



A new rural development resource for the voluntary and public sectors

Rural Media Company has recently completed a key piece of research, which will be of interest to voluntary and public sector agencies working with rural communities in the UK:

‘Show and Tell’ - living on a low income in rural areas.

‘Show and Tell’ is an innovative research project, sponsored by the Big Lottery Fund. Rural Media worked in partnership with the School for Policy Studies at the University of Bristol to deliver the research. The research has used video diaries to examine the issues faced by those living on low incomes in rural communities. This research is crucial in highlighting the issues, often not fully understood, of everyday life in rural communities. The DVD which has been produced as a result of the research demonstrates what life is like, not for the second home owners, landowners or wealthy commuters but for those living in rural communities who are just trying to get by.

This DVD research was carried out in the rural county of Herefordshire and convey key social and economic issues facing rural communities in the UK.

Based in Herefordshire and established in 1992, **The Rural Media Company** uses media and communications – film, video, photography, journalism, graphic design and the internet – to produce high-impact moving image and new media work. The Rural Media Company is a key client of the Regional Screen Agency, Screen WM, and regularly wins awards for its innovative, socially aware media work. Please see www.ruralmedia.co.uk

The use of film and media to empower, traditionally excluded groups and enable their voice to be heard is fast becoming an integral part of social policy research. Through reflecting the everyday lives of people and allowing them to speak for themselves, powerful messages can be heard. We believe that this research will be interesting and useful to you and your organisation. The findings are intended to raise awareness of the issue of rural disadvantage in the West Midlands and across the UK, and inform policy and practice in responding to these issues.

We hope that you will take the opportunity to use the Show and Tell DVD to raise awareness and influence the agencies, policy makers and organisations with whom you work.

Please also do not hesitate to contact The Rural Media Company if you would like to discuss working in collaboration on the development of new resources or research & information materials.

For further information please contact our Development Officer, Vey Straker, on 01432 344039 or email veys@ruralmedia.co.uk

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