

Community Chest Application Summary 2017/2018

Local Authority	St Edmundsbury Borough Council
Organisation	Theatre Royal, Bury St Edmunds
Amount Requested	<i>£15,000 year 1; £15,000 year 2 = £30,000 in total</i>
Total Project Cost	<i>£21,000 year 1; £21,000 year 2</i>
Match Funding	£19,521
Partnerships	Women's Refuge, Suffolk Age UK, Focus 12 and others.
West Suffolk Bid?	No

Key Points

- A key part of our mission is working with the communities we serve through delivering a range of outreach projects with other partner charities.
- We are seeking funding to enable us to continue our valued programme of outreach work developed with Bury-based charities and communities delivered through the Associate Artists programme.
- Project start: **April 2017**
- Project end: **Ongoing**

**St Edmundsbury Borough Council
Community Chest Grant Application Form
Part A**



Community Chest funding supports voluntary and community groups who make a contribution to improving the quality of life for people in West Suffolk. The information you provide will help us consider your application. If you have any questions, please give us a call on 01638 719763. Before completing this form, we ask you to please read the guidelines, which are available on:

<http://www.westsuffolk.gov.uk/community/community-grants.cfm>

Please return your completed, signed form and supplementary documents to:
richard.baldwin@westsuffolk.gov.uk

1. Name of your organisation(s):

Theatre Royal, Bury St Edmunds

2. Organisation address details

Address Ln1	Westgate Street		
Address Ln2			
Address Ln3			
City/Town	Bury St Edmunds	Postcode	IP33 1QR
Main phone	01284 829942	E-mail	julia@theatreroyal.org
Website	www.theatreroyal.org		

Main Contact Person		Second Contact Person	
Title	Miss	Title	
Forename	Julia	Forename	
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Role	Fundraiser	Role	
Daytime Tel No.	01284 829942	Daytime Tel No.	
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Address Details (if different from Org address)		Address Details (if different from Org address)	
Ln1		Ln1	
Ln2		Ln2	
Town		Town	

Post Code		Post Code	
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About your organisation

3. What local authority area(s) does your organisation work in?

St Edmundsbury and West Suffolk

*Community Chest funding is offered by both Forest Heath and St Edmundsbury councils. As the decision making process is different any projects applying for funding across West Suffolk, must apply separately.

4. What is the status of your organisation?

Registered charity		Charity number: 242977
Applying for charitable status		
Company limited by guarantee		Company number:842455
Community Interest Company		
Part of a larger regional or national charity (Please state which one)		No
Constituted Community Group		No
Social Enterprise		No
Other (Please specify)		

5. How many people are involved in your organisation?

Management committee	9	Service users	Approx 45,000
Full Time staff / workers	12	Volunteers and helpers (non-management)	74
Part Time staff / workers	24		

6. What is the purpose of your organisation? Please briefly describe why your organisation was set up, its aims and objectives and who primarily benefits from your organisation.

<p>Theatre Royal Bury St Edmunds (TRBSE) services people in Bury St Edmunds, West Suffolk and also tours nationally, producing and presenting over 400 performances annually of drama, music, dance, light entertainment for all generations from a 200 year old heritage theatre. 87% of our income is self generated. 12% of that figure comes from fundraising to keep the doors open. We also generate approx. £4.285m into the local economy. A key part of our mission is working with the communities we serve through delivering a range of outreach projects with partner charities. The performing arts are one of the most powerful means of educating, nurturing and empowering and offer opportunities of expression to the sick, isolated and disadvantaged. Its affirmative, progressive effect on both the vulnerable and young people is well documented, and Suffolk has some sobering statistics, such as some of the lowest levels of attainment in schools and major problems with rural isolation. With requisite funding secured for each project in 2016 alone TRBSE has delivered:</p> <ul style="list-style-type: none"> • Continuing accessible performances for those with sight and hearing impairments

- A second year of the Children’s Arts Festival, taking performances into 22 schools and 9 venues in Suffolk
 - A project working with young people from the Bury YMCA giving them a voice, a range of creative skills, training and offering professional volunteering experience
 - A creative song writing project for young adults with disabilities based in West Suffolk
 - A life changing creative writing project with the Women's Aid Refuge in Bury
 - a creative project with elderly people in partnership with Suffolk Age UK in Bury
- Plus we give young people aged 8 – 22 years the opportunity to work with experienced theatre professionals to produce and perform on stage.

Maximum of 300 words

7. What was your organisation’s total income for last financial year?

8. What was your organisation’s total expenditure for last financial year?

9. Does your organisation have more than six months running costs? Yes

10. What are your organisation’s current unrestricted reserves or savings?

11. West Suffolk prioritises building resilient families and communities that are healthy and active. Please indicate which of the following areas your project contributes towards:

- A thriving voluntary sector and active communities who take the initiative to help the most vulnerable.
- People playing a greater role in determining the future of their communities.
- Improved wellbeing, physical and mental health.
- Accessible countryside and green spaces.

About your project – why are you applying for this funding?

12. What do you want the funding for? Please be specific. Please note that ‘project’ is meant to describe the project for which you are seeking funding, and not your organisation.

Our **Associate Artists** programme is about prevention, building resilience to avoid the need for crisis interventions later on. We will work with communities to deliver innovative, ground breaking projects tackling health inequalities, empowering the powerless, resulting in life-affirming impacts on wellbeing.

We are seeking funding of £15,000 per year for a two year commitment to enable us to continue our valued programme of outreach work developed with Bury based charities and communities, delivered through our **Associate Artists** programme. Building on the success of pilot projects all of which have had high impact, and in some cases been life changing for beneficiaries, we respectfully request two year funding giving us stability to run the **Associate Artists** programme.

This year, having secured the requisite funding, we have partnered the Women's Refuge; YMCA, Suffolk Age UK, are running a project for young people with physical disabilities from West Suffolk College and offered a Community Engagement programme offering tickets for users of various charities within St Edmundsbury all delivered through the **Associate Artists** programme. Bringing local people together for theatre projects, we have enabled 100s of vulnerable people to participate in the arts, giving them a voice, empowerment, and creating work using a range of skills across drama, film, music, creative writing and performance.

"This project has saved my life. Instead of it all inside of me, all the pain, the memories and the thoughts, I can write them down, get it out of my head and heart." Refuge victim

"I feel like I am reborn at 85! I feel like here is a new beginning. There's still so much we can do". Age UK participant.

Maximum of 300 words

13. How has the project been developed out of the community's desire to improve the lives of local people? What evidence do you have that there is a need for this project? Please include sources of evidence, including any public/user/community consultation.

I would like to answer this question largely with testimonials from three of the partner charities concerned (Jo Reeder from Suffolk Age UK, and Judith Grandi from Bury St Edmunds Women's Aid Centre Ltd, and Focus 12) together with some testimonials from those users who rely upon their services and for whom we deliver the **Associate Artists** Programme, thereby providing evidence of how this application is supported by local charities and vulnerable people, showcasing the community's desire to improve the lives of local people with evidence that action is needed and that the **Associate Artists** programme can help meet those needs thus reflecting the strategy of Community Chest funding:

Testimonial from Suffolk Age UK:

"In 2016, Suffolk Age UK launched a campaign entitled "There's More To Me" – which is all about recognising, valuing and respecting older people in Suffolk – capturing their stories and listening. We know how important this is – one in ten people aged over 65 say that they are often or always lonely – that's 15,000 people in Suffolk. We know that people feeling lonely or suffering from social isolation, often have other issues as well – depression, falls, increased risk of other health complaints. Making these people feel valued, and recognised makes an enormous difference. This has linked directly into the work that the Theatre Royal has been undertaking with our day centres in Bury St Edmunds – we have seen an enormous difference in the excitement, enthusiasm and interest of our members whilst undertaking the sessions enabling these people to share their stories and feel valued and recognised". Jo Reeder, Suffolk Age UK.

Testimonials from the Theatre's project with women from the Refuge – in response to the question "How has participating in this project impacted your wellbeing?"

"I woke up really happy. I haven't woke up that happy about an event that has not involved drugs."

"Massively. I feel glad that I've shared via this project because there might have been anyone sat here in the theatre experiencing this. There is justice out there. It is possible for anybody to leave (an abuser) and that's made me feel really good."

"This is the best thing I've done since arriving at the Refuge. It's worked better for me than therapy."

"It has impacted massively on my well-being because writing and having you (the Theatre) helping along the way has gave me hope that I'm not useless and can accomplish something."

"It has improved it a lot more than formal services. It's letting me get my voice out there."

"Something has changed in me lately. I'm made up and amazed at that. I can feel the twinkling of shoots of growth and confidence, and I'm doing something that's not in the pub or involving drugs."

"It's a family and you feel worthwhile."

"This project with the Theatre Royal, far exceeded expectations, and from beginning to end, has effected positive change in the most extraordinary ways. Writing down their experiences was immensely therapeutic for all the participants; and watching their work performed in public, and then reflecting on the effect that their stories had on the audience, gave them a real sense of achievement and has had a lasting impact on their confidence and self-esteem. The play itself was a powerful tool for raising awareness of the suffering and bravery of victims. Judith Shallow, the then High Sheriff, spoke for the entire audience when she described the play as "profound, astounding, soul-wrenching and extraordinary". We as an organisation have also benefitted from the public's increased understanding of the challenge and delicacy of our work with victims of abuse.

Such was our clients' clamour for the project to continue – particularly from those who had turned down the opportunity to participate the first time – that we managed to obtain funds to pay for a second series of ten workshops, again delivered through the Theatre Royal who then hosted a presentation of *Untold Stories* to showcase the work of nine women who had taken part. As a result of this second collaboration, all the positive benefits described above were again experienced.

We sincerely hope that funding will be secured so that our clients may continue to benefit from their vision and expertise". Judith Grundi, Bury St Edmunds Women's Aid Centre Ltd

"The clients enjoy having the chance to see shows at the Theatre Royal Bury St Edmunds. For many of our clients this will have been the first time they have set foot in a theatre. This kind of experience is incredibly important to the therapeutic work we do, and it's yet more proof to those with substance misuse problems that it is possible to have a night out without drink or drugs. We really look forward to future productions."

Focus 12, Bury St Edmunds

Through the Associate Artists programme we can meet the 5 principles of the Community Chest funding:

Safe places and a sense of belonging

Seeing the whole person, not just a condition

Being connected to others and understanding relationships

Giving control back to the individual

Building an individual vision of a healthy future

I would also like to provide the following case study. Through a strand of our outreach work we ran a project with young people at **Meet Up – the Benjamin Foundation**. One 17 year old there had been kicked out of home and abused and had little sense of direction. He came along with others from the **Meet Up** cafe to see productions at the Theatre early in 2016, and subsequently joined the Theatre's **Summer School** (one of our programmes where we give young people the opportunity to work with experienced theatre professionals over several months to produce and act in a production, with full production qualities, on stage at the Theatre Royal). He was given a bursary by the Theatre to enable him to participate. This year's Summer School production was **Kes**, by Lawrence Till, and the Summer School group did 4 performances over 3 days to over 500 audience members. The experience he had through this pathway with us has now resulted in him finding his confidence and direction and he has now successfully applied to West Suffolk College for their Diploma in Performing Arts.

14. How will the project help local people to support one another?

Through running these pilot projects we have now been able to establish a strong partnership group of charities servicing the community, and providing support to those dependent on them. Through delivery of cross arts projects in collaboration with these charities we can undeniably contribute significantly to preventative strategies by improving their users well-being, sense of self-worth, giving them a chance and helping them to reintegrate within the community through a range of pathways using creative expression and opportunities with proven outcomes.

We can help give these groups' users opportunities for a more normalised life, and social connections that also include community engagement to access and enjoy performances at the Theatre Royal in a safe and welcoming space where they can share and feel ownership of West Suffolk's community theatre and all that it offers in its cultural delivery.

With the requisite funding the Theatre will be able to continue creating these vital networks of relationships and widen links within the community for participants from the various charities they rely upon and with whom we have been working. And indeed, with requisite funding the Theatre will be able to build upon this work.

The pilot projects we ran with our community partners had profound impacts on the participants and frankly provided life-lines for many of them.

Maximum of 300 words

15. Are you working with any other organisations on this project? Yes

If yes, please state the names of these groups and the nature of the relationship.

Partner organisations with whom we worked on our pilot projects and with whom we want to continue our collaboration in this important community work and be able to build further networks:

Women's Refuge

Suffolk Age UK

Bury YMCA

Young disabled people studying at **West Suffolk College** (currently 30 students in the current intake)

In addition, for the ticketing scheme: Users of other charities based in St Edmundsbury and West Suffolk whom we can partner as follows:

working with groups supporting those in recovery from substance abuse with **Turning Point**

Focus 12

Artheads

Homeless people living in hostels and accessing outreach services:

Tayfen House

Drop In Centre in Bury (in their new temporary sites)

Young people from **Meet up - Benjamin Foundation** and **YMCA Stowmarket**

Maximum of 300 words

16. When will the project start?

April 2017

17. When will the project finish?
project ongoing?

ongoing

or is the

If this is an ongoing project, how will it be funded and continue going when the funding ends?

The Theatre Royal will be applying to Arts Council for a grant to enable this programme of work. If the application is successful, it will require a percentage of match funding to have been secured which we will also endeavour to achieve.

Maximum of 300 words

18. Which years funding are you applying for?

FYs April-March 2017/18 and 2018/19

19. How many people do you expect to benefit directly from the project on either a weekly, monthly or annual basis?

100s annually – please see breakdown below

20. What results (including targets/numbers) do you expect to see as a result of the funding and how do these relate to the Community Chest funding criteria? If your project is health related how does it improve health outcomes for residents within community networks and beyond?

There are generic outputs that all users from the partner charities would experience: giving people a voice; imbuing individuals with a sense of control over their futures; empowerment; mitigating the impact of loneliness and isolation; creative skills; increased self-esteem; increasing trust in their community; providing a network of the familiar and friendly; raising awareness of the issues faced on a daily basis; increasing well-being and in some cases providing life changing experiences. There are also dominant outputs that would be achieved in each project too as follows:

YMCA work – numbers: 20+ residents

Dominant output: training and job opportunities. Beneficial outcomes in improved relationships within their wider family units

Women's Refuge – numbers: 20+ residents

Dominant output: self-esteem; the ability to regain control and greater normality in their lives

Suffolk Age UK – numbers: 20+ residents at two Bury based centres

Dominant output: sense of purpose, stimulation, reducing isolation and loneliness

Song-writing project with young people with physical disabilities – numbers: 30 through WSC

Dominant output: musical skills, self-belief, reiterating the "Yes I Can!" theme of the Para-Olympics

4 productions throughout the year would be made available for charity users to enjoy with free tickets as guests of the Theatre Royal – numbers: 120+ for each of the 4 productions

Dominant output: engagement within their community; the opportunity to enjoy and be stimulated by performance, something that most others can because they have a choice.

We would be creating a safe place and a sense of belonging and giving all concerned the ability to be connected with others.

Maximum of 300 words

21. What is the total cost of the project? year 1 £21,000, year 2 £27,000

Please provide a full breakdown of the total cost of this project, including VAT if applicable along with any in-kind contributions such as volunteer hours.

Item or activity						
Year 1						
Associate Artists Annual Costs for YEAR 1						
			Hrs per Week	Rate per Hour	Weeks	Total
1 Part Time Associate Artist A						
	Salary	1 1/2 days per week	10	£15	52	£7,800
	Nic					£0
	Pension 1%					£78
	Travel 500 miles @ 33p					£165
						<u>£8,043</u>
2 Part Time Associate Artist B						
	Salary	1 day per week	7.8	£15	52	£6,084
	Nic					£0
	Pension 1%					£61
	Travel 500 miles @ 33p					£165
						<u>£6,310</u>
3 Supply Tickets						
		4 Shows x 40 free tickets x Ave price of £17.50				<u>£2,800</u>
4 Management & Administration Recovery						
	Executive Director	Artistic & Strategic Management				
		75 hours @ £27				£2,025
	General Manager	Line Management				
		50 hours @ £24				£1,200
	Admin Manager	Payroll, Personel & Administration				
		50 hours & £15				£750

£3,975

TOTAL COST PER YEAR 1

£21,128

Year 2

Associate Artists Annual Costs for YEAR 2

		Hrs per Week	Rate per Hour	Weeks	Total
1 Part Time Associate Artist A					
Salary	2 days per week	15.6	£15	52	£12,168
Nic					£560
Pension 2%					£244
Travel 700 miles @ 33p					£231
					<u>£13,203</u>
2 Part Time Associate Artist B					
Salary	1 day per week	7.8	£15	52	£6,084
Nic					£0
Pension 2%					£122
Travel 500 miles @ 33p					£165
					<u>£6,371</u>
3 Supply Tickets					
5 Shows x 40 free tickets x Ave price of £17.50					<u>£3,500</u>
4 Management & Administration Recovery					
Executive Director	Artistic & Strategic Management				
	75 hours @ £27				£2,025
General Manager	Line Management				
	50 hours @ £24				£1,200

Admin Manager	Payroll, Personnel & Administration	
50 hours & £15		£750
		<u>£3,975</u>
TOTAL COST PER YEAR 2		<u>£27,049</u>
Total cost of items listed above:		

22. How much funding are you applying to us for?

£15,000 per year for 2 years

23. What funds have you raised so far for this project?

Source	
	Amount (£)
<p>No funds have been raised to date for the future of this outreach work apart from this funding application and a future one to ACE. We respectfully remind you that resources are of course very tight at the Theatre Royal which also has to fundraise £170,000 annually for its very survival with one full time staff member and one part time staff member.</p> <p>The following figures show funds raised between October 2015-March 2016 which enabled the Theatre to run these pilot projects from January to October this year. We are appealing to the Community Chest to enable us to plan and run this programme from April next year.</p> <p><u>Sources and funding secured to deliver projects from January – October 2016:</u></p>	
Arts Council for community engagement	£1,000
St Edmunds Trust (for the young people with physical disability song-writing project)	£5,150
Locality budget Julia Wakelam (£561) and grant from the Shallow & Hodge Fund (£2,000) towards the Women's Refuge project	£2,561
Grant from Rural Youth Trust (£1,340) and locality budget Julia Wakelam (£600) and donation from Theatre Supporters' Group (£600) for the YMCA Project	£2,540
Donation from Theatre Supporters Group (£8,000) towards Suffolk Age UK project	£8,000

These funds have been raised to enable these projects to take place in their *pilot* stage with high impact results in all cases beyond expectations. This is in addition to ensuring the Theatre meets its annual core fundraising target of £170,000, and is also able to deliver a further fundraising contribution of around £11,000 towards enabling the Theatre's Children's Festival. All on very lean resources.

Total fundraising:

£19,251

24. What other funders have you applied to for further funding for the project?

Funder	Amount (£)	Timescale for decision
None as yet because of limited staff resources and the need to attain significant funding targets to support the Theatre's annual running costs.		
Total:		

25. What other grants and contracts has your organisation received over the past year from either Forest Heath District Council or St Edmundsbury Borough Council?

Funder	Amount (£)	Reason for funding
The annual St Edmundsbury Borough Council grant towards running costs	£61,250	Investment in the running costs
Total:		