



FLATPACK PROJECTS

REPORT OF THE TRUSTEES FOR THE YEAR
1ST SEPTEMBER 2018 – 31ST AUGUST 2019

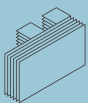
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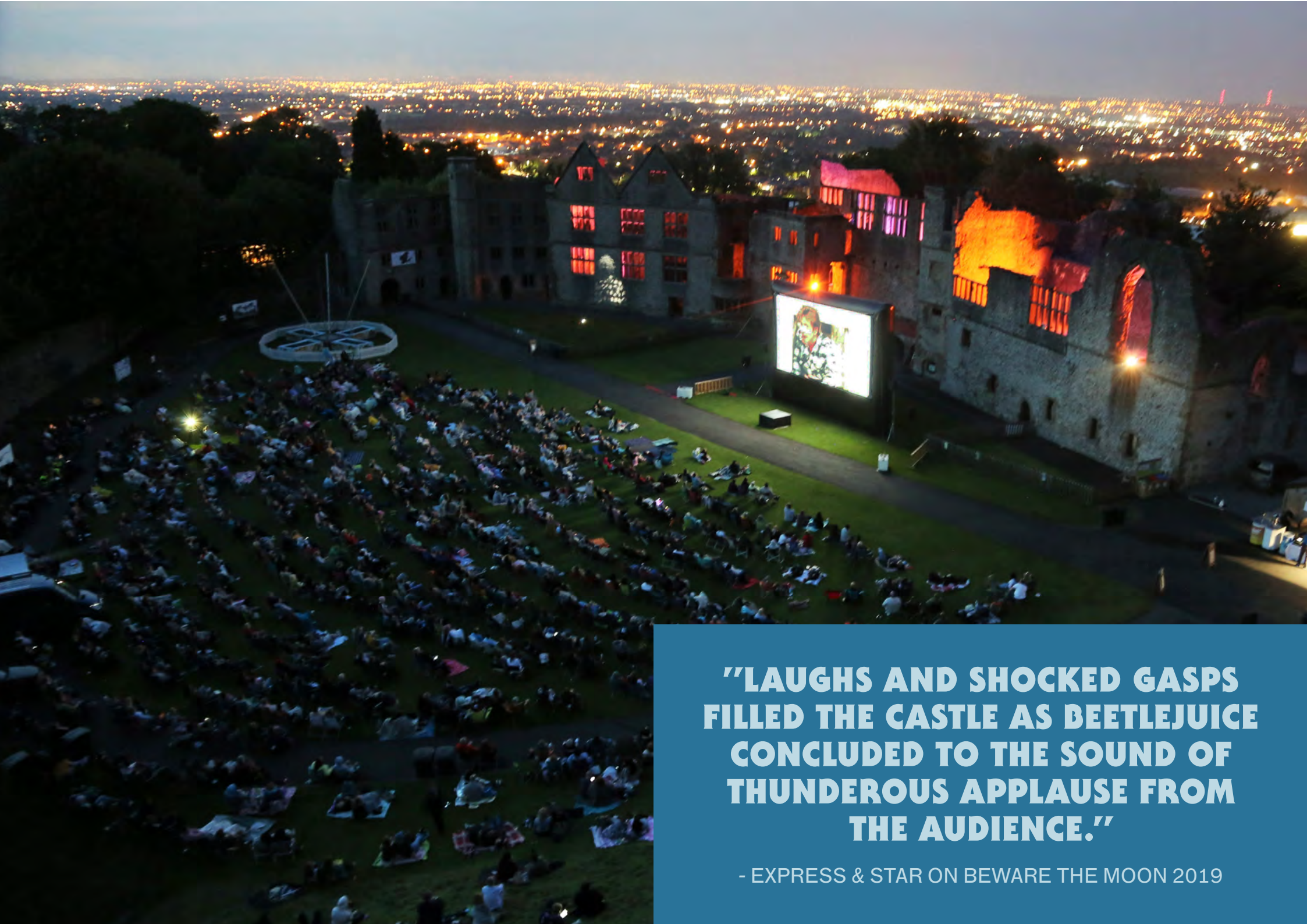
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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 August 2019. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).



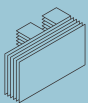


**“LAUGHS AND SHOCKED GASPS
FILLED THE CASTLE AS BEETLEJUICE
CONCLUDED TO THE SOUND OF
THUNDEROUS APPLAUSE FROM
THE AUDIENCE.”**

- EXPRESS & STAR ON BEWARE THE MOON 2019

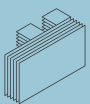
THIS YEAR'S FLATPACK ANNUAL REPORT IS A SNAPSHOT FROM ANOTHER WORLD.

IT DETAILS A DIZZYING RANGE OF ACTIVITY WHICH TOOK PLACE IN 2018/19, BUT IT IS BEING COMPLETED IN THE SPRING OF 2020. LIKE EVERYTHING ELSE THE LANDSCAPE FOR EVENTS, ARTIST DEVELOPMENT AND WORK WITH YOUNG PEOPLE HAS BEEN TRANSFORMED BY THE COVID-19 CRISIS. NONETHELESS, THE WORK AND VALUES SET OUT IN THIS DOCUMENT REMAIN VITAL, AND FLATPACK'S VERSATILE, COLLABORATIVE APPROACH HAS A HUGE AMOUNT TO OFFER AS WE LOOK TO REBUILD OVER THE COMING YEARS.



**FLATPACK WAS ESTABLISHED IN 2006,
AND THROUGHOUT OUR EVOLUTION THE
ORGANISATION'S GOALS HAVE
REMAINED CONSTANT:**

- 1) TO SHOW AMAZING WORK**
- 2) TO BRING PEOPLE TOGETHER**
- 3) TO DEVELOP SKILLS**
- 4) TO NURTURE NEW IDEAS**
- 5) TO ILLUMINATE PLACE**





SHOWING AMAZING WORK

The vast majority of the work that Flatpack presents would not otherwise reach audiences in the Midlands, whether it be world cinema or family animation, rediscovered archival material or audiovisual performance. We are committed to championing playful, experimental work across genres, and making it as accessible as possible. Supported by a rich seam of year-round activity and development work, the culmination of Flatpack's programming can be found at the annual festival in May, and our lucky thirteenth edition saw over a hundred events and screenings take place in venues across Birmingham.

Highlights included:

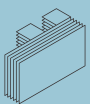
A Page of Madness - a six-piece ensemble performed a specially commissioned live score to the 1926 silent Japanese classic;


King Rocker - exclusive preview of a new documentary on cult band the Nightingales, accompanied by a Q&A with frontman Robert Lloyd and comedian Stewart Lee;

Optical Sound premieres - two new works had their premieres as part of AV strand Optical Sound, the fruits of Flatpack's new Waveform development programme (p13);

A Moment of Madness - another premiere performance, this immersive stakeout experience went on to tour the UK after the festival;

Short Films - in recognition of the growing stature of Flatpack's short film competition, it was this year confirmed as a BAFTA-qualifying event.



A person in silhouette stands at a podium, looking at a large screen displaying the text "A PAGE OF MADNESS" and a portrait of a man.

A PAGE OF MADNESS

**“ONE OF THE MOST INTENSE
EXPERIENCES I HAVE HAD IN
ANY MEDIUM”**

AUDIENCE FEEDBACK,
A PAGE OF MADNESS

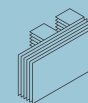
- Over 12,000 admissions across 100 events in 15 different venues
- More than half of the festival audience came from outside Birmingham, with a 25% growth in visitors from beyond the Midlands partly aided by a ‘cultural destinations’ campaign
- Half of the screening programme was directed by a female filmmaker
- 27 film premieres
- 25 international guests

“I DIDN’T EXPECT SUCH A WARM WELCOME AND AMAZING, PERSONAL HOSPITALITY. THE WHOLE TEAM WERE VERY ACCESSIBLE AND CARING FOR THE FILMS AND FILMMAKERS. IT WAS ONE OF THE BEST FESTIVAL EXPERIENCES IN MY LIFE!”

“IT’S ALWAYS GREAT WHEN A FESTIVAL EXPERIENCE IS FRIENDLY AND WELCOMING AND SMOOTH IN ADDITION TO BEING CREATIVELY INSPIRING.”

FLATPACK 2020 GUEST FEEDBACK

THE FESTIVAL IN NUMBERS





BRINGING PEOPLE TOGETHER

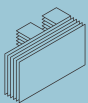
TELFORD FILM FESTIVAL

Working in partnership with Telford & Wrekin Council, Flatpack produced and delivered the inaugural Telford Film Festival to celebrate the town's fiftieth anniversary in the autumn of 2018.

The programme took over spaces across Shropshire to present an eclectic mix of features, documentaries, shorts, archive oddities, performances and workshops. Bringing together 16 partner organisations, the project attracted an audience of over 2,500 and kickstarted a new cultural festival in an area with limited provision. It was so successful the town council supported and delivered a second edition in 2019.

"FLATPACK IS A UNIQUE ORGANISATION AND WE WERE VERY PLEASED WHEN THEY CAME ON BOARD THE BFI FILM AUDIENCE NETWORK TO JOIN BROADWAY IN LEADING THE HUB AND TO SPREAD THEIR ETHOS, EXPERIENCE AND ENTHUSIASM ACROSS THE MIDLANDS - FOR THE BENEFIT OF EXHIBITORS AND AUDIENCES ALIKE. WE WERE ESPECIALLY IMPRESSED BY THE IMPACT OF THEIR CONTRIBUTION TO THE FIRST TELFORD FILM FESTIVAL AND LOOK FORWARD TO FLATPACK AND FILM HUB MIDLANDS CONTINUING TO USE THEIR CREATIVITY AND EXPERTISE TO BUILD A RICH AND DIVERSE FILM CULTURE ACROSS THE REGION."

– ANN GRIFFITHS, BRITISH FILM INSTITUTE



"FLATPACK WERE A JOY TO WORK WITH. WE ACHIEVED SO MUCH IN TERMS OF AUDIENCE DEVELOPMENT ON A RELATIVELY SMALL BUDGET, AND THE RESPONSE FROM VENUES AND PARTNERS HAS BEEN INCREDIBLY POSITIVE."

PSYCHE HUDSON - TELFORD & WREKIN COUNCIL

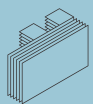




DEVELOPING SKILLS

Flatpack events encourage active participation and learning, and help to develop creativity and problem-solving. Over the past year we have seen:

- Over 3000 young audiences taking part in our **Colour Box** family programme, from an interactive weekend at MAC to schools activities and touring short films. Recruitment of a young people's coordinator means that this work will continue to grow in ambition and reach;
- 110 people participating in **Build Your Own Film Night**, our bespoke workshop scheme designed for young curators and producers;
- The increasing popularity of **Unpacked**, Flatpack Festival's professional strand which in 2019 saw the addition of Talent Camp alongside exhibitors gathering Film Camp and a range of other talks and masterclasses;
- Our ongoing partnership with **Birmingham City University**, providing a fertile playground for staff and students across schools and sparking a range of live creative projects from Colour Box trails to live soundtrack commissions.

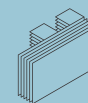


Flatpack HQ is itself an established springboard for new talent, providing the first step in countless creative careers over the past ten years through volunteer schemes, internships, mentoring and entry-level freelance roles. As the job market becomes increasingly challenging for young people, we take our responsibilities in this area particularly seriously.

“BEING A CULTURAL INTERN AT FLATPACK HAS BEEN INSTRUMENTAL TO MY DEVELOPMENT (BOTH PERSONAL AND PROFESSIONAL) AND IN REALISING MY DESIRED CAREER PATH. IN MY ROLE I WASN’T JUST ABLE TO GET A THOROUGH UNDERSTANDING OF MARKETING IN ALL ITS FORMS, BUT I WAS ALSO ALLOWED OWNERSHIP OF VARIOUS PROJECTS IN WAYS THAT I HAVEN’T BEEN ABLE TO IN OTHER INTERNSHIPS. OBVIOUSLY THERE WERE MOMENTS OF STRESS, BUT THE TEAM ARE AMAZING AT MAKING YOU FEEL AT EASE AND REALISING THAT YOU’RE CAPABLE OF HANDLING MORE THAN YOU FIRST THOUGHT! AN UNFORGETTABLE EXPERIENCE THAT I STILL FEEL INCREDIBLY LUCKY TO HAVE BEEN INVOLVED IN... I CAN’T THINK OF A BETTER PLACE TO HAVE STARTED MY CAREER.”

– Keenia Dyer-Williams, 2018-19 Cultural intern

DEVELOPING SKILLS



NURTURING NEW IDEAS

The number of new commissions and premieres within the Flatpack programme is continuing to grow year on year. We work with a wide range of local and international artists across disciplines to help them realise projects that might not otherwise get off the ground, with a particular focus on hybrid works that can lost in the cracks between film, art and music. At the heart of this is...

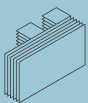
WAVEFORM

Recognising the limited training, development and support platforms available to those wanting to develop audiovisual performance art, Flatpack initiated the Waveform programme in 2017.

Supported by Jerwood Arts, the scheme supported ten UK artists (individuals and groups) with mentoring, project development and seed funding. Two participating artists premiered new work at Flatpack 2019, with a further three lined up to premiere at the 2020 festival.

“I’M SO GRATEFUL FOR THE WHOLE EXPERIENCE, AND BOTH THE OPPORTUNITY AND MEANS TO MAKE SOMETHING. IT’D BE A VERY LONG AND MUSHY EMAIL IF I LISTED ALL THE GREAT STUFF THIS PROGRAMME HAS DONE FOR ME, BUT IT IS HARD TO OVERSTATE THE POSITIVE IMPACT.”

- WAVEFORM ARTIST LAURA IRVING



**"WAVEFORM HAS BEEN A DEEP
LEARNING PROCESS WITH ARTISTS
FROM DIVERSE FIELDS THAT HAVE
INSPIRED AND CHALLENGED ME... IT'S
THE AUDIOVISUAL FURTHER EDUCATION
CULT THAT I'VE ALWAYS WANTED"**

- WAVEFORM ARTIST NATALIE SHARP



ILLUMINATING PLACE

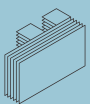
Whether Flatpack is popping up under Digbeth archways, at local primary schools or under the stars in a 16th century castle, a strong sense of place is essential to all of our activity. A few examples from the past year...

Birmingham 68 - after a packed weekend of events at the 2018 festival, over the subsequent months a team of volunteers followed up by gathering over 30 oral histories delving into late 60s Birmingham. The result was three podcasts exploring the project themes, to be followed by a publication at the end of 2019.

Beware the Moon - Flatpack's fourth outing at Dudley Castle saw over 1500 people climb the hill for a weekend of al fresco horror featuring Beetlejuice and The Blair Witch Project. The vast majority of the audience is made up of Black Country locals, and the screenings have been instrumental in creating a buzz around events at the castle.

Filmwire - we produce this monthly email newsletter as part of our work with Film Hub Midlands. Collating new releases, special events and opportunities, it has proven a popular showcase for the region's film culture.

Unseen Cinema - our support has seen this Stafford organisation grow from a pop-up weekender to a week-long festival with additional year-round events, creating a focal point for film-lovers in the town.





“IT’S BEEN SO REWARDING TO TALK TO PEOPLE ABOUT THEIR EXPERIENCES AT THE TIME, AND TO SEE THEM THINK OF THEIR OWN LIVES AS BEING HISTORICALLY INTERESTING”

BIRMINGHAM 68 VOLUNTEER FEEDBACK

THANK YOU

We are thankful to the generous supporters and funders who made our work possible in the year, including;

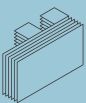
- Arts Council England – Flatpack is a National Portfolio Organisation
- British Film Institute – kindly supported both the delivery of Flatpack Festival, and our work with Film Hub Midlands
- Birmingham City University - a vital festival partner for some years
- National Lottery Heritage Fund - made possible the Birmingham 68 project

Trusts and Foundations:

- Jerwood Foundation, who supported our Waveform artist development programme
- The Great British Sasakawa Foundation, The Japan Foundation, Swiss Cultural Fund, the Embassy of the Kingdom of the Netherlands and Austrian Cultural Forum supported our international programme at the festival
- Allan & Nesta Ferguson Charitable Trust, Limoges Charitable Trust, Grantham Yorke Trust, The Grimmit Trust and D'Oyly Carte Charitable Trust supported our Colour Box programme of events for schools and families.

And thanks to all the 'Flatmates' who signed up as annual members:

Aisling Marks, Andy Howlett, Annabel Clarke, Ben Smithson, Ben Haddock, Ben Waddington, Bryn Hallett, Charlotte Powell, David Rapson, Elaine Watton, Emily Bulman, Finola Kerrigan, Hannah Prentice, Ian Smith, Ian Worthy, Ian Ellis Chandler, Jake Grimley, Jon Andrews, Judy Twedde, Julia Gilbert, Kei Miyata, Kerry Leslie, Kim Tanner, Kirsten Adkins, Laura Onions, Louis Hudson, Marian Hall, Martyn Ellis, Masood Ahmed, Michael Kelly, Neil Gammie, Neil Holland, Neil Griffiths, Pete Ashton, Peter Stevens, Rebecca Mahay, Rob Bishop, Robert Anderson, Ros Gammie, Roxanne Green, Ruth Harvey, Sarah Gee, Simon Bailey and Stephan Work.



As noted this report is being completed as the global impact of Covid-19 begins to emerge, and future Flatpack activity will take place in a transformed context. Our focus will be on ensuring the safety of our audiences, our artists and our team, and on developing projects which will help to repair the damage done to our cultural fabric by the pandemic. It's a challenging, uncertain time, but there's also plenty to look forward to...

Flatpack 2020

No spoilers, but our fourteenth festival doesn't happen quite as planned. It does however spark some creative thinking in relation to online audiences, which will stand us in good stead as we look to make our work as accessible as possible in the future.

Coventry City of Culture

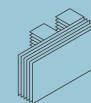
During 2020 Flatpack and Film Hub Midlands will be supporting the City of Culture team, helping to lay the groundwork for an exciting programme of film in 2021 which should leave long-term benefits for Coventry audiences.

Commonwealth Games 2022

The following year Birmingham will have its own moment in the spotlight. 2022 is an important milestone in Flatpack planning, and the team are already hard at work developing projects and commissions which will bear fruit as part of the Commonwealth cultural programme.

Contact us at info@flatpackfestival.org.uk if you'd like to find out more, or if you're interested in a potential collaboration.

WHAT'S NEXT



CHARITY INFORMATION

Charity Name: Flatpack Projects (CIO)

Registered charity number: 1162754

Address: Unit 304, The Custard Factory
Gibb Street
Birmingham
B9 4AA

NAMES OF THE CHARITY TRUSTEES WHO MANAGE THE CHARITY

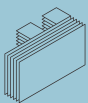
Ian Francis	Director
Jake Grimley	Chairman
Sarah Gee	
Daniel Lawson	
Lisa Page	
Leighann Thomas	
Lee Kemp	

NAMES AND ADDRESSES OF ADVISERS

Name	Type of Advisor	Address
CJM Associates	Accountants	St Thomas House, 83 Wolverhampton Rd, Cannock WS11 1AR

DESCRIPTION OF THE CHARITY'S TRUSTS

Type of governing document	Constitution
How the charity is constituted	Charitable Incorporated Organisation
Trustee selection methods	Trustees appointed by resolution passed at properly convened meeting of charity trustees



PUBLIC BENEFIT STATEMENT

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

SUMMARY OF THE OBJECTS OF THE CHARITY SET OUT IN ITS GOVERNING DOCUMENT

1. To promote appreciation of and education in the arts and their associated technologies, especially but not exclusively those of the cinema, film and other forms of moving images, through the production and performance of festivals, workshops, seminars, projects, events, online resources, new media and in any other ways as the CIO may decide from time to time.
2. To advance the education of the public in the history, culture, aesthetics, practice and theory of arts, cinema, film and other moving images.

STATEMENT OF THE CHARITY'S POLICY ON RESERVES

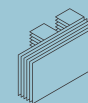
It is the policy of Flatpack Projects (CIO) to retain sufficient reserves to cover the organisation's overheads for a 3 month period should there be any unexpected costs or delays in receiving any funds owed.

The trustees have regard to the guidance issued by the charity commission on public benefit.

Approved by order of the board of trustees on 14 June 2020 and signed on its behalf by:

Ian Francis - Trustee

CHARITY INFORMATION



WWW.FLATPACKFESTIVAL.ORG.UK

