



Thursday 21 October, 2010

BAFTA and Media Trust announce joint Youth Mentoring Programme in Scotland; Sixteen BAFTA mentors to take part.



BAFTA/Jenny Anderson

BAFTA and **Media Trust** are delighted to announce that they have launched a joint **Youth Mentoring Programme** in Scotland. The scheme, which is supported by the **RBS group**, involves BAFTA members, BAFTA Award-winners and leading practitioners volunteering as mentors to disadvantaged young people on media projects, and is an integral part of BAFTA's learning and events strategy.

BAFTA has recruited sixteen mentors in Scotland who will be working with young people from disadvantaged backgrounds in the Glasgow area for the next six months.

The mentors come from a range of disciplines across the film and TV industries. In Scotland, the participants include producer **David Brown** (*Nanny McPhee* and *the Big Bang, Enigma*), director/producer **Michael Hines** (*Still Game, River City*) and series/executive producer **Colin Cameron** (*The Private Life of... Cows/Chickens/Pigs with Jimmy Doherty*). In addition, several mentors are taking part from **Raise the Roof Productions**, a new production company launched this year by Kirstie Allsopp and Phil Spencer (*Location, Location, Location*) with Jane Muirhead and new BAFTA mentor **Sarah Walmsley**.

The mentors will offer their expertise to organisations in the Glasgow area including The Prince's Trust, Fairbridge, and Scottish Families Affected by Drugs.

As well as engaging young people in productive and empowering activities, the programme aims to improve young people's attitudes towards education, training and employment and to enhance their knowledge, skills and personal development, thus giving them new opportunities.

The Youth Mentoring Programme, which was also launched across England earlier this year, follows a successful London based-pilot programme in 2009. Both the mentors and the young people talked about the positive experience of the scheme.

"It was really, really powerful to meet young people who live just down the road but are living very different lives from me and to get a window into a different world. The experience was one of the best things I've done all year."

Basi Akpabio, Creative Director and BAFTA mentor

The young people who have been involved in the programme so far have identified both personal and career-based positive outcomes, including increased confidence, new transferable and media-related skills, and a new willingness to engage in media-related training and education.

"Before starting I'd lost interest in my dreams. I was lost. I didn't know what I wanted to do. I still don't know but now I have options." Eddy, 24

"It was absolutely fantastic to gain insight into the way that industry experts think, and all of the considerations that need to be made during each stage of development - I hope one day to be involved in games development as a profession." Andres, 17

Although the general public tends to associate BAFTA with its film, television and video game awards ceremonies, its main function is as a charity.

Anne Morrison, Chair of BAFTA's Learning & Events Committee, says: *"BAFTA aims to share the knowledge and experience of industry expertise with the public. We are therefore delighted to be able to provide such an impressive group of mentors in Scotland. We hope that their support inspires these young people and offers them positive role models. We are also pleased to expand our relationship with Media Trust through this initiative."*

BAFTA partners on the Youth Mentoring Programme with Media Trust, a national communications charity that works with media organisations and charities to enhance their communications and enable communities to find their voice and make it heard.

The BAFTA and Media Trust Youth Mentoring Programme in Scotland is supported by the RBS group.

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To view a promotional film from the pilot programme, visit:

<http://www.bafta.org/access-all-areas/videos/youth-mentoring,855,BA.html>

Notes for Editors:

About BAFTA:

The British Academy of Film and Television Arts is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events programme that offers unique access to some of the world's most inspiring talent through workshops, masterclasses, lectures and mentoring schemes, connecting with audiences of all ages and backgrounds across the UK. BAFTA relies on income from membership subscriptions, individual donations, trusts, foundations and corporate

partnerships to support its ongoing outreach work. For further information, visit www.bafta.org.

About Media Trust:

Media Trust is a national charity that believes everyone should have a voice and the opportunity to be heard. It works with media organisations and charities to enhance their communications and enable communities to find their voice. It owns and runs Community Channel, the UK's only national channel to be run by a charity. Media Trust corporate members are BBC, Channel 4, Daily Mail and General Trust, Disney Channel UK, Guardian Media Group, IPC Media, ITV plc, MTV Networks UK & Ireland, News International, OMD, Sky, Virgin Media TV, Warner Bros.

Media Trust's Youth Mentoring Scheme encourages media professionals – from filmmakers to journalists - to volunteer their time and skills to support disadvantaged young people working on media projects. The projects can range from making a film or radio production to producing a newsletter, magazine or website. The scheme, funded by the Department for Culture, Media and Sport, has supported more than 1,500 people, aged from 13 to 25, since it started in 2007. www.mediatrust.org

Case studies are available upon request.

BAFTA mentors in Scotland:

Julia Bird - Assistant Producer, Raise the Roof Productions

Jerry Brannigan - Screenwriter

Peter Brill - Production Sound Mixer

David Brown - Producer/Co-Producer Nina Brown - Producer/Director, Raise the Roof Productions

Colin Cameron - Series/Executive Producer

Alan de Pellette - Producer/Writer/Director

Angus Dixon - Producer/Director

Tom Garland - Series Producer, Raise the Roof Productions

Michael Hines - Director/Producer

Jeannot Hutcheson - Producer, Raise the Roof Productions

Lisa McCann - Director/Series Producer, Raise the Roof Productions

John McShane - Screenwriter

Karen O'Hare - Professional Practice & CPD Coordinator, Screen Academy Scotland

David Street - Producer/Director

Sarah Walmsley - Creative Director, Raise the Roof Productions