

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>Park Theatre</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Islington</b>	
Contact person: <b>Ms Dorcas Morgan</b>	Position: <b>Development Director</b>
Website: <b>http://parktheatre.co.uk</b>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1137223</b>
When was your organisation established? <b>30/11/2009</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Making London More Inclusive</b>
Which of the programme outcome(s) does your application aim to achieve? <b>Disabled people actively taking part in the arts or sport</b> <b>Disabled people actively taking part in the arts or sport</b>
Please describe the purpose of your funding request in one sentence. <b>The delivery of a three-year access performance/participation programme with training included to create in house specialists and integrate access throughout the organisation.</b>
When will the funding be required? <b>29/02/2016</b>
How much funding are you requesting? Year 1: <b>£34,332</b> Year 2: <b>£25,856</b> Year 3: <b>£21,886</b>
<b>Total: £82,074</b>

**Aims of your organisation:**

Park Theatre is a theatre for London today. Our vision is to become a nationally and internationally recognised powerhouse of theatre.

Our mission is to be a welcoming and vibrant destination for all. We choose plays based on how they make us feel: presenting classics through to new writing, musicals to experimental theatre all united by strong narrative drive and emotional content. Our creative learning activities will nurture new audiences and develop the next generation of theatre practitioners.

Since opening in May 2013 Park Theatre has established a reputation for presenting plays of excellent quality and variety. Built with the aspiration to become a neighbourhood theatre with a global ambition this continues to inform and direct Park Theatre in our fourth year.

We present an exciting programme of work in both our auditoria and are committed to making ourselves a diverse and accessible venue for everyone to enjoy We've welcomed over 400,000 visitors since opening in May 2013.

**Main activities of your organisation:**

Both performance spaces offer a varied artistic programme throughout the year. Emerging artists are being developed and nurtured in Park 90 and relationships with more experienced companies will continue to be forged in Park 200.

In our fourth year we are continuing to:

Present a year-round programme of great plays at affordable prices.

Focus on growing our audience base, forging national and international partnerships and continuing to attract the best talent in the industry.

Use our purpose-built theatre and in-house skills to begin creating a range of opportunities to help build pathways into work including arts apprenticeships, creative internships and work experience placements.

**New Initiatives for 2017:**

To build on our pilot programme to deliver a year-round access programme, presenting performances for audiences who are deaf, visually impaired, on the autistic spectrum, affected by dementia or who require additional support to enjoy Park Theatre.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
10	2	8	62

**Property occupied by your organisation**

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Leased	21 years

## Summary of grant request

Since opening in May 2013, Park Theatre has established a reputation for presenting plays of excellent quality and variety. Built with the aspiration to become a neighbourhood theatre with a global ambition this continues to inform and direct Park Theatre as it goes into its fourth year.

It encompasses many ideas:

- To be a welcoming and inclusive venue for everyone
- To develop and strengthen connections within our diverse community
- A desire to see the world reflected on our stages and in our audiences, participants and staff

Key to this ambition is the delivery of accessible performances, offering audiences who are deaf, visually impaired, on the autistic spectrum or those who have conditions that mean a regular audience environment can cause anxiety, the opportunity to enjoy a production at Park Theatre. We are also delighted to be able to offer new parents with young babies opportunities to attend performances with babes in arms.

As a small organisation, we have limited resources but our size offers us an exciting opportunity to integrate diversity and access throughout the organisation, working with our diversity and access committee (made up of a broad cross-section of members including BAME and disabled), and including staff, trustees and volunteers in our ambition to implement as varied and broad-ranging a programme of engagement as possible. By creating an immersive understanding of the importance of access and inclusivity throughout our staff, trustee and volunteer structure, we aim to create an appreciation and enthusiasm that will ultimately enable us to deliver the best theatre going experience we can for those affected by disability.

This application to the City Bridge Trust is to support the management and implementation of our burgeoning programme of access performances that will enable us to continue to deliver one of our key goals, to be a welcoming and inclusive venue for all, and to meet the demands of our growing audiences. We pride ourselves on being a listening and responsive venue so when two patrons with cochlear implants enquired about captioned performances, our short term solution was to offer them a script in advance in order to familiarise themselves with the play and then to secure funding to deliver our first captioned performance this September.

We launched our access programme fully in January this year, with a season including an access performance for every production. Our three-year plan works strategically to develop different access users and create a programme that offers them regular opportunities to access our work and build a deep engagement with our venue.

Incorporated into our proposal is a proportion of funding towards a lasting legacy of provision for access users which includes the installation of vital Evac chairs needed to aid wheelchair users in the event of an emergency and a more accessible website to make it more dynamic and user-friendly, particularly for deaf, hard of hearing and visually impaired users. Planned website improvements include audio described and captioned video inserts and information, pop outs and the use of alt tags.

Finally, we want to initiate a programme of training to professionally develop a number of staff, facilitators and volunteers (disabled and non-disabled) whom we have identified as being particularly interested in and committed to Park Theatre and our access programme. This will enable us to professionally develop existing contacts and create our own pool of expert access performance providers who are familiar with our venue, our brand and our audiences. In this way, we hope to bring at least 50% of our access performance delivery in the house by year three.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?

**None currently**

### **Outputs and outcomes**

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

**Delivery of a range of access performances, including relaxed, captioned, audio-described, dementia friendly and parents and babies. Building from 23 performances in year one (for 680 users), 29 in year two (900 users) for and 35 in year three (for 1200 users).**

**Employment of a part time Access Manager to schedule, manage and implement performances, liaise with outside producers and Park Theatre staff, help market access performances, develop audiences and co-ordinate the access training programme. They will also collect feedback and evaluation throughout the duration of the programme.**

**Training for Park Theatre staff and volunteers to support access audiences and participants, including deaf and visual impairment awareness, safeguarding, and dementia friendly training throughout the three year programme. With specialist training in captioning and audio description to build a pool of in-house specialists to reduce long-term costs.**

**The implementation of four evac chairs in year one with initial training for all staff and refresher/new staff training in years two and three.**

**Accessibility improvements to the Park Theatre website to make it more user friendly for Deaf or hearing impaired users or those with visual impairments. With the aim of delivering a fully accessible site in year two to promote engagement with all areas of our work, including volunteering and creative learning.**

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

**To enable us to engage with a full range of audiences and participants, regardless of disability (visible or invisible), to meet public demand and fulfil our commitment to be a welcoming and inclusive venue for everyone. Helping us reach a potential total of 2790 access users over the three years.**

**To promote the importance of accessible theatre to other theatre makers, including the outside producers we work with, to support them by funding access performances at Park Theatre and to encourage them to think about creating their own accessible work elsewhere as well as at Park Theatre.**

**To offer a supportive, welcoming and comfortable environment for a wide range of access users by training staff to understand their needs and ensuring that our building is fully accessible at every level and our evacuation processes are fully compliant.**

**To develop skills within our organisation to support the best, most efficient and cost effective delivery of access performances with in-depth specialist training in captioning and audio description. Building a pool of access performance providers familiar with our building and who can develop sustained relationships with our audiences and participants.**

**To create an accessible website to support Deaf and hard of hearing patrons and those with visual impairments to aid their engagement with Park Theatre and encourage more access users to enjoy our accessible programme.**

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

**Using the investment of specialist training to train up a pool of access performance/participation practitioners, we will reduce the costs of delivery. In addition, improvements to the website, the scheduling of additional performances and the development of marketing networks to build access audiences during the funding period will enable us to part fund through increasing box office income.**

## Who will benefit?

### About your beneficiaries

How many people will benefit directly from the grant per year?

**900**

In which Greater London borough(s) or areas of London will your beneficiaries live?

**Islington (40%)**

**Haringey (20%)**

**Hackney (20%)**

**London-wide (20%)**

What age group(s) will benefit?

**16-24**

**25-44**

**45-64**

**65-74**

**75 and over**

What gender will beneficiaries be?

**All**

What will the ethnic grouping(s) of the beneficiaries be?

**A range of ethnic groups**

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

**61-70%**

## Funding required for the project

**What is the total cost of the proposed activity/project?**

Expenditure heading	Year 1	Year 2	Year 3	Total
Access performances delivery	15,125	10,920	12,150	38,195
Part-time Access Manager	5,400	5,400	5,400	16,200
£10 access tickets subsidy	5,400	6,400	7,200	19,000
Access training	4,200	5,700	1,200	11,100
Installation of evac chairs and training	8,407	936	936	10,279
Accessible website adaptations	2,000	3,000	2,000	7,000
	0	0	0	0
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>40,532</b>	<b>32,356</b>	<b>28,886</b>	<b>101,774</b>
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**What income has already been raised?**

Source	Year 1	Year 2	Year 3	Total
Islington Council	1,000	0	0	1,000
Annual donation allocated towards access	3,000	3,000	3,000	9,000
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>4,000</b>	<b>3,000</b>	<b>3,000</b>	<b>10,000</b>
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**What other funders are currently considering the proposal?**

Source	Year 1	Year 2	Year 3	Total
Islington Council	2,200	3,500	4,000	9,700
	0	0	0	0

<b>TOTAL:</b>	<b>2,200</b>	<b>3,500</b>	<b>4,000</b>	<b>9,700</b>
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**How much is requested from the Trust?**

Expenditure heading	Year 1	Year 2	Year 3	Total
Access performances delivery	15,125	10,920	12,150	38,195
Part-time Access Manager	600	600	600	7,200
£10 access ticket subsidy	2,200	2,900	3,200	8,300
Access training	4,200	5,700	1,200	11,100
Installation of evac chairs and training	8,407	936	936	10,279
Accessible Website Adaptations	2,000	3,000	2,000	7,000
	0	0	0	0

<b>TOTAL:</b>	<b>34,332</b>	<b>25,856</b>	<b>21,886</b>	<b>82,074</b>
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## Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: <b>March</b>	Year: <b>2016</b>
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Income received from:	£
Voluntary income	292,939
Activities for generating funds	465,463
Investment income	373
Income from charitable activities	595,548
Other sources	0
<b>Total Income:</b>	<b>1,354,323</b>

Expenditure:	£
Charitable activities	979,996
Governance costs	0
Cost of generating funds	449,027
Other	0
<b>Total Expenditure:</b>	<b>1,429,023</b>
<b>Net (deficit)/surplus:</b>	<b>-74,700</b>
<b>Other Recognised Gains/(Losses):</b>	<b>2,050,887</b>
<b>Net Movement in Funds:</b>	<b>1,976,187</b>

Asset position at year end	£
Fixed assets	1,834,532
Investments	0
Net current assets	141,655
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>1,976,187</b>

Reserves at year end	£
Restricted funds	21,585
Endowment Funds	0
Unrestricted funds	194,602
<b>*Total Reserves (B):</b>	<b>1,976,187</b>

\* Please note that total Assets (A) and Total Reserves (B) should be the same.

### Statutory funding

For your most recent financial year, what % of your income was from statutory sources?  
1-10%

### Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

The Executive Director and Joint Chief Executive resigned after the year end to take a up a new position. The Board took this opportunity to change the senior management structure, making the Artistic Director sole Chief Executive. A new Executive Director was appointed and has been in post since October.



**Previous funding received**

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	Year 3 £	Year 2 £	Most recent £
City of London (except City Bridge Trust)	0	2,000	0
London Local Authorities	0	0	0
London Councils	4,000	5,000	11,000
Health Authorities	0	0	0
Central Government departments	0	15,000	0
Other statutory bodies	0	0	0

**Previous grants received**

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	Year 3 £	Year 2 £	Most recent £
Garfield Weston Foundation	50,000	0	0
Morris Trust	25,000	0	0
Garfield Weston Foundation	0	30,000	0
Arts Council England	0	0	15,000
Grayken Foundation	0	0	5,000

**Declaration**

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes      Full Name: **Dorcas Morgan**

Role within                      **Development Director**  
Organisation: