



FLATPACK PROJECTS

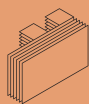
REPORT OF THE TRUSTEES FOR THE YEAR
1ST SEPTEMBER 2019 – 31ST AUGUST 2020

**"EASY TO LOVE BROUGHT SUCH JOY,
EXCITEMENT AND RAZZMATAZZ TO
MOSELEY ROAD BATHS! FLATPACK
HAD THE SKILLS, KNOWLEDGE AND
ENTHUSIASM TO MAKE IT HAPPEN."**

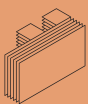
- KAT PEARSON, MOSELEY ROAD BATHS



REFLECTING ON THE PAST YEAR IS AN ODD EXPERIENCE. IN AUTUMN 2019 WE EMBARKED ON A PROGRAMME OF ACTIVITY WHICH WAS DIZZYING IN ITS DIVERSITY: TRANSFORMING A PRIMARY SCHOOL INTO A CINEMA FOR THE WEEK; WORKING WITH A GROUP OF YOUNG REFUGEES TO DEVELOP THEIR OWN FILM NIGHT; SCREENING JAPANESE ANIMATION TO FAMILIES IN PARKS; BRINGING 50S MUSICAL GLAMOUR TO A VICTORIAN SWIMMING BATHS. AND THEN IN MARCH 2020, JUST AS WE WERE ABOUT TO PRINT THE BROCHURE FOR THE FOURTEENTH FLATPACK FESTIVAL, EVERYTHING CHANGED. NONETHELESS, OUR CORE AIMS REMAIN THE SAME...



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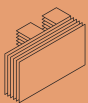
SHOWING AMAZING WORK

FLATPACK FESTIVAL 2020

Flatpack prides itself on sharing films, performances and installations that Midlands audiences might not get a chance to enjoy otherwise. While a good deal of the amazing work we had planned for our 2020 festival had to be shelved when lockdown was announced, it became more important than ever to provide an opportunity for people to connect and escape. We decided to focus on our BAFTA-qualifying short film programme and other events that would translate online, and in a few hectic weeks we pulled together Flatpack: The Home Entertainment Edition. Highlights included:

- Expanded short film competition, with room for a new screendance focus which proved one of our most popular programmes;
- A wealth of screenings and activities for housebound younger viewers, which we've built on throughout the year;
- A huge range of 'bonus features' developed with featured artists and filmmakers to give extra insights into their work.

Despite being kept apart, in some ways this Covid-enforced experience helped to bring us closer together with both our audience and the artists who let us share their work. Like many others we also found that our reach became far more international, and we were able to make advances in accessibility which we will take forward in the future.



Flatpack screendance festival review - dance that leaps through the screen

★★★★

**“AN ARRAY OF INNOVATION...
FROM THE REFLECTIONS OF A HIP
HOP DANCER IN PHYSICAL REHAB
TO A DANCING MAID WITH MURDER
ON HER MIND”**

LYNDSEY WINSHIP,
THE GUARDIAN



Screenings - 139

Total audience figures - 25,292

Family programme - 23 kids events

Number of artists & filmmakers worked with - 75

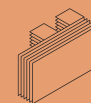
Growth in international audience 3-32%

Number of countries we reached - 57

Number of times the phrase 'you're on mute' was used - 723

Number of meetings interrupted by cats - 62

THE YEAR IN NUMBERS



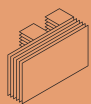


BRINGING PEOPLE TOGETHER

COMMUNITY SCREENINGS

Back in the halcyon days of autumn 2019, we were beginning to explore different ways of using film to animate green spaces. Following on from our Beware the Moon horror weekender at Dudley Castle, we mounted one-off screenings of Japanese favourite My Neighbour Totoro in Birmingham's Cotteridge Park and in Coventry's Spon End estate. Through a combination of core funding, partnerships and customer donations it was possible to make these screenings accessible to all, enabling us to reach a significant new audience and offer outdoor cinema to people who might not otherwise get to experience it. The appetite for this approach has only grown in the wake of the pandemic.

As well as mucking about in parks we also dipped our toe in the world of swimming pool screenings with a fabulous Esther Williams evening at Moseley Road Baths - part of the UK-wide BFI Musicals celebrations - and continued our collaboration with Shropshire partners on Telford Film Festival.



THE LOCAL COMMUNITY HAS WANTED TO DO OUTDOOR CINEMA FOR AGES BUT WE HAD NO IDEA WHERE TO START. FLATPACK GUIDED US THROUGH A PROCESS THAT ENDED WITH 700 PEOPLE IN OUR PARK HAVING A MAGICAL EVENING."

- EMMA WOOLF, FRIENDS OF COTTERIDGE PARK





DEVELOPING SKILLS

BUILD YOUR OWN FILM NIGHT

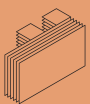
Part of our role within Film Hub Midlands, this youth development programme hit its fourth year continuing to evolve and reach new groups of young people across the Midlands. By taking participants from browsing shorts online to delivering a physical event, we've been able to introduce them to a range of transferable skills including technical logistics, marketing, curation and copyright. Highlights in 2019/20 included:

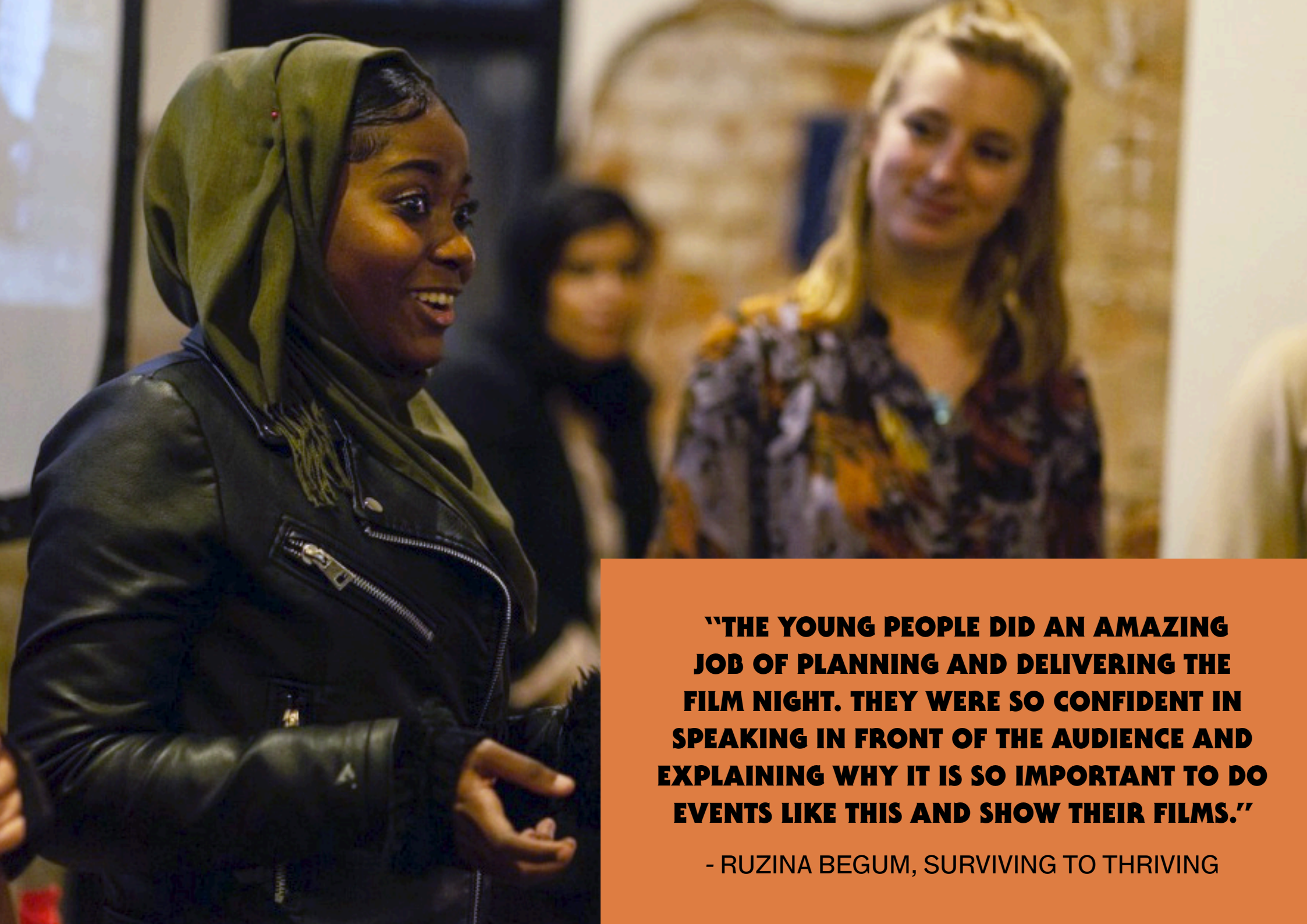
Surviving to Thriving collaboration

A group of young Birmingham-based refugees mounted a screening event at the city's Ikon Gallery, sharing their own work and giving audiences an insight into their experiences.

CineCov online

Part of our preparations for UK City of Culture, these workshops with a range of aspiring exhibitors across Coventry took place via Zoom and fostered a number of projects and partnerships which will come to life during 2021/22.





“THE YOUNG PEOPLE DID AN AMAZING JOB OF PLANNING AND DELIVERING THE FILM NIGHT. THEY WERE SO CONFIDENT IN SPEAKING IN FRONT OF THE AUDIENCE AND EXPLAINING WHY IT IS SO IMPORTANT TO DO EVENTS LIKE THIS AND SHOW THEIR FILMS.”

- RUZINA BEGUM, SURVIVING TO THRIVING



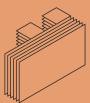
DEVELOPING SKILLS

COLOUR BOX

By encouraging active viewing and creative responses to the work onscreen, learning and wellbeing have always been central to Flatpack's Colour Box programme. Although a good deal of this year's activity has been targeted at families in the home, before Covid-19 halted our schools work we were able to road-test a new 'takeover' approach in Yardley, south Birmingham...

Build Your Own Cinema

Adapting our 'Build Your Own Film Night' project for school children was something we'd been planning for a while, so to see it come into fruition with St Bernadette's Primary School in November 2019 was a real joy. Our Colour Box Coordinator worked with a Year 4 class for a week, teaching them about the various aspects of putting on a film event - from programming, to marketing, to artwork and design, to technical setups, through to front-of-house and compering. Throughout the week, the students worked on all of these aspects and then hosted a film screening of their own at the end of the week, attended by their families along with the rest of the school. You can see a short film about the project [here](#).



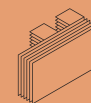
Artist development

Absorbing the learnings from our Waveform development programme, this year saw a more tailored approach to the way we work with artists. From mentoring and brokering partnerships to fundraising support and providing a platform for test events, Flatpack's role is to tease out an artist's vision and help bring it to life. The focus remains on innovative audiovisual work and live cinema, with new projects during this period including Emily Scaife's Sea Slugs performance (road-tested at the 2019 British Science Festival) and the first film score by saxophonist and composer Xhosa Cole (originally to be unveiled at Flatpack 2020 and now scheduled for autumn 2021).

Sector development

We take a similarly open, collaborative approach to our work with film exhibitors through Film Hub Midlands. Alongside strategic work ongoing in the Black Country and Telford, focus this year shifted to Coventry as we began to scope out partners and venues for film activity during UK City of Culture, while continuing to shine a spotlight on the region's film culture through regular Filmwire newsletters. The pandemic has posed massive challenges for our cinemas and festivals, but the Film Audience Network has proven invaluable in marshalling support and keeping people connected.

NURTURING IDEAS





“WORKING WITH SAM AND THE TEAM AT FLATPACK WAS AN INCREDIBLE EXPERIENCE THAT HELPED SEND MY CAREER IN A NEW DIRECTION... IT WAS A REAL PRIVILEGE TO HAVE THE INDIVIDUAL MENTORSHIP AND SUPPORT I RECEIVED TO DEVELOP MY PROJECT AND I AM SO HAPPY I HAD THIS OPPORTUNITY.”

- EMILY SCAIFE, ANIMATOR AND ARTIST



BIRMINGHAM FESTIVAL GUIDE 2020

ILLUMINATING PLACE

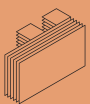
Whether transforming a park into a cinema or leading a merry dance through hidden tunnels, place is a crucial ingredient in most Flatpack projects. This has become more pronounced through the development of our heritage work and collaboration with fellow festivals...

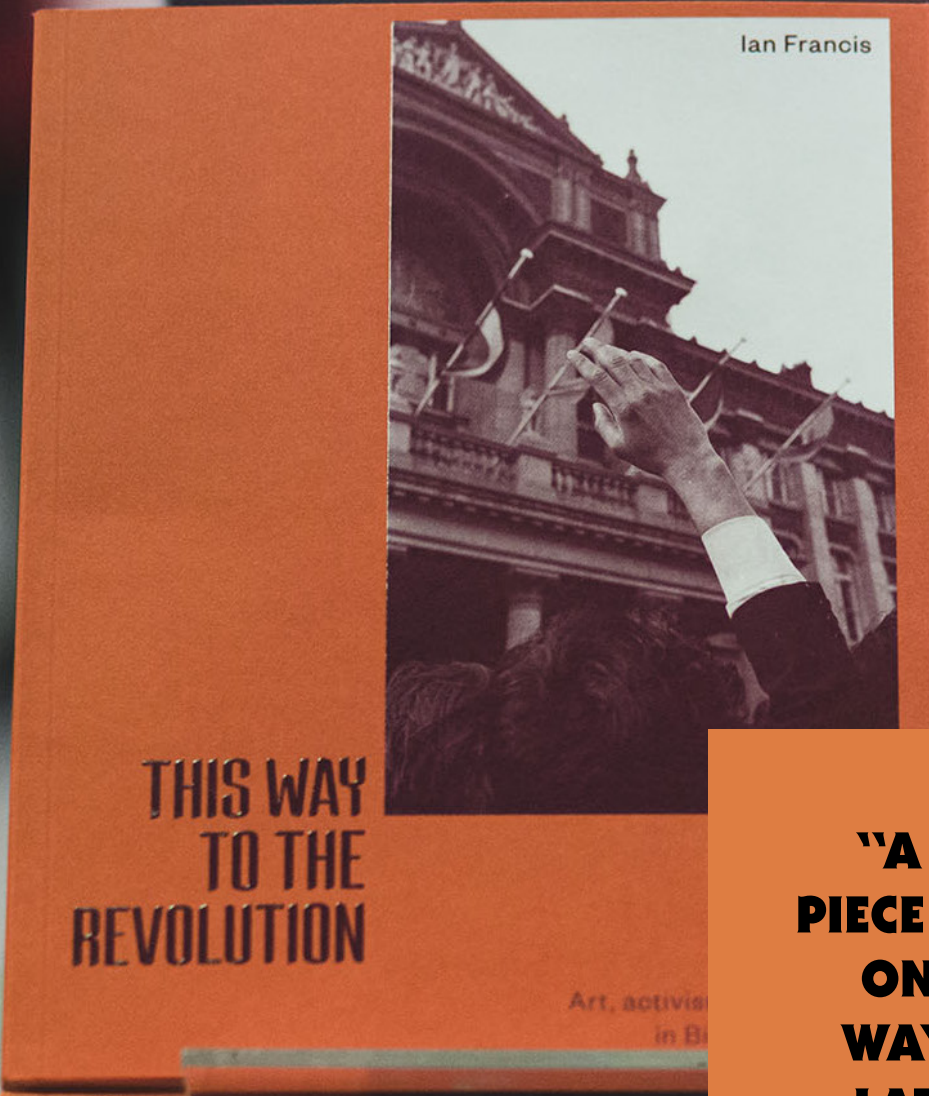
Flatpack's first book

Launched in late 2019 as the end result of our Birmingham '68 project, *This Way to the Revolution* gathered a host of untold stories about the city in a moment of dizzying change. The response was hugely gratifying, with Lynsey Hanley describing it in *Tribune* as “an invaluable document of how the cultural and political ferment of 1968 played out in Britain's second city.”

Birmingham Festival Guide

As well as delving into the past we also shine a light on the contemporary scene. In early 2020 we produced a pocket guide promoting the city's 100+ festivals along with its bars, cafes and music venues. Subsequent events have helped to remind us of the value and fragility of this cultural fabric, and we'll continue to play an active role in promoting our independent offer.





**“A GREAT, AND HIGHLY ENTERTAINING
PIECE OF SOCIAL HISTORY. IT THROWS LIGHT
ON THE FORGOTTEN, UNDEREXPLORED
WAYS IN WHICH THE UPHEAVALS OF THE
LATE 60S RESONATED FAR BEYOND THE
CAPITAL CITIES. NOT JUST A FASCINATING
BOOK, BUT A NECESSARY ONE.”**

- JONATHAN COE, AUTHOR

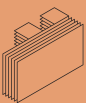
THANK YOU

Flatpack Projects is a Charitable Incorporated Organisation, reg no 1162754

Our core funders are Arts Council England and the British Film Institute. In partnership with Broadway in Nottingham, Flatpack also co-lead Film Hub Midlands as part of the BFI Film Audience Network, and we are a member of Birmingham Festivals.

Along with core funding and earned income, Flatpack's work would not be possible without the support of a huge range of partners, trusts & foundations and cultural institutes. In 2019/20, these included:

- British Council
- National Lottery Heritage Trust
- Goethe-Institut
- John Feeney Charitable Trust
- Saintbury Trust
- D'Oyly Carte Trust
- Birmingham City University
- Arts Connect
- British Red Cross
- British Science Festival
- West Midlands Growth Company
- Birmingham International Dance Festival
- Sustrans



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
Daniel Lawson	
Lisa Page	
Leighann Thomas	

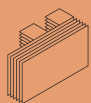
NAMES AND ADDRESSES OF ADVISERS

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

CHARITY INFORMATION



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 8 June 2021 and signed on its behalf by:



Ian Francis - Trustee

CHARITY INFORMATION

