



action



Students shooting a documentary for Positive Futures in Battersea TEC, Wandsworth - London.

Special Issue focusing on Positive Futures Young People's Views Project

The London Multimedia Lab

The London Multimedia Laboratory for Audiovisual Composition and Communication (LML) is a research unit at the Institute of Social Psychology, at the London School of Economics (LSE). It provides an international research basis for resource, curriculum and policy development in three sectors:

- Education
- Development, Health and Community Enhancement
- Innovation and Creativity in Organisations



Within the brief of the LML, the definition of audiovisual composition and multimedia communication is very specific. Audiovisual composing processes are seen as parallel-

ing, and complementary to, written composing processes. Authoring and communicating in multimedia integrates these distinctive composing processes.



What is special within the LML is that both audiovisual and multimedia composition are seen as universal modes of communication available to everyone: focused in the notion that intelligent development and extension of multimedia communication will depend upon a society where all kinds of people (not just media professionals, or educators) are capable of generating multimedia text and using new electronic communication technologies for one-to-one communication as well as one to many.

The LML aims to extend the power and application of audiovisual composition an multimedia communication in areas where the application are immense.

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Young People's Views Project

In May 2003, the London Multimedia Lab, was commissioned by the Positive Futures Programme, Drug Strategy Directorate of the Home Office, under a sub contract to NACRO, to undertake the Young People's Views Project, as a contributory component to the evaluation of the Positive Futures programme. The project focused on the views of young people participating in six Positive Futures groups analysing obstacles and pathways to the creation of value, at community level, in contexts where the Positive Futures is involved in local interventions. The objectives set out for the research are specified below:

- To learn about the challenges, problems and views of young people taking part in Positive Futures, as central stakeholders in the programme;
- To understand pathways to value as identified and exercised by young people themselves;
- To understand about the context and conditions in which young people are positioned;
- To identify the extent to which the Positive Futures programme is fulfilling the expectation and needs of its central stakeholders;
- To identify a "working" model of qualitative research and monitoring methodology in line with young people's views that can be implemented within the Positive Futures programme in the next two years.

The research team used innovative audiovisual research techniques and tools, as part of the methodology for gathering source material. Working in groups, using audiovisual composing processes, the young people were able to express their views, exploring their experience of Positive Futures initiatives, their communities, and issues

that mattered most to them in their present lives and in the future for themselves and their communities. They produced a diverse range of video documentaries. Their views were revealed through this process, which formed the basis for the project analysis. The project is ongoing and expected to be completed by March 2006.

If you would like a CD of the multimedia version of the LML report on the young People's views pilot project (produced in May - November 2003), please contact Gonzalo Olmos at <G.E.Olmos@lse.ac.uk> or to download a print version of the report visit: www.londonmultimedia.org/positive_futures.htm



A DVD containing 6 video documentaries is available from the London Multimedia Lab. Price per DVD: £ 12
All proceeds support the young people's research activities.

In November 2004, the Young People's Views Project delivered an interim summary of its findings that informed and supported the subsequent production of the *Positive Futures Impact Report - Staying in Touch* (February 2005), published by the Home Office Drugs Strategy Directorate. A summary of the findings, relevant to the Impact Report can be downloaded at: www.londonmultimedia.org/positive_futures.htm

positivefutures >>

Positive Futures is a national sport based social inclusion programme that seeks to create opportunities to address the multiple issues associated with problematic substance misuse. The programme is managed by the Home Office Drug Directorate and delivered in partnership with the Football Foundation, Sport England and the Youth Justice Board, as well as three other government departments. It was initiated in 2000 and 108 local projects have so far involved over 50,000 marginalised 10-19-year-olds in sport and physical activities and provided routes into education, volunteering, training and employment. Web: www.positivefutures.gov.uk

Positive Futures group in Liverpool doing audiovisual training



Above: 1) Young people watching a documentary shown as an example at the beginning of the audiovisual training session. 2) Young people watching their footage taken from the fieldwork.

North Liverpool Young People's Views Featured Project

Since the beginning of February researchers from the Positive Futures Young People's Views project have been traveling North on a weekly basis to work with a group of young people from the North Liverpool Positive Futures programme. North Liverpool Positive Futures was set up in 2004 by Vernon Sangster Community Sports Ltd and works out of the Anfield Regeneration offices and the Vernon Sangster Community Sports Centre. North Liverpool Positive Futures has three full-time youth workers who have been collaborating with the Young People's Views research activities. Positive Futures North Liverpool has been engaging young men and women through football training and dance classes, respectively.

shoot their footage. During the afternoon the group conducted some trial interviews and practiced what had been learned in the morning session.

Subsequent sessions have concentrated on helping the young people collect more footage on their local environment, including interviews on the positive and negative aspects of the area they live in and explaining how the area might be improved. The filming took place at Liverpool Football Club and along Breck Road in the Anfield area of Liverpool.

During the last couple of weeks of the project the sessions focused on working with the group to create a storyline and edit the material accordingly. In the final session, members of the group took part in a screening and discussion of their documentary.



Above: Young people practicing interviewing techniques with the video camera.



Above: Tom - Positive Futures coordinator in Liverpool - and young people reviewing the footage.

Positive Futures North Liverpool and the 'Young People's Views' research

A group of six young people – four women and two men – were selected by the North Liverpool Positive Futures team to take part in the 'Young People's Views' sessions. The young women attend the local school and the young men are taking part in the programme's football sessions.

The 'Young People's Views' sessions have been taking place every Tuesday. The first couple of sessions were dedicated to providing the group with participatory media training. The group was introduced to the research project and was provided with guidelines, both written and verbal, on audiovisual techniques. Young people were shown how to use the cameras and how best to



Above and Left: Young people in Liverpool, working on the structure and story of their documentary, Process facilitated by Melissa part of the LML research team.

Chris Borck, Lambeth Positive Futures coordinator motivating young people



Above: The champion Danny Williams lent his belts to young people taking part in Positive Futures programme in Lambeth.

Lambeth

Young People's Views Featured Project

Members of the Positive Futures Young Peoples Views Project are following some of the activities of the The Lambeth Crime Prevention Trust (LCPT) a funded partner of the Positive Futures programme.

The Lambeth Crime Prevention Trust (LCPT) was set up in 1997 to develop crime reduction initiatives on behalf of the people of Lambeth. They are a voluntary organisation tackling some of Lambeth's most serious problems in such areas as: Drugs, Anti-Hate Crime and Residential Security.

Positive Futures - Lambeth and Flaxman Sports Centre have been working in partnership to further develop an existing Saturday Weight-Training and Health session. Every Saturday approximately 60 to 80 young people, between the age of 11 to 19, come for weight and circuit training at the Flaxman Sports Centre. They pay a symbolic entrance contribution (£1.50 day membership) for the two and a half hours session.

Chris Borck - Positive Futures Co-ordinator in Lambeth - along with Positive Futures coaches Roy, Michael and Donna have teamed up with Marius Gravesande Senior Weight-Lifting Coach at Flaxman Sports Centre. To support the work and further build upon the relationships which Marius has developed with young people who have been using the centre facilities during the last five years. Marius has been working in Lambeth and particularly in Brixton with the community since the 1960's and Chris Borck - Positive Futures Co-ordinator - was a former trainee of Marius in the 1980's. This partnership has already seen an increase in the number of participants and more consistent attendance.

Danny Williams visits Positive Futures - Lambeth

On Saturday 12th of February 2005, Danny Williams, the former British and world boxing heavy weight champion, visited the Flaxman Sport Centre. Temi, a young woman participating in the Lambeth Positive Futures programme, made a short video interview with Danny. "The facilities are very good I can't believe how busy the gym is. Very good gym!". When asked about the fight with Mike "iron" Tyson, Danny said: "It was wicked it was war from round one. I show my heart and show him what we do in Brixton you get me".

"Danny Williams knocked out Mike Tyson in the 4th round"

Danny said that he was extremely happy to come to show some support for young people as a way of giving something back to the community. "I was raised in the same borough" Danny Williams said. He signed autographs, posed for photos and gave advice to young people who were interested in taking up boxing. "Boxing is not a sport you can mess around you should do it 100%... Pumping weights makes you look good physically but in the ring will slow you down, remember Bruno".

This event was possible thanks to the ongoing friendship between Chris Borck - Positive Futures Co-ordinator in Lambeth - and Danny Williams: "Danny is a long-time friend of the of the family. He is a great sportsman and role model, he even won the British boxing title fighting with a dislocated shoulder"



Above: Facilities at the Flaxman Sports Centre in Lambeth.



Above: Temi in action recording the belts of Danny Williams.



Above: Positive Futures poster campaign at Flaxman Sports Centre in Lambeth



William, Andrew and TJ from Southwark in the editing session



Above: Kickstart under 19s and under 12s movie screening session/workshop organised as part of the research activities.

Southwark Young People's Views Featured Project

Under 19s - Trip to Croatia

The Positive Futures Young People's Views Project followed some of the activities of a group of young people from Kickstart.

Kickstart is a Crime Concern community project based in and around the Elephant and Castle area of Southwark, south London. They work with young people from ethnic minority backgrounds aged between 8 - 25s. Through Kickstart young people get involved in sports, music and education sessions, training and volunteering. In the long term Kickstart helps young people in finding work. Kickstart receives funding from Positive Futures and other initiatives targeting specific groups of young people.

The under 19s football team visited Croatia in September 2004 for a football tournament. The trip was sponsored by Dave Richards, from the Premier League and the Home Office's Positive Futures programme. After a hands on audiovisual training workshop (see photos in the right): The group took the video-camera to Croatia and recorded the trip, providing accounts of their experiences in the form of a diary.

Some of the young people participating in the programme have completed an FA level one coaching certificate and others are working as part-time football coaches and youth workers. The young people at Kickstart used the trip to Croatia, and the Young People's Views Project, as part of an Open College Network course in community awareness.

Under 12s

The group participating in the Positive Futures Young People's Views at Southwark produced a second video focusing on the views of young people from the under 12s football team. Many young people from the Southwark area participated in the documentary.

"My area is cool... you get to play a lot of football... at Kickstart you get to play matches they treat you like you are part of the family, it's real nice!"
Under 12s participant

They presented their views on, and analysis about, their future expectations, the positive and negative aspects of their community and "what they get out" of their football training sessions run by youth workers at Kickstart.

In addition, a screening session was organised to watch both documentaries (Under 19s - Trip to Croatia and Under 12s - Testimonies). The screening was followed up by a discussion workshop and focus group, organised as part of the Positive Futures Young People's Views research activities. Pizzas, refreshments and snacks were provided for the participants.

Richard Leahy, project manager at Kickstart, said: "for most of the lads this is probably the first time that they have been outside of the UK and I know they learnt a lot from the experience... they are good role models for the under 12s and its great to be screening both movies"



Above: Rehearsing an interview while practicing on the video-camera before the trip to Croatia.



Above: Young people of Southwark reviewing the footage they shot just few instants ago.



Above: Under 19's "Kickstart FC" on the trip to Croatia.

An online discussion movie forum has been set up for the Young People's Views Project. The aim of this forum is to be able to create an arena for creative discussion of some processes encapsulated in the documentaries. Hopefully, this forum could promote the participation and full involvement of research teams and local Positive Futures coordinators and young people as part of the research.

The online forum is located in the following URL:

<http://www.londonmultimedia.org/icritique/>

At present 17 movies have been published (7 movies from the Pilot and 10 new movies of National Roll-Out project) with the views recollecting from the groups of young people. To view them you will need to self-register. Any technical or access queries please contact Gonzalo Olmos <G.E.Olmos@lse.ac.uk> and he will be more than happy to guide you further.



Movies Synopsis

Wandsworth

Documentary produced by members of Providence House at Wandsworth Positive Futures. The video critically examines and illustrates the expectations and everyday life of young people living in the Clapham Junction area in London.



"Itz Real"
Running Time: 18'40"

Southwark

Documentary shot in Croatia by participants in the Kickstart Youth Inclusion Programme. It features a diary of the trip showing the different activities organised (e.g. football matches, city tours, etc) as part of the Positive Futures programme.



"Kickstart FC - Trip to Croatia"
Running Time: 15'41"

Lambeth

Documentary capturing a football tournament day as part of the Positive Futures activities. It shows interesting processes such as the importance of teamwork and esprit de corps. In addition it illustrates how key frontline workers are able to engage and motivate young people.



"Somerleyton FC - Mojo Time"
Running Time: 17'02"

Wandsworth

Documentary produced by members of Battersea TEC in Wandsworth Positive Futures. It focuses on the improvement of the sporting facilities and provisions at their local school. They conduct interviews with friends and key staff at the school.



"Football in the Community"
Running Time: 13'18"

Southwark

Documentary of the Under 12's football team, taken in form of personal testimonies. Young people present their views of their community and the football sessions organised by Kickstart Youth Inclusion Programme - a partner of Positive Futures - at Southwark.



"Under 12's Testimonies - Kickstart"
Running Time: 19'10"

Westminster

Documentary produced by the cricket team of the Westminster Sport Unit, it features the views of young people living in Lisson Green Estate and their uneasy relation with the police. In addition, they record a Cricket residential tournament made in Arundel, West Sussex.



"Cricketmania!"
Running Time: 15'04"



The following provides a brief description of the three sectors of the research programme of the LML.

Education

This sector focuses on the use of audiovisual composing processes in the curriculum. Its projects include Communication and Social Skills; Towards a Theory and Practice of Audiovisual Language and Learning funded by the Schools Council, Gulbenkian Foundation and School Curriculum Development Committee; European Audiovisual Cultures and Languages funded by Commission of the European Communities and the European Cultural Foundation; Beneath the Hood - Evaluation Project (use of the arts and audiovisual composition in social empowerment for young people excluded from mainstream schools and raising awareness and expectations for those staff and students in other areas) funded by Creative Partnerships.

Development, Health and Community Enhancement

This sector focuses on the use of multimedia composition and communication in development, health and community enhancement projects, including:

- *SaRA (Salud Reproductiva para Adolescentes/Reproductive Health for Adolescents)*: SaRA is continuing development initiative conceived to contribute to the betterment of the sexual health and well being of the adolescent population in Peru. It was funded by DfID for the first two years (1997-9) and is now self-sustainable. The project is developing community-based networks with adolescents in rural and urban-marginal areas of Peru, with the double goal of creating a social system of innovation and communication of resources for living, and developing a sustainable gendered space for health promotion, identity construction and culture recreation. For the systematisation and generalisation of the project's outcome a highly innovative multi-media methodology is being implemented in Peru, where community groups gain empowerment through communications showing and telling what is and what could be, and gain empowerment and resources for action – SaRA has now been formally adopted as a universal methodology in this respect throughout the province of Lima, Peru.
- *Positive Futures Young People's Views*. This project, currently funded by the Home Office Drugs Strategy Directorate, builds and develops the methodology and community networking developments pioneered in the SaRA project. It has three principal aims. First it will extend and validate the model established in the Young Peoples' Views Pilot Project for involving young people in the evaluation of Positive Futures projects and the utilisation of multi-media technologies as enablers of communication processes. Second, it will gather, analyse and report on views of young people taking part in the Positive Futures programme and show how these develop and are linked through new initiatives. Third it will provide the basis, and the fundamental procedures which may be employed to incorporate participatory multimedia communication as a key tool for practice and development in Positive Futures.
- *Alfa Network CHICA (Community Health: Innovation, Cooperation and Action)*: CHICA is a continuing multidisciplinary initiative developed to contribute to the intensification and amelioration of cooperation between higher education institutes in Latin America

(Brazil, by the through he Community Research Group at LSE. The CHICA Network has developed a joint training programme in Community Health targeted for doctoral students and focused on innovative social approaches to the problem of health promotion. Core topics range from community networking to community self-organising, from applied methodology to multi-media case study building. CHICA was initially funded by DGIB-Alfa of the European Commission 1999-2001

Innovation and Creativity in Organisations

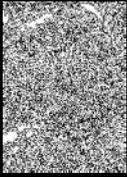
This sector focuses on the use of multimedia composition and communication for collaborative authoring of outcomes in organizational contexts. Creativity and innovation is founded on techniques and events integrating information, environment people and process. The LML is researching, developing and implementing these techniques in association with the Ludic Group LLP <www.ludicgroup.com>. Its research projects include:

- *Creativity, Complexity, Mediation and Facilitation*. This project forms one of the four streams of the LSE/EDS Innovation, Technology and Creativity research programme, funded by EDS 2004-2009. The principal investigator is Professor Patrick Humphreys.

Major outputs will be:

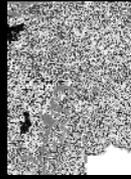
1. 2005 - Book: *Images and Sounds: Audiovisual Language and Process for extending the boundaries of communication: Theory, practice and cases.*
 2. 2006 - Seminar: *The evolution of group decision support systems to enable collaborative authored outcomes.* 2006: *Hosting of IFIP WG8.3 international conference on Innovation and Creativity in Decision Support at LSE.*
 3. 2007 - Book: *Group decision authoring and communication support. Seminar: Spaces, processes, and event design facilitating innovation, creativity and communication in complex organisational contexts.*
 4. 2009 - Book and International Conference: *Exploiting complexity through participatory multimedia – enrichment of context and creation of resources.*
- *ECCACO: Enabling Contexts for Collaborative Authoring and Construction of Outcomes.* Through an understanding of the evolution in decision support models from prescriptive solution specifying models to collaborative authoring and construction of outcomes, this project investigates the positioning of innovative and creative support for decision-making within four enabling contexts: Multimedia platforms; Collaborative environments; Peer-to-peer information authoring and communication; Design led approach. It is identifying processes and models integrated across these contexts, which can support the collaborative authoring of outcomes to enable action and real change in the broader constituencies. ECCACO is currently funded by Lego Serious Play.

Staff @ the Lab



Patrick Humphreys is Director of the Institute of Social Psychology, LSE and Co-Director London Multimedia Lab. His expertise is in decision making and decision support systems; project management, organisational transformation, primary health care resource enhancement; authoring and communication in multimedia; community development and networking. He is a Fellow of the Royal Society of Arts Industry and Commerce (FRSA). He is particularly interested in achieving change in society through participatory multimedia.

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Carol Lorac is a Senior Research Fellow in the Institute of Social Psychology, LSE. She is Co-Director London Multimedia Lab. She founded the Department of Media Arts, Royal Holloway University of London. Her field of expertise is in audiovisual composition and multimedia communication. She is currently completing a combined print and electronic book, *Images and Sounds: Audiovisual Language and Process for extending the boundaries of communication: Theory, practice and cases.*

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Marcelo Ramella has been teaching and researching at the LSE since 1995. He has worked extensively for the European Commission and the UK Government, especially, for the Department for International Development, the Youth Justice Board for England and Wales, and the Home Office. He is interested in concepts, policy and practice concerning marginalised young people, and in particular, in the uses of audio-visual language for enhanced communication and understanding transformation.

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Gonzalo Olmos is a Research Officer at London School of Economics He was as project manager for the Positive Futures Young People's Views Pilot Project (2003) and has continued working in the national rollout of

Young People's Views Project (2004-2006). He has experience in Advertising, Marketing and Internet Technologies. Gonzalo is also a photographer and part-time doctoral student at the Institute of Social Psychology. His interests include social development, ethnographic film and audiovisual research.

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Sevasti-Melissa Nolas is a Research Officer at the LSE currently working on the Positive Futures 'Young People's Views' project (2004-2006) and a doctoral student at the Institute of Social Psychology. Her research

focuses on the politics and practice of organizational/community change projects. Before joining the YPV project Melissa was an RO on an EPSRC-funded action research project looking at the integration of complex social systems after a major change event.

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Slavica Savic is a Research Officer at the Institute of Social Psychology LSE. She has extensive experience in planning and managing deliverables on research programmes. She has been working with the

LSE Complexity Group, co-ordinating the research work, facilitating group meetings and participating in development of the team strategy. Her work with groups and individuals support her interest in social and cultural issues and creative relationships. Wider interests include photography, filming, web design.

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Garrick Jones is Partner in the Ludic Group and Visiting Fellow in the Institute of Social Psychology at LSE. He is particularly experienced in working with organisations on Innovation

Strategies using Collaborative Learning and Design. He has worked with teams to develop and launch Collaborative Environments in Europe, Africa, the United States and Asia. His research is focused on large scale group decision support systems, innovation and creativity in organisations, culture and education.

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