

**Client: Cymbrogi Futures**  
**Brief: Promo video script**

FX: FADE UP MUSIC

FADE IN:

TITLE PAGE: "Cymbrogi 'Companions of the Heart'. Helping today's learners shape tomorrow's sustainable world."

CROSS FADE TO:

VIDEO FOOTAGE OF LAWRENNY SITE, OVER WHICH A YOUNG PERSON'S VOICE READS A POEM.

MUSIC FADES BACK AND OUT.

[V-O] A YOUNG PERSON'S VOICE

Imagine...

If we could find a place  
where we could restore, think, play,

Grow

not just today

but tomorrow too.

Renew.

Take solace in silence, birdsong

be at ease amongst tall trees

a rising, falling tide

in which we can confide,

that breathes slowly,

in and out

There's no doubt

that such a place exists.

CROSS FADE TO:

[EXT] LAWRENNY CASTLE ESTUARY BACK DROP

MATHEW and LIZA are standing overlooking the estuary.

MATHEW

Welcome to Cymbrogi Futures, a partnership of teachers, storytellers, environmentalists and therapists. We offer programmes for teachers and their students, which build resilience, develop creativity and teach participants how to live their lives in a way that aligns with the needs of the planet. And this is the place we invite you to. A place of beauty and peace perched on the edge of the Cleddau estuary, on the site of the old Lawrenny castle, with its breathtaking and inspiring vista, clean air and access to nature.

CROSS FADE TO:

LIBRARY IMAGES/VIDEO OF THE WARMING, POLLUTED PLANET.

[V-O] MATHEW

The earth is in crisis. Rising temperatures, the land and oceans polluted with plastics, our world at breaking point as humankind continues its relentless exploitation of the earth's diminishing natural resources.

CROSS-FADE TO:

LIBRARY IMAGES/VIDEO OF SCHOOLCHILDREN IN CLASSROOMS, TEACHERS TEACHING ETC, SOMETHING SUGGESTIVE OF THE PRIMARY SCHOOL EDUCATION SYSTEM AT WORK. A COPY OF THE NEW WELSH CURRICULUM.

[V-O] MATHEW

But the education system here in Wales is in a state of positive change. It's a crucible for positive action, a place of hope for young people and teachers to tackle the curse of climate change together, while enriching their own lives with confidence, creativity, health and well-being.

CROSS FADE TO:

[EXT] LAWRENNY CASTLE ESTUARY BACK DROP

MATHEW AND LIZA are standing overlooking the estuary.

MATHEW

I'm Mathew Jones, for many years a teacher, headteacher and teacher trainer, and now director of learning here at Cymbrogi Futures. Our vision at Cymbrogi is to tap into this education system and align ourselves squarely with the objectives of the new curriculum. In this special place, with our carefully-selected people, our aim is to deliver the common purpose of enabling teachers and students to thrive as agents of change in a bright new future.

LIZA

I'm Liza Lort-Phillips, founder of Cymbrogi Futures. This place is my home, the place where generations of my family have lived and farmed the land. My background in sustainability and my special ties with Lawrenny are what inspired me to set up Cymbrogi, and put together a wonderful and unique team of experts, teachers and creative thinkers to deliver the vision Mathew has outlined.

FADE IN FOOTAGE OF LAWRENNY SITE.

[V-O] LIZA

Extraordinary things can happen when people, place and purpose come together at the right time, in the right way. In this time of great displacement - from our normal lives, from each other, and often from ourselves - we need places like this. By bringing our learners here, we'll inspire in them the calm, imagination and creativity they need to help them reconnect with nature, themselves, and each other.

CUT BACK TO:

[EXT] LAWRENNY SITE. A WOODED GLADE DAPPLED WITH SUNLIGHT.

MATHEW is crouching, close to the ground, close to nature.

MATHEW

So what exactly is Cymbrogi all about? We're on a mission to help next generations of learners and leaders build sustainable futures for themselves and their families. Our residential learning and wellbeing journeys for teachers and pupils take place here in the outdoors, where you can get close to nature and understand your relationship and connection with it. Our immersive, experiential, and, above all, fun programmes will help connect you with the fast-emerging realities of your world and inspire you to take on these challenges with confidence.

CROSS FADE TO:

IMAGES/VIDEO OF CHILDREN AT PLAY IN A TRANQUIL OUTDOOR SETTING, OVER WHICH:

SUBTITLE: "JOHN LIKEMAN, HEALTH AND WELL-BEING PRACTITIONER, GWYLAN UK"

[V-O] JOHN LIKEMAN

In order for wellbeing to take its place at the heart of education, we need to ensure the heart of education is a happy place. Places like Cymbrogi will be places for the timid to find their voices and the boisterous to find calm... opportunities for us to find joy in nature, and in each other. Cymbrogi is a great place to play and to explore who we are as individuals, and as people together... learning shouldn't be desk bound...let's get out of the classroom, let's stop going outside to learn about the outdoors, let's go outside and learn in the outdoors.

CROSS FADE TO:

[EXT] LAWRENNY SITE. A WOODED GLADE DAPPLED WITH SUNLIGHT.

MATHEW is crouching, close to the ground, close to nature.

MATHEW

We're working with other likeminded organisations to deliver our ambitious vision - GwylanUk, the Ellen MacArthur Foundation, the Darwin Experience, TYF, the School of Outdoor Learning. Together we've designed a journey of knowledge, skills and mindsets centred on people, place and purpose. We know our future challenges lie in the hands of our children and generations to come, but there's a disconnect between what's learnt at school and what's needed to build a sustainable future. Our kids need access to a different way of learning if we are to meet those challenges. And we've set up Cymbrogi to do that.

CROSS FADE TO:

FOOTAGE OF CHILDREN AT PLAY, DOING CREATIVE THINGS, OVER WHICH:

SUBTITLE: "ANDY PENALUNA, EMERITUS PROFESSOR OF CREATIVITY"

[V-O] ANDY PENALUNA:

When you're a young child, you have what we call neural plasticity. What this means is your brain can constantly reform, reconnect, find new ways forward. It's the way we learn. As we get older, we start to get pre-set ideas. By the time you get to seven or eight, the brain structuring is quite different... So if you've not carried on questioning, believe it or not, you actually lose the connectivity in the brain. It's called pruning... By the time we get to teenagers that happens again. Once you become aware of that you realise the only way to help them back... is if you put people in these challenging situations where they have to think.... putting people in slightly unusual situations, and you need to be far more organised to help people bring back that kind of thinking.

CROSS FADE TO:

[EXT] LAWRENNY CASTLE ESTUARY BACK DROP

MATHEW AND LIZA ARE standing overlooking the estuary.

LIZA

Whether you're a pupil, teacher or parent, or anyone with a passion for education... well-being... new ways of thinking... sustainability and the environment, we hope what you've seen and heard has inspired you to find out more about the Cymbrogi journey.

MATHEW

We'd love you to join us. Why not check out our website...

FADE IN SUBTITLE: "[WWW.CYMBROGI.CO.UK](http://WWW.CYMBROGI.CO.UK)"

... and you can join us on the Mighty Network...

FADE IN SUBTITLE: "[WWW.CYMBROGI-FUTURES.MN.CO](http://WWW.CYMBROGI-FUTURES.MN.CO)"

...where you can get to know us, keep up to date with all our programmes and events, and tap into a wealth of resources on topics from the circular economy and experiential outdoor learning to creative skills and wellbeing. Hope to see you there.

FX: FADE UP MUSIC

CROSS FADE TO:

VIDEO FOOTAGE OF LAWRENNY SITE, OVER WHICH A YOUNG PERSON'S VOICE READS A POEM

MUSIC FADES BACK

[V-O] A YOUNG PERSON'S VOICE

Imagine if we could channel our energy  
into a purpose shared  
a desire that dared  
to find a better job for humankind  
than just consuming more,  
and being less.  
We're blessed with a planet  
Let's restore it, not abuse it  
Or we'll lose it.  
Let's teach a next generation  
to regenerate, restore, respect,  
Elect to make a difference.  
Not be indifferent.  
Imagine what might be possible...  
Come join us.

FADE UP MUSIC

CROSS FADE TO TITLE PAGE

Title page:

"Cymbrogi 'Companions of the Heart'.

Helping today's learners shape tomorrow's sustainable world."

FADE OUT

END