



Press Play Films C.I.C Charitable Purpose Information

Press Play Films C.I.C is a Community Interest Company and many of our guiding principles are based around Charity Commission guidelines. We have a strong interest in relieving the poverty and financial hardship of others through the advancement of education. We do this by providing children, families and schools with arts, media and animation education; teaching new skills which they might not otherwise be able to access because of financial constraints. We provide safe and enriching spaces for young people to learn with us. This includes free holiday clubs for every season, which also enable parents/carers to leave their children in our care while they work (funded by East Sussex County Council.)

We want to encourage young people to be creative and use their imaginations and passion for art (drawing, clay modelling, building sets) and story telling (role play, performance, writing scripts). A key area of expertise, which also enables us to combine the arts, story telling and digital technology, is the teaching of animation production. We work with a range of professional tutors who teach young people how to use digital technologies (Adobe Animate, Hue Animation and Flipaclip to name a few). We aim to work largely with young people whose families are experiencing financial hardship or have Special Educational Needs because these children often miss out on artistic opportunities because of financial or other reasons (for example learning to use Adobe Premiere Pro or sitting down with a professional animator to learn the craft of stop-motion).

We also work to advance young peoples' health and wellbeing. Our holiday clubs provide healthy snacks and hot vegetarian lunches cooked by food partner Feel Good Food, free of charge. As part of this drive to encourage healthy eating we co- run cookery workshops teaching children about eating the rainbow and healthy alternatives to processed sugar, for example.

Since setting up in 2016 and incorporating in 2022, we have developed an increased commitment to the advancement of Literacy and Oracy skills, as prescribed by the National Curriculum in English, through bringing arts and culture into schools. Currently a key focus is on offering vulnerable young people and pupils with SEND the opportunity to do Art, animation and film in their literacy lessons because we believe this provides an inclusive education system for all pupils; not just for those who flourish through more traditional teaching methods. Our work is strengthened by the fact that one PPF Director has 20 years experience teaching literacy in schools and the other is an artist and professional animator with extensive and personal experience of working with SEND. Together we bring these expertise into schools, working alongside teachers to find creative ways of enlivening mainstream literacy lessons for their whole class. This work has indicated on numerous occasions, that children with SEND or working at below expected standards, find accessing the literacy curriculum easier when engaging in artistic, animation and media projects. We hope to create a legacy in local schools by providing bespoke literacy lesson plans and teacher training in animation production and cross curricular literacy teaching. By bringing the Arts and digital arts into schools, to use alongside the National Curriculum, we open educational opportunities up to different types of learners, for example visual learners or pupils for whom concentration is more challenging. We design projects to meet particular school's needs and every project is different.

Our work promotes inclusion in as many ways as possible. Staff have experience and training in

working with autistic young people including non-verbal children, dyslexia, ADHD and ODD. We also have a rigorous Equality, Diversity and Inclusion policy and some of our directors and staff members are from minority ethnic backgrounds or have SEND. We promote racial harmony by designing projects which encourage the mutual understanding of different cultures, races and religions. This is important because our work often takes place in rural settings in East Sussex, where the majority of the population is from a white British background. We want to encourage an understanding of as many different cultures and religions as possible. We do this by designing projects that bring in diverse racial experiences in history and the past, and also through exploring literature from diverse cultures and continents.

We are keenly aware of our role in the advancement of environmental protection and improvement and fulfil this through running projects and workshops that teach young people how to best protect the environment. We are currently exploring more ways in which we can incorporate this into our work, for example through projects which involve walks across the South Downs or an exploration of the natural world through film.

PPF is committed to ensuring broad community impact. We ensure we run for public benefit by forging strong links with our local community. All staff live locally and we try to include a diverse range of local people in project design decisions and employment opportunities as much as possible. Our company policies are checked by both company directors and our board of advisors and are reviewed annually (we meet 4 times a year). PPF's governing document outlines our public benefit aims and how we ensure these are achieved to ensure we are meeting the requirements of operating for public benefit. We also aim to offer activities to as many beneficiaries as possible and not to specific groups only.

We have a strong ethos of ensuring that finances do not stop a young person from attending our activities. Most of our courses are funded and provided free of charge. Occasionally if we do offer paid for activities, we ensure concession rates are easily available. All money made on paid courses is put directly back into the C.I.C and used to contribute to the running of PPF and our public benefit goals.

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