

STREETS OF CHANGE

A documentary film and Virtual Reality experience
about homelessness, addiction and recovery



West Northamptonshire Council

RICHARD BEARDS

Innovation Manager

...KED ILLEGALLY
WILL BE REMOVED
JENNYS RESTAURANT

CK



One to One Development Trust

JUDI ALSTON

CEO / Creative Director

ANDY CAMPBELL

Digital Director

**One to One Development Trust are a creative arts charity
working nationally using film and immersive technologies to
tell socially relevant stories that affect positive change**

HEALTH & WELLBEING

HERITAGE

ENVIRONMENT

REASONS FOR UNDERTAKING THIS PROJECT

**Homelessness in the UK is increasing at an alarming rate
27% higher in 2023 than 2022**

**Average age of mortality in rough sleepers is aged 44 (men), 42 women
(women) compared to national average 76 (men), 81 (women)**

**Challenge / change public perception and prejudice of homelessness
by bringing stories alive**

Amplify the importance of Outreach work

Explore how storytelling can be innovative and influence societal change



THE OLD BANK
1840-1845
By J. H. ...



Watts



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CHALLENGES OF MAKING THE FILM

Getting partner agencies on board for a quick turn around

Difficult to plan filming / interviews due to the unpredictable circumstances of participants lives

Knowing that there was so much more to film if there had been time and more resources



PLAY FILM TRAILER

VR EXPERIENCE

OUR INTENTIONS

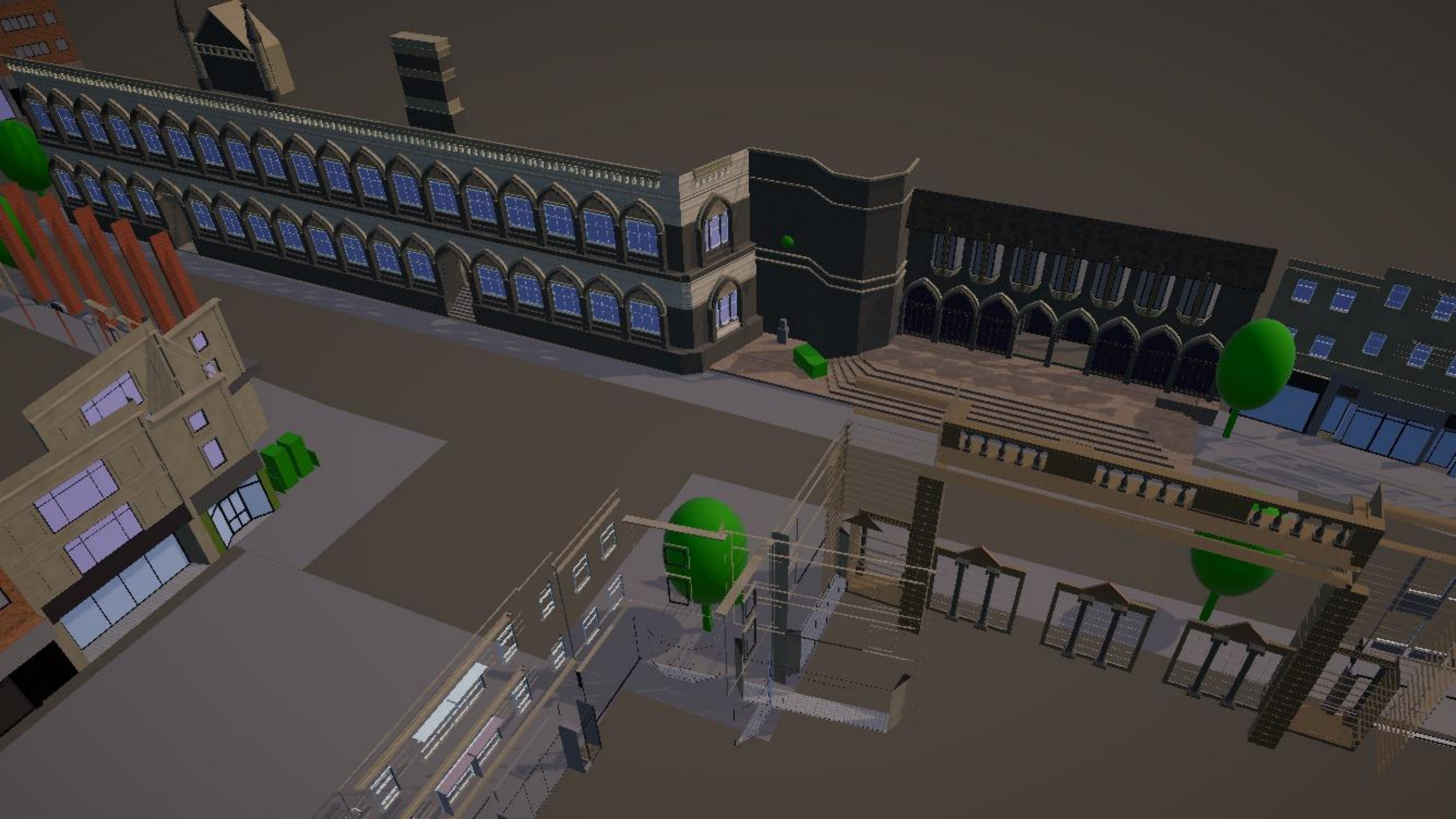
**To make a very different experience to the documentary film
– fictionalising the location and stories**

**3 stories (based on lived experience) that represent
factors that contribute to rough sleeping:
Mental health, addiction, poverty**

Strong visuals for full immersive effect

**Put the player / participant “in the shoes” of a rough sleeper
e.g. in shop doorways; generate a sense of vulnerability**

VR TRAILER





INDIAN
RESTAURANT
ANGAN

Lucky & Tandoori

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PIZZA



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IE & TECH
IA

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LAUNCH EVENT

STREETS OF CHANGE

STORIES OF HOMELESSNESS, ADDICTION AND RECOVERY



A FICTIONAL VIRTUAL REALITY EXPERIENCE
INSPIRED BY REAL LIFE STORIES

A DOCUMENTARY FILMED IN NORTHAMPTON



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"To experience being homeless on a cold dark street via the medium of a VR headset was deeply profound.

"For those 10 minutes I was given an insight into a world I've never had to experience... It gave me a new perspective on the terror of living rough."

- KEIRON MUMBY AT THE STREETS OF CHANGE LAUNCH

OUTCOMES

WNC, a local charity and a voluntary group have all purchased VR headsets, increasing awareness and encouraging digital literacy

One to One facilitated a tour of the project to different venues (around 300 people, 45 organisations to-date)

An increase in using creative approaches to tell stories from all stakeholders, new work being commissioned

Official Selection for Aesthetica Film Festival, York (VR Lab)

Official Selection for Workers Unite Film Festival (New York)

International Network of Street Newspapers feature and exhibition

FUTURE PLANS

Offer workshops and facilitated sessions to raise awareness of the key messages from the films for professional development to VSC, LAs, education

Develop screening and event opportunities to show the work and raise awareness of homelessness locally, nationally and internationally

Showcase how technology and innovation can be used in storytelling for social change

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