



Bolton Council
Children's and Culture Scrutiny
October 2016

History

- First professional theatre built in NW after WW2
- Construction paid for by local donations
- Revolutionary design that has influenced theatres since
- Only second theatre in the UK to have a "theatre in education" department
- Alumni include Danny Boyle, Robert Powell, Peter Kay, Maxine Peake, Es Devlin, Vicky Featherstone

Producing

- Produce 8 to 9 productions a year
- Regional and national collaborations
- Award winning reputation
- In-house resources that many theatres don't have
- A talent and capacity base that fuels other developments

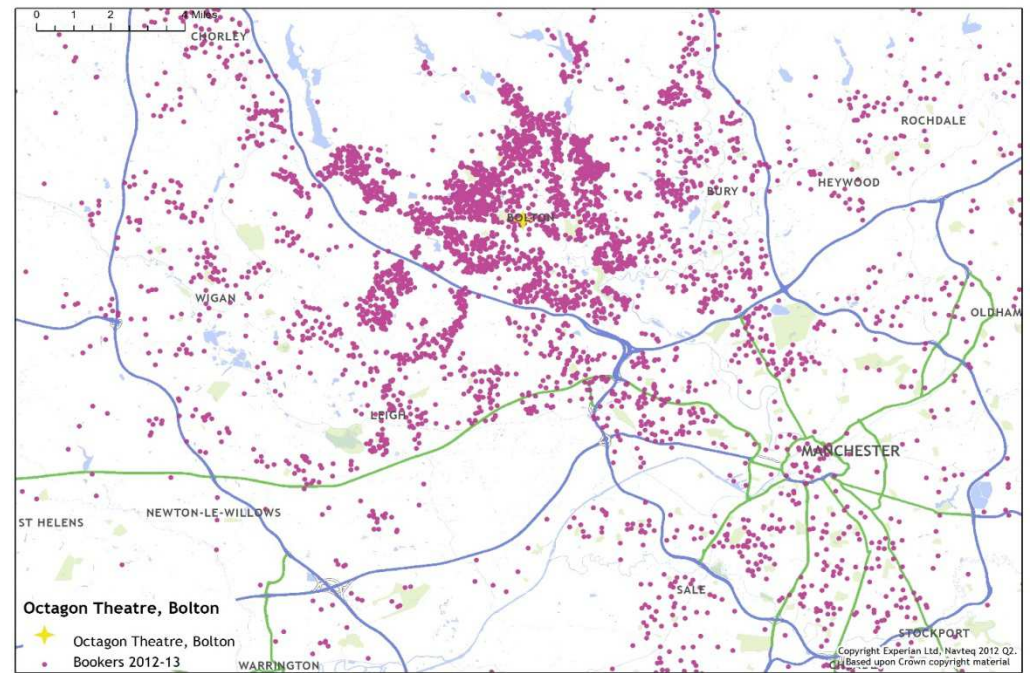
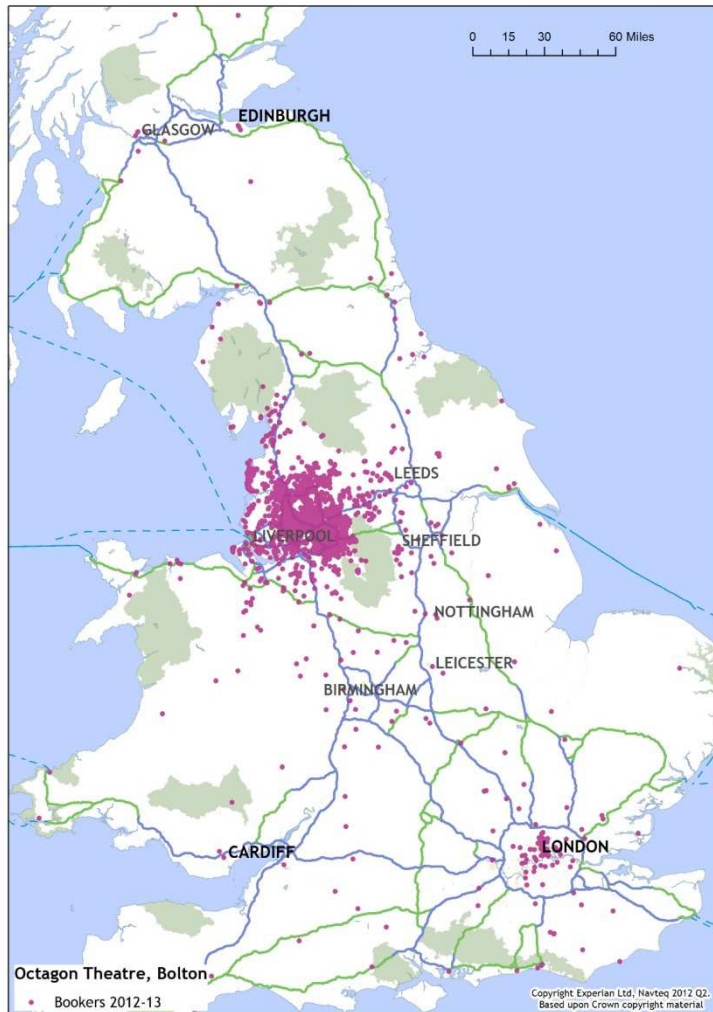
Engagement

- Work with people of all ages and backgrounds including:
 - Inclusive youth theatre
 - Exclusive youth theatre provision – Bridges
 - The Academy
 - Headspace
 - Act Out
 - ArtBeat and On the Go
 - Schools
 - University of Bolton

Who we reached in 2015/16

- Audience of 74,000 people plus 6,000 other participants
- 40% of our audience live in Bolton, and approx. 60% live in Greater Manchester
- Average ticket price was £14.27
- Affordable and free tickets available
- 97% of audiences rate their experience as “good” or higher

Audience maps



The money

- Bolton Council grant of £146k matches £614k from Arts Council England and £108k from AGMA
- Public funding is decreasing as a %
- Box office of £1m and rising
- Total turnover has increased by 18% since 2012/13

Our economic impact

- Total economic impact of £5M
- Ratio of Bolton Council investment to economic impact is £33 to £1
- 139 staff employed
- Further 68 jobs sustained in the wider economy
- 66% of supply chain is local

Social impact

- Targeting the most vulnerable young people in activities that build confidence, communication and skills
- Mental wellbeing across a range of ages and projects
- Volunteering opportunities in a range of areas: front of house, marketing, youth arts and in performances
- Improved community cohesion through community projects, diversity and leadership training, cultural understanding, schools workshops
- Training in areas such as technical theatre, community arts and arts administration – contributing to the wider economy

Partnerships

- Bolton Vision – emerging cultural partnership to place culture within Bolton's future plans and priorities
- Strategic Partners – University of Bolton and Bolton at Home
- Cultural, regional and national partners
- Education – individual schools to the emerging Cultural Education Partnership, plus non-statutory
- Bolton Council – Food and Drink Festival, Albert Halls, Capital Development and more

Our capital development

- Projected £10M scheme funded by Bolton Council and Arts Council England
- Construction due to start in 2018 and re-open in 2019
- Theatre will continue to produce during this time
- Improved accessibility, environmental impact and digital capabilities
- Wider programming in the new studio theatre
- New learning, rehearsal and backstage facilities
- Improved customer experience
- New revenue opportunities
- Part of wider developments of the Cultural Quarter