



## QPR in the Community Trust PRESS RELEASE – 26 June 2013 – For immediate release

### SERENA'S COMMUNITY CALL

#### Story of QPR appoints project manager

The [Story of QPR](#) is delighted to announce Serena Williamson has been appointed as project manager to lead its documentary film charting the social history of QPR Football Club and communities close to Loftus Road.

Employed jointly by QPR in the Community Trust and Octavia Foundation, Serena has been recruited to help deliver the exciting and unique project involving the local community in west London.

The intergenerational project, developed collaboratively by both charities, will run for over two years thanks to an award made by the Premier League Charitable Fund and PFA (Professional Footballers Association).

"It's a great honour to be involved in the *Story of QPR*," Serena told [www.qpr.co.uk](http://www.qpr.co.uk).

"Projects like these are key in revealing hidden histories and memorabilia, creating community inclusion and developing opportunities. I hope we can create a film and other resources that will encompass the interesting stories and wealth of heritage of the local community."

The film will provide opportunities for fans and volunteers of all backgrounds and ages to contribute and be involved throughout the production.

Up to 40 young people will be recruited and trained in film-making, media, research and heritage skills as part of the production of the film and other accompanying materials, including a podcast, soundtrack and website.

"I'm really excited to give young people a platform to show off their talents and gain some fantastic skills and work experience in the various aspects of the project," she added.

"I'm looking forward to working with the young volunteers in gathering fascinating stories from the local community, fans and QPR staff for the film.

"We should have some great content and, if anything, it's going to be a challenge fitting it all in!"

Serena - whose time in the industry includes editing popular Sky Sports shows 'Football First' and 'Goals on Sunday' - has extensive experience within project management during four years at MAMA Youth Project, a media charity which develops and trains Black, Asian, Minority and Ethnic (BAME) and disadvantaged young adults in TV production.

"We are delighted to welcome Serena to the QPR in the Community Trust team," Fiona Hodgson, Business Development Manager at QPR in the Community Trust, added.

"The *Story of QPR* is an inspiring project that we are very excited about and, working in partnership with the Octavia Foundation, we are convinced it will be a great success.

"The next steps of the project will be recruiting young volunteers to train-up with film and media skills before asking the QPR fans to contribute to our research through memories, focus groups, match day activities and events.

"We want to produce a film which involves the local community and many generations of QPR fans to produce an end result we are all proud of".

Gabrielle Tierney, Head of Community Initiatives at Octavia Foundation, added: "Serena has a wealth of professional film-making experience and, more importantly, she has spent years training and supporting young people who want to work in the media and film industries.

"She was an outstanding candidate and the clear choice to manage the project. We are very happy to welcome her on board to deliver a transformational project for local young people."

### **The Story of QPR is recruiting young volunteers NOW!**

You could gain some great skills throughout the project such as:

- Film-making (incl. sound, camera, editing)
- Heritage (incl. researching stories and archiving fan memorabilia)
- Music production (developing a music track for the film)
- Event management (incl. organising an 'antiques roadshow' event)
- Website design

If you are aged between 16-24, not in education or employment, and interested in getting involved please get in touch ...

Email [QPRfilm@octaviafoundation.org.uk](mailto:QPRfilm@octaviafoundation.org.uk) or call 0208 354 5639.

*Fans can also keep up-to-date with the Story of QPR via our official dedicated Twitter account. Follow [@StoryofQPR](https://twitter.com/StoryofQPR) for all the latest news.*

**ENDS**

***For more information, please contact:***

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