

# ANNUAL REVIEW 2023

Creative Learning &  
Community Partnerships



**Educating. Entertaining. Empowering. Enriching.**





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*‘What wonderful stories you uncovered and what a treat to be shown around the theatre like that – I felt connected to the theatre and the city in new ways.’*

**PARTICIPANT**

# Introduction



**Hollie Coxon,**  
Head of Creative Learning &  
Community Partnerships

**We're delighted to share the 2023 Annual Review of ATG's Creative Learning & Community Partnerships.**

Our report offers an insight into the continued meaningful impact delivered, as we broaden our footprint across more UK venues and ATG's territories in the US and Continental Europe.

The targeted work of Creative Learning is delivered on a local basis, widening access to the arts, and engaging over 70,000 people of all ages and backgrounds.

Through Creative Learning, we open up our venues and all that goes on inside the world of live entertainment as an inspiring

resource to raise aspirations, develop skills and broaden horizons – with the aim of nurturing the next generation of the creative industry workforce.

This year marks five years since we invigorated our work with a new nationwide strategy and a vision of being locally driven with international significance. During this period we have increased our capacity with a bigger team, and have more than doubled the number of people we reach annually. In total, over 258,000 people in the UK have participated in ATG Creative Learning activities since 2019.



**Mark Cornell,** CEO  
Ambassador Theatre Group

This year the ATG Creative Learning team have continued to go from strength to strength: forging new partnerships, launching new programmes, and even expanding into new countries. All of our theatres sit at the heart of their communities and the work which our Creative Learning teams do to enrich, engage and enliven their audiences is a source of great pride to me and everyone at ATG. Through their work, we are constantly striving to

ensure that tomorrow's cultural sector is as robust and healthy as it is today, with eclectic, wide-ranging and enthusiastic audiences, and talent that is diverse, dynamic and well supported.

Their work is integral to ATG and I hope that you enjoy reading about some of this year's highlights. If you have worked with us this year (or in the past), I thank you. And if not, please do get in touch.



# Who We Are

Locally driven community and educational engagement with international significance.

**ATG is an international theatre operator, producer, marketing partner and ticketing services provider.**

Creative Learning is an important part of ATG's commitment to nurture the future, engaging and empowering people of all abilities, ages, genders, races and socio-economic backgrounds in local communities and schools, with the aim of increasing access to the performing arts.

The work we do offers a valuable resource in the world of cultural education. We celebrate all that our venues and the world of entertainment have to offer, to inspire a diverse future workforce, audience and creative global community.

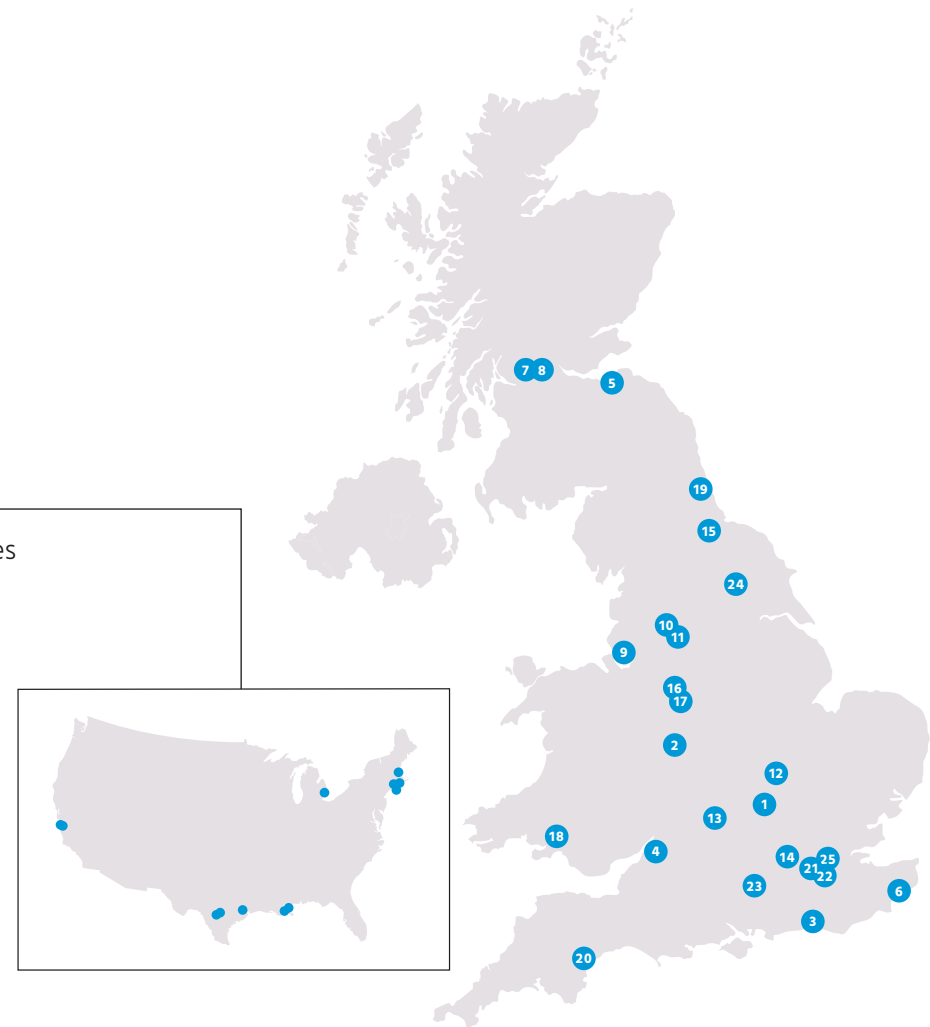
Our teams, located across UK regional venues and in the heart of the West End, deliver award-winning activities and experiences.

As we develop and strengthen our Creative Learning programmes in the US and Continental Europe, our global ambassadorship for education, diversity, and nurturing the next generation will be realised.



# Where We Are

1. **Aylesbury** Waterside Theatre
2. **Birmingham** The Alexandra Theatre
3. **Brighton** Theatre Royal
4. **Bristol** Hippodrome
5. **Edinburgh** Playhouse
6. **Folkestone** Leas Cliff Hall
7. **Glasgow** King's Theatre
8. **Glasgow** Theatre Royal
9. **Liverpool** Empire Theatre
10. **Manchester** Opera House
11. **Manchester** Palace Theatre
12. **Milton Keynes** Theatre
13. **Oxford** New Theatre
14. **Richmond** Theatre
15. **Stockton** Globe
16. **Stoke-on-Trent** Regent Theatre
17. **Stoke-on-Trent** Victoria Hall
18. **Swansea** Arena
19. **Sunderland** Empire
20. **Torquay** Princess Theatre
21. New **Wimbledon** Theatre
22. New **Wimbledon** Studio
23. **Woking** New Victoria Theatre
24. **York** Grand Opera House
25. Ten **West End** Venues
26. Sixteen **US** Venues
27. Five **Continental Europe** Venues



# What We Do

Creative Learning is delivered across five key categories to ensure ATG's core values are upheld, and to guarantee our reach and impact across the group. Our programme is vibrant and reflective of the ever-changing cultural and educational landscape.



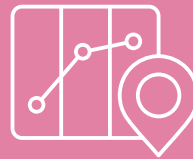
## PARTNERSHIPS

We forge relationships with other organisations to further our impact locally and nationally. Partnerships are formed with grassroots organisations, local businesses and schools, other arts organisations, the local creative community, funding bodies, trusts and foundations, and more.



## DIVERSITY

Our programme is a vehicle through which all members of the public can access, experience, and enjoy all that our venues have to offer. It engages people who might otherwise feel that live entertainment is not accessible to them, and accommodates and empowers people of all abilities, ages, genders, races, and socio-economic backgrounds.



## LOCALITY

We are proactive, dynamic and deliver directly to the local community's needs, challenges and opportunities. Our venues are beacons for the community, serving an important civic role in support of local priorities such as placemaking and cultural agendas.



## SHOW-BASED ACTIVITY

We nurture our relationships with producers, and work with visiting productions and companies as residents whilst at our venues. Together we engage participants through educational activities that stimulate and develop our audiences and their interest in, and understanding of the show.



## GROUPWIDE INITIATIVES

We bring together all teams around a specific subject and challenge, allowing us to leverage our network to ensure an incredible joint impact. Our core Creative Learning team are organised as one groupwide force, working together as an agile collective to share expertise and raise the quality and breadth of our leading work.



Creative Learning is offered locally, and responds to specific needs and opportunities in each area. Activities take place in our inspiring venues, online, at events and festivals, and in schools and other community settings.



Photo credits from left to right: Phil Tragen, Theatre Royal Brighton, Ellie Maltby, Lloyd Stranaghan, Ian Watson of Studio Scotland, Terry Blackburn, Grace Cameron, Studio Snap & Phil Tragen.

# Our Impact in the UK

*Produced **37** live performances for **16,161** audience members*

**RAISED**

**£547,509**

*in funding and sponsorship*

Distributed **13,477** targeted audience development tickets

Worked with

**705**

schools and community organisations

**ENGAGED**  
**77,285**  
INDIVIDUAL PARTICIPANTS

**PRESENTED**

**265**

**TALKS AND TOURS**



DELIVERED  
OVER

**2,517**

SESSIONS



# Our Impact in the US

Raised  
**\$16,600**  
in funding and  
sponsorship

Mentored **16** high school or college  
interns through internship programs

**ENGAGED**  
**25,674**

**INDIVIDUAL PARTICIPANTS  
THROUGH OUTREACH AND  
COMMUNITY ACTIVITIES**

Offered

**141**

*tours and talks*

Distributed **17,349** free or subsidized  
tickets to performances at our venues



Worked with **175**  
community organizations,  
school groups and  
government agencies

# Creative Generation



Photography by Rebekah Pratt.

## Creative Generation Day

**VENUE** Groupwide across the UK, US & Continental Europe

**PARTNERS** Get Into Theatre, producers including Sonia Friedman Productions, ROYO & Starlight Express Germany

**AGES** 7 – 21

### What We Delivered

Creative Generation Day, an annual event taking place on World Theatre Day, is our opportunity to raise awareness of the importance of arts in schools and promote Cultural Sector Careers to the next generation.

Schools are invited in to discover our venues, and the people within them, through career-focused initiatives such as tours, talks, and Q&As from touring and resident productions, and workshops delivered by venue departments including Technical, Customer Experience, Marketing and Management. Our skilled and talented teams centrally and venue based, work alongside our partners to offer first-hand knowledge of entry points into the theatre industry and create inspirational

opportunities for participants to explore the world of live entertainment.

A worldwide social media campaign highlights this work and puts Creative Generation in the spotlight, underlining the importance of nurturing the next generation of the live entertainment workforce.

### What Happened Next

Our UK 2023 social media campaign had a reach of 85,000 across Twitter, Facebook, Instagram and LinkedIn, generating interest and engagement in our programmes and venues across the UK.

Schools who joined us were signposted to partners at Get Into Theatre who host the sector's biggest digital careers resource. Venues continue to deliver year-round Creative Generation themed activity inspiring and supporting young people to consider careers in the live entertainment industry.



## 2022-23 Highlights

**VENUE** Bristol Hippodrome

**PARTNERS** Glenfrome Primary School

**PARTICIPANTS** 42 pupils, 4 teachers, 10 ATG staff

### What We Delivered

Two workshops took place at Glenfrome School exploring pupils' skills, ambitions, fears and dreams. The following day the pupils visited the theatre for a tour around the venue where they met representatives from the Front of House, Technical and Marketing teams and were given tasks related to the career opportunities in those departments.

### What Happened Next

We are arranging an opportunity for the pupils to see a show later in the year. Feedback from the school showed that students are considering career options they had not known existed and spoke about how they felt the theatre was an exciting place to work.

*'An inspiring 'reality check' on the amount of entry level jobs available within technical theatre.'*

**TEACHER**

**VENUE** Starlight Express Bochum

**PARTNERS** Folkwang Hochschule der Künste (performing arts college)

**PARTICIPANTS** 12

### What We Delivered

Steven Rosso, artistic director of the **Starlight Express** company in Bochum, Germany, created a musical theatre dance course for a group of students from one of Germany's most famous performing arts colleges. Starlight Express are always looking for young people to join the company and the course was designed to offer students a realistic view of what it is like to be part of this hugely successful show. Delivered by members of the Starlight Express creative team, participants experienced the fun and the challenges presented by the unique artistry of acting, singing and dancing – on roller skates!

### What Happened Next

Participants were encouraged to attend the yearly auditions for Starlight Express.

The collaboration between the company and the college continues to develop and build professional teams for the future.





# Schools



Photography by Eddie Keogh.

## West End in Tottenham

**VENUE** West End Venues

**PARTNERS** Tottenham Hotspur Football Club

**PARTICIPANTS** 100

**AGES** 11 – 18

### What We Delivered

Tottenham Hotspur and West End Creative Learning joined forces to bring world-class theatre engagement to young people in the London Borough of Haringey.

West End in Tottenham offered a series of workshops to young people aged 11 – 18 years old to celebrate London's arts and culture and put the voices of N17 centre stage.

From performer workshops to theatre trips, to beatboxing and breaking a sweat, there was something for everyone during the sessions, all of which took place after school at the London Academy of Excellence – a state-funded Sixth Form, sponsored by Tottenham Hotspur and Highgate School, based on the Tottenham Hotspur Stadium campus.

### What We Achieved

Working over a month we ran 8 free workshops; 2 West End performance workshops, 2 physicality and movement workshops, 2 interval workshops blending sport and gym-based interval training with theatre, and 2 full day workshops on beatbox and hip hop theatre. Participants also visited West End productions.

We also hosted a workshop for local young people, joined by the England and Tottenham Hotspur player, Eric Dier, resulting in national press coverage on ITV and SPURS Play.

### What Happens Next

We look forward to planning the next phase of the programme alongside our partners, local community members and participants – growing the West End in Tottenham offer to reach even more young people across the borough of Haringey.

*'The West End in Tottenham programme allowed our students to flourish and grow in confidence. They came back more excited about performance than I've ever seen.'*

**TEACHER**

## 2022-23 Highlights

### Speak Up!

**VENUE** Sunderland & Stoke

**PARTNERS** National Theatre, LUNG  
Theatre Company

**PARTICIPANTS** 380

**AGES** 11 – 16

#### What We Delivered

Speak Up brings young people, teachers and artists together to address challenges in our communities to bring about change. 5 schools in Stoke and 5 in Sunderland, including those with historically low arts engagement, special education settings, alternative provision and those located in the most deprived areas, will join the project for the next three years. A variety of artists including comedians, graphic designers, animators, filmmakers, visual artists, and puppet makers are going into the schools to creatively explore issues that matter to students.

The project puts young people at the heart of the creative process and decision making, resulting in self-expression, career aspiration and positive contribution to society increasing as the project

progresses. Training and Professional Development for teachers supports them to find ways Speak Up's ethos can impact the culture of their school.

#### What Happened Next

Young people have reported an increased sense of well-being and enthusiasm for the creative arts. Teachers are benefiting from the meaningful relationships created between Creative Learning and their school. With year one completed, we look ahead to the next two years with ambitions to bring schools into our venues to strengthen their connection to the theatre and wider arts organisations.

*'Speak Up has reignited a love for group creativity that Covid decimated. Through taking part in Speak Up, our students have blossomed and learned so much about themselves and the opportunities the arts offer them – and, more importantly, how valuable their voice and place in this world is. Their energy and engagement are electric and pupils have stepped up to the challenge, taken risks and found their voice.'*

**TEACHER**



Photography by Steph Durkin.



### Secondary & Further Education National Partnership Programmes

**VENUE** Nationwide UK

**PARTNERS** 216 Secondary Schools and Colleges

**PARTICIPANTS** 8,163 students

**AGES** 11 – 18

#### What We Delivered

Across the UK, our Creative Learning teams work with local secondary schools and colleges through enrolment onto tailored partnership programmes; rooting high-quality, accessible creative arts into the heart of the curriculum.

Throughout the current academic year, students have participated in cast-led workshops, experienced mainstage performance opportunities and seen their artwork exhibited in our spaces.

They have also been invited onto backstage tours, taken part in exclusive industry awareness and career events, and offered work experience placements and bursaries onto our wider programmes.

#### What We Achieved

To date, the initiative has connected 8,163 students with their local venues and supported 216 secondary schools and colleges in embedding performing arts into their provision. Our bursary programme has supported over 20 young people from partner schools nationwide into our ATG Academies and 30 into work placements.

#### What Happened Next

The number of schools we connect with continues to grow through annual enrolment alongside retention of our current cohorts; ensuring legacy and pathways for young people's journey into the industry. A group of 16 young ambassadors are recruited each year and empowered to help shape the future of our national initiative with schools.

*'Being a partner school has allowed our students to create industry links, participate in exclusive masterclasses, and access behind the scenes experiences which have been invaluable in supporting their professional development. The partnership has inspired a generation of students and we are so thankful for the opportunities it provides.'*

**TEACHER**



# Talent & Workforce Development

## Ailey Dance Intensive

**VENUE** Milton Keynes Theatre

**PARTNERS** Alvin Ailey American Dance Theater,  
Dance Consortium, MK Gallery

**PARTICIPANTS** 19

**AGES** 11 – 21

### What We Delivered

Young pre-professional dancers joined us for a residential summer intensive with **Alvin Ailey American Dance Theater**; taking part in daily technique classes, learning choreography from a company dancer, seeing a show, and gaining valuable training and careers insight. The young people came from both our local area and from across the country; allowing participants to meet dancers from differing training, backgrounds and abilities. Milton Keynes Theatre provided bursary support to ensure that the intensive classes were accessible to a wide demographic and ensured this valuable experience was available to all. Developing throughout the week, the dancers gained confidence and experience, culminating in a mock audition for The Ailey School Summer Programme. Amongst the practical elements of

the project was the opportunity to spread careers awareness, engaging the young people in a backstage tour of the theatre, exploring professional training opportunities and a Q&A with the three professionals from the Alvin Ailey American Dance Theater.

### What Happens Next

Continuing to build on local cultural connections made through the project, we are working to develop further provision for high-quality dance within the local area, with a focus on those who may not currently be accessing these opportunities. These connections will support further exploration into the youth dance sector in Milton Keynes and the wider outreach of pre-professional dance within the region.

*‘The welcoming environment in each class really helped me to come out of my comfort zone.’*

**PARTICIPANT**

*‘It helped me to discover new aspects in dance artistry and opened my mind to more paths to take in the future.’*

**PARTICIPANT**



Photography by James Basile, Hd Kassoc.



### ATG Academies

**VENUE** Liverpool, Glasgow, Stoke, Milton Keynes & Sunderland

**PARTICIPANTS** 238 across 5 venues

**AGES** 5 – 21

#### What We Delivered

ATG academies provide high quality training by industry professionals, focusing on skills development in voice, dance and acting, for young people interested in the performing arts.

Over the last 12 months, 238 young people have taken part in weekly sessions held in our prestigious venues, culminating in a variety of performance opportunities ranging from full-scale musical theatre productions, regional dance festivals and taking part in national partnership programmes such as NT Connections and MTI Europe Junior Youth Theatre Festival.

Participants also have the opportunity to engage with professional productions visiting our venues and have enjoyed masterclasses, workshops and Q&As with crew and cast members giving them a unique insight into the life of professional performers, technicians and creatives.

#### What Happens Next

Many of our academy members move into further training at top drama schools and conservatoires such as Mountview, Arts Ed, Royal Central School of Speech & Drama, Royal Conservatoire of Scotland, and Guildford School of Acting. We are delighted to see so many of our alumni making their debuts in current UK touring and West End productions.

*'Just to say a massive thankyou and well done! That was one of the best performances we have ever seen. Thank you for all your hard work, dedication, and time you give all the children. We came home feeling very blessed that our girls are part of something so special. The girls came out so elated and proud.'*

**PARENT**

## 2022-23 Highlights

### Rosie's Theater Kids Shadowing Program

**VENUE** Hudson Theatre, New York

**PARTNERS** Rosie's Theater Kids

**PARTICIPANTS** 11

**AGES** 14 – 18

#### What We Delivered

RTKids is a non-profit organization dedicated to enriching the lives of children through the arts. The team at the Hudson partnered with them for a 'House Management Shadowing Program'. Once a week, a student joined the Front of House staff and learned what it's like to house manage a Broadway show. From navigating patron traffic to troubleshooting during intermission, the students got a sneak-peek of the job of a Broadway house manager, and a behind-the-scenes experience of successful Broadway productions.

#### What We Achieved

We were able to show the students the joy, magic, and satisfaction of working on the management and administrative side of theater. The Shadowing Program introduced them to roles they never knew existed and broadened their horizons about pursuing a career in the arts; and their positive spirit and energy reminded the Hudson team why we got into theater in the first place.

#### What Happened Next

We are now working on an extended internship program to be launched in the summer and plans to resume the Shadowing Program for both the spring and fall.

*'Being able to see what it's like to work behind the scenes at such a beautiful theatre inspires me to learn more about what being in the arts is all about. I learned so much about how much it takes to put on a show and how everyone who works behind the scenes really becomes a beautiful tight-knit family.'*

**PARTICIPANT**



Photography by Hudson Theatre.



# Show Related Inspiration

## Combatting Censorship Through Theater and Literature

**VENUE** Golden Gate Theatre/BroadwaySF, San Francisco

**PARTNERS** San Francisco Mayor's Office, San Francisco Unified School District, San Francisco Public Library, award-winning playwright Aaron Sorkin, 826 Valencia, Larkin Street Youth Services, LYRIC Youth

**PARTICIPANTS** 5,000+

**AGES** Middle school and high school students

### What We Delivered

When the touring Broadway production of **To Kill a Mockingbird**, based on the classic novel by Harper Lee and adapted for the stage by Aaron Sorkin, arrived at the Golden Gate Theatre in September 2022, we wanted to ensure that middle and high school students experienced one of America's greatest stories. Partnering with Mayor London Breed, the San Francisco Unified School District (SFUSD) and the San Francisco Public Library (SFPL), we purchased and donated 5,000 copies of the book to student organizations and libraries across

the Bay Area. More than 200 students were invited to a matinee performance where each of them received a copy of the book. Our staff were onsite handing out books at every matinee in which school groups attended during the rest of the run.

### What We Achieved

Matching the show's themes, the initiative worked to alert students and educators about the production and helped to encourage reading, literature and the arts. Another important component was related to Freedom of Speech, one of the pillars of the U.S. Constitution. This book title is still one of the most-frequently banned books in the country and by providing copies to schools, teachers and students, BroadwaySF/ATG San Francisco took a stand against censorship and for freedom of speech.

### What Happened Next

The team at BroadwaySF distributed the books through other partner organizations in the Bay Area, and built a network of schools and libraries across the region who received additional copies. These relationships will continue to flourish beyond the run of the show.



*'In the last few years, a number of school boards around the country have banned Harper Lee's "To Kill a Mockingbird", ironically, both extremes of the ideological spectrum ...I'm so happy that we're handing out books instead of banning them because those conversations shouldn't be happening at school board meetings, they should be happening in classrooms.'*

**AARON SORKIN, PLAYWRIGHT**



### A Joyful Respite for Refugee Teens

**VENUE** Lyric Theatre

**PARTNERS** New York City Department of Education

**PARTICIPANTS** 150

**AGES** 15 – 18

#### What We Delivered

Through a partnership with New York City Department of Education, the Lyric team welcomed 150 NYC public school students of refugee status to Broadway to see Harry Potter and the Cursed Child. Many of the teens were newly arrived asylum seekers from Ukraine, Peru, Columbia, Ecuador and Russia and have been in NYC schools for 8 months or less.

*'We thank the incredible team at the Lyric Theatre and ATG for hosting the refugee teens. From security to ushers, your operation was welcoming and celebratory of the students to make them feel at home. It was a joyful respite from the challenges of their recent experiences.'*

**NYC DEPARTMENT OF EDUCATION**

#### What We Achieved

Despite some language barriers, many students noted they followed the story and appreciated the incredible performance and the theatrical magic on stage. This unique collaboration offered these incredibly resilient students access to a truly iconic and joyful New York experience. The program was a testament to the power of theater to bridge cultures and connect people, and a gesture of welcome from the Broadway community and New York City.

*'We are so grateful for the amazing opportunity you granted to our students. One student told me he was in awe of all the special effects and lighting, and it was the 'coolest show' he'd ever seen in his life. These are the moments that give us the greatest satisfaction as teachers, and we can't thank you enough.'*

**TEACHER**

## 2022-23 Highlights

### 'I Predict a Riot!'

**VENUE** Swansea Arena

**PARTNERS** Rock Project Swansea

**PARTICIPANTS** 23

**AGES** 7 – 18

#### What We Delivered

To help support and encourage the next generation of musicians and performers in Swansea, we delivered a project to coincide with the visit of **Kaiser Chiefs** to Swansea Arena on Nov 2nd, which was organised in collaboration with a fantastic local organisation called Rock Project Swansea, who support young musicians aged 7 – 18 years old.

The young musicians spent 2 months learning and rehearsing songs by Kaiser Chiefs and both the Creative Learning and Marketing teams regularly visited the weekly sessions participating in the rehearsals themselves, offering support and encouragement.

The groups then had the opportunity to perform the songs on stage in the auditorium, with a photographer present to capture images and video of the whole experience. In addition, all of the

musicians were given complimentary tickets to watch the Kaiser Chiefs performance at The Arena.

#### What Happened Next

Every band and musician starts somewhere, and local organisations like Rock Project Swansea play an integral part in supporting and encouraging young musicians to follow their passions and express themselves creatively. Our role in amplifying the fantastic work they are doing by offering such a unique experience for their students, is something that we are very proud of being able to provide.

*'Local young people brought the most intense rock 'n' roll attitude to our stage mid-afternoon – one by one office staff members popped their heads into the auditorium to be met with these kids absolutely living their best lives, and their parents properly getting involved as the gig-going audience. It was so special to witness.'*

**VENUE DIRECTOR**



Photography by Lloyd Stranaghan



# Community

## Movers

**VENUE** Bristol, Liverpool, Sunderland & York

**PARTNERS** Local authorities and other local partners

**PARTICIPANTS** 106

**AGES** 55+

### What We Delivered

Movers is a weekly group for over 55s with a love of dance. The class explores a range of styles from ballet to contemporary in a welcoming and supportive environment.

We ensure that our Movers groups are visible in our communities and are committed to finding opportunities to showcase their skills. For example, the Sunderland Empire Movers performed as part of INSPIRE Festival at Dance City Newcastle, a festival celebrating mature dancers with the empowering message that dance has no upper age limit.

The social aspect of the group is vital for participants as many experience isolation and loneliness. The friendships the group nurtures have led to participants arranging theatre visits together and providing a support network through life's challenges.

### What Happened Next

Movers continues to grow from strength to strength with some venues running multiple groups to meet demand, both inside our venues and in spaces across our wider community. Movers' participants tell us that the group has had positive benefits for their mental health as well as improved mobility, balance and fitness.

*'Movers has given me a whole new lease of life, I have spent a long time cooped up, and just getting the confidence to dance again is wonderful. It's done more for my mental well-being than my physical well-being really.'*

**PARTICIPANT**



Photography by Jake Robson Photography

## 2022-23 Highlights

### Sharing the Limelight

**VENUE** Theatre Royal Brighton

**PARTNERS** Inroads Productions,  
Heritage Lottery Fund

**PARTICIPANTS** 265

**AGES** 12 – 80

#### What We Delivered

A community engagement project in partnership with Inroads Productions, funded by the Heritage Lottery Fund, exploring Theatre Royal Brighton in the 1950s and 60s.

11 local people attended a free training course led by oral historian Dr. Sam Carroll, learning about methods and best practice for oral history interviewing, curating displays, using archives for research projects, and using source material in creative writing. Armed with their newfound skills they embarked on recording and transcribing interviews with local people who came forward offering their memories about the Theatre in the 1950s and 60s.

#### What We Achieved

The research and stories gathered were shared through a free Open Day on stage with themed talks and arts activities.

A promenade performance installation, Sharing the Limelight, Sharing the Stage, was created. With a script based on stories collected in the interviews and read by volunteer participants, audiences were led through the theatre to hear tales from Enid, the Box Office Manager, Lily the manager of the Last Gulp backstage bar, and Billy Props who worked at the theatre for over 50 years. There was dancing in the foyer, singing in the stalls, and ghost stories on stage before they exited through Stage Door.

#### What Was The Impact

- 250+ people participated in activities
- 10 local freelancers were contracted
- 9 workshops, 3 promenade performances and an Open Day
- 11 community participants learnt new skills and performed at Theatre Royal Brighton
- Resource pack for schools
- Extracts from interviews available via QR codes
- Interviews stored at The Keep, archive centre for East Sussex



Photography by Danny Fitzpatrick.

*'I've loved taking part in this project and have learnt and been involved in so much more than I had initially imagined I would. It's given me a great sense of achievement and fulfilment.'*

**PARTICIPANT**

## 2022-23 Highlights

### GLOBEfest 2022

**VENUE** Stockton Globe

**PARTNERS** Stockton-on-Tees Borough Council

**PARTICIPANTS** 800+

**AGES** All

#### What We Delivered

We marked the first anniversary of our opening with GLOBEfest, a free interactive, community-led celebration in partnership with Stockton-on-Tees Borough Council. From 10am until 6pm all areas of the venue were used, creating a full festival experience that was accessible for all. Live entertainment included a storytelling nook, pop-up cinema, heritage exhibition, creative workshops, and live music across both the auditorium and LINK stages – we even managed to AstroTurf the stalls and create a unique festival hill!

From the moment that families began queueing outside, they were greeted with live music and street theatre; once inside they were encouraged to grab a map and set off exploring the wide range of multi-disciplinary arts and culture on offer, including workshops to participate in such as Junk Drumming, Theatrical Makeup, Puppet Making and Singing.

#### What We Achieved

Our community was at the very heart of GLOBEfest, from the performers to delivery partners, stall holders to the families who attended, every visitor had the chance to fully appreciate our venue.

We also offered VIP experiences to local charity partners, e.g. Eastern Ravens Trust who support young carers and the informal education of children and young people experiencing social exclusion and/or disadvantage, with priority entry, goodie bag on arrival and free lunch.

#### What Was The Impact

It was so important to us that our first anniversary was a shared experience with the whole community; many families who attended were accessing the venue for the very first time.

*'Indoor festival – excellent idea.  
Great for kids and big kids.'*

**PARTICIPANT**



Photography by Terry Blackburn.

*'It was a great experience for everyone that attended... it had a real party atmosphere which they loved as some of them don't get to experience anything like that...'*

**PARTICIPANT**



# Get Involved

## Together We Thrive

**Nothing beats the energy and excitement of a great live experience.**

Its enduring creativity and appeal are no doubt linked to its open and collaborative nature.

When we work with our corporate partners and combine our talents, we build on each other's ideas, we expand our goals, deepen our connections, and create a positive impact. Together we thrive.

## Partnership Benefits

With over 50 venues, Ambassador Theatre Group (ATG) is the global leader in live entertainment.

We own venues in the West End and Broadway and across the UK, US and Germany.

Partnering with ATG provides:

- The chance to associate your brand with experiences, shows, events and talent that people love – a passion point for millions of people.
- Interact directly with our 9m customers a year in our UK venues and engage millions more, across a multitude of touchpoints.

- Unique opportunities to create content, events and promotions that will get you noticed, talked about and remembered.
- Exclusive benefits and engagement opportunities for your customers, key influencers and employees.
- Opportunity to further your CSR impact through supporting our award-winning Creative Learning programme.
- Staff development opportunities through the ATG Centre Stage programme, using techniques from the rehearsal room for developing your teams skills in team building, communication and public speaking.



# Sponsorship Spotlights

## Gower College Swansea (GCS) has become the first Creative Learning Partner at the new Swansea Arena

During the partnership period, and alongside our colleagues in Conferencing & Events, Technical and Marketing, we will be facilitating career-focused workshops and diverse work-based learning opportunities for GCS students enabling them to gain first-hand experience and knowledge of working within the creative sector.

GCS students will also be working towards the goal of planning, organising and executing their own large-scale event at the arena, with the support of the team, and we hope this becomes an annual event.



## Cross Sector Partnerships bring the festive joy of panto to children in Glasgow

We received generous support from local sponsor Aliter Capital, and designed a package for schools that included a subsidised ticket to Beauty and the Beast, a workshop to help students prepare for their theatre visit, and a resource pack to support the classroom curriculum. We connected with schools in the most deprived and ethnically diverse areas of the city, ensuring the offer reached those who would benefit most.

Pupils learnt about the history of The King's Theatre, pantomime traditions and stars from years gone by, and performed their own mini-panto using costumes and props from the theatre archive. They attended Beauty and the Beast, and for many this was not only their first visit to a pantomime, but their first experience of live theatre.

We continue to work with Aliter Capital and are looking to develop a similar initiative in 2023/24 aimed at widening access to the most disadvantaged schools in the city.



*'A fantastic experience for our children – every child in Glasgow should have the chance to visit The King's Theatre and take in a show!'*

**TEACHER**

*'It is clear the workshop supported the children in accessing pantomime as a genre while introducing them to a live theatre experience.'*

**TEACHER**

# Partnerships and Supporters

From supporting and enabling Creative Learning activity to providing first-time theatre-going experiences, we would like to acknowledge the transformational impact we achieve when we work together in meaningful partnerships.

Thank you to all our partners, we are proud to work with you and grateful for your continued support.

## SUPPORTING PARTNERS IN THE UK

20 Stories High	Everton in the Community	Network	Royal Philharmonic Orchestra	The Autism Alliance
Achieving for Children	Future Creators	Motus	Safesmart	The Liverpool Empire Theatre Trust
Aliter Capital	Galloways Vocals	MK College	Scottish Ballet	The Willian Trust
Altru Drama CIC	Get Into Theatre	MK Community Foundation	Scottish Opera	Truby's Garden Tea Room
Arts Council England	Glasgow Chamber of Commerce	MK Gallery	Showworks Theatre Arts	Twickenham School
Arts & Heritage Alliance Milton Keynes	Glasgow Life	Milton Keynes Hindu Association	Sir James Knott Trust	Tyne & Wear Community Foundation
Associated Luminosity	Glyndebourne	National Friendly	Sonia Friedman Productions	Tyne & Wear High Sheriff
ATG Productions	Gower College Swansea	National Theatre	Spark Arts	University of Wales Trinity St. David
Baltimore Consultancy	Heritage Lottery	NAYT	Speakers for Schools Northwest	Videndum
Birmingham Royal Ballet	Heritage Open Days	Next Door But One Theatre	Staffordshire Wildlife Trust	Welton Media
Cultural Spring	Hounslow Action for Children	North East Autism Society	Stockton-on-Tees Borough Council	Wicked UK
Culture Bridge North East	Hounslow Council	Orchestras Live	Stoke-on-Trent City Council	Worktree
Curious Minds	Inroads Productions	Our Pass	Sunderland City Council	York College
Dance Consortium	Iron Council	Palace Theatre and Opera House	Sunderland Cultural Education Partnership	York Council (Make It York)
Disney Theatricals	Jamie Lloyd Company	Rambert	Sunderland Culture	York REACH
Duke Street Church	Lookout	Richmond Council	Sunderland Empire Theatre Trust	<b>AND 75 US-BASED PARTNER ORGANIZATIONS</b>
Empire Theatre (Merseyside) Trust Reg Charity 509548	MADE	Richmond Music Trust	Sunderland Music Education Hub	
English National Ballet	MAKE	Richmond Theatre Trust	Swansea Council	
Elizabeth Jolly Charitable Trust	Manchester City Council	Richmond Young Carers	The Archdiocese of Liverpool	
	Manchester Cultural Engagement	Rolls-Royce	Primary School Improvement Trust	



# Contact Us

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**Head of Creative Learning & Community Partnerships**

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## Regional Contacts

Creative Learning & Community Partnerships teams are delivering local creative projects with all ages across the UK.

### **Aylesbury Waterside Theatre**

[AylesburyCreativeLearning@theambassadors.com](mailto:AylesburyCreativeLearning@theambassadors.com)

### **The Alexandra Theatre, Birmingham**

[BirminghamCreativeLearning@theambassadors.com](mailto:BirminghamCreativeLearning@theambassadors.com)

### **Theatre Royal Brighton**

[BrightonCreativeLearning@theambassadors.com](mailto:BrightonCreativeLearning@theambassadors.com)

### **Bristol Hippodrome**

[BristolCreativeLearning@theambassadors.com](mailto:BristolCreativeLearning@theambassadors.com)

### **Edinburgh Playhouse**

[EdinburghCreativeLearning@theambassadors.com](mailto:EdinburghCreativeLearning@theambassadors.com)

### **Leas Cliff Hall, Folkestone**

[FolkestoneCreativeLearning@theambassadors.com](mailto:FolkestoneCreativeLearning@theambassadors.com)

### **King's Theatre & Theatre Royal, Glasgow**

[GlasgowCreativeLearning@theambassadors.com](mailto:GlasgowCreativeLearning@theambassadors.com)

### **Liverpool Empire Theatre**

[LiverpoolCreativeLearning@theambassadors.com](mailto:LiverpoolCreativeLearning@theambassadors.com)

### **Manchester Palace Theatre & Opera House**

[ManchesterCreativeLearning@theambassadors.com](mailto:ManchesterCreativeLearning@theambassadors.com)

### **Milton Keynes Theatre**

[MKCreativeLearning@theambassadors.com](mailto:MKCreativeLearning@theambassadors.com)

### **New Theatre Oxford**

[OxfordCreativeLearning@theambassadors.com](mailto:OxfordCreativeLearning@theambassadors.com)

### **Richmond Theatre**

[RichmondCreativeLearning@theambassadors.com](mailto:RichmondCreativeLearning@theambassadors.com)

### **Stockton Globe**

[StocktonCreativeLearning@theambassadors.com](mailto:StocktonCreativeLearning@theambassadors.com)

### **Stoke-on-Trent Regent Theatre & Victoria Hall**

[StokeCreativeLearning@theambassadors.com](mailto:StokeCreativeLearning@theambassadors.com)

### **Sunderland Empire**

[SunderlandCreativeLearning@theambassadors.com](mailto:SunderlandCreativeLearning@theambassadors.com)

### **Swansea Arena**

[SwanseaCreativeLearning@theambassadors.com](mailto:SwanseaCreativeLearning@theambassadors.com)

### **Princess Theatre, Torquay**

[TorquayCreativeLearning@theambassadors.com](mailto:TorquayCreativeLearning@theambassadors.com)

### **West End Venues**

(Apollo Victoria Theatre, The Ambassadors;  
The Duke of York's Theatre, Fortune Theatre,  
Harold Pinter Theatre, The Lyceum Theatre,  
The Phoenix Theatre, The Piccadilly Theatre,  
Playhouse Theatre, Savoy Theatre)  
[WestEndCreativeLearning@theambassadors.com](mailto:WestEndCreativeLearning@theambassadors.com)

### **New Victoria Theatre, Woking**

[WokingCreativeLearning@theambassadors.com](mailto:WokingCreativeLearning@theambassadors.com)

### **New Wimbledon Theatre**

[WimbledonCreativeLearning@theambassadors.com](mailto:WimbledonCreativeLearning@theambassadors.com)

### **The Grand Opera House, York**

[YorkCreativeLearning@theambassadors.com](mailto:YorkCreativeLearning@theambassadors.com)

### **US Venues**

(Hudson Theatre, Lyric Theatre, Kings Theatre,  
Mahalia Jackson Theater for the Performing Arts,  
Saenger Theatre, Majestic Theatre, The Espee,  
Emerson Colonial Theatre, Smart Financial Centre,  
Curran Theatre, Golden Gate Theatre,  
The Orpheum Theatre, Fisher Theatre, The Music Hall,  
Detroit Opera House, Charline McCombs Empire Theatre)  
[CreativeLearningUS@theambassadors.com](mailto:CreativeLearningUS@theambassadors.com)

### **Continental Europe Venues**

(Starlight Express Theatre,  
BochumMusical Dome,  
Cologne Mehr! Theater am Grosmarkt,  
Hamburg Capitol Theatre,  
Dusseldorf Admiralspalast, Berlin)  
[CreativeLearningEurope@theambassadors.com](mailto:CreativeLearningEurope@theambassadors.com)

