



CROSS-MEDIA PROPOSAL

Life on the estate



+ 3 YEARS : 1 ESTATE

+ WATCH IT CHANGE: ON THE STREET, ONLINE, & ON THE TV

+ INTERACT THROUGH LIVE ART, GAMES, & SEE THE FILM

+ 2013 - 2016



+ SYNOPSIS

+ **Foxton Lives** cracks open life on the sharp edge in Britain, through the people living on the Avenham Estate in Preston.

+ **Foxton Lives** is a cross-media participatory project, appearing online, on tablets, on the streets as live art, through media partners, & as a broadcast / festival film 1 x 100 minutes.

+ **Foxton Lives** audience can dip in & out of lives where public service cuts hit deep and Big Society only just touches. They can participate in these lives on the margins through socially engaged and entertaining media, by:

- + Playing online & on street games such as **Foxton Bingo**.
- + Meeting the community via the multiplatform release **Foxton Alphabet**.
- + Learning more through video diaries around **A Year in Foxton**.
- + Enjoying a strong participatory narrative drama-doc **I Dream of Foxton**.

+ **Foxton Lives** users are everyone with a growing need to understand more about the humour, pain, pathos & impact of austerity is for people already at the sharp edge.



+ THROUGH FOLLOWING LIVES AT THE SHARP EDGE OF AUSTERITY AND BIG SOCIETY, **FOXTON LIVES** UNPICKS NOTIONS OF COMMUNITY, OF ENGAGEMENT, OF INTERVENTION, OF MEDIATIZED DEPRIVATION. IT TELLS THE STORY ACROSS MEDIA PLATFORMS & ON THE STREETS, INCREASING ENGAGEMENT BETWEEN VIEWERS AND CHARACTERS, JUXTAPOSING REAL AND FANTASY LIFE, AND PLACING US 'IN DEEP' WITH **FOXTON LIVES**.



+ WHY FOXTON, WHY NOW?

Just outside Preston's centre, The Foxton Centre is on Avenham estate, part of the lowest 10% in deprivation in the UK. Just on the edge of the city centre, 10 streets away there are solicitors, architects, & bar or two, & at the other end there's a Homebase & a retail park, but on the estate there's holes & abandoned houses. Not even pubs remain, replaced by cheap vodka & someone's script round your neighbour's gaff.

Foxton, a community café, sees everyone come through its doors. From the Eastern European newcomers to 4 generations of time-served local families; street sex workers needing condoms & homeless people needing clothes; mental illness sufferers to elderly locals to kids who swarm the streets at night with broken glass & abandoned cars as their playground.



CROSS-MEDIA PROPOSAL
life on the estate

+ WHO IS AT THE FOXTON CENTRE?

Jez, a 37 year old dog lover, once played for PNE against stars like Cantona. He's now coming off 15 years of crack & petty theft. **Mel** worked on the lane, but when the new girls underpriced she set up at number 9. **Gaynor's** 2 ex's & her sister's fella are dead; with 3 sons, a daughter, & grandchildren in & out of services, she cooks Sunday lunch at the café & keeps it together. **Ali's** has taken a hammer to the head of **Daz's** mate, after calling round as soon as he was out of the nick; **Gary & Tony** are sat on £250k's worth of smack but their uncle, **Marv**, thinks they're on his patch. **Ange** is on their own with 2 kids & is doing an open university degree, sometimes they just need a bit of help with care. **Adele** skirts on the side roads to sign on, too anxious to walk on the main road; she meets her boyfriend **Rick**, who tells us of how he's just made a mint on some shares but he won't get the cash til next Tuesday.





+ ART & CULTURE

Foxton Lives is a 3 year art & culture social engagement project, part of a new wave of contemporary participatory practice beyond the mainstream. As part of Ruth's project portfolio at TEC, it seeks to create a creative intervention in the cultural & socio-economic life of Preston, articulating what it means to live right here, right now.

+ Foxton Bingo

Over a series of workshops in summer 2013, the Foxton community will create a month's worth of bingo games in words (flash fiction & poem based) & pictures. The cards will be distributed to the community & throughout Preston, & there'll be a nightly game played from a big screen on top of the local flats. Also hosted on an online micro-site as part of the Foxton Lives website, the world can play along with the locals.

+ Cinema Round the Corner

Is a temporary cinema festival, co-programmed by the community for the community, but inviting the world to come & watch. Part of TEC's ongoing project work, we'll be delivering this at Foxton in July 2014. We'll build a pop-up space, programme films from across popular genre to indie arthouse & docs, hunt down films from the local community & opening it out to participatory work from across the world. There'll be an online micro-site to screen some of this work.

+ Creative Residencies & micro-projects

We're finding a home through our partnerships to build a media studio, & host a series of residencies to will work with the community to develop the final film, & host micro-projects around the edges.

+ Co-Design & Co-Commissioning

The community will be developing the project with Ruth & team through ongoing co-design work guiding commissioning artists, programming spaces, & design of projects, & print, & how we shape the story.



+ FILM

Over the duration of the project Foxton Lives sees participants becoming filmmakers to work with Ruth & team on 3 projects, with the final film developed by the whole community for festival & broadcast.

+ Foxton Alphabet

A community written rhythmical alphabet film project split into 1 minute letters & filmed / released on web over the duration of the project, with a potential afterlife as a standalone half hour, Foxton Alphabet is the first step for participants to work with the team to devise their own individual letters, produced with the team. We'll make 3 of each, releasing one per month until the end of 2015.

+ A Year In Foxton

Developing the participants as filmmakers & individual voices 2014-15, key participants will become video diarists. Moving on from last year's photo projects, this will develop skills & trust in the community. To be devised with thematic at the core, eg stasis, love, life, home, fun, change, etc. Online potential for alternative 'remixes' of the film (will need curation). Potential standalone film shaped thematically around a year in Foxton, defined & edited by team with community input.

+ I Dream of Foxton / working title

A community scripted docu-drama about life on the estate, & dreams of escape This will be outlined, scripted, & filmed, through professional teams & creative residencies to reflect the real lived experience and fantasy life of the participants. The stories map out a shared narrative of change, ongoing humour & human potential, set against the dramas of everyday life on the estate. 100-120 mins Development 2014, pre-production early 2015, production summer 2015, edit late 2015, release early 2016.



+ ONLINE

The wider Foxton Lives project becomes cohesive online.

The site develops during the project, with project related pop-up games, spaces for diaries, film, Alphabet, & Bingo.

+ Look & feel

The online space represents the real lived experience/s of the characters & participants. We develop the spaces & places we visit, ie the Foxton Centre, the corner shop, the park, the community garden, the flats etc. We grow the site alongside the films & the cultural interventions / live experiences. This feeds back from real life & on-local audiences through active participation & engagement. The online sites & actual geographical locations become multi-leveled experiences through engagement with screens (mobile devices, tablets, screens in-situ)

+ Social Media

MARKETING: we'll circulate the project through twitter, facebook, placing teasers to increase users. Some of this will be done by participants.

PARTICIPATION: Social media will form part of the participant interaction both locally & for a non-local audience. Ie during the development work for Foxton Alphabet, we will train the participants in using platforms like Mozilla Popcorn, Ziga, or Klynt to explore multi-level filmmaking techniques.



+ CONTEMPORARY CREATIVE ENGAGEMENT

Foxton Lives represents a shift in creative & social work practice alongside a changing perception of community engagement. It cracks open the hidden lives without sensationalising, & sees & seeks change through action.

+ Ethics & Partnership

Foxton Lives is about the people involved with the work that gets done with, in, by, & for the community at the Foxton Centre. This is only feasible through the ongoing engaged practice of the Foxton Centre, who through the development & ongoing work between Foxton & Ruth, with further partnerships across academia & Local Authority, will support & mentor the project through ethical & real life client based considerations.

+ Mandy Poole, Operations Manager, The Foxton Centre:

10 years ago, the people around Foxton weren't interested in communicating their lives to social workers, let alone through creative means. Over this time, Foxton has brokered this contact & developed the conversations. On the back of Ruth's ongoing work & Foxton Lives 1, the community at Foxton are ready to share their stories & shape their lives in front of & through cameras.

+ Legacy

This project roots community change through creative practice, meaning
+ lasting community change
+ research-driven & contextualised benchmarks
+ strong partnerships for ongoing delivery
+ International relevancy



+ SARAH JAMIESON

43, Armchair Activist, Social Activator

+ Family / Home / Work

CHILDREN: Molly 8 / Harry 13

MARRIED: Ben

CITY: Exeter / Victorian semi

DRIVES: An Astra

HER JOB: Social Worker, travels across the district

HIS JOB: Graphic designer, works from home

+ Likes Outdoors, Healthy food, Wine, Socialising, Volunteering

+ Dislikes Women's Magazines, Being messed around, Doesn't suffer fools gladly, Bureaucracy, Current Government, Global warming

+ Commodity Self:

MAIN USEAGE: ipad , Radio, TV on catchup, Blackberry (work), Laptop Computer (work), Desktop imac (Ben's).

+ Media

Radio 2, 4 & 6 / Guardian app, BBC News / Ch4 OD / iplayer, Games for mobile phone, Blogs/Flipboard/RSS Feeds, MS Office, ever note, Spotify, Scrabble & word games via FB, ASOS, Books, Skype / facetime with friends & family, National Trust TV: Documentary / Ch4 / David Attenborough, Breaking Bad / Madmen, Netflix, News, Movies / Cinema / Live theatre, For kids - Harry Potter / Ironman, Panto Christmas, Book club, Gigs / Kids / Music Arcade fire, Bowie, Smiths, Billy Bragg / Facebook :High privity, School & uni friends, family / Twitter: Freer use, follower & RTs / Youtube: Music

+ Tribes

Yarn Bombing, Local Activists, ECO, Mumsnet / Badmums

+ Motivations

Social commentary, Keeping in touch with family, Work , Kids & children's issues, Community engagement

+ HOW WE EXPERIENCE FOXTON LIVES

+ September 2013: social media campaign

+ Sarah sees our social media campaign: over the course of 10 days she's drawn in by the links and clicks through.

+ 7.30am ipad at breakfast, sees alphabet joke & link on twitter. Doesn't click.



+ 3 days later On work laptop in the office, sees facebook info & link, no click.



+ 4 days later On work laptop in the office, sees info & link announcing Foxton Bingo, clicks through. Likes on FB & follows on twitter.





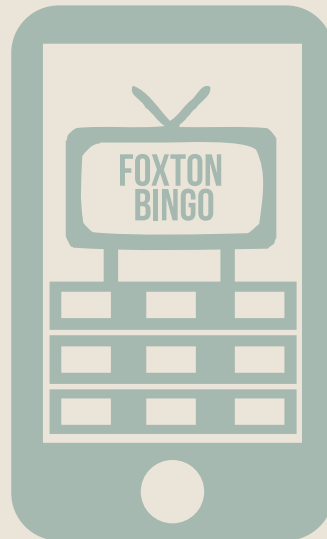
+ HOW WE EXPERIENCE FOXTON LIVES CONTINUED

+ October 1st Live Launch: Foxton Bingo, Website

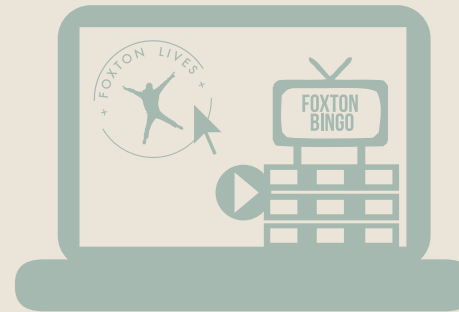
+ Within 1 week: she is playing bingo online, ipad & home. Shares with friends & colleagues.



+ Week 2: watches live feed on ipad.



+ Week 3: continues to play, clicks through the site.



+ Week 4: gets obsessed with the uber-poem, the finale of the final week.





+ HOW WE EXPERIENCE FOXTON LIVES CONTINUED

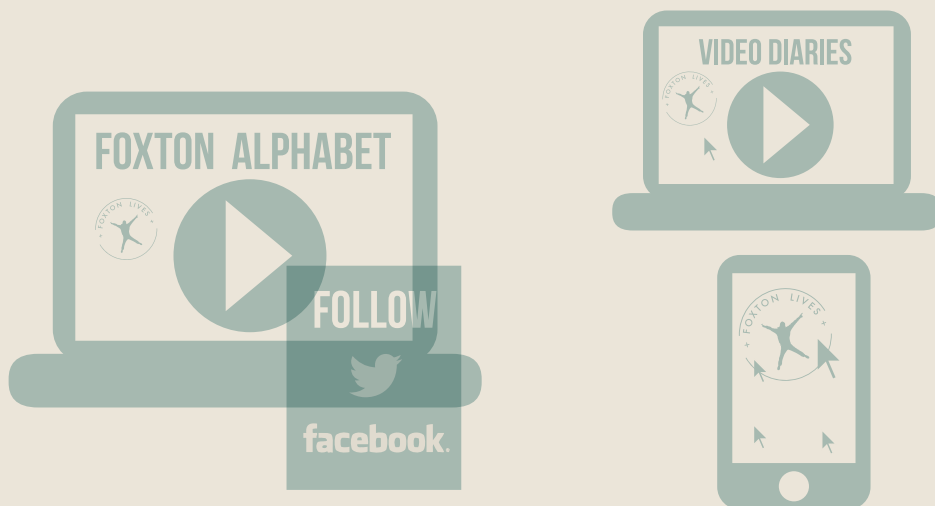
+ November 2013 - May 2014

+ November 1st Launch Foxton Alphabet
Week 1 : Starts to follow Avenham
Alphabet, Follows monthly via twitter & FB

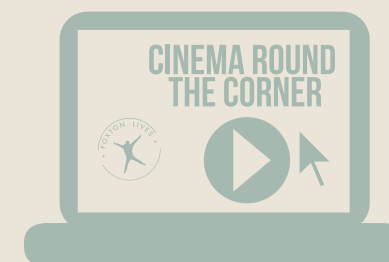
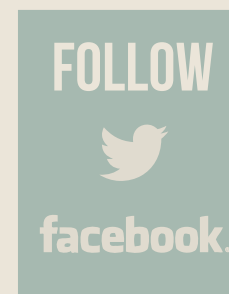
+ From January 2014: Sees Video Diary.
Starts to follow & explore site again.

+ Follows Alphabet & Diaries

+ May – July: sees build up & delivery of
Cinema Around the Corner. Clicks on to
watch local films.



FOXTON ALPHABET VIDEO DIARIES

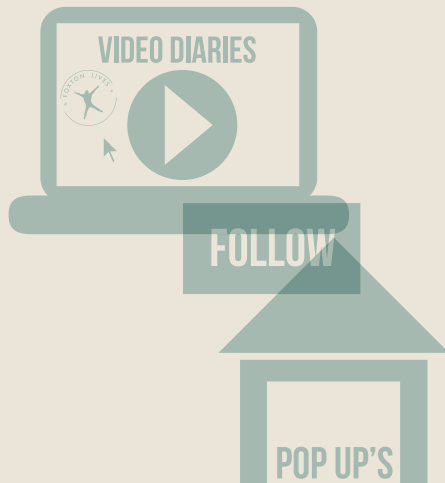


+ HOW WE EXPERIENCE FOXTON LIVES CONTINUED

+ July 2014 - January 2016

+ July 2014 – July 2015
Follows further video diaries
Further artist interventions & pop up
projects, follows diaries about the film
development.

+ January 2016
Film Launch – goes to see it in the cinema,
on tv.

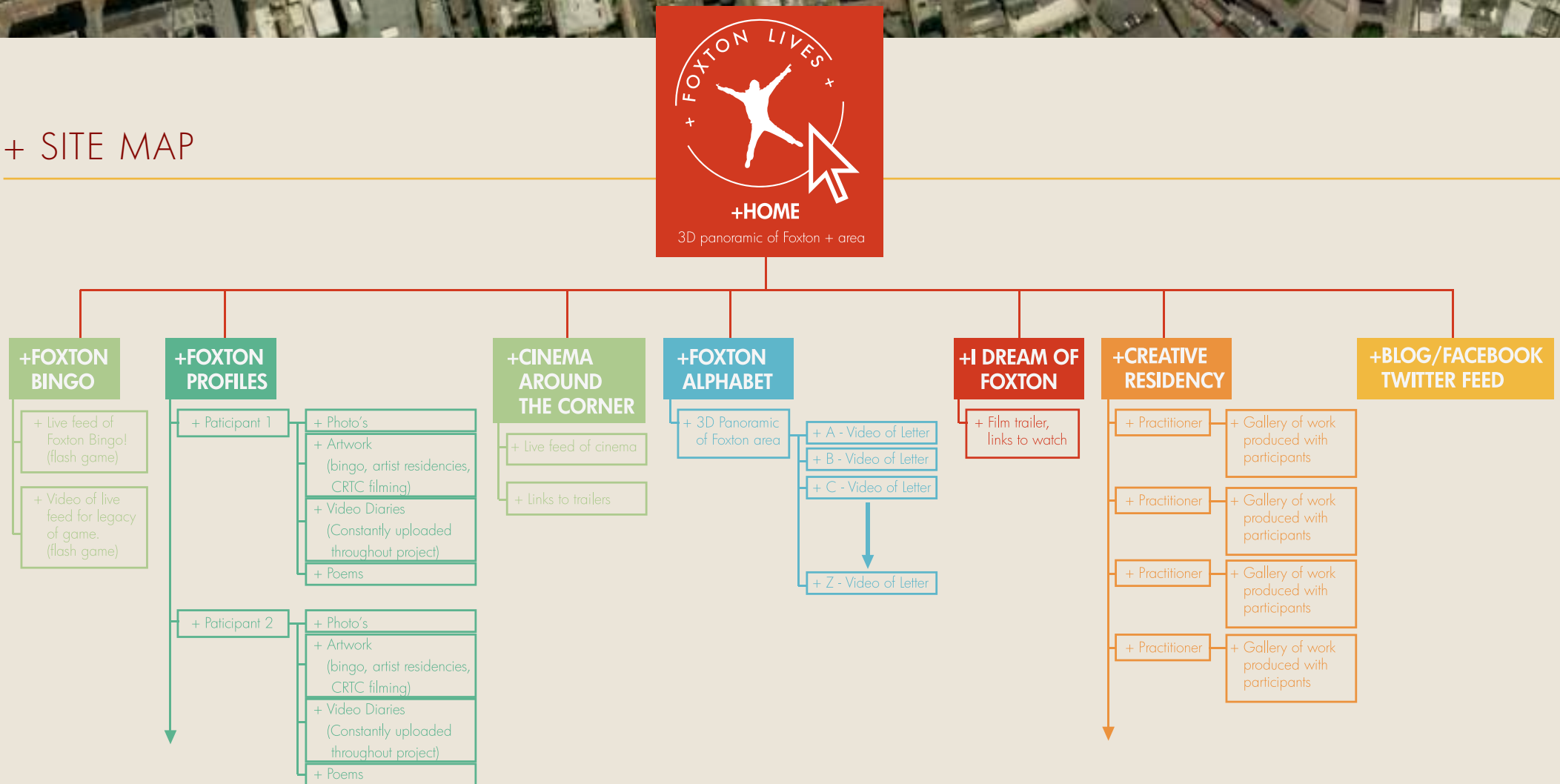


+ PLATFORM MAP





+ SITE MAP





+ PAST WORK: ART & CULTURE

In 2012 Foxton Lives was funded by the Heritage Lottery Fund to look at the lives of the Foxton community users in conjunction with their & the area's history over the last 40 years. This was mapped out alongside Preston Guild 2012, a civic & cultural celebration that uniquely happens once every 20 years, as a skills & engagement project.

It resulted in 2 installations, hosted events, participatory media storytelling, an interactive map & print.

www.foxtonlives.co.uk

Foxton Lives was showcased by HLF as a benchmark engagement project in their quarterly magazine.



+ PAST WORK: PARTICIPATION

Participatory practice is at the heart of Foxton Lives.

We develop contemporary engagement practices, working with the community of both service users & providers, participatory practice & co-design, which runs alongside directed & participatory filmmaking.

We also work to develop community led programming & commissioning of cultural work.

Here's Jez' story of life with his dogs.

Through working with our dedicated participatory creative & media pros from pre-production through filming & post we ensure quality content.

<http://foxtonlives.co.uk/back-of-newman-college/>





+ BENEFITS

+ Community:

- + developing skills & creative engagement over a long period of time
- + articulating life under pressure & potentially changing lives

+ Foxton:

- + find new ways of working with & engaging participants & clients
- + becoming a leading site of co-developed participatory media work

+ Wider partnership (including local partners, Preston Council, Lancashire Council, UCLan, Arts Council England):

- + Local investment & development of community focused work
- + Engagement between quality art & contemporary community practice
- + National / media spotlight on area
- + New ways of working on community cohesion

+ Other Lottery, Trust/Foundation:

- + new research focused understanding of creative community engagement
- + document of time of change to societal support infrastructure

+ Commissioners:

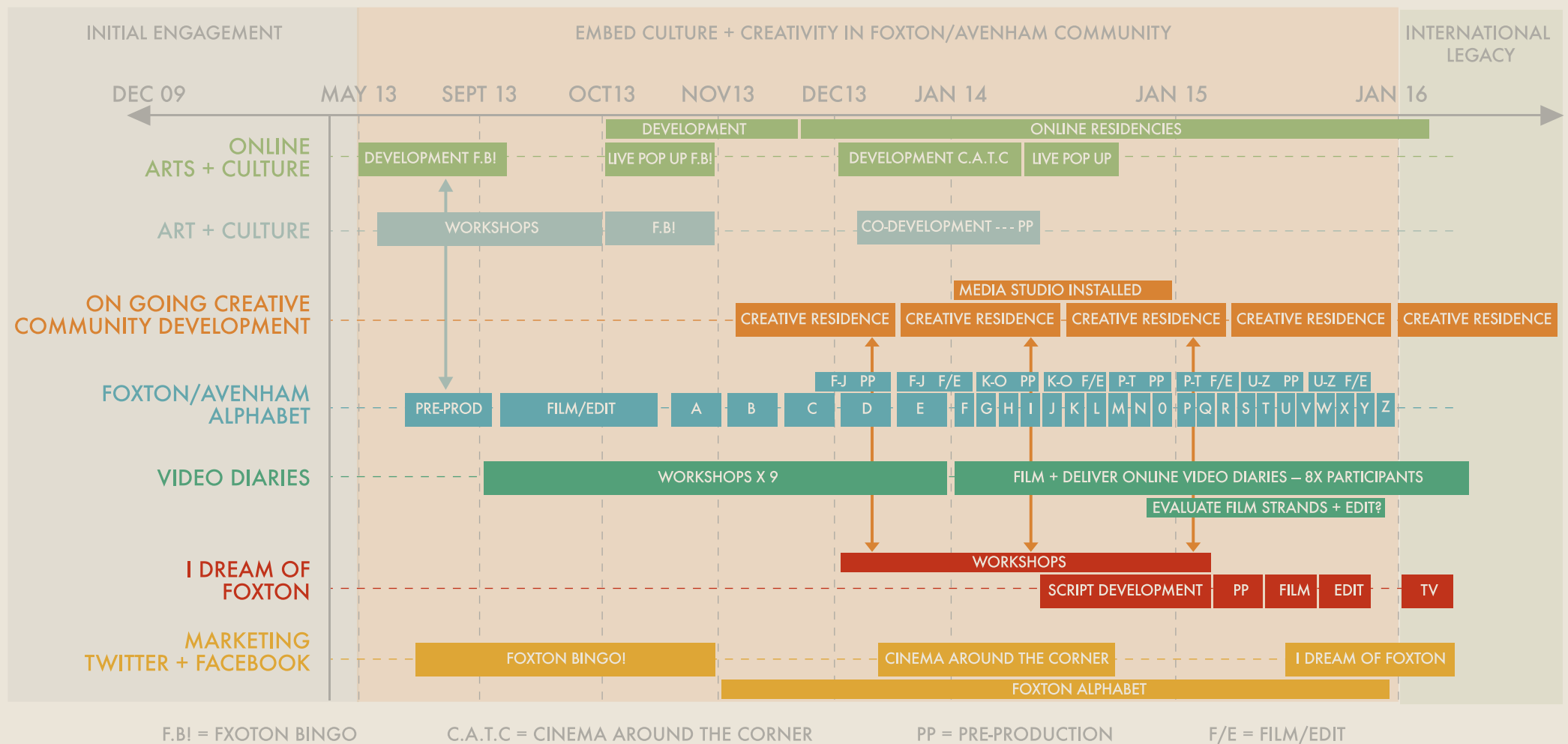
- + a strong, new, authentic regional creative voice
- + leading edge interactive platform
- + cracking open life at the sharp end of society at a crucial point of political change
- + with an in your face, from the hip, real & brash edge
- + enabling development of content over time
- + using online games, ongoing activity, real characters, & interaction

+ Audience:

- + showing the audience people like – or could be like - them
- + reaching audiences over an extended period of time
- + playfully including in experience, getting satisfaction from games & interactivity
- + asking the audience to think



+ PROJECT TIMELINE





+ THE TEAM

+ **Ruth Heritage – Producer / Director**

Ruth produced & directed several documentaries for Granada & Channel M in 2004-5, after graduating from Salford University's MA Documentary, & continued practicing documentary through arts, culture, & media work. She has published in active media & citizenship. She set up & is creative director of cultural producers TEC, working with local & intern/national creative practitioners to articulate contemporary Lancashire.

+ **Chris Davis** – Participatory DoP & location sound, Editor

+ **Chris Mason** – Design & Web

+ **Jackie Jones** – TEC Production Manager

+ **Community engagement media & creative participation worker (p/t)**

+ **Artist commissions:** performance, script, musicians, etc

+ **Crossmedia development team**

+ **Specialist PR / Marketing**



+ PARTNERSHIP, FUNDERS, COLLABORATORS

+ Avenham Partnership

The Foxton Centre
Contact Housing, Foundations, Contour
Housing, Northern Gateway Association

+ Collaborators

UCLan – School of computing
UCLan – School of social work
UCLan – School of Media & Journalism
Manchester School of Architecture
PCC – Regeneration
PCC – Community Engagement
PCC – Culture & Events
Lancashire Evening Post / BBC Lancashire

+ Funders

Arts Council England
BFI Film Culture
Preston City Council (PCC)
Lancashire County Council (LCC)

+ Other relevant lottery / foundation funding in development

+ Further local & regional partnerships to be developed



+ BUDGET & NEEDS

**+ Core team & community support
£120k**

+ Creative project/s delivery £80k

+ Web delivery £??

+ Film delivery £30k

We have started to build this budget
through relevant funding streams & part-
nership support (above)

+ WHAT WE NEED

+ Exec Producer

+ Partners & Critical Friends

+ MONEY

+ TEC (THEY EAT CULTURE)

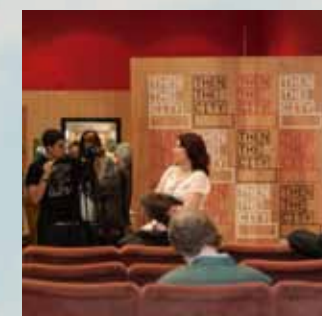
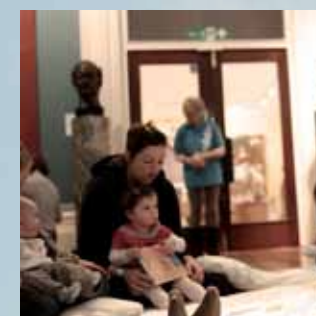
Creative producers TEC are a direct intervention into the cultural life of Preston & Lancashire. We take a site-responsive, quality, combined arts & media approach in order to articulate lived experience, through:

- + Programming quality performance in our venue & non-traditional spaces
- + Commissioning & producing new work & events
- + Developing & directing longer-term contemporary community engagement projects

This enables us to:

- + Understand & develop audiences & artists through opportunities to practice, watch, & participate
- + Work in strong, significant partnerships
- + Add value to the creative economy & cultural tourism offer
- + Benefit diverse Preston & Lancashire people

Incorporated in 2009, in 2012 we reached over 40,000 people through our work.





+ THE END

Ruth Heritage

Director, TEC

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