

Made in Bury: Elephant in the Room

Project report



Chris Dabbs and Patrick Tierney
Unlimited Potential

December 2021

Unlimited Potential is a registered society under the Co-operative and Community Benefit Societies Act 2014 (Register number 30669 R at the Financial Conduct Authority).
Registered Office: Innovation Forum, 51 Frederick Road, Salford M6 6FP.



Contents

Summary	2
1. Background	3
2. Description of activities	4
3. Evaluation - impact created	9
4. Key learning	10
5. Future developments / next steps	11
6. Thanks.....	12
Appendices.....	13

Summary

The [*Made in Bury: Elephant in the Room*](#) film emerged from a co-production process between the [Elephants Trail](#) project and [Made in Britain](#), which is a video journalism project of The Guardian.

A group of local participants in the Elephants Trail was trained in filming techniques and supported during the process by professional journalists.



The team then gathered a range of content with local people in Bury, including people experiencing severe and multiple disadvantage, of which the team had their own lived experience.

The Guardian led the editing of the film, in liaison with the team.

Initially, a series of three films was created but, due to the parents of two young people withholding consent, this was changed into one single longer film.

The Guardian launched the [*Made in Bury: Elephant in the Room*](#) film on 21 October, 2021. A complementary opinion piece, [*We made a documentary about poverty by turning its subjects into film-makers*](#), was published on the same day.

The film attracted a large amount of feedback from different quarters, almost all of it positive. It was featured in local and national newsletters, and in national online discussions.

The Elephants Trail team gained skills, knowledge and experience from the process, and the Elephants Trail project itself has benefitted from wider and more high-profile exposure, as well as greater credibility through association with The Guardian.

The film itself is starting to have an impact with policy and decision makers, partners and allies in the statutory and VCSE sectors, and others with an interest in severe and multiple disadvantage in Greater Manchester.

The project shows that it is possible to co-produce journalism that enables local people to have influence over and control of narratives, rather than being subjects, although it takes time and relationship-building.

The film is one element that will be used to spread the wider influence of the Elephants Trail. It has also led to exploratory work with The Guardian Foundation on reimagining the news and media system.

1. Background

The [Elephants Trail](#) is a long-term project in Greater Manchester (running since 2016) that involves people with lived experience of severe and multiple disadvantage and professionals working equally together to solve the challenges that local people face. This is sometimes called 'co-production'. The Elephants Trail is jointly funded by the [Lankelly Chase Foundation](#) and [Greater Manchester Combined Authority](#).

Out of its activities in Bury and Rochdale, the Elephants Trail had formed a community reporting team in 2019, with a view to using film as one tool in its evolving work.

Building on the long-running [Anywhere but Westminster](#) series, and the [Made in Stoke-on-Trent](#) cycle of films, [John Domokos](#) (Video Producer, The Guardian) developed the idea for [Made in Britain](#) with support from [The Guardian Foundation](#).

[Made in Britain](#) is a video journalism project to examine poverty, inequality and the challenges that communities face. It aims to involve the communities and individuals who are typically under-represented in the media (and thus the national narrative) to participate in the production process, not just as subjects. It is about changing the way the media works, opening up a radical new approach to community film-making and, through this, reframing how Britain's social problems are reported.

The [Made in Britain](#) project received funding from [Joseph Rowntree Foundation](#) and [Paul Hamlyn Foundation](#) at the end of 2019. When the project started in early 2020, it soon became evident that the COVID-19 situation would cause a lot of challenges in local communities and for the production process itself. The project evolved in response to this, and was publicly [launched](#) by The Guardian on 22 March, 2021.

As part of their [Anywhere But Westminster](#) series, John Domokos, together with [John Harris](#) (columnist, The Guardian), [asked for people to shoot video](#) in their community of what was going on, given that (due to the COVID-19 protection measures) they could not go to neighbourhoods and communities in their usual style.

John approached the [Lankelly Chase Foundation](#) for contributions about the impact of the COVID-19 situation on local communities. He was made aware of the Elephants Trail project.

What eventually became the *Made in Bury: Elephant in the Room* project materialised after initial contact in late March 2020, soon after the Government imposed the first 'lockdown' in response to the developing COVID-19 situation. There was engagement via Twitter between Matt Kidd (Elephants Trail) and John Domokos about a short 'lockdown advice' video

that Patrick Tierney (Engagement Worker, Elephants Trail) had made for his colleagues at the encouragement of his employer, [Unlimited Potential](#).

Although Patrick's video was eventually not used in The Guardian videos, contact was maintained between the Elephants Trail project and John and ideas were explored. A link was consequently made with the Made in Britain project. This encouraged the Elephants Trail to pursue film as an instrument to address the issues it was encountering daily.

To set up the video project as part of Made in Britain, there was liaison between the Elephants Trail project and [Guardian News and Media](#) on 29 September and 2 October, 2020, involving [Lindsay Poulton](#) (Head of Documentaries), [John Domokos](#) (Video Producer) and [Jacqui Timberlake](#) (Head of Production).

From this, a draft proposal was shared with Elephants Trail core group on 13 October, 2020, and gained support. This was followed by project planning with [The Guardian Foundation](#) on 10 November, 2020.

As the contracted body acting on behalf of the Elephants Trail partnership, [Unlimited Potential](#) completed a partner capacity assessment (appendix 1) in November 2020.

A grant agreement and a memorandum of understanding (appendix 2) between [The Guardian Foundation](#) and [Unlimited Potential](#) (on behalf of the Elephants Trail partnership) were signed on 29 January, 2021.

2. Description of activities¹

Following an initial in-person session in **November 2020**, weekly meetings on Zoom were maintained through the winter and the COVID-19 lockdown. At these, ideas were discussed, ways of thinking as a video journalist were explored, and initial small tasks were set. This all helped to prepare the ground for the start of filming.

In **February 2021**, there were initial sessions on video reporting with John Domokos and [Bruno Rinvulcri](#) (video journalist, The Guardian), which were made available to all participants in the Elephants Trail from both Bury and Rochdale.



¹ Throughout the project, there were regular progress reviews via Google Meet between [Kirstine Føge Jensen](#) (Director of Programmes, [The Guardian Foundation](#)) and Chris Dabbs and Patrick Tierney (Unlimited Potential) on 4 February, 1 March, 14 April, 4 May, 1 June, 6 July, 3 August, 7 September, 11 October and 8 November, 2021.

From these, a small group of four Elephants Trail participants from Bury with keen interest (plus Matt Kidd and Patrick Tierney from the Elephants Trail core group) was identified for more targeted multimedia camera/edit training. The health, safety and well-being of the participants was planned, and aims, objectives and goals for their training were set.

Although the original plan was for one trainee on the project, The Guardian was flexible in its approach and adapted the structure of the project to accommodate more people in a collective endeavour as a community reporting team, and to see what emerged.

There were weekly meetings with John Domokos, including training and guidance, which was complemented by written guidance. John visited Greater Manchester on five days, including one-to-one time. Training sessions (including Bruno Rinvoluceri and Bill Shepherd from The Guardian) covered aspects such as:

- development and pre-production phase to set up the local project
- researching and developing story ideas
- arranging practicalities (such as equipment, a base, etc.)
- setting up a shoot
- logging, organising and assessing rushes
- discussing and feeding into story structure at the beginning of the edit
- reviewing cuts/edits

Practically, kit such as a camera and microphones was transferred, and a space was set up on Google Drive to store video material and to log ideas and progress.

The participants started by learning from watching not only their own footage but also other people's films. They also created vlogs of their own story and progress, and had ongoing one-to-one support with Patrick.

In **March 2021**, the team continued to gather footage and met every week (except for Easter). It was agreed to aim to complete the film by June. The team split into smaller groups, in order to support each other better. Two people from the Rochdale group of the Elephants Trail were invited to be involved.



Mentoring sessions with each group were run by [David Cairns](#), a shooting and editing documentary director who teaches at the National Film and Television School.

In **April 2021**, consideration was given to the best ways to progress, not least in light of a safeguarding concern that arose, which caused some delays and for which a plan was drawn up to manage the situation. This also led to the option of a more team-based approach and structure to working in Bury and Rochdale.

John visited Greater Manchester for two days in mid-April, including for a full team meeting in person in Bury. It was agreed to split into pairs to produce three or four shorter films to collectively tell the story. Themes for each of these intended films were developed.

John subsequently drew up a production schedule, which was finalised on 4 May, 2021 (appendix 3). It was felt important to ensure that everyone allocated sufficient time to do the work, with the training alongside.

In **May 2021**, the smaller teams were formed and planned their short films, with the stories developing. Sola from the Rochdale group of the Elephants Trail joined the project to work on production and technical aspects. Matt was provided with a new laptop for editing purposes.

Due to health issues, it was decided that one person would not continue with the project, but would continue to be supported by Matt, including both to maintain their well-being and to explore possible opportunities in the future, as appropriate.

Each team had two days' filming with John or Bruno to get them started for the subsequent month or so. They also began their training with the National Film and Television School, which was completed in June. This included engagement with local people from elsewhere who were also involved in the Made in Britain series, and gave the opportunity to review each other's footage.

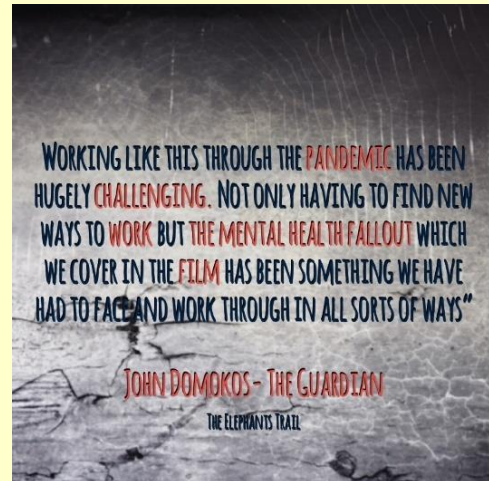
In **June 2021**, the smaller teams continued to pursue their own filming, in line with the production schedule. Full team meetings were resumed and a WhatsApp group set up to facilitate communications. There was a final week of filming, with John and Bruno travelling to Greater Manchester to help complete this.



With the main body of filming done, the team transferred all the footage to John and Bruno to edit, and discussed how it might thread together.

In **July 2021**, John edited the film together with an external freelance editor (Matthew Bradley) to complete it, in liaison with the Elephants Trail team. It was agreed to break the film down into three episodes, each focussing on a different subject, while forming a coherent series.

The team watched different parts of the film and fed back on the editing process. They also shot some concluding points, reflections and voiceovers to help thread things together in a coherent way.



The team also considered how best to continue to use the skills learned, launch the film (intended for September), and capitalise on its exposure.

In **August 2021**, while John was on sabbatical leave, Matthew continued the editing in liaison with the team members. The three episodes were brought to a point of near completion.

Given the sensitive nature of parts of the film, and responding to safeguarding experiences in the wider Made in Britain project, John raised queries about safeguarding with regard to two people who were shown. There was a meeting about this on 5 August, including Lindsay Poulton (Head of Documentaries, The Guardian) and Chris Dabbs (Chief Executive, Unlimited Potential). On review of the situation, and using the safeguarding policies of Unlimited Potential, it was agreed that there were no risks to anyone that required referral to the local safeguarding team. Chris and Emilie Glazer (anthropologist and doctoral researcher at UCL) subsequently reviewed on 13 September the learning about safeguarding from this for the evaluation of the Made in Britain series.

On return from leave, John felt satisfied with the three films, with just a few changes needed in the interests of sensitivity. The films were shared with the team for further feedback. Generally, people were happy and felt that the films reflected the hard work that had been done.

In **September 2021**, the films were sent to four individuals, including two young people and their parents and two adults. Although all had already given consent to be filmed, it was felt appropriate to seek explicit informed consent to be included in the final films, given some very sensitive content.



The two adults (Dave and Ash) gave their consent, but consent for the two young people featured in the first episode was withheld:

- One young person, L, really enjoyed the film, but her parents were concerned for her well-being, especially the potential for trolling on social media.
- The other young person, J, said that she loved the film. After two weeks, however, her mother declined consent due to concerns about the impact on her child, although she stated that she supported the film and its purpose.

In **October 2021**, without these two consents, it was agreed that the three separate episodes could not be maintained as a series. Changes were consequently made from the three 15-minute films to one single 31-minute film instead, with some additional pieces filmed to support this, including one to accommodate comments from the housing company in Bury featured in the film, which had been given right of reply. Some still images were also taken to use with the film.

The final version of the film was shared with the team, with the opportunity to feed back. Everyone was happy with the end-product.

Unlimited Potential issued a local briefing (appendix 4) to just over 50 partners and media in Greater Manchester on 19 October to make them aware of the film and its impending release. The partners included: policy and decision makers; grassroots organisations; people with a particular interest in severe and multiple disadvantage and/or co-production; and partners and allies.

The Guardian launched the [*Made in Bury: Elephant in the Room*](#) film at 12.00 midday on Thursday 21 October on its website and YouTube channel. A complementary opinion piece by Matthew Kidd (Creative Inclusion and the Elephants Trail), [*We made a documentary about poverty by turning its subjects into film-makers*](#) (appendix 5), was published in The Guardian on the same day.



The Elephants Trail and Unlimited Potential promoted the film locally through social media, email, etc.

Team members and local people featured in the film were told in advance of the release of the film. 'After care' checks were then made with them for their well-being on the launch day, and a couple more times in subsequent days. An eye was also kept out for any significantly adverse comments, but none appeared.

3. Evaluation - impact created

The *Made in Bury: Elephant in the Room* film has garnered good coverage, including some 25,000 views on YouTube. This is good for a very locally focussed film that is over half an hour long.

The film attracted a large amount of feedback from different quarters (appendix 6), almost all of it positive. Many viewers found it inspirational, and the impact of that - what they do in their own communities - is immeasurable.

This encouraged everyone who contributed to the film, with interesting new opportunities possibly opening up, both for new films by Elephants Trail participants and for wider influence of the Elephants Trail towards system change to tackle severe and multiple disadvantage.

The film was also featured in local publications, such as the Greater Manchester Poverty Action newsletter ([issue 146](#), 3 November, 2021), while spread wider through the Co-operative Councils Innovation Network ([Members' Update](#), November 2021).

As a result of the film, the Elephants Trail was the focus of the [People's Newsroom Community Coffee](#) on 24 November, 2021. This is an informal space hosted by the [Bureau Local](#) (a collaborative, investigative journalism network in the UK). The meeting attracted a range of people interested in building community power through journalism to meet, connect and share.²

The film also prompted a Twitter takeover of the [Lankelly Chase Twitter feed](#) by the Elephants Trail on 26 November, 2021.



² Reflection by Shirish Kulkarni (The Bureau of Investigative Journalism) at <https://mailchi.mp/fa8c83f36a31/icanbreatheeasier-2768319> (14 December, 2021): "A 'perfect example' of building community power through journalism and lived experience."

The team from the Elephants Trail has benefitted from the skills, knowledge and experience gained from co-producing the film. This has given them confidence to build on this to sustain their activity in Bury and Rochdale, and also to use community reporting as a tool in the future.

The Elephants Trail project itself has benefitted from the exposure that the film has provided at local, Greater Manchester and national levels, as well as its association with The Guardian. It has raised the profile of the Elephants Trail and offered greater credibility through association with a well-known and trusted brand.

The film itself is starting to have an impact with policy and decision makers, partners and allies in the statutory and VCSE sectors, and others with an interest in severe and multiple disadvantage in Greater Manchester. It will continue to be used as a tool as the Elephants Trail is evolving across Greater Manchester:

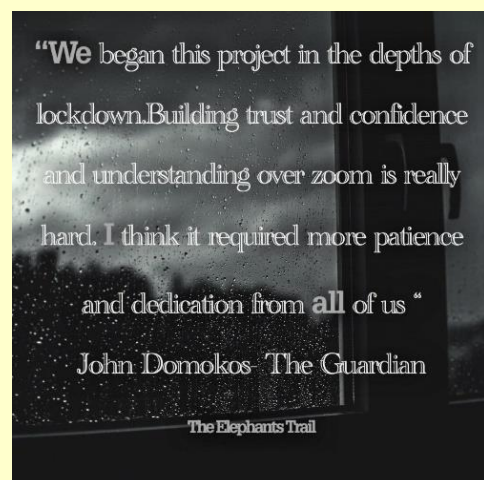
- local activity – ensuring that developments in Bury and in Rochdale are well grounded and sustainable without the Elephants Trail
- sharing the learning – drawing together all of the learning that has been done, and presenting it openly for others to use
- wider influence – spreading the influence of the Elephants Trail across communities and with organisations/systems, and facilitating links between the two

We hope that The Guardian has learned more about co-producing content with people and communities who are under-represented in the media, especially those who experience severe and multiple disadvantage. The film also provides more awareness of realities of the poverty and inequalities that challenge many communities. We hope that the experience with the Elephants Trail encourages further work with other communities around the country.

4. Key learning

An external evaluation for The Guardian Foundation by [Emilie Glazer](#) (anthropologist and doctoral researcher at UCL) has drawn out the learning from all of the participants in the Made In Bury project.

Fundamentally, the Made in Bury project shows that it is possible for professional journalists and community reporters to co-produce video journalism. The process can reframe how social and economic issues are reflected, enabling local people to have influence over and control of narratives, rather than being subjects.



Critically, as is true in any form of co-production, sharing power and control means that a greater number and diversity of people are involved in how decisions are made, with a wider range of interests, evidence, values and assumptions. This tends to mean that the process of decision-making is more inclusive but takes longer than when only one or a few professionals hold the power.

A particular challenge arises from filming young people, where both safeguarding issues and parental consent are paramount. There is a particular area of concern about material being shown on the Internet and the consequent risk of trolling and online abuse.

There has been particular learning with The Guardian around safeguarding of both children and vulnerable adults. This was reviewed with the Elephants Trail, and the wider learning captured by Emilie Glazer for the evaluation of Made in Britain through an evaluation interview with Chris Dabbs (Chief Executive, Unlimited Potential).

Everyone involved in the making of the film has also learned about the importance of robust processes for the well-being of a team. As well as being energising, this kind of work can take its toll on people. In the future, there should be stronger measures in place from the start of such projects to support people's well-being.

5. Future developments / next steps

From the experience of producing *Made in Britain: Elephant in the Room*, there is potential to develop and sustain the community reporting approach through the Elephants Trail and its wider impact.

The experience, and the film itself, will be used as elements in spreading the wider influence of the Elephants Trail, both across communities and towards system change with organisations.



It is planned to hold a public screening of the film in early 2022, with support from The Guardian.

More directly, the Elephants Trail is now working on a new programme with The Guardian Foundation and The Guardian, supported by the News and Media Fund of the Lankelly Chase Foundation. Starting in September 2021, this aims to explore and reimagine the news and media system, especially with regard to people experiencing severe and multiple disadvantage and how their voices might be made more diverse and amplified.

One initial idea is a platform for collaboration and mutuality within the media with 'citizen journalists' with lived experience (peer-to-peer; emerging with established; small agencies with established brand).

6. Thanks

We thank all the local people who participated in the film, and the team from the Elephants Trail who co-produced it: Juliet Eastham; Melanie Humphreys; Matthew Kidd; Olusola Osekita; Alexa Sargeant; Patrick Tierney; and Judith Whitehead.



Thanks for collaboration and support to John Domokos, Bruno Rinvolutri, Lindsay Poulton, Jacqui Timberlake and colleagues at The Guardian, and also to Kirstine Føge Jensen, Kelly Walls and colleagues at The Guardian Foundation.

We also thank the [Lankelly Chase Foundation](#) and [Greater Manchester Combined Authority](#) for co-funding the Elephants Trail, and [The Guardian Foundation](#), the [Joseph Rowntree Foundation](#) and the [Paul Hamlyn Foundation](#) for supporting the Made in Britain video project.

Appendix 1

Partner Capacity Assessment (November 2020)

In order to assess the capacity of our partners, we request all potential partners to complete this form. Please include referenced policies or documents as attachments.

1) Organisational Overview

Official registered name of the Organisation	Unlimited Potential
Legal name of Organisation in English and acronym(s)	Unlimited Potential
Organisation registered address	Innovation Forum 51 Frederick Road Salford M6 6FP
Legal status of the organisation e.g. registered charity/registered company	community benefit society (Register number 30669 R at the Financial Conduct Authority)
Organisation website	https://www.unlimitedpotential.org.uk/
Organisation social media accounts	https://twitter.com/UPSalford

(a) Please briefly explain the legal status, the structure and governance of your organisation

Unlimited Potential is a registered society under the Co-operative and Community Benefit Societies Act 2014 (register number 30669 R at the Financial Conduct Authority). The business of our Society must be conducted for the benefit of the community and not for the profit of its members, who are called 'Supporters'. As a community benefit society, Unlimited Potential is collectively owned by its members (with one share/vote each), who can make no personal gain, interest, dividend or bonus from their membership.

The members elect the members of the Board (who appoint the Chief Executive), and the members of the Advisory Council (whose role is to ensure that the Board works to the benefit of the community). Each year, our society report to the membership on its impact, and also makes a formal statement in its annual return to the Financial Conduct Authority of the benefits to the community that the society delivered in the previous 12 months.

(b) Please explain who under the articles/rules/constitution of your organisation exercises the final authority and how decisions are made at the highest level?

As a community benefit society, ultimate authority rests with our members. On their behalf, once elected, the Board manages the business of the Society, within its Rules.

(c) Please state if the organisation is a branch/regional office of another national or international network

Our society is independent and stand-alone. It is not a branch or a regional office of any other organisation or network.

(d) Please supply details of membership of any national or international umbrella organisations

Unlimited Potential is a member of: Co-operatives UK; and Social Enterprise UK.

(e) What are the origins of the organisation?

Our organisation started as a small group of local people in Charlestown and Lower Kersal in Salford who wanted to improve health in their community, as part of a New Deal for Communities regeneration programme. In 2002, they became known as Community Health Action Partnership. In 2009, the organisation converted into a community benefit society and changed its name to Unlimited Potential.

(f) What are the organisation's charitable objects, mission and its long-term objectives?

The mission of Unlimited Potential is to make the world a happier and healthier place to live.

Our values are:

- approachability – *friendly and easy to talk to*
- enterprise – *innovation, creativity, bold resourcefulness*
- respect – *due regard for the feelings or rights of others*

Our objects are:

1. *[Well-being]* To support people to lead happier and healthier lives.
2. *[Fulfilment]* To help people who want to develop their skills and abilities to fulfil their potential.
3. *[Positive impact]* To be a healthy and happy enterprise that has the best possible impact for people and for a sustainable world.

2) Governance Structure of the Organisation

#	Structure	Y/N	# of males	# of females	# of non-binary persons	Total
1	General Body	Y	18	20	0	38
2	Board of Directors	Y	3	1	0	4
3	Board of Governors	N	-	-	-	-
4	Executive Committee	N	-	-	-	-
5	Working Committee	N	-	-	-	-
6	Board of Trustees	N	-	-	-	-
7	Other: Advisory Council	Y	2	2		4

3) Current Board Composition of the Organisation

#	Name	Gender (M/F/N B)	Title in Board	Board Member Since	Occupation / Profession (or past occupation, if retired)	Describe relationship with CEO/Staff, if any	Monetary value of all benefits received from board function, annually
1	David Cummins	M	Chair and Non-Executive Director	23/10/14	chief executive, social housing	day-to-day accountability of Chief Executive	nil
2	Chris Dabbs	M	Chief Executive	9/4/09	social entrepreneur	Chief Executive; ultimate line manager of all staff	nil – although salary as Chief Executive of £45,409 p.a.
3	Jacqui Pollock	F	Non-Executive Director	27/11/12	long-term conditions self-management specialist	overview of Chief Executive	nil

4	David Young	M	Non-Executive Director	23/10/14	retired accountant and NHS chief executive	overview of Chief Executive	nil
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4) Staff structure of the organisation

#	Position	Gender (M/F/NB)
1	Project Manager	M
2	Community Connector	F
3	Network Facilitator	M
4	Lifestyle Coach	F
5	Project Support Officer	F
6	Engagement Worker	M
7	Finance Officer	F

(a) Please explain how your organisation has the financial/logistics/HR management capacity to manage the grant/programme appropriately or will additional resources be needed?

Unlimited Potential already manages the grant (from Lankelly Chase Foundation and Greater Manchester Combined Authority) and programme for the associated Elephants Trail project, which is a partnership of six social organisations. This is done by our core team of Chief Executive, Finance Officer and Project Support Officer. We do not need additional resources to manage the grant/programme with The Guardian Foundation.

5) Financial Details/Contribution of any Past and Present Institutional Donors or Partners if applicable (past 3 years)

Financial Year	Donor /Partner Profile				Total Contribution	% of total budget for the year
	Name of Donor /Partner	Name of Project	Type of Donor	Donor Location		
2017-2018	Big Life Centres	Living Well Rochdale	charity	Trafford	£4,800	1.8%
2017-2018	Big Lottery Fund	Breath Stars	charity	Newcastle-upon-Tyne	£4,510	1.7%
2017-2018	Lankelly Chase Foundation	Dadly Does It	charity	London	£151,356	57.1%
2017-2018	Lankelly Chase Foundation	Elephants	charity	London	£2,750	1.0%
2017-2018	Salford City Council	FACT (Fuelling Ambitions Creatively Together)	statutory	Salford	£20,417	7.7%
2017-2018	Salford Clinical Commissioning Group	Empower You	statutory / NHS	Salford	£43,348	16.4%
2017-2018	Salford CVS	Breath Stars	charity / CVS	Salford	£4,972	1.9%
2017-2018	Timebanking UK	Time to Connect	charity	Stroud	£8,000	3.0%

2018-2019	Salford Clinical Commissioning Group	Empower You	statutory / NHS	Salford	£25,369	8.9%
2018-2019	Age UK Trafford (for Trafford Council)	Empower You	charity	Trafford	£10,922	3.8%
2018-2019	Lankelly Chase Foundation	Dadly Does It	charity	London	£92,650	32.4%
2018-2019	Greater Manchester Combined Authority	Elephants Trail	statutory	Greater Manchester	£50,000	17.5%
2018-2019	Lankelly Chase Foundation	Elephants Trail	charity	London	£50,000	17.5%
2018-2019	Morecambe Bay Clinical Commissioning Group	Breath Stars	statutory / NHS	Morecambe Bay	£2,000	0.7%
2018-2019	Salford City Council	FACT (Fuelling Ambitions Creatively Together)	statutory	Salford	£35,000	12.2%
2018-2019	Salford Clinical Commissioning Group	Speaking Dadly	statutory / NHS	Salford	£4,155	1.5%
2018-2019	Salford CVS	Breath Stars	charity / CVS	Salford	£2,684	0.9%
2018-2019	Salford City Council / Salford Clinical Commissioning Group	Meaningful Employment of Autistic People	statutory	Salford	£12,715	4.4%
2018-2019	Salford Third Sector Consortium	Wellbeing Matters	charity	Salford	£21,334	7.5%
2018-2019	Timebanking UK	Time to Connect	charity	Stroud	£1,000	0.3%
2019-2020	Age UK Trafford (for Trafford Council)	Empower You	charity	Trafford	£10,922	4.1%
2019-2020	Trafford Housing Trust	Empower You	housing trust	Trafford	£26,151	9.7%
2019-2020	Greater Manchester Combined Authority	Elephants Trail	statutory	Greater Manchester	£75,000	27.9%
2019-2020	Lankelly Chase Foundation	Elephants Trail	charity	London	£75,000	27.9%
2019-2020	Northern Care Alliance NHS Group	Local Employment	statutory / NHS	Oldham	£7,200	2.7%
2019-2020	Salford City Council	FACT (Fuelling Ambitions Creatively Together)	statutory	Salford	£14,583	5.4%

2019-2020	Salford CVS	Breath Stars	charity / CVS	Salford	£8,054	3.0%
2019-2020	Salford Third Sector Consortium	Wellbeing Matters	charity	Salford	£39,317	14.6%
2019-2020	Social Sense	Greater Moments	private	Greater Manchester	£2,000	0.7%

a) Does your accounting staff have the relevant training and experience to maintain your organisation's accounting and financial reporting system?

yes

b) Does your organisation maintain a computerised accounting and financial reporting system?

If YES, provide the name of the system and the length of time it has been used

If NO, what method is used to keep accurate and up-to-date picture of the financial situation of your organisation?

yes – Sage accounting system, which we have used for about ten years

c) Does your organisation have publicly available financial accounts? If so, please provide a copy of the last year's accounts.

yes - all of our annual returns and annual accounts are available at

<https://mutuals.fca.org.uk/Search/Society/12019> Our annual accounts for 2019-2020 are also attached.

d) Has your organisation previously prepared financial reports for our organisation or other donors (including bank and cash reconciliations and scans of supporting documents)?

yes – for other funders and commissioners

e) Does your organisation have a bank account able to receive funds from a UK entity?

yes – with Unity Trust Bank: sort code – 60-83-01; account name – Unlimited Potential; account number - 20175533

6) Policies and Governance

Policy	Does the organisation have?	If not, are you happy to follow the Guardian Foundation's relevant policy/guidelines?
Anti-bribery and Anti-corruption Policy	yes	✓
Gender/Diversity	yes – Equity and Diversity	✓
Safeguarding Policy	yes (2) – Adults; Children	✓
Procurement Policy	yes	✓
List others as relevant		✓
• Confidentiality and Data Protection Policy	yes	✓
• Countering Discrimination and Harassment Policy	yes	✓
• Openness and Disclosure Policy (whistleblowing)	yes	✓
• Health and Safety Policy	yes	✓
• Lone Working Policy	yes	✓
• Serious Untoward Incidents Policy	yes	✓
• Complaints Policy	yes	✓
Accounting procedures	yes	✓

(a) Does your organisation have a risk register?

yes

7) Details of Past 3 Year Budgets

Financial Years		
	Total Budget	Total Expenditure
2019-2020	£268,710	£298,945
2018-2019	£285,990	£281,228
2017-2018	£264,860	£347,004

8) Major Projects undertaken by Organisation (within last 3 years, including current)

#	Name of Project	Thematic Focus	Duration (month and year)	Budget in PKR (???)	Donor(s)	Geographical Focus
1	Breath Stars	child health	12 months	£4,972	Salford CVS	Salford
				£4,510	Big Lottery Fund	
			3 months	£2,000	Morecambe Bay CCG	Morecambe Bay
			12 months	£10,738	Salford CVS	Salford
2	Dadly Does It	positive fatherhood	3 years	£395,885	Lankelly Chase Foundation	Greater Manchester
3	Elephants Trail	severe and multiple disadvantage	2 years	£300,000	Greater Manchester Combined Authority / Lankelly Chase Foundation	Greater Manchester
4	Empower You	physical activity of disabled people	3 years	£116,712	Salford Clinical Commissioning Group / Age UK Trafford / Trafford Housing Trust	Salford and Trafford
5	FACT (Fuelling Ambitions Creatively Together)	life chances of disadvantaged young people	2 years	£70,000	Salford City Council	Salford
6	Living Well Rochdale	child health	8 months	£4,800	Big Life Centres	Rochdale
7	Meaningful Employment of Autistic People	employment of people with Asperger's syndrome	6 months	£12,715	Salford City Council / Salford Clinical Commissioning Group	Greater Manchester
8	Speaking Dadly	speech and language of young children	4 months	£4,155	Salford Clinical Commissioning Group	Salford
9	Time to Connect	well-being of people with dementia	9 months	£9,000	Timebanking UK	Manchester
10	Wellbeing Matters	community connection	2 years	£75,148	Salford Third Sector Consortium	Salford

(a) How is performance on similar projects monitored, reported and evaluated?

Monitoring, reporting and evaluation varies according to the nature of each project, but is always a balance of qualitative and quantitative data. We seek to report on a regular (usually quarterly) basis, with a focus on learning with the funder. Formal evaluation depends on the availability of funding or otherwise for this and is therefore applied to some projects more actively than others.

Appendix 2

Memorandum of Understanding

Between

The Guardian Foundation

and

Unlimited Potential (on behalf of the Elephants Trail³)

On the Project:
Made in Britain

1) Introduction

Britain finds itself in a moment of profound social upheaval. Filmmakers and media organisations have to respond not just in terms of the kind of stories we tell, but *how* we tell them, and *who* tells them. For a long time, the British media has failed to properly represent and give voice to many communities - those outside our big cities, young people, minorities, the working class, those with disabilities. This is because the production processes and routes to participate have become increasingly inaccessible and concentrated.

Made In Britain is an ambitious training and video pilot project that attempts to turn this situation around. This project will be in collaboration with those who don't normally have a voice in the media. We carefully select between one to six talented storytellers from three or more locations across the UK, who will go through a tailored training programme and join a specialist video unit, empowering them to tell their story. We will produce top class video journalism, examining the social challenges people are facing, and working collaboratively and transparently with local people to cover the issues that affect them.

This is a project about local communities and towns, and the challenges they face. But it is also a project about inclusion. About inclusion of people and places that are ignored or misrepresented in the national narrative. And it's about the inclusion of people from those places in the production process of that story not just as subjects. It's about changing the way the media works, opening up a radical new approach to community filmmaking, and through this, reframing how we report on Britain's social problems.

This initiative is a ground-breaking collaboration between The Guardian Foundation, an independent charity committed to increasing diversity in the UK media, and The Guardian's world class multimedia team.

2) Background

The Guardian's Made in Stoke-on-Trent series broke the mould in terms of how video journalism from communities can be done. Rather than parachute in, the Guardian News & Media (GNM) multimedia team returned to the city frequently over the course of 9 months, worked in deep collaboration with local people, and produced a series of films that overturned the conventional narrative about the city. It sparked a conversation in Stoke and beyond about how places like Stoke are represented, and how people can tackle the challenges they face.

The Guardian Foundation has established a first class reputation for its training of journalists in countries where independent journalism is under threat, and increasing news literacy skills in the UK.

³ The Elephants Trail is a project creating solutions with people with lived experience of severe and multiple disadvantage in Greater Manchester. Unlimited Potential is one local partner in collaboration with others under this project.

This project will utilise that expertise and holistic skills in order to inspire and enable underrepresented people to become film-makers and tell their own stories here in the UK.

Central to the project is engaging the local community in the project - from start to finish. As the old motto says: “Nothing about us without us.” The Guardian Foundation and GNM multimedia have been keen to identify the right local partners in order to involve communities into the production process from the very start to actively engage with complex narratives which they might have a stake in, to be empowered to continue discussions locally, and to actively contribute today’s journalism so that it resonates with them and their communities. To this end, Unlimited Potential plays a pivotal role in the project.

3) Project Overview

As a three-way partnership between The Guardian Foundation, GNM Multimedia and Unlimited Potential, we will collaborate on identifying a trainee in Bury and Rochdale with a knack and a passion for storytelling. Each of those individuals (hereafter ‘local video trainee’) will then be given training and guidance on video journalism by the GNM Multimedia department and an external training provider, the National Film & Television School. The local video trainee will have a mentor from Unlimited Potential and be assigned a GNM mentor with whom they will have face-to-face contact with at least once a month. The mentor will look at the progress of their project and help steer what they are doing. At the end of the project, they will be given detailed feedback on their work and a certificate of completion.

The local video trainee will be paid £105 per day plus 18% wages and salary overheads (employer national insurance contributions etc), for up to two days a week for their work throughout the 3-month production process.

Key objectives and impact:

By the end of the UK-wide project, we will have:

1. Produced up to 12 character-led short films in total, across the UK exploring challenges and solutions in local communities in the UK and raising a voice to those rarely heard.
2. Highly trained selected video producers.
3. Developed and successfully demonstrated a style of video journalism that is accessible to both audiences and producers from diverse backgrounds.
4. Deepened the public’s understanding of issues surrounding inequality and poverty.

4) Roles, responsibilities and coordination

As a minimum, monthly coordination meetings should take place between all three partners in order to monitor, coordinate and evaluate the project.

GNM Multimedia Department undertakes to:

Lead on all editorial content. Including being responsible for:

- Providing a training framework to Unlimited Potential and a mentor on video journalism
- Providing guidance to collaborators on GNM’s style of video journalism and ethical standards
- Assigning a GNM mentor to work with the collaborators and liaise with local mentor to ensure alignment and continuity
- Payments to GNM employees doing work on the project
- Providing equipment for GNM staff to use
- Booking and payment for travel for GNM staff
- All activities relating to the production of the editorial content

The Guardian Foundation undertakes to:

Lead on relationships with local organisations. Including responsibilities for:

- Supporting GNM Multimedia in selecting local organisations
- Contracting with and paying Unlimited Potential for work outlined below
- Liaising with Unlimited Potential and GNM Multimedia team on progress of project
- Issuing a certificate of completion to local video trainee

Unlimited Potential undertakes to:

Collaborate on project design and lead on the relationship with the local collaborators. Including being responsible for:

- finding, contracting and paying the local trainee
- providing a lead member of staff on the project
- working within the development and pre-production phase to set up the local project
- preparing educational goals, aims and objectives for the trainee
- developing a schedule of contact between GNM Multimedia, Unlimited Potential and the local collaborators working with GNM Multimedia and GF through the recruitment and engagement process
- managing the local collaborators in terms of safety and wellbeing
- managing the payment of local collaborators as per budget
- pastoral care of local collaborators and a base for meetings/training if necessary and within COVID-19 safety guidelines
- selecting local mentor with input from GF and Multimedia
- participating in GNM Multimedia training of local collaborators taking place in local community
- facilitating the external training provided by the National Film & Television School (the cost of which will be met by GNM) to include one-to-one virtual mentoring sessions and group workshops.
- video content produced by local filmmakers follows legal and ethical standards
- flagging any issues that may arise in the project delivery
- tracking and recording activities and spend of sub-grant throughout the project for purposes of accounting to funders, professional learning and skills sharing.

5) Rights

GNM (via the Foundation) to take an assignment of all rights in any of the creative work in development or physical work produced in production as part of the project. Unlimited Potential and the trainee to have rights to release very short clips on their social media feeds with prior written approval by GNM.

Where appropriate, GNM will include the Unlimited Potential trainee in any derivative on a non-precedential basis, subject to broadcaster or funder approval of the role. Unlimited Potential and its logo will be credited on the Made in Britain shorts published by GNM.

GNM agrees to provide an end credit in any derivative work based on the work produced by the trainee engaged by Unlimited Potential, substantially similar to: 'developed with support from Unlimited Potential' subject to the approval of any broadcaster or funder of any derivative.

6) Licensing and PR

Unlimited Potential grants The Guardian Foundation a non-exclusive licence to publish content that you and your agents or subcontractors produce in connection with the Project.

Unlimited Potential can use up to 3 minutes of filmed material intended for the editorial output on your social media platforms, with prior written consent from GF for educational and/or marketing purposes, no commercial use allowed.

Unlimited Potential must receive approval from us, in advance, before use of the GF's logo or of any press release or other media or public communications, written or electronic, you intend to issue concerning the awarding of the Grant.

7) Data privacy and Anti-bribery measurements

By accepting this grant, Unlimited Potential is confirming its agreement to GF processing its data in line with GF's privacy notice, detailed at: <https://www.theguardian.com/the-guardian-foundation/2018/may/21/guardian-foundation-privacy-policy>

Unlimited Potential confirms that it has in place appropriate and robust measures to prevent incidents of bribery, including an anti-bribery and corruption policy and due diligence procedures in relation to your Associated Third Parties (as defined by the Bribery Act 2010).

Where you have reasonable grounds to believe that there has been any bribery by Unlimited Potential or by an Associated Third Party who is involved in the Project, you shall promptly report the suspected incident in writing to the Guardian Foundation.

Without prejudice to any other remedy it may have, if the Guardian Foundation has reasonable grounds to believe that Unlimited Potential or an Associated Third Parties has committed bribery or fraud, The Guardian Foundation may, in its absolute discretion suspend this Agreement pending an investigation; and/or withhold payment of the Grant; and/or terminate this Agreement with immediate effect by written notice to you.

8) Termination

The Guardian Foundation may terminate this agreement on 7 days' notice.

This Agreement is governed by and should be construed in accordance with the laws of England and Wales.

This Agreement constitutes the entire understanding between us with respect to its subject matter and supersedes all prior agreements, discussions or representations between us. Any modification of this Agreement must be in writing and signed by both parties.

9) Period covered by this MoU.

The project period covered by this MoU is 5 months, 15th January - 15th June 2021.

Unlimited Potential and The Guardian Foundation hereby agree to the terms outlined above:

Date: 29 January, 2021

Date: 29 January, 2021

Signature:

Signature:

Kelly Walls
The Guardian Foundation, Executive Director

Chris Dabbs
Unlimited Potential, Chief Executive

Appendix 3

Original production schedule – 4 May, 2021

Three to Four short films, that collectively tell the story of where Bury/Rochdale is at, after a year of pandemic. The films will focus on the social impact. There will also be a theme of people using their lived experience to do the reporting, and a collaborative process between national media and community reporters.

Each film team will have:

- 1) Presenter
- 2) Local ET producer
- 3) Guardian producer

Production schedule.

* Because of the trainer partners this may have to be pushed back another week.

Date	Production	Mentoring/checkin	Training Which day/time?
Wb May 10	N/A	One online production meeting with Guardian producer	Wk1: Planning
Wb May 17	Initial filming with Guardian producer - two days per team.	NA	Wk2: Production
Wb May 24	Local producer and presenter, up to two days per team.	One online production meeting with Guardian producer One NFTS mentor session	Wk3: Production
Wb May 24	Local producer and presenter, up to two days per team.	Two online production meetings with Guardian producer	Wk4: Production
Wb May 31	Finishing filming with Guardian Producer - two days per team		Wk5: Production

Wb June 7	Edit week 1	Edit/production check in 2 per week	Wk 6: Editing
Wb June 14	Edit Week 2	Edit/production check in 2 per week	
Wb June 21	Final post production/pre-publication	One NFTS Mentor session to wrap up	
Wb June 28	Publication		

Team one

Presenter: Jules

Local Producer: Judith

Subject: Manna/people holding town together/Dave*** the story needs thought through more

Guardian Producer: Bruno?

Budget- 16 to 18 days local producers

Team two

Presenter: Paddy

Local Producer: Shola

Subject: Backsliding/Taking it outside/ church/ Digital exclusion

Guardian Producer: John/Bruno?

Budget needed: 4 days main shoot Shola, plus 4 days Shola in between

Team three

Presenter: Mel

Local Producer: Matt

Subject: Young people/homelessness.

Guardian Producer: John

Budget needed: 4 days main shoot Mel, plus 4 days Mel in between

Team Four

Presenter/filmmaker: Alexa

Local Producer: Matt

Subject: Mental health - filling in the gaps

Guardian Producer: John

Budget needed: 4 days main shoot Alexa, plus 4 days Alexa in between

questions/issues;

- Matt will be stretched? Being producer with mel, and learning to edit, and helping lex.
- Further to that, can we get everyone to commit to this? So far everyone is always busy, but I feel it is crunch time and we need set a schedule now.
- If shola is very keen and has time maybe he could be mel's sidekick too? (freeing Matt up).
- Are unit 1 and 3 a bit close in subject. Need to be clear difference.
- Set up the plan around alexa
- Does lex join the training session with NFTS? - I think not.
- How should the training course tie in with the production schedule, while being broad enough to cover others not in bury?

Appendix 4

Local briefing for partners and media in Greater Manchester – 19 October, 2021

MADE IN BURY: ELEPHANT IN THE ROOM

A new film, made by local people, has been released that reveals big social challenges facing many communities in Greater Manchester.

The film, *Made in Bury: Elephant in the Room*, draws on local and diverse voices rarely heard in the mainstream media or in politics. It explores issues such as insecurity, poverty and inequality, and how local people are organising to create system change that will tackle and prevent them.

The film reflects the work of the Elephants Trail project. Presently working in both Bury and Rochdale, the Elephants Trail creates spaces for local people to explore issues around severe and multiple disadvantage, and then to produce solutions together with agencies and professionals. These currently include issues such as homelessness, mental health and community power.

Made in Bury: Elephant in the Room was made jointly between a community reporting team from the Elephants Trail and video journalists at The Guardian, with support from The Guardian Foundation, the Joseph Rowntree Foundation and the Paul Hamlyn Foundation. It is part of the *Made in Britain* series of films.

“We all have that power within us to be able to say: ‘this is not how my story ends’”, said Juliet Eastham of the Elephants Trail. “How amazing to have a group of people with lived experience able to advise those people that really are at the top”, added Melanie Humphreys.

“We feel that there is a need to do journalism differently in our communities”, reflected Patrick Tierney of the Elephants Trail. “We think that people like us who have experienced severe struggles should have a role in bringing issues in our communities to light.”

“With *Made in Britain*, we are trying an experimental and participatory approach to film-making: giving up or sharing control with the people we work with locally”, said John Domokos, video producer at The Guardian.

[Ends]

Notes to Editors: After its release, the *Made in Bury: Elephant in the Room* film will be found on The Guardian website - <https://www.theguardian.com/uk>

The Elephants Trail is a partnership between local people, Creative Inclusion, Greater Manchester Combined Authority, Lankelly Chase Foundation, Mama Health and Poverty Partnership, MCRactive, and Unlimited Potential. It has been running in Greater Manchester since 2016. Background about the Elephants Trail is available at <https://gmsystemschargers.org.uk/lcprojects/>



The Elephants Trail is supported and funded by the Lankelly Chase Foundation and Greater Manchester Combined Authority.

Media queries: Mr. Chris Dabbs, Chief Executive of Unlimited Potential, on 07834 646345 or email chris.dabbs@unlimitedpotential.org.uk

Appendix 5




[Article](#) – The Guardian, Thursday 21 October, 2021

Opinion
Social exclusion

Supported by
 Paul Hamlyn Foundation
 JRF JOSEPH ROYAL FELLOWS FOUNDATION

About this content

Thu 21 Oct 2021 13:00 BST


   26

We made a documentary about poverty by turning its subjects into film-makers

Matthew Kidd

People tell their stories better and gain life skills when they're treated as equal participants, not issues to be reported on

- Matthew Kidd co-produced the Guardian film *Made in Bury*, part of the *Made in Britain* series



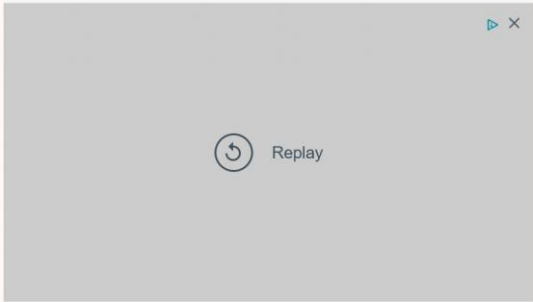
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Made in Bury: Elephant in the Room - video

When you work for a grassroots organisation with people who have experienced poverty, homelessness and substance abuse, it can be a long and tiring battle trying to get people to take your work seriously. We have no university stamp to validate our expertise and no clever head of marketing to ensure our work is well publicised. What we do have is the trust and faith of communities who know that we are here for the long term, and don't just want to claim their stories to make a quick buck.

I work for a project called *The Elephants Trail*, based in Bury and Rochdale, which creates spaces for local people to explore issues around disadvantage, and to produce solutions to these problems with agencies and professionals. Too often, people with criminal convictions, a history of substance abuse and enduring mental health issues have no opportunity to talk about issues that affect them, in the media or in public life in general. The Elephants Trail sought to change this.

Advertisement



Last year, we started working with the film-maker John Domokos and the Guardian. Together, a community reporting team of local people from The Elephants Trail and video journalists at the Guardian created *Made in Bury*, a film that draws on diverse local voices to explore issues such as insecurity, poverty and inequality, and examines how local people are organising to tackle and prevent these problems. I liken our relationship with Domokos to producing a song. Imagine you had the idea for a hit record inside your head, but it just wasn't polished enough. The lyrics needed a bit of work, you lacked decent instruments and access to a recording studio. In an ideal world, someone from the industry would teach you this stuff, and together you'd turn the song into a hit record.

Together, each member of our community reporting team had a part of the film-making process they wanted to master, whether that be editing, filming or presenting. We were able to practise these skills through making this film. Throughout the process I was anxious about whether what we were doing was polished or sexy enough, whether it would appeal to people enough to “sell papers” (though perhaps that’s now an outdated concept), or get hits on YouTube. Of course, working in a completely equal partnership would have required Domokos to stick around for several years to teach us to master all aspects of the filming and editing. He can’t do this because he has his own pressures and deadlines. If the government really want to “level up”, this kind of long-term support needs to be in place for projects such as ours.

The romantic side of me wants to believe that The Elephants Trail is on the verge of releasing its own hit records. I tell myself that a smartphone, a basic video editing app and the knowledge of how to create a YouTube channel are the modern equivalent of learning how to play three guitar chords in the punk era. But the realist in me wonders whether there is a large enough YouTube audience out there for self-taught, independent documentary makers. I’ve been asking myself: can we ever go beyond preaching to the converted?

I sincerely hope that we’re on the cusp of leaving behind an old, paternalistic media where a select few get to decide “what the story is”, and reaching a position where communities reclaim their stories and tell them in a way that feels true to them. I see community reporting as a chance to rebuild and restore trust with the media, which has been damaged or lost through exploitative programmes such as Benefits Street. But how many media outlets are willing to put ethics and the authentic voices of communities ahead of commissioning priorities and ratings?

All too often, the people we work with are only there to represent a problem that needs to be fixed or reported on. Whether the person asking them questions is a film-maker, university researcher or public sector worker, they usually get to hold all the power over how our stories are told. We’ve seen many big London-based organisations curate the stories of local people through films or consultancy projects. The shiny products they produce look great, but the financial resources allocated for this work rarely stay in places such as Bury and Rochdale.

It’s rare that we get to share in the skills or economic benefits gained through doing this work. People Bury, Rochdale and elsewhere should be delivering projects themselves, generating social value for each film that gets made or report that gets commissioned. But the timescales that funders work towards don’t often make this possible.

We are working to change this through The Elephants Trail. In Made in Bury, we aimed to restore an equal balance of power by making filming and editing decisions together. Ensuring that everyone felt equally valued and included throughout the process was no easy feat, given our different life and career experiences. But investing the time to build trusting relationships and working through any tensions is essential if we’re to create spaces where people can fully participate.

We are a small team trying to change the nature of the relationships local people have with the media, local authorities and public services. It can be overwhelming - and we need the support of funders and media outlets. It’s time that the media changed their approach to people with experience of severe disadvantage and shared resources and control with them, rather than simply reporting on them. I’d like to see people who are interviewed in documentaries or films become participants in the creative process, rather than passive subjects. This will require an investment of both time and money to fund and develop the work of citizen journalists who are rooted in their communities.

● Matthew Kidd is the founder and director of Creative Inclusion, which finds ways to include people who have faced severe disadvantage in policy decisions which affect them

<https://www.theguardian.com/commentisfree/2021/oct/21/documentary-poverty-film-makers-made-in-bury-britain>

Appendix 6

Made in Bury: Elephant in the Room – feedback

Name	Role / Organisation	Platform	Date / time	Comment
Jacqui Timberlake	Head of Production, Guardian News and Media	meeting	16.45 13/10/21	Made in Bury is phenomenal.
Kirstine Føge Jensen	Director of Programmes, The Guardian Foundation	email	13.26 20/10/21	And wow! It is just utterly brilliant (especially knowing it was multiple episodes not long ago and the material that could not be featured). It is so powerful in showing community power but also the very real struggles. It made me really emotional. I just wanted to say a HUGE well done, can't wait for the launch tomorrow!
Katharine Viner	Editor-in-Chief, The Guardian	email	11.50 21/10/21	It's so brilliant. I didn't breathe out for most of it. They are wonderful people, turning damage into hope.

Name	Role / Organisation	Platform	Date / time	Comment
John Domokos	Video Producer, The Guardian	Twitter	12.06 21/10/21	Every community needs a group like the Elephants: they came together, bringing their experience of things like mental health problems, prison, homelessness, DV. They want to turn upside down the way services are delivered, bringing the voices of people who need them into the room. I wanted to do something similar with the way we tell stories. So we began this journey together. Too many people to thank, but without support of @jrf_uk , @phf_uk , @LankellyChase , none of this is possible. So that's the big question/takeaway: How can we support more of this work?
Charlie Phillips	Head of Video, The Guardian	Twitter	12.30 21/10/21	This is brilliant - @JohnDomokos and team have spent the last 18 months working with a group of on the ground citizen journalists in Bury and Rochdale documenting the impact of austerity, lockdown and a massive mental health crisis
Maisie Palmer	National Programme Lead For Education, Roots Programme	email	12.44 21/10/21	What an amazing piece of journalism, I'm so impressed. So proud that there are people like those in The Elephants Trail out supporting their communities in such meaningful and honest ways. I eagerly await 'Made in Bury' part 2 !!!

Name	Role / Organisation	Platform	Date / time	Comment
Helen Chicot	Prevention Lead, Rochdale Council	email	12.49 21/10/21	It's SOOOOO GOOD!!!! I've never seen something with such rich layers of truth in it. Absolutely brilliant. I am sharing this far and wide. Embedding it into our Good Help training. Just brilliant. Even as I write, I'm getting emails from people going "have you seen...?"
Laura Edwards	Co-production Facilitator, Unlimited Potential	email	12.57 21/10/21	I absolutely love it. Far too often you see journalists coming to Northern, working class towns where they interviewing people and making their reflections (usually judgement) and leaving. This is sooo good! Real people telling real stories. Just love it.
Nick Dixon	Senior Advisor, People and Communities Team, Greater Manchester Health and Social Care Partnership	Twitter	13.04 21/10/21	A brilliant watch. Fantastic effort to get a message heard out there. The power of community - very last sentence from Dave, what kept you going after suicide effort? A card with 150 names on it. He thought he was on his own. Kindness shone through, hope matters
-	Co-operative Councils Innovation Network	Twitter	13.10 21/10/21	Check out this fabulous video on the Elephants Trail project featuring @AndyBurnhamGM & is supported by @greatermc @UPSalford It tells the story of @BuryCouncil residents exploring issues around severe & multiple disadvantage and community power.
John Crozier	Business Development Director, We Are Social	Twitter	13.22 21/10/21	This is an incredible bit of journalism and totally heart breaking.

Name	Role / Organisation	Platform	Date / time	Comment
Jacob Botham	Programme Manager, Greater Manchester Combined Authority	email	13.26 21/10/21	So I've just watched the Made In Bury film and just wanted to say what a powerful and thought provoking film it is. It really does a brilliant job in capturing so much about what the Elephants project is about. Well done to all involved – it's something to be very proud of.
Hannah Paterson	Senior Portfolio Manager - Innovation, Policy and Practice, National Lottery Community Fund	Twitter	13.53 21/10/21	This is a lovely piece!
Jo Evans	Programme Manager – Gambling Harm Reduction, Greater Manchester Combined Authority	Twitter	13.59 21/10/21	Amazing film with @ElephantsTrail empowering communities experiencing multiple disadvantage to say "this isn't where my story ends" #madeinbury .
David Young	Non-Executive Director, Unlimited Potential	email	14.29 21/10/21	As Paddy said at the end a bit of entertainment, inspiration and food for thought. Liked the comment about Andy Burnham (it's easy for politicians.....etc). Good video, inspiring message.
Jessica Studdert	Deputy Chief Executive, New Local	Twitter	15.41 21/10/21	Brilliant documentary turning journalism upside down & putting people with real life experience in control of the camera. Such important voices to be heard by policymakers locally & nationally.... #communitypower @mattyk14 @ElephantsTrail

Name	Role / Organisation	Platform	Date / time	Comment
Mark Rice-Oxley	Executive Editor, The Guardian	Twitter	16.05 21/10/21	To make a docu about poverty and homelessness, @JohnDomokos gave the camera to people who've been there. The film really moved me. Kudos @ElephantsTrail
-	Greater Manchester Poverty Action	Twitter	16.28 21/10/21	A group of Bury & Rochdale residents who have lived through experiences such as prison, addiction, mental health problems & homelessness came together and called themselves the #ElephantsTrail . They want to be voice for others, hold local power to account.
Jude Habib	Founder and Director, Sound Delivery	Twitter	16.46 21/10/21	Congratulations to all the team @ElephantsTrail who've been working with @JohnDomokos on this new film shared below. And do read the blog by @mattyk14 giving an insight into the involvement of participants
Sophie Hobson	Head of Communications, School for Social Entrepreneurs	Twitter	16.58 21/10/21	The is a powerful piece of work: showing the value of community journalism & importance of equipping people to tell their own stories > Made in Bury @UPSalford @guardian
Ros Wynne-Jones	Real Britain, Daily Mirror	Twitter	17.01 21/10/21	#MadeInBritain is the most amazing series, and faces the challenge of collaborative journalism (done with and not to communities) head on. Congrats to @ElephantsTrail and @JohnDomokos for being brave enough to make this episode.

Name	Role / Organisation	Platform	Date / time	Comment
		Twitter	14.42 22/10/21	Massive fan of the #MadeInBritain series. This is what journalism looks like when people who are often (and often negatively) the subject of journalism take back control... it's moving, messy and truthful. 🙌 to @ElephantsTrail and @johndomokos .
Rachel Bennion	Service Manager, Petrus Community	email	16.01 21/10/21	Brilliant, well done to all involved! An amazing project 😊
AberdeenSTE	-	Guardian website	17.10 21/10/21	Brilliant initiative. More of this!
Liz Varey	Service Lead, Petrus Community	Twitter	17.16 21/10/21	Well done!
dreamer06	-	Guardian website	17.19 21/10/21	This is great and especially as it is linked to the important work John has done, but I wonder how much discussion it will get btl, poverty ain't cool, as campaigners frequently find out.
Iman Amrani	Multimedia Journalist, The Guardian	Twitter	17.39 21/10/21	Here is a recco from me.
Nicky Hawkins	Director of Communications, On Road Media	Twitter	17.39 21/10/21	"We all have the power within us to say 'this is not how my story ends.'" This is essential viewing.
NordicSkot	-	Guardian website	18.06 21/10/21	Anything that humanises the people that so many TV shows and journalists seek to dehumanise is to be celebrated. Excellent work.

Name	Role / Organisation	Platform	Date / time	Comment
Molly Bishop	Strategic Lead for Homelessness and Rough Sleeping, Greater Manchester Combined Authority	Twitter	18.15 21/10/21	An absolute must watch. I think it's incredible - inspirational, challenging, empowering. A blueprint for what communities want and need, and an example of how some of the best people are going about getting it.
Katya Pursall	Strategic Lead, 10GM	Twitter	18.31 21/10/21	I sincerely hope that we're on the cusp of leaving behind an old, paternalistic media where a select few get to decide 'what the story is', and reaching a position where communities reclaim their stories and tell them in a way that feels true to them. @ElephantsTrail just wow.
-	Yellow Jigsaw	Twitter	18.39 21/10/21	Brilliant work supporting local people to have a national media platform. Well done, @UPSalford and partners
Roz Davies	Thrive By Design	Twitter	18.47 21/10/21	Take 30 mins of your precious time to watch this. It might make you cry but it will put fire in your belly!

Name	Role / Organisation	Platform	Date / time	Comment
Vera Anthony	-	Guardian website	19.06 21/10/21	<p>Great project. As someone who took the role of story teller on behalf of communities as you describe I'm impressed at your ability to circumvent that distanced relationship.</p> <p>Although not directly related to your project it is always worth remaining aware of political currents in egalitarian-facing projects. Jo Freeman was probably the most influential propounder of this critical truth: The Tyranny of Structurelessness.</p> <p>Always worth reminding ourselves that others have struggled with 'voice' before us.</p>
Abigail Scott Paul	Director – External Relations, Leeds 2023 (formerly at Joseph Rowntree Foundation)	Twitter	19.26 21/10/21	"We all have the power within us to say 'this is not how my story ends.'" So proud to have played a small role in getting this storytelling off the ground in my previous role @jrf_uk working with the brilliant team led by @JohnDomokos @guardian
Sandra Kennelly	Occupational Therapist, iCares (Integrated Care Services), Sandwell and West Birmingham NHS Trust	Twitter	19.34 21/10/21	@ElephantsTrail #inspirational
Kerry Bertram	Strategic Locality Lead, Action Together	Twitter	20.15 21/10/21	This is stunning, powerful and moving. Amazing work @ElephantsTrail and @guardian

Name	Role / Organisation	Platform	Date / time	Comment
Vicky Maloney	Chief Executive, Early Break	Twitter	20.24 21/10/21	Fab stuff all
RostovRedux	-	Guardian website	20.32 21/10/21	'No longer do the select few get to decide what the story is.' That comment is naive at best and cynical at worst. The northern working classes have be lectured to and gaslit for years by the MSM. It will take more than a few YouTube videos for them to be heard; and, more importantly, acknowledged.
Eve Holt	System Convening / Strategic Director, GM Moving, Greater Sport	Twitter	20.36 21/10/21	Absolutely wonderful. A must watch. Love this lot @ElephantsTrail . Thanks @JohnDomokos for covering.
Sophie Webb	Engagement Coordinator, Independent Mental Health Network	email	20.45 21/10/21	This is fantastic!! Well done to you and everyone else involved, such an important piece of journalism and absolutely amazing seeing it on such a big platform! I'll be sharing this through our network!
Sasha Greene	Romance writer	Twitter	20.54 21/10/21	This is a great film, definitely worth a watch. #MadeInBury
matrix100	-	Guardian website	21.16 21/10/21	good idea. I am sick to death of hearing from middle class or upper class commentators on whether the cuts to UC will affect Johnson's poll ratings when none of them have ever lived on UC. about time. More please.

Name	Role / Organisation	Platform	Date / time	Comment
Carrina Gaffney	Action Inquiry Manager, Lankelly Chase Foundation	Twitter	21.28 21/10/21	We should do some more plotting @jrf_uk @phf_uk . In the meantime excellent work to everyone involved - so proud of you all @ElephantsTrail @mattyk14 #systemschargers
Liz Windsor-Welsh	Chief Executive, Action Together	Twitter	22.25 21/10/21	hope matters ... powerful film we all need to watch over and over again
Gemma Goss	Social Prescribing Link Worker Action Together	Twitter	23.23 21/10/21	An amazing and heart-warming film. Made by some very special people. I'm proud to come from bury n be part of Redvales. However this needs to change. We need to offer more support n her community spirit back. Well done to all involved in making it
RECEIVE3	-	Guardian website	23.24 21/10/21	How good! Jim Jarmusch <i>for example</i> was brilliant like this thirty years ago.
Be Low Below	-	Guardian YouTube channel	21/10/21	This, and others such as Anywhere but Westminster, is honestly among the only good solid and transparent works of journalism that I recall The Guardian produces.
Michael Jackson	-	Guardian YouTube channel	21/10/21	What an achievement, well done to all concerned in the making of this film. Showing a reality that exists in parts of communities, not just in Bury but nationwide. Though the film does show what support can do, as usual little funding of lasting nature. Shame on my country that year by year, we are making our society more unequal. No adequate help for those that need it, services broken. Somethings got to change?

Name	Role / Organisation	Platform	Date / time	Comment
Clay Mann	-	Guardian YouTube channel	21/10/21	Very moving and this is important and inspiring. We need more media like this from communities around the country to help bring them together.
Ibukun Ogunfeitimi	-	Guardian YouTube channel	21/10/21	I can identify with everyone featured on video. I'm made in Manchester. I applaud The Guardian because by working together we can start effective transformation 🧐
Marco Polo	-	Guardian YouTube channel	21/10/21	Excellent work guys 👍👍 This should spread everywhere in the UK and the whole world ❤️🙏🙏
spitfire red	-	Guardian YouTube channel	21/10/21	Thank You for sharing This, And Now You Need To Come to The U.S. and do the same thing!
superandy7	-	Guardian YouTube channel	21/10/21	Never clicked on a video so fast, an already great series with a fresh view
Tennessee Jermyn	-	Guardian YouTube channel	21/10/21	If anyone from the group is listening- first off, its amazin what you're doin, second I am really interested in meditation - it helped me get out of my own depression and think it could defo help, wanna spread that somehow to people who really need it - as much as meditation can help I think a big issue is that people feel like they can't meditate, or the gatekeepers make people feel like they aren't worthy of it, and that's a load of crap.

Name	Role / Organisation	Platform	Date / time	Comment
Jane Wood	Chair, Climate Action - West Northamptonshire	Twitter	06.32 22/10/21	Half hour well spent watching this moving short film. Everyone should see it, a powerful argument for empowering communities @ElephantsTrail @guardian
Ben Andrews	Managing Director, Beyond Empower	Twitter	08.40 22/10/21	No agenda, no falsities or pushing for narratives to attract the most attention, often at the expense of those sharing the stories. Authentic, relatable and real people helping others tell their stories on their terms. More of this and well done @ElephantsTrail @UPSalford
Andrew Behan	Union representative, RMT	Twitter	08.46 22/10/21	Inspiration and Food For Thought. Good to see @AndyBurnhamGM repeating the need for strong communities and action.
-	Ideas Alliance	Twitter	08.50 22/10/21	We love this article from #NotAnotherCoProProject participants @ElephantsTrail about their film Made In Bury, which put cameras in the hands of people experiencing poverty and trained them in filmmaking skills to tell stories about their community
Shirish Kulkarni	freelance journalist, researcher and trainer; Community Organiser, Bureau of Investigative Journalism.	Twitter	09.02 22/10/21	Just the most astonishing piece of journalism - built with, by and for an astonishing community. I'm writing this with tears streaming down my face (both happy and sad). I hope everyone involved is enormously proud - they should be.
Jacqui Timberlake	Head of Production, Guardian News and Media	email	09.21 22/10/21	I think it's an excellent film and the Elephants should be incredibly proud.

Name	Role / Organisation	Platform	Date / time	Comment
Peter Dale	Head of Directing Documentary, National Film and Television School; ex-Commissioning Editor, Documentaries, Channel 4	email	09.21 22/10/21	Properly stirring.
David Cummins	Chief Executive, Warrington Housing Association	email	09.22 22/10/21	Just watched this. It's excellent.
Maeve Shearlaw	Video Producer, The Guardian	Twitter	09.38 22/10/21	The latest Made in Britain project is live and it's really great. Props to everyone at @ElephantsTrail , @JohnDomokos and the rest of the Guardian team
Megan Lucero	Director – The Bureau Local, and The People's Newsroom, The Bureau	Twitter	10.50 22/10/21	Congrats to @ElephantsTrail for this phenomenal documentary. This is what it looks like to produce journalism that builds community power - stories by, with and for people. Watch, follow and support them & your own local community reporting projects
-	Paul Hamlyn Foundation	Twitter	11.20 22/10/21	This important series explores the challenges communities face in the wake of the pandemic, in their own voices - do take a look: #MadeInBury
Ellen Fallows	GP working with NHS T2D remission pilots. British Society of Lifestyle Medicine.	Twitter	11.40 22/10/21	Politicians, local council, business leaders you have more powerful levers for health than I do as a GP. Watch Made in Bury. Clinicians in your consulting room talk about what matters to your patients @BritSocLM @Pers_Care

Name	Role / Organisation	Platform	Date / time	Comment
Catarina Carvalho	Founder and editor, Mensagem de Lisboa (Lisbon's digital newspaper for all Lisboners)	Twitter	11.43 22/10/21	God!!! This is it!!! I'm also kind of crying
-	Greater Manchester Mutual Aid Network	Twitter	13.27 22/10/21	A must watch.
Nicola Huckerby	Operations and Communications Lead, Co-operative Councils Innovation Network	Twitter	13.44 22/10/21	Excellent video - these issues need highlighting & #MadeInBury & the Elephants Tail do just that. Well done to everyone involved & I hope you get the support you need soon - with @MayorofGM on your side I'm sure it will happen.
Rachelle Angeline	Manager, Social Finance	Twitter	14.04 22/10/21	This is a fantastic piece of journalism from the team @ElephantsTrail

Name	Role / Organisation	Platform	Date / time	Comment
Nicky Timmis	Public and Patient Involvement and Engagement Manager, Health Innovation Manchester	email	14.18 22/10/21	<p>That film is a powerful piece of peer journalism. Upsetting as it is to watch, I am sadly not shocked or surprised by any of the issues or experiences shared. I think this is probably because I have faced some of the issues raised in my own life but I have also worked in the trenches with people and communities that so often fall between services and don't get the support they need - where there is a history of addiction, self-harm, domestic violence, childhood trauma, poverty, homelessness, mental health or all of the above! I will do what I can to promote this film and I really hope that it helps to shine a light on the elephant in the room and the reality of people's lives and what they are facing.</p> <p>Another stand out for me from the film is that if given funding and resources, it is the communities themselves that are often best placed to reach and support those that need it most. I would love to be connected to the peer researchers from this film as I am sure there will be opportunities to work together in the future.</p>

Name	Role / Organisation	Platform	Date / time	Comment
-	Greater Manchester Combined Authority	Twitter	14.19 22/10/21	"There's certain things that are really obvious but people aren't talking about." 'Made in Bury', a powerful new film from @ElephantsTrail & @guardian , shows what journalism looks like when people facing social disadvantage tell their own stories.
Andy Burnham	Mayor, Greater Manchester Combined Authority	Twitter	14.19 22/10/21	"What you're doing is exciting!" Andy spoke to @ElephantsTrail , makers of the documentary film 'Made in Bury', about their work to centre the lived experiences of people facing social disadvantage and shine a light on the issues that affect them.
Ben du Preez	Co-Production and Community Engagement, British Red Cross	Twitter	16.34 22/10/21	This is brilliant from @ElephantsTrail (who I am now obsessed with): a perfect example of building sustainable community power through the community itself - so much more impactful than swooping /extractive forces benevolently reporting 'on their behalf' (then bugging off).
Lucy Danger	Chief Executive, Emerge Recycling	Twitter	22.14 22/10/21	We should look at this with Lionel @FareShareGtrM
Ian Bland	-	Guardian YouTube channel	22/10/21	Excellent work.
enlor	-	Guardian YouTube channel	22/10/21	Go on guys we can change this if we keep doing it in every area

Name	Role / Organisation	Platform	Date / time	Comment
klang180	-	Guardian YouTube channel	22/10/21	Problem is that free market capitalism requires that people like this exist and live in this way. For people at the top to have so much, there needs to be a lot of people at the bottom. This is exactly what Tories want, it's the 'natural order' as far as they're concerned.
lock and load like hell	-	Guardian YouTube channel	22/10/21	Elephant in the Room was the best special I've ever seen
Callum Mullans	-	Guardian YouTube channel	22/10/21	This really is a breath of fresh air. What amazing people and this is so important to hear from people what their problems are rather than presumptions from the out of touch
Jay Ricardo	-	Guardian YouTube channel	22/10/21	These volunteers are inspirational. I was brought up and went to school near Bury, so it got my attention - but people fall through the cracks everywhere. All power to the Bury project - the gap between those with assets (mainly housing) and those without has been growing for decades in the UK. It needs some urgent rebalancing.
Andreas Rylander	-	Guardian YouTube channel	22/10/21	Damn this was emotional
Joseph Thomas M.	-	Guardian YouTube channel	22/10/21	More reporting like this please

Name	Role / Organisation	Platform	Date / time	Comment
Katy Griffith	Person with lived experience, London	Twitter	08.55 23/10/21	Amazing work @ElephantsTrail . Demonstrating the power of Peer Support, Lived Experience, Love and Community to influence change.
Sarah Whitehead	Community Pride CIC	Twitter	11.53 23/10/21	It's great to see this work across GM - only when the voices of those with lived experience are listened to & acted on will we find the solutions to the issues of Inequality & disadvantage in our communities #NothingAboutUsWithoutUs @ElephantsTrail
Moiria Sinclair	Chief Executive, Paul Hamlyn Foundation	Twitter	15.23 23/10/21	Listening to these voices, stories is very powerful. The links people make between childhood trauma and long term pain and ill-health so clear. Access to decent and affordable housing so critical.
Shiba Inu	-	Guardian YouTube channel	23/10/21	this is "Anywhere but Westminster" vox pops, done by people conservatives despise. I love it!
Anne Lythgoe	Principal – VCSE Accord Implementation, Greater Manchester Combined Authority; Director, Social Audit Network	Twitter	09.57 24/10/21	Brilliant work
Christopher Cherry	Film maker, The Guardian	Twitter	19.55 24/10/21	Well worth a watch from @ElephantsTrail , a group of community journalists in Bury who have spent the past year filming a documentary about and for their own community. Jarring to hear a proper northern accent do voiceover in the media.

Name	Role / Organisation	Platform	Date / time	Comment
Nagina Javaid	Programme Lead – Population Health Strategy, NHS England	email	10.51 26/10/21	This was emotional and so moving. It inspires me to keep going and ensuring the voice of people and their experiences lead policy making.
Ellen Stewart	Chancellor’s Fellow, Usher Institute, University of Edinburgh	Twitter	10.27 27/10/21	Several members of the @SipherC Greater Manchester Community Panel that I coordinate are involved in this @ElephantsTrail project. Highly recommend the video - which gives a sense of how much fun they are to work with, as well as the insights they bring.
Graham Whitham	Chief Executive, Greater Manchester Poverty Action	email	16.46 27/10/21	This is really powerful and uncovers some of the issues with the way services and support are provided to people at the sharp end. It would be great to see it sat within the context of the huge cuts that have been made to local councils and the drivers of poverty that, primarily, result in the poor outcomes experienced by people in the film.
Jenny Rouse	Senior Head of Controls, Policy and Practice, National Lottery Community Fund	email	17.53 27/10/21	That was AMAZING. Really moving, but also very exciting.

Nicola O'Neill	Wellbeing Coordinator, Inspiring Communities Together	email	15.42 28/10/21	<p>Very powerful stories there. I found it interesting in the parallels between Bury and Salford. The same issues seem to be GM wide. Nothing for the kids to do, that came out of the 'matters to me' questionnaires that many young people feel isolated and dispossessed due to the pandemic and also because cuts have meant youth services and provisions had pretty much gone in Salford pre-covid. Unfortunately my own children have had classmates and friends who have ended their own lives in the pandemic due to these despairs so it's an all too real issue.</p> <p>The lady who had been made homeless after suffering terrible damp issues then being moved to unsuitable places especially resonated as I had clients in the same situation who I have had to fight to get adequately housed. Which was tough as the council's idea of adequate and the reality of that adequate were often two different things.</p> <p>Housing has been a massive issue in Salford and it's getting worse with neighbourhoods being bought up and locals priced out so I feel that this film highlights nicely the struggles that I have seen locally, and it's becoming worse.</p> <p>So yes I think it's extremely worthwhile piece of work and if this can help to highlight the same plights we have in Salford that would be even better!</p>
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Name	Role / Organisation	Platform	Date / time	Comment
Amanda Hailes	Co-Founder, An Untold Story - Voices	Twitter	18.21 28/10/21	Loving this.
-	Greater Manchester Independent Mental Health Network	Twitter	16.25 29/10/21	Check out the great work @ElephantsTrail have been doing by watching their video 'Made In Bury', in which they show their work helping the most vulnerable in the community and showing the realism of what really goes on.
Helen Tomlinson	Chief Officer, Bury Voluntary, Community & Faith Alliance	email	09.35 2/11/21	What a great piece of film making, really powerful.
-	Co-operative Councils Innovation Network	Twitter	10.18 2/11/21	We were delighted to feature your latest film in our November Newsletter. #MadeInBury reveals big social challenges facing many communities in Greater Manchester.
Steve Young	Chair, Social adVentures	email	12.11 4/11/21	What a powerful and totally inspirational video. I would be interested in knowing how this will be used and its impact.....I find it amazing that are still so many similar problems within our communities that were being experienced when I first dipped my toes into community work. Thank you so much for sharing this with me.
Book Mouse	-	Guardian YouTube channel	11/11/21	Instead of that climate meeting, why don't they have more help for these distressed people. It looks like they need more mental health care social workers.

Name	Role / Organisation	Platform	Date / time	Comment
Gone but never forgotten	-	Guardian YouTube channel	11/11/21	I was filmed for this but my parents didn't give consent but now I'm 18 and will hopefully be on again soon 😞😏
Paul Lozano	-	Guardian YouTube channel	21/11/21	if humanity is to survive we must idolize (and support) people like this. Kind souls helping to grow and build their communities through grassroots efforts. keep idolizing your athletes and pop stars and you'll see how your community (and economic situation) will fall apart...
Heather Henry	Queen's Nurse	Twitter	13.09 27/11/21	This film is a vital watch. I think all #nurses should watch & think about how we stop just mopping up the sick & start to enable people to have agency to heal themselves @CrystalOldman @BrendanFMartin @ParishNursingUK @MrsBosanquet will get this
Joanne Bosanquet	Chief Executive, Foundation of Nursing Studies	Twitter	14.12 27/11/21	I broke down when I watched this film. I was a #HealthVisitor 20 yrs ago in a deprived borough. I had big visions about the power of #Us If we'd have worked through organisational boundaries, we would have been a stronger team. I hope #ICPs will do this. Shame on them if not.
Gill Wright	Northern Heart and Soul CIC	Twitter	10.26 28/11/21	Thank you for sharing your community with us. So many emotions watching this. What wonderful, colourful people. Keep up the amazing work it's inspiring.

Name	Role / Organisation	Platform	Date / time	Comment
Diary of an OTD Girl	-	Guardian YouTube channel	29/11/21	Well done for being that voice and being so inspirational ... Thank you for being so brave in sharing your own stories as well as being so compassionate about the issues people are dealing with. I agree with literally everything you said here ... you might very well have been the only one speaking to someone that day ... what a wonderful group of volunteers you are.
VonHarth	-	Guardian YouTube channel	29/11/21	This is great! I wish every community had people like this.
Brendan Martin	Managing Director, Buurtzorg Britain and Ireland	Twitter	11.55 29/11/21	So much evidence here about what we need from institutions and public services to enable and support community power.
-	CLES (Centre for Local Economic Strategies)	Twitter	18.01 30/11/21	This video from @ElephantsTrail shows the power of communities in supporting each other through times of crisis. There's more to do, but CLES is delighted to see their successes, and to have played a small part in their journey.
Shirish Kulkarni	The Bureau Local (part of The Bureau of Investigative Journalism)	Twitter	11.15 14/12/21	To build trust in journalism we need to act in trustworthy ways. @ElephantsTrail has shown us all how shared experience can bring deeper, more honest, more authentic stories.
Jakob Bauz	-	Guardian YouTube channel	21/12/21	All the best from Germany! It's people like you who give all of us hope!

Name	Role / Organisation	Platform	Date / time	Comment
Donna Elizabeth Campbell	-	Guardian YouTube channel	23/12/21	Thankyou Guardian, for keeping things real. These Volunteers, are amazing, BOOM. Godbless.