



NAME

BRIAN NORRIS

COMPANY

**DIGITAL SERVICES
CORNWALL**

TITLE

MANAGING DIRECTOR

If you would like to learn more about Senior Enterprise visit the website www.seniorenterprise.ie

PROFILE BRIAN NORRIS



Brian Norris had been thinking about creating an enterprise for a long time - "My partner, Leonore, owns a production company called Greenpark Productions Ltd, established in 1938, which is now run as a film archive containing many fascinating UK social and industrial history documentaries and commercials going all the way back to the 1940s. We had been talking for some years about how we could use the film archives for a successful enterprise which would have benefits for the community."

Brian was concerned about the limited work opportunities for people living in Cornwall and wanted to set up an enterprise which addressed this problem - "In 2010, I finally realised how we could use the film archives to create a new business that would benefit older people and, once established, would help to build digital skills locally. I came across the 'Memory Cafes' which had been set up in Cornwall and knew I wanted to get involved."

The Memory Cafes, which exist across the UK, help support people who have dementia and their carers by providing a relaxing environment where all those affected by dementia can meet up and socialise.

"Once I found out about the Memory Cafes I thought it would be a great opportunity to use the film archive. Many of the dementia patients have strong memories of the 1950s and 60s, and watching scenes from films we have from that time are a great comfort to them."

Brian immediately got in touch with the co-ordinator of the Memory Cafes and began discussions about how they could work together to provide resources for dementia sufferers which use Greenpark's film archive. It was at this point that "Digital Services Cornwall CIC (DiSC)" was created.

"We are in the process of developing DVDs and workbooks for use with older people and dementia patients in Memory Cafes and residential care homes. The archive

film seems to be particularly successful with dementia patients - this is because many lose their short term memory and their focus tends to go back to their early recollections. Therefore, watching clips from archive film brings back memories from their youth, calms and stimulates their mind and encourages conversations about their reminiscences. This makes the patient less isolated and can help communications with friends and family."

In the future, Brian hopes to grow the project. Working with Greenpark Productions and other colleagues, DiSC has created and is currently trialling the first DVD, "Home, Sweet, Home" which focuses on life in the home in the UK during the 1950s and 60s. More DVDs are in development on different themes which can then be sold across the UK. Furthermore, Brian has plans to expand beyond the DVDs to digital applications for iPads and Android tablets; a CIC Bond to fund that development by DiSC has just been issued by the CIC Association, through Allia Charity Bonds.

Brian is thoroughly enjoying being self-employed, "Being your own boss gives you a huge amount of flexibility and gives you the opportunity to try out ideas without being restricted by corporate policy and red tape. I believe self-employment can be such a positive experience for people over the age of 50. Many might question their capabilities, especially if they have been made redundant, but the services The Prince's Initiative offer, such as mentoring, should fill them with more confidence and encourage them to go for it!" Brian was supported through this self-employment journey by The Prince's Initiative, partner of Senior Enterprise, an INTERREG IVB NWE supported initiative, "I found the online resources fantastic when setting up "Digital Services Cornwall CIC"; the business plan templates are particularly useful and support what our community enterprise is trying to achieve."

➤ **STARTING & PARTNERING**

➤ **INVESTING & ACQUIRING**

➤ **ADVISING & INNOVATING**

