



Charity Name SCREEN MEMORIES

Trustees' Annual Report

From MAY 2019 to MAY 2020





Our name: SCREEN MEMORIES

Scottish Charity Number: SC048356

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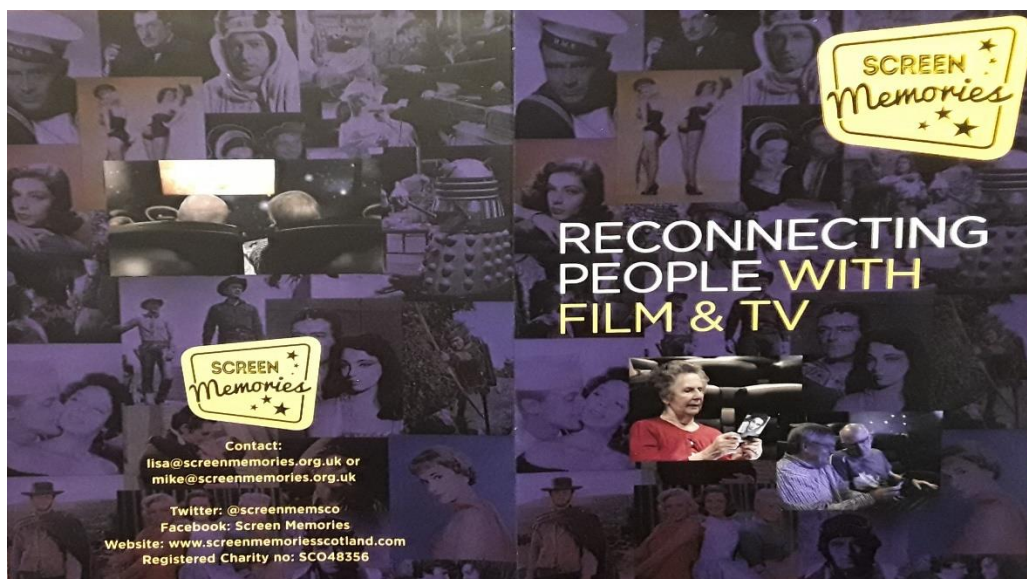
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Charity Trustees (May 2019-May 2020)

1. MICHAEL WHITE
2. CELESTE (LES) BRATTESANI (UNTIL MARCH 2020)
3. NEIL STOBIE
4. BRUCE ROBERTSON (FROM MARCH 2020)



All Set at The SEC “The Gathering.”

WHY WE SET UP SCREEN MEMORIES

Our main purpose is to reconnect people with their interest in films and early television by providing reminiscence sessions where memories can be recalled through visual images, posters, and trailers.

We also aim to link generations through the medium of film and television and encourage the exchange of experiences and memories.

We believe there is an important role for older people in sharing their knowledge, recollections and experiences of cinema and television to contribute to a national resource of film and television heritage.

WHAT WE DO

We deliver structured reminiscence sessions in a variety of settings including care homes, day care, hospitals, community settings, sheltered housing, libraries, and cinemas.

We use still images, posters, soundtracks, memorabilia, and trailers as well as archive films and newsreels to trigger memories and past experiences based on cinema-going and early television viewing.

PEOPLE WE HELP

Our focus in the early stages of the project was on those living with dementia and other memory problems, and we have extended the coverage to include those older people who are lonely and socially isolated. We have extended the range of our services to cover older people living with visual and auditory impairments. Our main purpose is to improve the conditions of life and well-being of older people.

OUR SECOND YEAR

Three issues have had a negative impact on our work in the year May 2019- May 2020.

a. Health Issues.

The chairman underwent a knee replacement operation and was unable to deliver sessions from April 2019 until June 2019.

b. Incapacity of a Trustee.

Sadly, one of our founding trustees was diagnosed with dementia and was in hospital for significant periods of the year. He has since formally resigned.

c. Covid-19.

From March 9th.2020, the outbreak of Coronavirus forced the cancellation of all face-to-face delivery.

We did have a successful year despite these setbacks and demand for the service we provide has increased as more people are aware of the work we do.

We have delivered over 80 sessions of film-based reminiscence in a wide geographical area across Scotland.

We have further developed effective partnerships with several organisations in the film sector including Regional Screen Scotland, Into Film Scotland, Moving Image Scotland, and Film Hub Scotland. We have spoken at major conferences in the film sector including the Edinburgh International Film Festival and the Cinema Near You initiative.

We have continued to work with charities involved with older people including Alzheimer Scotland, The Coalfields Regeneration Trust, Age Scotland, and Contact the Elderly (now Re-engage). We were due to deliver sessions at conferences until the outbreak of Covid 19.

We have worked with younger people at secondary school level to improve awareness of dementia and of cinema heritage. We were engaged in a joint venture with Leith Theatre "Old's Cool". We have been successful in achieving funding support through the Youth Philanthropy Initiative (YPI) managed by the Wood Foundation. Five schools chose Screen Memories as their charity and two were winners of their school competition. The competitions were suspended with the outbreak of Covid 19.



“Old’s Cool” at Leith Theatre

We took part in the Generations Working Together national conference.

We have delivered sessions in an NHS Trust area and have established film reminiscence in five hospitals. We now have a Memo of Understanding with NHS Greater Glasgow and Clyde where we deliver sessions in their hospitals.

We have delivered training in film reminiscence to activities staff in care homes and hospitals.

We took part in the “Hamish Matters” International Festival in Blairgowrie delivering reminiscence sessions and showing films relating to the local area and Hamish Henderson.



Big Debates in Blairgowrie

We have generated income through delivering training to the national staff of Co-op Funeralcare, including two sessions in their national headquarters.

We have raised awareness of the value of film-based reminiscence to a variety of audiences including service organisations, veterans' groups, church groups and cinema professionals.

We have produced and circulated weekly resource material throughout the period of Lockdown and these have proved immensely popular especially with carers, family members and activity professionals in care homes and hospitals.

OUR STRUCTURE

We have a formal constitution and we are set up as a Scottish Charitable Incorporated Institution (SCIO). We are all volunteers and there are no paid staff.

OUR TRUSTEES

We would like to place on record our appreciation of the contribution of one of our funding trustees, who resigned due to ill-health during the period in question. We recruited a new Trustee- a Secondary School leader- to help us to develop the inter-generational aspects of our work. Further Trustee recruitment will take place now that the SCIO has been successful in securing additional funding. We will seek Trustees with experience in film and television and older peoples' charities and ensure a balance of skills, experience, age, and gender. The Covid- 19 crisis has shown the benefits of alternative meeting arrangements and this will continue where necessary.

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OUR MAIN ACHIEVEMENTS THIS YEAR

The second year of Screen Memories as a stand-alone charity has presented a few challenges, but much has been achieved. Our main achievement was in the securing of additional funding to sustain the

project on a longer-term basis. We are grateful to the funders and appreciate their support.

- a. Geographical coverage- including remote, rural and island areas.
- b. Range of settings- including day care, care homes, churches, hospitals, and community settings.
- c. Increased interest from the film industry- presentation at film staff meetings, Edinburgh International Film Festival, sessions in community cinemas and film archive conferences.
- d. Involvement of young people- especially through the Youth Philanthropy Initiative.



Preparing for their Y.P.I. Presentation

- e. Raising of awareness of dementia –by talking at service organisations and church groups.
- f. Partnerships with other charities- notable Regional Screen Scotland, Contact the Elderly (now Re-engage), Alzheimer Scotland and Age Scotland, especially their Veterans Project.
- g. Training of activities co-ordinators in hospitals and care homes across Scotland.
- h. Production of resources- notably additional sets of film memory cards.
- i. Scottish Council for Voluntary Organisations Exhibition at the SEC in Glasgow- two- day demonstration of work done.
- j. Increased demand for visits and demonstrations- increasing on a weekly basis, including return visits. Some are now calendar commitments on a monthly basis.
- k. Themed showings in partnership with the Screen Machine- Shinty-based screenings in Newtonmore.



Shinty Screening at Newtonmore

- l. Commitment of volunteers- travel, subsistence, and personal expense at minimal costs, including evening and week-end sessions.
- m. Development of linked activities- exploring the possibilities for modified acting, singing, and dancing activities linked to film extracts.
- n. The signing of a Memorandum of Understanding with NHS Greater Glasgow and Clyde was an example of a successful model that could be replicated across Scotland.
- o. We have developed and maintained a good following on Twitter and Facebook with daily postings of resource material for use by carers, family members and activity co-ordinators.
- p. The production and distribution of the Screen Memories Review on a weekly basis has proved successful and the coverage has increased significantly since the first issue in late March 2019.
- q. We have a monthly commitment to work with the Scottish War-Blinded charity and this has proved rewarding as well as providing good learning experiences for our volunteers.

THE INVOLVEMENT OF YOUNG PEOPLE

One of the major achievements of the year has been the increased interest being shown in our work by Secondary School pupils across a range of schools. The Youth Philanthropy Initiative (Y.P.I.) has provided opportunities to engage with students in seven schools. Two of the schools went on win their heats, while two others were unable to complete their presentations due to school closures caused by Covid 19.

The school students approached us in the first instance and their final presentations were of a very high standard, entirely original and impressive both in content and delivery. Our recently-appointed Trustee will help us further develop this aspect of our work.

FUTURE PLANS

For the next period of development, leading up to May 2021, much will depend on the Covid-19 situation, but we would like to

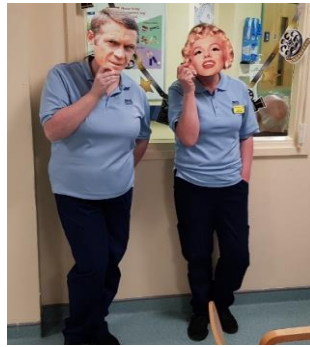
- a. Secure funding, possibly in partnership with other charities, to explore the potential for more film-related physical activity in the reminiscence sessions. Dance and Music Therapy contacts will be explored.
- b. Involve more senior school pupils in our work. The YPI has proved extremely rewarding and we will make more contacts with school-related organisations.



Y.P.I. Success at Falkirk High School

- c. We realise that we need to produce resources for those older people whose film and TV experience was not solely in the English language
- d. Continue to work with charities involved with those who have visual or hearing impairment to further adapt our materials for these audiences
- e. Increase partnership working with veterans' charities, notably Scottish War-Blinded, Legion Scotland and Age Scotland Veterans' Project
- f. Develop networks of local film reminiscence groups to cover a range of ages, experiences, and backgrounds

- g. Produce on-line training materials for carers and families in remote and rural locations.
- h. Produce weekly resource materials for distribution through care homes, hospitals, voluntary organisations, and carers' organisations.
- i. Explore new opportunities for alternatives to face-to-face delivery by volunteers, such as podcasts, DVDs, and materials for distribution through local newspapers, radio stations and websites.



You Never Know Who Might Turn Up