administrator and a part-time international programmes manager.

Amounts paid to a number of in-country partners, included in Charitable activities expenditure, are not classified as payroll costs.

Total remuneration and other benefits from employment paid to Trustees and Directors of the Company in the year were nil (2023: nil). Expenses incurred by Trustees and Directors in carrying out their duties amounted to £318 (2023: £2,563), which wholly related to travel incurred attending events.

4. Expenditure

Included in expenditure are the following amounts:

	2024 Direct £	2024 Allocation £	2024 Total £	2023 Direct £	2023 Allocation £	2023 Total £
<b>Charitable activities</b>						
KE Lisilojulikana <sup>1</sup>	250	282	532	542	98	621
MW Albinism <sup>4</sup>	252	284	536	3,374	1,784	5,158
MW Beyond Sight <sup>5</sup>	795	897	1,692	7,261	3,840	11,101
MW Capacity building <sup>9</sup>	1,795	2,025	3,820	-	-	-
MW Dying Inside <sup>7</sup>	608	686	1,294	1,521	284	1,805
MW Pump Aid Beyond Water <sup>8</sup>	14,010	15,809	29,819			
SL Capacity building <sup>8</sup>	423	477	899	420	78	498
SL Di Kombra Di Krai <sup>3</sup>	2,832	3,195	6,027	3,132	585	3,716
Associates	8,189	(8,189)	-	-	-	-
Equipment depreciation	934	(934)	-	715	(715)	-
Programme Development	77	(77)	-	-	-	-
Equipment maintenance	-	-	-	53	(53)	-
International travel	-	-	-	2,563	(2,563)	-
Screenwriting software	424	(424)	-	308	(308)	-
<b>Total Charitable activities</b>	<b>44,636</b>	<b>2,979</b>	<b>47,615</b>	<b>19,870</b>	<b>3,030</b>	<b>22,900</b>
<b>Raising funds</b>						
Fundraising materials and marketing	236	-	236	712	-	712
Support costs	-	5,820	5,820	-	3,030	3,030
<b>Total Raising funds</b>	<b>236</b>	<b>5,820</b>	<b>6,056</b>	<b>712</b>	<b>3,030</b>	<b>3,742</b>
<b>General support</b>						
Payroll costs	21,566	(19,582)	1,714	5,183	(3,455)	1,728
Office costs	2,771	-	2,771	6,657	(2,605)	4,052
<b>Total General support</b>	<b>24,337</b>	<b>(19,852)</b>	<b>4,485</b>	<b>11,840</b>	<b>(6,060)</b>	<b>5,780</b>
<b>Total Expenditure</b>	<b>55,160</b>	<b>-</b>	<b>55,160</b>	<b>32,422</b>	<b>-</b>	<b>32,422</b>

Country key: KE – Kenya; MW – Malawi; and SL – Sierra Leone.

Expenditure on charitable activities is classified according to the distinct film or project. Expenditure mostly relates to the time, sustenance and travel expenses of in-country partners, and fees and equipment related to filmmaking and distribution.

<sup>1</sup> Lisilojulikana and Chosadz iwika, 'The Unknown', are films relating to Cerebral Palsy awareness.

<sup>4</sup> A short film exploring the stigma surrounding Albinism has been produced, ahead of a feature length documentary.

<sup>5</sup> Beyond Sight is a dramatic film exploring stigma around blindness, emphasising ability and not disability of persons with sight impairment.

<sup>7</sup> Dying Inside is a is a short awareness film on the understanding of mental health issues in young people, specifically relating to gender politics and male depression.

<sup>8</sup> Three short films commissioned by Pump Aid Beyond Water and funded by The Waterloo Foundation on a film to raise awareness of community handpump repairs in Malawi. These are the main source of water for 80% of rural communities, and 40% are non-functional, and these films raise awareness of the issues and exerts pressure on government and development partners to support professional repair and maintenance.

<sup>9</sup> Capacity building includes training in scriptwriting, filmmaking, editing and sound engineering.

Further information on these projects is available through our website at [www.purplefieldproductions.org](http://www.purplefieldproductions.org).

Notes continued

4. Expenditure (continued)

General support expenditures, comprising mostly salaries and office related costs, are split between charitable activities, raising funds and general support on the basis of how our Administrator and International Programmes Manager spend their time. Costs attributed to charitable activities are then split between activities based on direct expenditure. Overheads are fully absorbed across our projects for this analysis, which doesn't necessarily reflect how we charge overheads to projects during a year.

Office costs include rent (donated office space) and utilities (in 2023 only), insurance, subscriptions, website and software maintenance, governance travel expenses, and other sundry expenses.

No fee was paid for the independent examination of the accounts in 2024 (2023: nil).

5. Volunteer hours

A number of volunteers give their time generously to support the work of Purple Field Productions. This includes:

- research, preparation and organisation for the making of our films;
- provision of training, including overseas travel;
- fundraising and organising fund raising events; and
- governance, financial and administrative support.

During 2024 this has been estimated to be 740 (2023: 2,075).

No estimated expenditure or in-kind income relating to these hours are included in these financial statements.

6. Property, plant and equipment

Accounting policy

Tangible fixed assets are stated at cost less accumulated depreciation. Depreciation is provided to write off the cost of assets less their estimated residual value on a straight-line basis over their estimated useful economic lives. Production equipment and distribution equipment are estimated to have useful economic lives of five years.

	Distribution equipment £	Production equipment £	Total £
Year ended 30 April 2024			
Cost			
At 1 May 2023	1,298	5,006	6,304
Additions	-	-	-
At 30 April 2024	1,298	5,006	6,304
Depreciation			
At 1 May 2023	75	640	715
Charge for the year	75	858	933
At 30 April 2024	150	1,498	1,648
Net book value			
At 30 April 2024	1,148	3,508	4,656
At 30 April 2023	1,223	4,366	5,589

7. Cash and cash equivalents

Accounting policy

Cash and cash equivalents comprise cash balances, and deposits with an original maturity of less than three months or with an original maturity date of more than three months where the deposit can be accessed on demand without significant penalty for early withdrawal and where the original deposit amount is recoverable in full.

An analysis of cash and cash equivalents at the end of the year was:

	2024 £	2023 £
Co-operative current account	1,170	3,546
Wise current account	1,463	2,812
Co-operative deposit account	3,034	6,591
CCLA COIF Charities Deposit Fund	35,062	33,40
Balance at the end of the year	40,729	46,349

All cash amounts held in interest bearing deposit accounts are available on demand.

8. Debtors

An analysis of debtors at the end of the year was:

	2024 £	2023 £
Cash received not banked	-	-
Balance at the end of the year	-	-

9. Creditors

An analysis of creditors at the end of the year was:

	2024 £	2023 £
Trade payables	686	-
Payroll costs	939	-
Other accruals	210	210
Balance at the end of the year	1,835	1,355

Other accruals relate to utility charges.

10. Restricted funds

The following table gives an analysis of restricted funds:

	As at 1 May 2023 £	Income in year £	Expenditure in year £	As at 30 April 2024 £
PumpAid Beyond Water	-	25,000	(25,000)	-
Administrative support	-	1,500	(1,500)	-
Total Restricted funds	-	26,500	(26,500)	-

	As at 1 May 2022 £	Income in year £	Expenditure in year £	As at 30 April 2023 £
KE Lisilojulikana The Unknown	109	-	(109)	-
Administrative support	-	2,000	(2,000)	-
Office costs	-	5,743	(5,743)	-
Total Restricted funds	109	7,743	(7,852)	-

11. Related parties and post balance sheet events

There have been no related party transactions in 2024 (2023: nil) and there have been no post balance sheet events.

12. Liability of members

The liability of members, being the Trustees, is limited. In the event of the charitable company being wound up during a member's period of membership, or within one year afterwards, an amount not exceeding the sum of £10 may be required from that member towards the payments and liabilities of the charitable company incurred before membership ceased. There are currently ten members.





Additional information

Electronic communications

This Annual Report and copies of previous reports are available at [www.purplefieldproductions.org/governance](http://www.purplefieldproductions.org/governance).

All communications are made available on the Purple Field Productions website. You may opt to receive email notifications informing you when communications are available to view and download, rather than receiving paper copies through the post, by emailing [admin@purplefieldproductions.org](mailto:admin@purplefieldproductions.org).

Registration details

Registered office

11 Summerland Park Drive  
Ilminster  
TA19 9BW

Ilminster office

18 Silver Street  
Ilminster  
TA19 0DJ

Company registered number

6382767 (England and Wales)

Charity registered number

1127076 (England and Wales)

Patrons

Lord Cameron of Dillington FRICS  
The Rt. Hon. Clare Short

Independent examiner

Molly Herbert

Principal bankers

Co-operative Bank plc  
Wise plc

Support us

As a charity, we are dependent on voluntary donations to enable us to continue making a difference to people's lives. If you would like to do so, please visit <https://www.purplefieldproductions.org/support-us/>

Purple VIP is our community of regular donors who receive exclusive rewards and updates. Regular donations are invaluable to us, as they allow us to effectively plan our projects, respond quickly to emergencies, and spend less time on one-off appeals. Support us by becoming a Purple VIP today – email [admin@purplefieldproductions.org](mailto:admin@purplefieldproductions.org) for more information.

We are always looking for people who are keen to **get involved** – from helping with fundraising activities to assisting with the research, filmmaking, production, editing, training, distribution and impact processes.

Our volunteer associates have found volunteering with Purple Field Productions to be very rewarding, whether making new friends, learning new skills, or gaining precious insights into other cultures.

Contact us

If you have any queries, or would like to work with us, please get in touch at [admin@purplefieldproductions.org](mailto:admin@purplefieldproductions.org), through social media, or by writing to us at our registered address.

End Credits

with special thanks to everyone that has continued to make our work possible in 2023/24

Grant-making Trusts, Foundations and Legacies

Eddie Mullon and The National Philanthropic Trust  
Friends and Family of Colin Stevens  
Janet Spicer  
The Waterloo Foundation

Community Groups

Crewkerne Filmmakers  
Ilminster Quakers    West Somerset Quakers

Purple VIPs

L Timms	P Lansdown
P Smethurst	D Hartley-Russel
R Lee	F & A Davis
M Stenhouse	C Tune
J & V Godsmark	O Prutz
P Percival	K Gollin

Other Individuals

Mr Hall and Expected Results Limited			
Mr Wright and Monkey Puzzle Computers Limited			
Ms McNally	Mr Ritter	Ms Harsley	Ms Guy
Mr Hemmings	Ms Canty	Mr Tellwright	Ms Herbert

Employees, Trustees and Advisors

Beth Armstrong	Celinda Ravelo
Samantha Bowie	Harry Canty
Joel Canty	Rick Elgood
Jane Stables	Rob Rainbow
Kevin Waldie	Fletcher Tembo
Jamsheda Young	Keren Chapman
Kyle Ewan	Mark Ridyard
Manuella Borges	Reni Onayemi

Partners

Peter Bwire	Adriisa Koroma	Jacob Chimbwabwa	Aggie Mbewe
Funnie Chindipha	Jonathan Mbuna	Michael Kramp	Aaron Mhone
Jed Demchowski	Patiel Mizeck	Happy Deustone	Ginty Mtama
Nicco Gama	Alfred Mtapoanga	Mark Gama	Victor Mwafulirwa
Gloria Jones	Doreen Phiri	Salome Jordano	Hassanatu Sheriff
Symon Kalua	Taonga Sinkonda	Alice Kamara	Justice Thoronka
Lameck Kishiwa	Mariatu Massafoi	Bashiru Koroma	Susan Kamara
Salamatu Bangura	Kawezya Nyirenda	Bonface Massah	Kawezya Nyirenda
Gintey Mtama	Tadala Chimutu	Makavin Banda	Natasha Longwe
Fatima Balakasi	Maggie Namalweso	Symon Kalua	Delia Romstone
	Tim Bamber	Aggie Nyagari	

Partner Organisations

APEX Multimedia  
Association of Persons with Albinism in Malawi (APAM)  
EducAid    Empowering Women Foundation  
Empowering Women Foundation  
Grand Amour Centre  
Mothers of Sierra Leone  
Pump Aid Beyond Water  
Standing Voice  
The Light of Love Foundation  
The Marc Bolan School of Film and Music

and the many others





[www.purplefieldproductions.org](http://www.purplefieldproductions.org)

