



*“The whole project from start to finish was wonderful. The children worked so hard...we’ve found hidden talents in them all which will stay with them forever”*

Teacher, Norfolk Schools Project



## NORWICH THEATRE ROYAL SOCIAL IMPACT 2010/11

Registered Charity No. 262259

For 40 years the Theatre Royal has been a registered charity, with education as its main focus.

Any money we make is not distributed in profits – it is spent on improving the theatre’s facilities and on our education programme, working with schools, other groups and thousands of local young people each year – developing confidence, creativity and our community.

We believe that this theatre and its activities have a powerful social impact, not just in terms of performances and their pleasure, stimulation and expression, but also in increasing community cohesion, co-operation and wellbeing through shared experience, as a shared resource of information and learning, and as a civic celebration of our community’s skill, imagination, creative power and commitment.



This brochure gives some examples of the ways in which the Theatre Royal helps achieve this impact.



*“Everyone is always so friendly and helpful at the theatre, there’s no need to be nervous”*  
Get Together Group Member

## SOCIAL IMPACT 2010/11

### YOUNG PEOPLE

- 57 individual week long work experience placements
- 45 backstage tours for schools and community groups, involving nearly 1,000 participants
- 12 career and curriculum talks delivered by Theatre Royal staff
- Over 31,000 tickets sold at concessionary rates to young people
- Over 480 school parties attended
- 76 separate workshops or educational events, attended by over 3,300 students
- 290 schools received free education resource packs
- 70 teachers trained through free music workshops
- 160 pupils performed their own versions of well-known operas on the Theatre Royal stage
- 960 free ticket vouchers given to schools participating in the Norfolk Schools Project
- Over 500 young people trained in theatre skills
- Over 300 young people performed on the Theatre Royal stage as part of our training and education programme

### OLDER PEOPLE

- Over £230,000 given in concessions to the Over 60s
- Limelighters dance group for the Over 50s took part in workshops with dance animateurs
- Get Together group to help single people make new friends and attend the theatre together met 8 times

### PEOPLE WITH DISABILITIES

- 19 Access performances (Signed, Audio described or Captioned)
- Over 6,000 tickets sold to people with disabilities
- Over £64,000 given in concessions to people with disabilities
- The Theatre Royal provides a range of facilities for people with disabilities, including free headsets to amplify sound, Talking Notes to accompany productions for blind or partially sighted people, wheelchairs for those with limited mobility and personal service and support



*“It’s the best thing that’s ever happened to me”*

Pupil, Norfolk Schools Project

## SOCIAL IMPACT 2010/11

### OTHER CHARITIES AND COMMUNITY GROUPS

Collections undertaken on behalf of other charities raised just over £10,000  
Over £6,500 of prize vouchers given to local groups

### ENVIRONMENTAL IMPACT

We have instituted an Environmental Policy, taking steps to increase its actions towards becoming environmentally friendly, focusing on recycling and energy use. We are working together to improve their knowledge and commitment and to minimise the impact they have on the environment.

We have achieved a 2 star Industry Green rating recognising its commitment to understand, improve and communicate carbon and environmental impacts. The Industry Green programme certifies management and improvement of carbon and environmental impacts in the creative industries.

The Theatre Royal is one of only 5 UK regional theatres to have completed Industry Green certification and, in 2010/11, achieved a 4% decrease in total direct CO2 emissions per performance per seat.

### NORFOLK SCHOOL PROJECT

This project aims to transform the lives of pupils taking part by improving their communication, problem-solving ability, teamwork, initiative, respect, adaptability, ability to work under pressure, healthy self-image, concentration, dedication, leadership skills and self-confidence.

Each participating class devises, writes and performs their own version of an opera on the Theatre Royal stage to an audience of around one thousand people. They are supported by a team of professional musicians, directors and singers, and provided with tickets to see a professional version of their opera. Teachers workshops are also run, to equip non-music specialists with skills to use in the classroom. Pupils are given vouchers for up to 6 tickets to see any production at the theatre over the next year.

All activities are provided free to the schools, pupils, teachers and parents taking part.

The schools participating in 2010/11 were:

Acle St Edmunds Primary School, Fairhaven Primary School, Hemblington Primary School (La Cenerentola, Autumn 2010)

Hall School, Old Catton Junior School, White Woman Lane Junior School (Gianni Schicchi, Spring 2011)



## SOCIAL IMPACT 2010/11

### **ADVICE, SERVICES AND SUPPORT**

Norwich Theatre Royal provides a wide range of services, advice and support to individuals, organisations, networks, groups and other charities every year. Here are some examples from 2010/11:

#### **Box Office**

Ticketing services provided for several organisations, including Norfolk & Norwich Festival, Norwich Playhouse, Assembly House, Comedy Store at The Forum and a variety of other promoters

#### **Chief Executive**

Shaping Norfolk's Future – Chair of Creative Industries Group  
EPIC – Board member  
Thursford Collection – Board member  
SeaChange Trust – Board member and Chair  
St George's Trust – Board member and Chair  
The Garage Trust – Board member  
Norfolk Cultural Forum – Board member  
Norfolk Arts Forum – Board member and Vice Chair  
UEA – Stiles Lecture  
Norfolk Celebrating Talent – Board member and adjudicator  
Norfolk County Strategic Partnership – Board member  
Arts & Business Culture Forum – member  
Fisher Theatre, Bungay – advice on theatre management

#### **Fundraising Dept**

Fundraising Networking Group - Helped establish a group for fundraisers in Norwich and Norfolk to share best practice and offer training and support.  
Leicester Curve - Advice on integrating fundraising into box office system.  
Slanted Dance - Advice regarding grant-making trust applications and research

#### **Press Office**

Arthritis charity The Ring – support with publicity and running media call  
Race For Life charity – creating audio packages for media  
City of Culture meetings - advice on media coverage  
City of Culture announcement – press support  
Theatre Press Officers Conference – Radio editing training  
Clic Sargent – press support



## SOCIAL IMPACT 2009/10

### GENERAL MANAGER

St George's Project, Great Yarmouth - Project Advisor and Steering Group member  
Investors in People - Employer Representative Board member  
National Training Awards - Judge for the East of England  
Mentor - to theatre manager via TMA scheme  
Marlowe Theatre, Canterbury - host to site visit and exchange of management expertise  
Leicester Curve - host to site visit and exchange of management expertise  
Sheringham Little Theatre - on site ticketing strategy support.  
The Garage - Partnership Group member  
Royal College of Defence Studies - theatre tour and exchange of management expertise  
Norwich City Centre Partnership - Board member  
Norwich City Centre Licensing Forum – member

### MARKETING DEPT

Aldeburgh Music – advice on ticketing and marketing software  
Springwood High School – marketing talk  
Scarborough Borough Council – advice on marketing and data analysis  
Music in Norwich Group – member  
Costessey High School – marketing talk  
City College students – marketing and theatre management talk  
The Garage – Partnership Group member  
Sheringham Little Theatre – marketing workshop  
Arts Marketing Association – marketing training

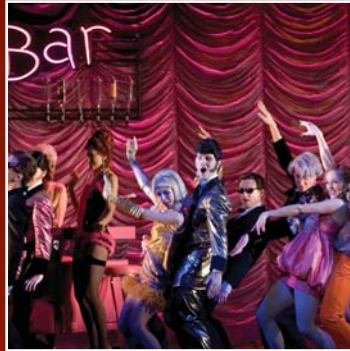
### TECHNICAL DEPT

Advice, services and support for schools, festivals and other venues across Norfolk

*“The project has given her the confidence to say, “Yes I can do things” which she would otherwise say no to. On behalf of my husband and myself, we would like to say thank you for giving our daughter this chance”*

Parent, Norfolk Schools Project





More details of the Theatre Royal's work can be found on our website, and a detailed examination of the year 2010/11 can be found in our Annual Survey (available to download from [www.theatreroyalnorwich.co.uk](http://www.theatreroyalnorwich.co.uk)).

# NORWICH | THEATRE | ROYAL

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