

Our Impact



pervasive media studio

generous & interruptible since 2008

Recording Room

WATERSHED Jukebox

DAVID + ZANE

Cultural

Industry

Studio Development

WATERSHED

Welcome

“Watershed is a key reference point in arts and cultural development across the UK and increasingly internationally. It is a go-to organisation to understand best and next practice – from audience development for film to Research & Development to cross-sector partnership.”

Tom Fleming
Creative Consultant

The level of support we enjoy from you continues to grow and we are so appreciative. In March 2016 we had 250 people supporting Watershed with a gift, by March 2017 this number had reached 1,098. Your contributions are invaluable and have helped us to make a meaningful difference in Bristol and beyond. THANK YOU!

Some of our high points of 2016/17 included:

Launching **Cinema Rediscovered**, the UK's first festival dedicated to restorations of classic film. It proved an audience hit with an exciting programme of digital restorations, early cinema rarities and contemporary classics.

We've also been able to continue to support Bristol's growing population of diverse young people with our young person's ticket price available for all screenings. As a result the number of young people engaging with world independent cinema at Watershed has doubled since we introduced the new ticket in 2015.

Significant gifts from two local families and loyal friends living in New York also made an impact in an area of great demand, helping to deliver work experience for young people as an extension of our existing **Rife Magazine** programme. Rife is Bristol's youth led online platform, which develops young people's digital content creation skills to tell and share the stories that matter to them.

We also took part in **Unfixed**, a creative research project that brought together UK and Australian disabled artists to explore notions of the 'fixed' and 'unfixed' body through art and technology. And **Playable City** continued to excite and engage people in the creative future of cities around the world.

Despite our global reach and local engagement finances are always a complex balancing act. It is no secret that public sector austerity is biting hard and we are increasingly feeling the negative impact of funding cuts. Our blend of public and private income streams are vital to maintaining our creative programmes, and you - as a loyal supporter - are playing a part in our future, helping us to continue to concentrate on remaining open and accessible to all.

Thank you for being part of our journey – you are Watershed.



Dick Penny,
Chief Executive, Watershed

1 million

people visited us on the web

20,000

people engaged with projects
beyond Watershed

25,000

young people engaged with
our programme

139

artists and creatives benefited from the
support of the Pervasive Media Studio


4

continents
hosted
Playable
City events

450,000

people visited our building

You made an impact

A photograph of three young people laughing joyfully in front of a red corrugated metal wall. On the left, a young woman with dark hair is partially visible, wearing a white top. In the center, a young man with dark hair, wearing a white tank top and patterned shorts, points towards the right. On the right, a young woman with bright pink hair, wearing a blue patterned halter top, is laughing with her mouth wide open. A large yellow diagonal graphic element cuts across the image from the top right towards the bottom left.

You enabled talented young people to gain confidence in their own abilities and share their experiences and new skills.

This year 25,000 young people engaged with our programmes from cinema to Rife.

"I learned a ridiculous amount in 6 months with @rifemag. More than in any other 6 months of my life. Thank you #rifeislife"

Rife participant

Our programmes enable young people to try new things, take risks, collaborate, explore the things that matter to them and create work for real audiences. Skills that are vital for a career in the thriving creative sector, and beyond.

Events such as The Link (Rife magazine's networking event for young people) provide opportunities for young creatives to hear from industry professionals and find out about other creative placements and volunteering opportunities throughout the city.

"The Link was an idea driven by young people. They said that networking was something they really struggled with and there wasn't anything for them in Bristol so we co-designed an event that supported them to connect with each other and industry professionals."

**Hannah Higginson
Engagement Producer**

Thanks to significant gifts from major supporters, 14 Rife Journalists were trained in workshop facilitation so that they could deliver content creation workshops at schools and youth groups across the city, helping us to ensure we create programmes 'with' young people - not 'for' young people.

These talented young people went on to design a substantial work experience programme which put 23 students from 18 local schools in residence at Watershed to explore idea generation, creative writing, filming and editing, social media and progression routes into the creative industries.



Fardusi is a 16-year-old aspiring journalist who lives in Easton and attends Cathedral School. She hopes to write for a magazine one day to amplify her thoughts and feelings on social issues, such as mental health awareness and racism in the media, as she feels they are not talked about openly.

Fardusi told us that she really valued:

“Being given the chance to write creatively about what is important to me – we don’t always get to do this at school.”

She also highlighted the value in hearing from our Rife Journalists about their career paths:

“It was brilliant talking about how everyone got to where they are now – asking questions and getting advice.”

Some of our Rife Journalists have gone on to work at The Guardian, Bristol 24/7, BBC, Radio 1Extra, YouTube channels and Calumet.

Rife is a flagship programme for Watershed and has revolutionised our work with young people. It has increased the diversity of our staff team, our audiences and participants, our partnerships and our creative programme. Despite confirmed local funding cuts in 2018/19, thanks to significant gifts from our major supporters, we will be able to continue to extend our offer to more young people and support the talent of tomorrow.

“Rife gave me validation that I was doing something right with my life”

Rife participant

You helped us remain inclusive, accessible and open to all

Your support towards our cinema programme helps us to go beyond the mainstream and ensures we remain open and accessible to all. This year we presented: 482 films from 52 countries, including 50 screenings and events for BAME (Black, Asian and Minority Ethnic) and LGBT (Lesbian Gay Bisexual Transgender) audiences.

You enabled us to share and build on stronger, lasting relationships with local (BAME) communities and audiences

In 2016/17 we collaborated with Come The Revolution a collective of black curators, programmers and creatives to co-produce BFI Black Star - a celebration of the range, versatility and power of black actors. We also worked with Colston Hall, Trinity Centre, Ujima Radio, BIMM, BCFM, Upfest and Live Cinema UK.

Through our cultural leadership of the Film Hub (South West/West Midlands), Watershed coordinated nationwide activity for BFI Black Star - this involved 60 arts organisations

delivering 380 screenings in 92 different locations, with a ticketed audience of 16,394 right across the UK.

"Watershed is the most important arts venue in Bristol"

Audience member

"I was born and raised in Nigeria so I grew up on Nollywood and Bollywood movies. Since moving here I haven't really been able to watch them until the Black Star film season."

Audience member





You encouraged innovation

You supported emerging talent to bring a new innovative children's game to market. Designed with and for children.

Beasts of Balance is a new kind of digital and physical game, developed in Bristol with funding and support from Watershed, University of Bath researchers and a group of local 8-12 year olds. It hit the shelves of John Lewis and Harrods just in time for Christmas last year.

It uses innovative technology to connect the game to an app on your tablet/phone to create beautiful worlds and discover fabulous beasts. The aim? To build the biggest tower of fabulous beasts and discover as many creatures as possible.

Designing compelling, accessible games and getting them out there to an audience is really difficult and therefore tends to remain the preserve of publishers and toy companies with HUGE budgets, who are pretty risk averse. We believe that a leap of faith is often necessary to creating the best possible products and so work with small creative companies to help share that risk.

The game is now available to buy all around the world – and naturally, Bristol has the highest concentration of Beasts of Balance owners anywhere!

“We supported Beasts of Balance through REACT - a £5M programme to support collaborations between Universities and companies. For Play Sandbox we worked with ‘young coaches’ who chose the projects we would fund. They absolutely loved the idea, so we supported Sensible Object (the company behind Beasts of Balance) and a team from University of Bath to undertake research and development, prototype the technology and design of the game, visit games festivals across the world and thoroughly test their idea. It is incredible to see the results of all their hard work in the shops.”

Clare Reddington, Watershed's Creative Director

What was Watershed's economic, cultural and social impact in 2016/17?

Watershed is a resilient organisation constantly evolving as our operating environment develops. We benefit from three-year investment agreements with Arts Council England and Bristol City Council.

We deliver consistently high quality cultural impact, with depth of engagement, providing excellent value for money with a total income of £5.2 million in 2016/17 leveraged on arts revenue funding of £849,249 (Arts Council England and Bristol City Council). This works out as 16% of our overall income.

The breadth and depth of Watershed programmes is established across cultural cinema, art and technology, with a focus on engaging young people.

Alongside the more visible cultural and social impact we have been talking about here you may be surprised at the range of local and global communities we have worked with, and in the scale of the economic impact of this work. Creative enterprises which have benefited from Pervasive Media Studio support have reported turnover of £13.2m during the year.

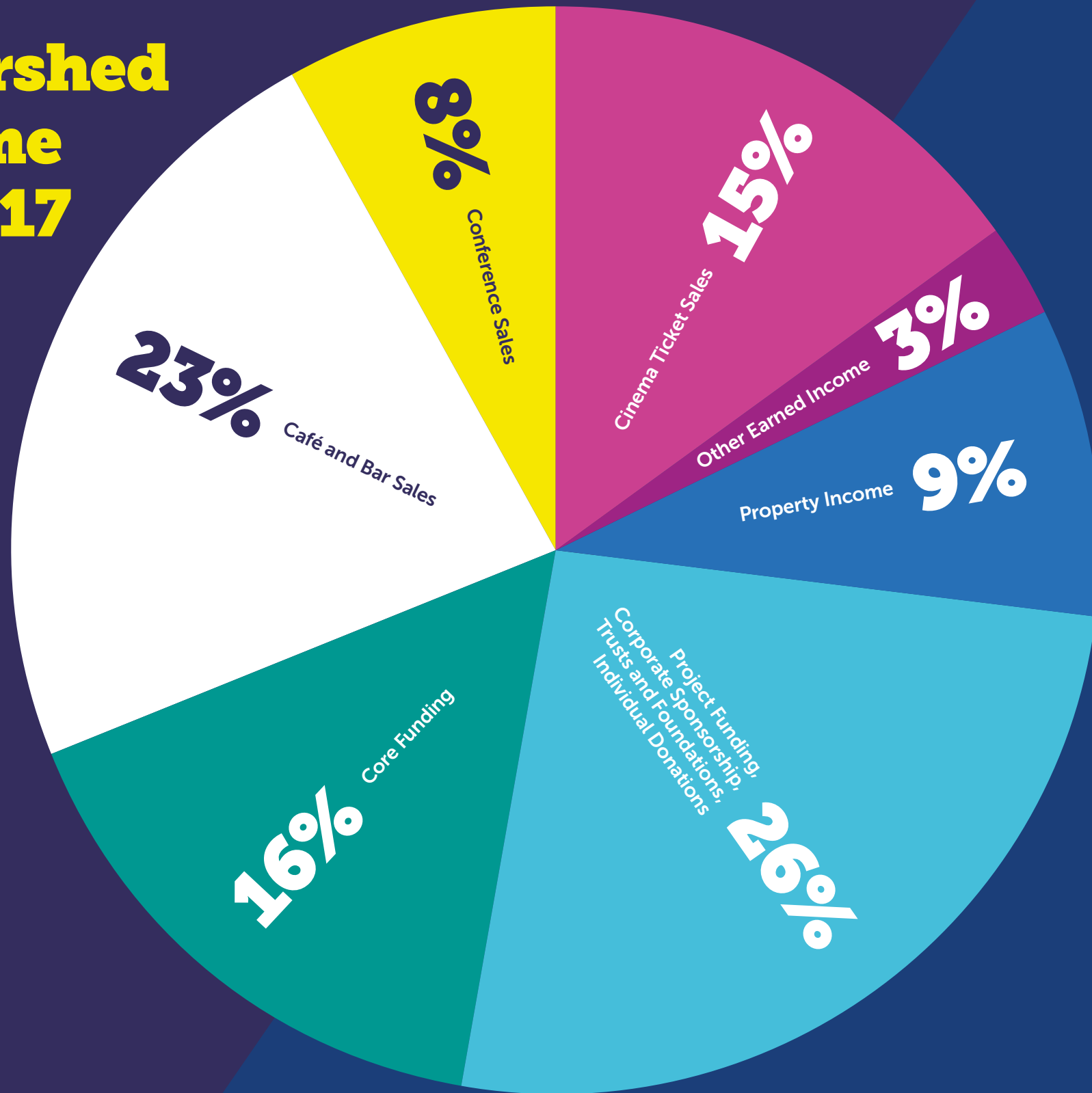
£849,249

Arts revenue funding

£5.2 million

Total income in 2016/17

Watershed income 2016/17





You make a difference

Your support helps ensure our cinema programme sustains its depth and richness and remains accessible for all to enjoy.

Thanks to you, we have been able to continue to present an inspiring, diverse film programme that brings audiences, from all walks of life, together, to experience, share and debate, in a relaxed, open environment.

However, our cinema programme costs us around £1.21 million a year to run. Cinema ticket sales bring in £750,000 (after the deduction of £150,000 VAT) and we look to a range of other

income sources to cover the additional costs (see detail below*). Each year we are left with around £115,000 to find from alternative funding sources to fill the gap.

Donations received in 2016/17 collectively generated £63,179 (including Gift Aid) THANK YOU!

*Other income sources: £345,000 through cinema advertising, Cafe/Bar profits, and a range of funding applications

"One of the reasons I chose Watershed is because of how fantastic it is as a venue, it's brilliantly accessible... You don't have to ask staff, it's second nature for them to ask the question - do you want to stay in your chair, or not stay in your chair. I think that little things like that make a big difference."

Stephen Lightbown, wheelchair user

Thank you

Your support means the world to us. Your trust in us to deliver our extensive cinema and engagement programmes and your desire to learn more about us and the work we do is incredible. Thank you. We really couldn't do it without you.

To give you a taster of how wide our doors have opened this year, we recently ran an open call for our new Creative Producers International programme and received a massive 544 applications from people covering a wide range of disciplines from every corner of the globe. We narrowed this down to 15 producers who joined us for an intensive residential programme here at Watershed.

They have returned home very excited about the opportunities, learning and shared practises and will be developing their ideas with their own organisations.

At a time when demand for our services is growing more quickly than ever before, we are determined to keep investing. To do this we need to develop new sources of income and this increasingly includes asking the people who have engaged with Watershed over the decades to help fund our work for future generations.

We thank you wholeheartedly for being the first to say yes!



Lottie Donovan, Head of Development



watershed.co.uk



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1 Canons Road Bristol BS1 5TX