



- **Rural Media** is a rural West Midlands-based creative media & digital arts organisation founded 1992
- Today incorporating Rural Media Charity (NPO); StoryPoint; Rural Studios
- Our creative participation projects benefit 500+ young people a year
- Talent development & training programmes (West Midlands BFI Academy) bridge the gap between learning and industry.
- We're supporting rural young people & emerging artists to inform society, influence change & express themselves creatively.



RURAL STUDIOS

- Arts and factual content for national broadcasters
- Content campaigns for brands and public sector
- Discovering next gen of underrepresented talent
- BBC Shakespeare's Sonnets; BBC Arts The Read





Point of View

- Our flagship youth voice programme since 2020
- Empowering 3,000+ rural young people to get their voices heard
- Placed-based interventions connecting decision makers to young people
- Establishing Youth Councils, Youth Forums & Youth Citizen Assemblies
- pointofviewrural.com





THEY TOLD US WHAT'S
"NORMAL,"
FORCE-FED US LIES WITH OUR
MORNING PORRIDGE,
FROM THE CRADLE, THEY
PAINTED LINES AROUND OUR
LIVES,
STIFLING TRUTH WITH THEIR
PASTEL, GLITTERING
ILLUSIONS.
"BE THIS," THEY SAID. "DO
THAT."
"FIT IN THE MOULD OR FACE
EXILE"



**Creative content produced by Point of View participants
See more @ www.instagram.com/_theproducers_**

Case Study - embedding youth voice in the market town of Ledbury, Herefordshire

What was the problem?

Local stakeholders needed help to gather in and understand the views and experiences of local young people.

They wanted a focus on under 18s due to struggles moving from primary to secondary school.

What did we do?

Using Rural Media's creative participation methods and the Point of View model (listen, create, share, connect) we co-designed a placed-based intervention for the town of Ledbury. Spent six months running creative consultation, creative sessions and pop-up events for young people. School engagement was crucial, collaboration was key!

Culminated in youth-led intergenerational event, open to the public, with 70 young people presenting their needs, ambitions, concerns and hopes for the future (theirs, and the towns) + interviewing local decision makers on next steps.

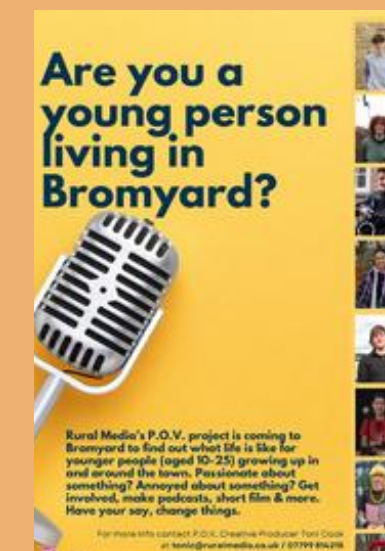
What changed as result?

School + town council are setting up joint youth council

Councillors consulting young people on housing plans

Community commitment to listen to young people's experiences

This model has inspired similar intervention in two more market towns





Future Direction: The Voice of Young Rural Britain

Purpose

- To create a national platform for and by young people living in rural counties of the UK
- To inform public and VCSE service and local & national rural policy development
- To invest young people with skills in digital media, leadership, employability, social and cultural engagement
- To support and raise awareness of the potential of creative digital media within rural youth & community development sectors.



The future direction builds upon 30+ years' experience of enabling young people to use creative digital media to share their experiences of life in rural areas:

- InSITE magazine 2001-2007
- Travellers Times 2000-2025
- POV 2020-25
- UK Distribution and Audience Engagement



<p>2025/26</p>	<ul style="list-style-type: none"> • Research & Partnership • Investment and Stakeholder Collaboration • Audience & Distribution Partners
<p>2026/27</p>	<ul style="list-style-type: none"> • Pilot POV Producers' Regional Academy East Midlands, Sout West
<p>2027 - 2030</p>	<ul style="list-style-type: none"> • UK roll out of POV

Next Steps - How to Get Involved

- Youth & community groups, public & VCSE service providers, youth organisations to contact Rural Media and express interest
- Intro online 40min meetings
- Co-host regional roundtable meetings for interested organisations and young people
- Share POV 2027-30 draft proposal

Contact us

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Thank you

