



'Making a Mark'

Mark Holder Social Impact Declaration

Watershed

Watershed is the leading film culture and digital media centre in the South West. We champion engagement, imagination and ingenuity, working locally, nationally and globally from our home in Bristol, UK.



We aim to advance education, skills, appreciation and understanding of the arts with a particular focus on film, media and digital technologies. We present a diverse programme of films, events, festivals, artist commissions, workshops and conferences with audiences and participation at its heart.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how **Watershed** is Making a Mark, striving to create a positive impact on people and planet.

Nurturing and developing creative talent

We take a hands-on approach to nurturing and developing talent. We respond to emergent opportunity and constantly develop new mechanisms to support the people we work with.

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We produce environments where artists and creative companies work collaboratively with technologists and academics to explore new genres and experiences at the intersection of creativity and computing.

We work with schools, young people out of school, universities, new graduates and early career artists to support people in discovering and developing their creativity.

Championing inclusion and diversity

Inclusion and diversity are key to our approach. We believe that to release the true potential of the artists and audiences we work with, we must draw from the widest possible pool of collaborators and ask them to engage with people not like them (in cultural background, ethnicity, discipline, age etc). Our work is curated to programme difference, and open calls and community partnerships ensure it is vibrantly mixed.



Our 2018–2022 business plan identifies the following priority groups: Young people (under 24); People from BAME backgrounds; and Deaf, Hard of Hearing and disabled audiences.

Creating impact in the local area and beyond

We use our profile to act as an ally and advocate for people working in the creative sector of Bristol who are from minority groups or who are working in new ways to promote and support them.

Our impact is not characterised in a single programme or project, but in our ethos of openness, and responsibility. These attributes are shared across our whole organisation and lead to engaged audiences, flourishing talent and a competitive creative sector.

Watershed provides a vital hub and plays an important connecting role in Bristol's cultural and creative economy, creating pathways to new knowledge and new practice.

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