

## PRESS RELEASE

**Contact:** Karen Miller – Young Shoots Project Coordinator  
The Rural Media Company  
Tel: 01432 344039  
Email: [karenm@ruralmedia.co.uk](mailto:karenm@ruralmedia.co.uk)

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### **Young Shoots brings cinema and filmmaking to children and young people in Herefordshire!**

**Young Shoots** is a new project from **The Rural Media Company**. One of only twelve national pilot projects funded by the UK Film Council through the Film:21<sup>st</sup> Century Literacy initiative and Herefordshire Children's Services, **Young Shoots** aims to develop a stronger film culture for young people aged 5-19 years across the region.

A lack of venues and access to training means that many young people in Herefordshire can still have difficulty engaging with cinema and filmmaking. **Young Shoots** will work with current local providers such as Flicks in the Sticks and national initiative Filmclub, to enable young people to access a wider range of films that will introduce them to different cultures and experiences. It will also promote 'cine literacy' skills so that young audiences can also learn how to analyse and appreciate film, plus create practical opportunities for aspiring young filmmakers to make their own movies.

**Young Shoots** aims to build on past film making initiatives that have taken place in the county and produce a blueprint for cine literacy for other rural regions across the country. "We extremely pleased to be asked to lead on this exciting national project", explained Director of Youth and Education Adrian Lambert, "Herefordshire has lead the way in providing some fantastic film making opportunities for young people. We believe that Young Shoots can build on these and create an exciting and permanent film making offer for young people across the county."

As part of the project there will also be filmmaking events for young people in villages, which will combine a film screening with a practical filmmaking workshop and a Senior Film Making Club at The Courtyard Arts Centre for 13-19 year olds on Saturday mornings.

For further information, or if you would like to get involved in the project, contact Karen Miller on [karenm@ruralmedia.co.uk](mailto:karenm@ruralmedia.co.uk)

**Release ends**

## **Note to Editors**

- **The Rural Media Company ([www.ruralmedia.co.uk](http://www.ruralmedia.co.uk))** is a Charity and company limited by guarantee. We are supported by ScreenWM and The National Lottery through the UK Film Council, the Elmley Foundation and Herefordshire Council.
- **Screen WM ([www.screenwm.co.uk](http://www.screenwm.co.uk))** is the regional agency that supports, promotes develops a sustainable and thriving screen media sector in the West Midlands. Screen WM will:
  - promote the West Midlands region by raising the profile of its diverse locations
  - promote the West Midlands by highlighting the abundance of talent within the region's screen media sector
  - support businesses through networking, mentoring, brokerage, skills development and financial assistance
  - develop talent, from new entrants to professional freelancers and employees
  - support the region's moving image heritage and develop access to it
  - develop and inspire audiences across a broad range of screen media
  - promote and develop the cultural diversity of the region through the moving image
- **UK Film Council ([www.ukfilmcouncil.org.uk](http://www.ukfilmcouncil.org.uk))** is the UK's leading body, ensuring that film's economic and creative interests are properly represented in public policy, and using Lottery money and Government grant making to deliver lasting cultural and economic benefits through creativity, industry and education.
- **Film: 21<sup>st</sup> Century Literacy ([www.21stcenturyliteracy.org](http://www.21stcenturyliteracy.org))** Film: 21st Century Literacy is a strategy led by national and regional media education organisations who want film education to become an integral part of every young person's life.
- **Flicks in the Sticks ([www.artsalive.co.uk](http://www.artsalive.co.uk))** is the first and biggest film touring scheme in Europe which uses the latest in digital technology to take films to local venues throughout Shropshire and Herefordshire.
- **The Courtyard Arts Centre ([www.courtyard.org.uk](http://www.courtyard.org.uk))** The Courtyard is the well established and highly regarded, vibrant arts centre serving the whole of Herefordshire and the surrounding region.