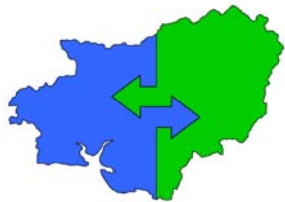


# case study

*Carmarthenshire*  
**CONNECT**



**CYSWLLT**  
*Sir Gaerfyrddin*

## **Combating the Digital Divide through Video**

**Carmarthenshire Connect  
Mini Project Case Study**

Karlis Ozolins  
ICT Field Officer

## Summary

This case study outlines a typical video project delivered by Carmarthenshire Connect to a community group that had been engaged by the project previously. The team worked closely with the group to introduce young people to new video technologies, enabling them to learn production skills such as filming, camera techniques and interview techniques to create a promotional DVD for their group.

## Background

Organised Kaos is a youth circus based in the Upper Amman Valley that tackles anti-social behaviour in the local community through skills based youth provision that allows young people to channel their energies creatively. The group teaches young people circus skills, ranging from human pyramids to fire displays and aims to 'keep adolescents off the streets' (kaos).



Before embarking on this video project, Carmarthenshire Connect had engaged the group through outreach sessions in which participants took digital photos and short video clips of their activities for publication to the Carmarthenshire Connect blog.

## Engagement Purpose

Carmarthenshire Connect mini projects deliver a higher level of engagement with community groups than that of outreach sessions. The aim of this video project was to support Organised Kaos to produce their own promotional DVD to market their activities, helping to support their development as a sustainable social enterprise. By participating in the project, group members would be able to take greater ownership of the final product whilst learning more specific video production skills from planning through to editing.

## Engagement Process

Carmarthenshire Connect initially met with the group leader of Organised Kaos to discuss their aims and expectations and to identify the project's outcomes and timescales. A ten session structure was developed to plan and film the content needed for the DVD, engage the members with video technology, and edit the final product.

Prior to the first session, a brief script was developed with the group leader that outlined what the video should highlight and promote. This included the group's background, youth training and performances.





During the ten engagement sessions, the project officer facilitated the group in engaging with the technology, demonstrating various filming techniques and describing how particular shots would look in the video. The young people were encouraged to participate in all aspects of filming, from using the cameras to voice recording using a microphone. These activities were well received by the young people. They were able to experiment with the equipment in a safe and friendly environment with guidance from the project officer, learning higher level skills.

The approach encouraged a high degree of ownership for the young people allowing them to recognise their contributions to the final video.

As part of the project, other forms of engagement were also used to capture the group's activities. These included using small Busbi video cameras to film short extracts which were uploaded to the Carmarthenshire Connect website and the Organised Kaos blog to further raise awareness of the group and promote its activities.

## **Benefits and Drawbacks**

### *Benefits*

- Can be adaptable and flexible to a group's needs and ideas.
- Encourages ownership over the final product.
- Higher levels of engagement can be delivered compared to outreach engagement.
- Helps raise awareness of the group through the final film and posts on the Carmarthenshire Connect website.
- Delivers practical learning opportunities in a friendly and safe environment.
- Teaches new process and techniques to a group that tackles digital exclusion.
- Creates opportunities for individuals to engage with new technologies.

### *Drawbacks*

- Timescales can be difficult to control and maintain depending on the group.
- Can be difficult to engage large (15+) groups during one session.
- Preparation and follow up can be time consuming.

## **References**

<http://www.carmsconnect.org.uk/labels/Organised%20Kaos.html>