

Burge Surtees Associates Limited

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# Burge Surtees Associates Limited

Prospectus





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## What we do:

### **Social Impact Assessment:**

**Our shared vision is to make widely accessible to third and public sectors the means to record, demonstrate, and publicise extended stakeholder transformation and change - the social impact of social enterprise.**

We specialise in serving the needs of social entrepreneurs and third sector organisations in particular with project and business planning and high quality media content production and design.

The experience and skills of our associates cover professional media content design, production, and delivery alongside understanding of the needs and the work of organisations with social aims.

We offer a full media content and design planning consultancy service to individuals and organisations of all kinds who wish to make a difference and deliver a positive social impact anywhere in the world.

**Contact us for either forward projection or retrospective evaluation if it is the social impact of your activities in particular that you wish to capture, represent, and publicise through imaginative work in any media form.**



If you work with people..

... why haven't you been in touch with us yet?

## Simple...™

... is the Social Impact Media Programme for Local Enterprise™

What's great about Simple... is that it is.

Simple... helps you to record and project extended stakeholder transformation and change - the social impact of your social enterprise. The social impact of your work is what makes a difference. Communicating your social impact effectively:

- Tells people how good you are at what you do
- Markets your products and services
- Wins you business and procurement
- Lets your clients record and share the progress they are making
- Lets your investors know their time and money is well spent
- Lets the public understand the social benefit you provide
- Adds value to your business or service

Simple... works by helping you to tell your story.

Simple... works by helping you to organize the photos, testimonials, recordings, and facts and figures by which you choose to tell your story into an easily presentable form using...

The Social Impact Storyboard...™



## The Social Impact Storyboard...™

Filmmakers use storyboards to help them develop their stories in the most efficient way by highlighting the key moments of passion and action for reference at a glance. The same tool can be used to tell the story of a social enterprise.

The advantage over conventional means of projecting, monitoring and evaluating is that digital media - photos, films, sounds and the written and spoken word - can be uploaded into the Social Impact Storyboard... to present your social impact story directly, getting your audience hooked, whoever they are.

The Social Impact Storyboard...

... brings the human story closer - the story of what makes a difference.

Digital audio-visual and social media can bring home the truth of social impact and re-communicate it more effectively and in more widely accessible ways than ever before.

Recorded sounds and pictures cross geographical, language, and cultural barriers like no media yet invented.



*“Everything that can be counted does not necessarily count;  
everything that counts cannot necessarily be counted”*

- Albert Einstein

The Social Impact Storyboard...

... helps social entrepreneurs assess for themselves and publicise widely the social impact of their work.

By identifying key indicators in digital media, the Social Impact Storyboard assists financial valuation of social impact through SROI analysis where this is required.

We believe that the value of social impact - analysed and represented by social entrepreneurs themselves using any and all media available - is best told as a story.



*"A cynic is a man who knows the price of everything and the value of nothing"*

Oscar Wilde

The Social Impact Storyboard...

... and Social Return on Investment (SROI)

Whether for evaluation or projection, by encouraging social entrepreneurs to select for themselves key “frames” or “scenes” of social impact, The Simple... Social Impact Storyboard... helps anyone to upload and present their story of social impact with the immediacy of digital media instantly and worldwide.

... And for those needing to attach financial valuation to social impact:

... The Social Impact Storyboard encourages social entrepreneurs to tell their stories of social impact by presenting in audio-visual media key “scenes”, perhaps indeed of passion and action. To these “scenes” are easily attached indicators, their valuations where possible, or proxies and their valuations, and all the appropriate discounts from an SROI reference library continuously populated and improved over time in a virtuous circle via open source uploads of users’ examples.<sup>1</sup>

Talk to us...

... Let us help you capture and present your story of social impact.



<sup>1</sup> In development

# Resources & Clients



## Recent clients:

Rotary Club - England & Northern Ireland  
(Music recordings for End Polio Now appeal)  
The Learning Revolution, Voluntary Arts England  
Festival of Learning National Arts Facilitator  
(for Dept. of Business, Innovation & Skills - BIS)  
Shoo Fly Publishing  
SES Cooperative  
Social Enterprise Europe Ltd.  
Community Catering Initiative Ltd.  
Amber Film and Photography Collective Partnership  
East End Media Community Interest Company (CIC)  
Ouseburn Creative Industries Partnership  
The Big Idea Partnership  
Institute of Digital Innovation, Teesside University  
The Studio @ Community Interest Company (CIC)  
Northern Voices Partnership  
Kids' Cafe Partnership  
TEDCO Ltd.  
Sports Recycler Ltd.  
Tees Valley Arts Ltd.  
North East Social Enterprise Partnership Ltd.

## Media Services:

Social Enterprise Research  
Social Enterprise Planning Consultancy  
Social Impact / Evaluation Reports (SROI)  
Website Design  
Media Content Production, via:

Photography (Digital & Film)  
Graphics  
Publishing  
Sound Recording  
Music Production  
Oral History  
Film Making, with:

Sony HD (1080i - 50 / 25 fps) / DV recording  
Roland / Rode Sound Recording  
Arri Lighting  
Apple Final Cut Studio Post-Production





# Outputs

## **Media for Social Enterprise:**

Photography Graphics Publishing Websites Sound Recording Music Production Film Making

## **Social Impact Analysis Storyboard Media Outputs:**

- ✦ Reports
- ✦ Publications / Picture Books
- ✦ Podcasts
- ✦ Audio-Visual presentations
- ✦ CD / DVD Films to HD 1080 i

*Capturing social impact for representation through word, sound, and image in all digital media*



## Who we are

Burge Surtees Associates Limited is an open association of artists, social entrepreneurs, and media content developers and producers delivering creative developmental support under contract to the North East England Service Providers' Register to North East social entrepreneurs, cultural and educational institutions, and development agencies.

**Matthew Burge, Director**, graduated in English Literature and Philosophy at Bristol University before training with the British Film Institute and BBC Television, London. A Royal Television Society award-winning industrial and social documentary filmmaker, Matthew's early work was with the BFI, including on the seminal "Burning An Illusion" by Menelik Shabazz. He has 30 years experience in feature film and social and industrial documentary production, and has directed for Channel Four and Tyne Tees Television. Matthew is a Mentor with the Institute of Digital Innovation at Teesside University. With ten years' experience of working in the Third Sector in the North East, Matthew works to mentor the development of creative and social enterprises. As a writer, photographer, composer, flautist, and filmmaker, Matthew is developing useful interactions of creative forms with new media and social enterprise. Matthew says: "We try to help".

**Melanie Todd, Artist**, is an associate of Burge Surtees Associates and a director of **The Studio @ CIC**. She is an international artist in her own right with participatory arts experience working in communities throughout the UK, Kenya, the Republic of Ireland, and the US. Melanie graduated in Fine Art at Sheffield and has a Masters degree in Art Therapy. Her particular skills are in design and working through the media of textiles (including digital imagery and textiles), silk painting, mixed media, installation and performance, plaster casting, mask making, junk sculpture, mosaics, puppet making, collage work, screen printing, and costume production. Melanie says: "My experience of working with people who have physical, mental, or environmental special needs is the grounding for my belief in the positive application of the creative process. Whether therapy or non-therapy based, I believe in self-advocacy and the development of the individual through the trusting and congruent relationships which the alliance of art and therapy can provide. My working philosophy is person-centred"

**Lee Jowsey** is the Director of **Jowsey Computer Services**, supplying technical design and delivery services to the Third Sector and Social Enterprise. Lee has a background in developing online forums and interactive websites with the Northern Advisory Group on Disability, pioneering internet usage for disability networks. From 2003, Lee worked with Comecon, developing and administering their online network. Lee's particular skills are in the technical aspects of website and database development for community and social enterprise networks.

**Litza Jansz** is an international digital artist who works with illustration, animation and film. Her published work includes children's books, graphic novels, award winning animated films and experimental short films. Her work has been exhibited in the Tate Modern, the Institute of Contemporary Arts, the National Film Theatre, and in international art houses and festivals. She is a founder member of '**Corner**', a group of digital artists seeking to use their work to enhance social inclusion. Litza's animated films made in prisons have been used as examples of excellence, and through this work Litza was invited to be in a National Consortium to advise on practice in arts projects working with volatile and vulnerable groups.

**Lindsay McEwan** is a software design manager with 20 years experience developing software and managing software design teams. A B.Sc. graduate in Computer Science from the University of Edinburgh and Microsoft Certified Professional with Windows software architecture, Lindsay has worked for world-leading software design and development companies over the last ten years. For Nonlinear Dynamic Limited, a world leader in software for the Proteomics Life Science market, Lindsay has been successful in fulfilling roles from Software Engineer and Project Leader to Assistant Software Development Manager and Programme Manager. From June 2006, Lindsay established **Concurrent Limited**, a successful software development and practice consultancy. Lindsay's particular expertise is in streamlining performance and improving quality in software development.

**Michael Peacock** is Managing Director and Senior Developer of **Peacock Carter Limited**, a creative agency he co-founded in 2006 offering web design services specialising in e-commerce, social networks and online management systems. A graduate in Software Engineering from the University of Durham, and author of several web development books, Michael and the rest of his team bring a wealth of technical and creative expertise to all of their projects. With a growing number of Third Sector clients, as well as an active personal involvement in a number of charities and social enterprises, his skills have been used to help a range of third sector organisations, with projects ranging from simple brochure websites, through to creating advanced online membership databases.



**... And our door is open to new associates sharing our vision to make widely accessible to the third sector in particular the means to record, analyse, demonstrate, and promote social impact.**



Give us a call: 0785 235 1506...

... or drop us a line: [burgesarteesassociates@blueyonder.co.uk](mailto:burgesarteesassociates@blueyonder.co.uk)