

THEIR STORY

MISSION STATEMENT 2020/21

WHO ARE WE?

We are childhood friends from West London with a passion for people. News is full of information, stories and social issues, but we focus on the people impacted by the information; by the stories; by the issues. Growing up in our local area, we got to know our neighbours and friends, far and wide, from all walks of life. Even as adults today, we walk down the streets of our neighbourhood with a sense of familiarity to those whom we share it with.

Having built long lasting relationships with residents in our community and beyond, we realised that there were so many stories people had to tell and experiences that they wanted to share. Sharing stories historically, has been a way of breaking down barriers in local communities.

We are:

- A **hyper-local** community based multimedia platform that is both online and offline. We aim to make all of our work as accessible as possible through community events and transparent communication.
- We always work collaboratively with participants. Every piece of work is a joint effort and belongs to all parties involved, not just us.
- We create both short films and report on local news stories in writing.
- We make films that stay on the pulse of cultural, political and social issues and are based in North West/ West London.
- We are a non-for profit service however we also make commercial films for charities, local government and other small enterprises which helps fund our non-for profit work.
- We train young people to make films about their local community as part of our work with the Paddington Development Trust.
- In all our of work, we aim to be sensitive, considerate, conscientious, non-sensational, honest and collaborative.

WHY?

- To inform the community about goings on, people, places, events, issues, democratic processes.
- To tell national/international stories through a local lens.
- To increase community ownership and agency.
- To provide a platform for untold stories.
- To bridge gaps in understanding between different members of the community.

HOW?

- Free digital access for all through website, YouTube channel and social media sites
- Free event/screenings so people from all walks of life in the local area can meet.

WHEN:

- In April 2020, Isotta and Ellie began to develop Their Story. Isotta hails from an innovation background and Ellie hails from a journalistic background. Both, through professional and lived experience, had new ideas about hyper-local working and reform needed within the journalism industry,
- In May 2020, after a lot of research and pilot projects, Ellie and Isotta combined ideas and forces and set up Their Story.
- In August 2020, Isotta and Ellie were commissioned by Westminster and Queen's Park Community Council to make a film about how young people are affected by coronavirus in West London.
- Their Story is awarded funding by the Paddington Development Trust, Queen's Park Community Council and Peabody Housing.