

Appendix 2 Sector Support Fund (SSF) Application Template

1. Project Title

CATALYST FOR CULTURE PROGRAMME

2. Project Location

Marlowe Theatre, Canterbury (Lead partner)
Glyndebourne Opera, East Sussex
Mercury Theatre, Essex

Primary locations: Canterbury, Colchester, Lewes

Geographic audience reach of the 3 performance hubs:



The combined audience figure for all three companies is 633,000.

Secondary locations:

Further **SELEP regional performing arts venues** can take part as hubs for digital outputs, in dissemination of artist & talent development opportunities & as future tour dates for projects seeded and developed by this pilot project

Digital reach:

Christmas show broadcast to care homes/hospitals and shielded audiences **across the SELEP region**
Opera broadcasts **across the SELEP region** via hubs

Call-outs/opportunities:

Opportunities for artists in Open Call **across the SELEP region**

Opportunity for young people from **across SELEP region** to apply to Sir Matthew Bourne's New Adventures Cygnet School.

3. Lead point of contact for Project

Name	Deborah Shaw
Organisation	Marlowe Theatre
Job Title	Chief Executive
Telephone	07545 076067
Email	Deborah.Shaw@marlowetheatre.com

4. Lead contact in County Council/ Unitary Authority (if different from above)

Name	Tony Witton
Organisation	Kent County Council
Job Title	Culture & Creative Economy Manager
Telephone	03000 417204
Email	Tony.Witton@kent.gov.uk

5. Description of Project (No more than 300 words)

An 8-month season (December 2020 – August 2021) including approx 86 socially-distanced live performance events, 3 digitally streamed events, 10 artist commissions, artist development opportunities & 15 year-long training placements (Jan 21 – Jan 22) for young people - all originating in three creative hubs in **Kent, East Sussex and Essex** supporting the regional performing arts ecology from small to large-scale, with theatre, site specific and outdoor performance in a range of artforms from drama and dance to musicals, street theatre, opera and Pantomime.

The *Catalyst for Culture Programme* is a new partnership between established performing arts institutions of national and international standing in the SELEP region, providing live and on-line theatre experiences for audiences throughout **Kent, Medway, Thurrock, Southend, East Sussex, South Essex and Essex** during the Covid crisis, and supporting the creative, production and technical workforce, artists & freelancers across the SELEP region.

The partnership is the first of its kind between SELEP performing arts institutions, raising the profile of performing arts in the region and acting as a pilot for future development, as a base for performing arts production and skills development and as the foundation for a wider regional touring circuit.

As a response to the Covid-19 crisis, *Catalyst for Culture* supports venues to stay open, retain their existing workforce and provide much-needed new opportunities for regional freelancers and artists.

It develops industry knowledge in the creation, presentation and dissemination of socially-distanced performance to existing and new (including marginalised) audiences; invests in the future with talent development opportunities for young people; and drives growth and productivity through a series of new regional productions.

The programme brings the added value of national project partners, including Matthew Bourne's New Adventures, The Lowry, Salford, Theatre Royal York, Perfect Pitch, Engine House and regional project partners including Applause Rural Touring, SPARK Film Company, Evolution Pantomimes and 6 commissioned artists.

Other performing arts venues in the SELEP region will have a range of opportunities to get involved in this pilot as the project develops, increasing access and collaboration by:

- a. proposing regional artists for the open call/sharing the opportunity across its social media

- b. identifying talent for the Cygnet School through learning & participation networks (all participant expenses are covered, making it open to the entire region’s young talent)
- c. Sharing of digital broadcasts, either in-venue or direct to households
- d. Programming any of the regionally-created work into future main house and studio programmes and open-air festivals as appropriate

The project lays the foundations for future regional collaborations.

6. Federated Board endorsement

Please indicate which Federated Boards have endorsed the project, including dates of any relevant meetings.

‘Resounding endorsement’ by SECEN at the meeting dated 16/09/20

Briefing notes circulated to all Federated Board members 16/10 for circulation to members for consideration.

Endorsement by Team East Sussex federated board at 2/11/20 meeting.

Endorsed by KMEP federated board at 17/11/20 meeting.

Endorsed by Opportunity South Essex federated board at 16/11/20 meeting.

Kent County Council agreement as supporting Authority.

Awaiting update from Essex federated board.

7. Project links to SELEP Economic Strategy Statement (ESS)

Please identify which objectives within the current ESS that this project will assist in delivering

ESS Summary=

Smarter Faster Together

Productivity, as measured by the amount of work produced per working hour, is the main driver of long-term economic growth and higher living standards. The challenge of securing our future prosperity depends less on getting people into work than on increasing the value of the work we do.

ESS Priority Area	Description	Support provided by project
Helping with post-Covid-19 recovery	Emergency fund extra criteria	<p>Supporting existing cultural infrastructure from major institutions to freelance artists & technicians through the Covid crisis</p> <p>Protecting 444 existing jobs in the creative industries in the SELEP region’s major performing arts employers</p> <p>Aiding recovery which will safeguard large and mid-scale presenting, producing & touring capability in the region for the future</p> <p>Investing in future creative product at a time when most production development has stopped.</p> <p>Supporting the freelance sector across the SELEP region with 198 opportunities</p>



		<p>15 training placements for young people from across the SELEP region</p> <p>Helping restore audience confidence</p> <p>Supporting the wider regional economy (eg city centre car parks, restaurants, bars, retail, suppliers)</p>
1. Creating ideas & enterprise	<p>Encouraging businesses with the capacity for innovation & high growth to scale up</p> <p>Increase the adoption of new technologies & processes</p> <p>Support the process of knowledge transfer</p> <p>Addressing gaps in provision rather than duplicating or centralising</p>	<p>Three cultural institutions coming together in a new collaboration to supporting performing arts across the region at all levels, thereby becoming greater than the sum of our parts in scale, impact and value.</p> <p>Piloting livestreaming & broadcast to extend reach Developing Covid-secure measures & ways of working</p> <p>Skill sharing throughout the project at every level.</p> <p>Investment in supported R&D to develop new product in a range of art forms</p> <p>Creating a new network to support, create & disseminate creative output across the SELEP region at every scale</p> <p>Creating a socially-distanced season of work when performing arts venues are not currently viable and would otherwise remain closed</p> <p>Raising the profile for the SELEP-based performing arts industry</p> <p>Producing work in-region with the potential to tour further rather than bringing in from outside (eg outside arts)</p> <p>Investment in new work</p>
2. Developing tomorrow's workforce	<p>SELEP Skills Strategy 'To help deliver a flourishing & inclusive economy ... equipping employers, adults & young people with the skills, conditions & aptitudes required for significant growth today & tomorrow'</p>	<p>This project supports skill development at all scales, from entry level to highly-skilled technicians; from emerging talent to established artists of international status.</p>



	<p>Increase industry-relevant qualifications for all ages</p> <p>This fund - 'to create the conditions for increased jobs'</p>	<p>This project includes a year-long pilot (Sir Matthew Bourne's Cygnet School), which will allow 15 young people to transition into HE vocational training & employment</p> <p>We are creating & retaining up to 642 jobs in the region's creative industries with this project.</p> <p>Aiding the recovery of 3 industry-leading institutions which were on a trajectory of high growth prior to the pandemic</p>
<p>3.Creating places</p>	<p>Supporting quality of life & quality of place</p> <p>Creating places to which SE residents & businesses aspire</p> <p>Support – and maximise – investment in those assets that deliver long term quality of place & distinctiveness</p>	<p>Access to high quality cultural experiences is a major factor in making great places to live, work and study. The arts entertain, support well-being, a sense of community and personal growth.</p> <p>The 3 partner institutions are all registered charities with a commitment to extending access to the arts for everyone as part of their charitable purpose. For example, the lead partner, The Marlowe draws 20% of its audiences from low income areas. We aim to expand this – accessibility for all is a key priority for the project across a wide range of scales and art forms.</p> <p>Our offer of high-quality cultural opportunities and great experiences out, will attract and retain people – especially the young and creative - to our region. The presence and success of dynamic regional theatre attracts and supports wider society and the economy – through destination development, town centre investment & supporting the hospitality industry.</p> <p>This investment supports three performance hubs, each bringing a distinctiveness and a national significance to our region. They are best placed to support & develop the regional performing arts sector across all scales.</p>



	<p>Create places that will be successful for the long term</p> <p>Supporting businesses' role within the community</p>	<p>A major focus of the programme is on the next generation of artists & creatives</p> <p>Each hub venue has a commitment to their local and regional communities and supports a wide network of schools, youth & community organisations</p>
4. Working together	<p>Working & engaging with business across the SELEP</p> <p>Work with partners to develop a new economic narrative for the Thames Estuary</p>	<p>See regional economic recovery support in (1)</p> <p>Creation of a new SELEP performing arts network</p> <p>This pilot will seed future regional collaboration in production & skill development, potentially linking into wider initiatives such as the Thames Gateway/Production Corridor.</p>
5. Accelerating infrastructure	<p>Investment in the local infrastructure that unlocks employment growth</p> <p>Developing new approaches to delivery</p>	<p>3 hubs taking a leading role in supporting and growing the regional performing arts infrastructure.</p> <p>Pilots in digital dissemination of live events.</p> <p>Developing expertise in Covid-safe practice</p>
8. Total value (£s) of SSF sought (net of VAT)		
£181,700		
9. Total value (£s) of project (net of VAT)		

£268,200

Catalyst for Culture - Budget breakdown	
Expenditure	
Outdoor programme commission - investing and creating a legacy and creating R&D for outdoor content in Summer 2021	Cost
Applause rural touring commission for R&D working in Colchester (Essex)	£ 4,000
Applause rural touring commission for R&D working in Canterbury (Kent)	£ 4,000
Applause rural touring commission for R&D working in Lewis (east Sussex)	£ 4,000
technical support for R&D	£ 2,000
small R&D production budget	£ 400
sub total	£ 14,400
Live performances	
MARIA ABERG - PROJEKT EUROPA. 2 weeks rehearsal of the RSC commission @marlowe studio	£ 10,000
MARIA ABERG - PROJEKT EUROPA 1-week technical and dress and open with 4 WORLD Premiere performances in April 2021 @ The Marlowe 10 performers for 1 week on equity rates + overtime	£ 9,000
Perfect Pitch. From the producers of SIX this project supports the development of a new musical using digital tools. Technical working on main stage at The Marlowe before transferring to The Lowry. Socially distanced insights into the creative process for young people throughout. 2 performers, 1 producer, 1 stage manager	£ 4,000
Glyndebourne: Investment in socially-distanced performance – chamber/semi-staged opera for touring which performs at Glyndebourne & The Marlowe. Plus R&D on Unquiet - a ghost story opera for teens with 3 singers/6 musicians. This final investment will support the work being shared in future seasons at Glyndebourne and The Marlowe - a first for the region.	£ 26,000
Glyndebourne - Live streaming- Broadcast of full opera during the SD season at all three hubs	£ 4,000
Sub total	£ 53,000
Studio Commissions - work that supports freelance makers and supports investment in future touring.	
Nicky Werenowska - BROKEN ENGLISH (Mercury & Marlowe) - 1) Interview Polish migrants in Kent/Essex on their experiences of what it means to be Polish in post-Brexit Covid Britain (20 to 30 interviews) - 2) Draw on this material (in addition to existing material to develop script to produce an early ideas draft. - 3) To present this draft to an invited audience – live or zoom etc - 4) To host a live workshop & storytelling event for Polish migrants	£ 2,400
Half a String - Kent based artists to develop new work for families. This work looks to create sustainable model which is Covid compliant (Marlowe)	£ 1,200
BOARDERS. Written by award-winning writer Henry Naylor (Lead Writer on ITV's Headcases and Spitting Image, BBC Radio 4's Dead Ringers) described as 'one of our best new playwrights' by The Times. BOARDERS will be directed by the Mercury's associate Ryan McBryde and will premiere at the former Memoirs Restaurant then at a restaurant site in Canterbury. (Mercury and Marlowe).	£ 20,000
Open call for artists in the SELEP region - This is a call out for supporting new work by marginalised voices. This will be supporting local, regional, diverse artists to be part of an artist take-over. Each commission and sharing will get support from The Marlowe and The Mercury during this time. Each commission will support stage management, freelancers and will work closely with SECEN networks to reach across the region	£ 8,000

The Storm Whale A new family show for pre-schoolers to be presented at The Marlowe and The Mercury. 4 weeks (Rehearsal, tech / dress / performances) , 3 performers, 3 technicians	£	15,200
sub total	£	46,800
Talent Development Cygnet School is a brand-new one-year dance training project that has been devised to provide a much-needed pathway between participation work and further talent development opportunities. This funding will provide: Matthew Bourne Company workshop leader, travel for 15 young people & guardians. Access to studio at The Marlowe and a programme support for the logistics. It will include backstage tours for the young people and access to tickets to see work at the hub venues. Young people to be recruited from across SELEP region.	£	40,000
Sub total	£	40,000
Christmas offer Marlowe – Nurse Nelly Saves Panto Digital Panto Pilot- supporting a brand-new approach to a Christmas pantomime that is socially distanced live and digitally streamed into care homes and to shielded households across the SELEP region. This covers the filming and the distribution. This will allow vulnerable audiences to access the panto and reaches areas and communities underserved by access to the arts. This is FREE to view through a generated access code.	£	25,000
Support for infrastructure costs of making the auditorium safe and covid secure	£	20,000
A very Colchester Christmas community project in Colchester - Covid safe infrastructure / screens barriers/ hand gel / extra ushers	£	3,000
Artist support/digital film making for Christmas Colchester offer	£	5,000
sub total	£	53,000
Lead Hub staffing costs of partnership set up & oversight	£	12,000
Staffing / Overheads for each hub to deliver, support and evaluate	£	49,000
sub total	£	61,000
Total	£	268,200

10. Total value (£) of match funding (net of VAT)				
£86,500				
Funding breakdown (£s)				
Source	2017/18	2018/19	2020/21	Total
SSF			£181,700	
<i>Other sources of funding (please list below, add additional rows if necessary)</i>				
Arts Council England (Achieved)			£4,000	
New Adventures – Cygnet School (Achieved)			£25,000	
Perfect Pitch (NPO) investment (Achieved)			£6,000	
Ticket income (Confirmed £5,400/Projected £14,640)			£20,040	
In-kind support (Achieved)			£31,460	
Total Project Cost				£268,200
11. Details of match funding				
<u>The total of match funding is £86,500</u>				
Arts Council England £4,000 (confirmed)				
This was allocated to freelance artists development as part of the ACE emergency grant The Marlowe received. This has been ring fenced towards support artist development. This investment will be allocated to this project to continue to support artist development in the project.				
Cygnet School £25,000 (confirmed)				
Matthew Bourne's New Adventures have already secured this from Trust and Foundations to deliver this first year of Cygnet School with the Marlowe as its new home. This cost covers the delivery of the 7 weekends and the weeklong residency with The Marlowe. This investment will cover artist time, travel, recruitment, workshop delivery and insurance. It will also cover the travel for the young person's carer to attend when needed.				
Perfect Pitch £6,000 (confirmed)				
They will cover all the artists fee's, travel for the week development at The Marlowe.				
Ticket sales £5,400 (confirmed)				
Nurse Nellie Saves Panto				
Ticket sales £14,640 (projected)				
Contribution to set-up costs from Box Office income:				
Boarders at Mercury Theatre 4 performances with 50 people at each (SD) 200 tickets at £15 = £3000				
Boarders at The Marlowe 4 performances with 50 people at each (SD) 200 tickets at £15 = £3000				
Storm Whale at The Marlowe 12 performances with 30 people at each (SD) 360 tickets at £12 = £4320				
Storm Whale at Mercury Theatre 12 performances with 30 people at each (SD) 360 tickets at £12 = £4320				
NB The above projected sales are budgeted at approx. 50% capacity.				
In-Kind Support £31,460				
Each Partner hub will provide the following staff time as support in-kind to deliver the project This looks that each role will give over, on average, in-kind one day a week towards this project.				
The following is broken down as a guide:				
The Marlowe:				
Project Lead (Chief Executive) @ £400 a day = £12,000				

Project Manager for 28 weeks @ £200 a day = £5600
Project Producer for 30 weeks @ £150 a day = £4500

Mercury Theatre:

Regional Hub lead for 15 weeks @ £200 a day = £3000
Talent development producer 10 weeks @ £151 a day = £1510

Glyndebourne

Regional Hub lead for 15 weeks @ £200 a day = £3000

Applause

Programme Lead for 10 weeks @ £185 a day = £1850

12. Expected project start and completion dates

Start: Signed off 11 December 2020

End:

Performance projects: 31 August 2021 (some creative pieces produced during the project period will be performed into 2022 to show the legacy of the partnership working).

Majority of Live socially distance events/ opportunities will happen between December and June 2021.

However, as a mitigation to possible local lockdowns in one or more hubs, we have extended this into August 2021.

Cygnets school 1 year activity Jan 21 – Jan 22.

13. Key Milestones

Key Milestones	Description	Indicative Date
<i>Funding Confirmed</i>	<i>11th December</i>	<i>11th December</i>
<i>Contracts signed</i>	<i>Delivery agreements with all hub partners to be agreed and signed</i>	<i>From 11th December</i>
<i>KPIs</i>	<i>Detailed KPIs agreed with SELEP and KCC officer</i>	<i>Dec – January</i>
<i>Evaluation</i>	<i>Evaluation framework agreed & rolled out for each project, with final write-up in August 2021</i>	<i>January – August 2021</i>
<i>Artist development</i>	<i>Announce the programme to audiences, stakeholders and artist log</i>	<i>11th December</i>
<i>Programme schedule</i>	<i>Full programme schedule at each venue confirmed & announced</i>	<i>December 2020</i>
<i>Send out artist open call</i>	<i>Send out to all SECEN partners to distribute to artists in Sussex, Kent and Essex.</i>	<i>20th December</i>

<i>Live Streaming for Marlowe Panto</i>	<i>For the first time The Marlowe panto will be live streamed into care homes and to those who are having to self-isolate. There will be some filming of this between 8th and 15th December</i>	<i>Panto – Live STREAM Comms plan prepared in advance ready to launch immediately when we hear about funding.</i>
<i>Matthew Bourne New Adventures – Cygnet School launches at The Marlowe</i>	<i>First open weekend for Cygnet school Auditions. The call out for young people will be a specific call out in Essex, Kent, Medway and Easy Sussex. The school will be funded to ensure the applicants are from a diverse background and are financially support to be aprt of this programme.</i>	<i>23/24th January 2021</i>
<i>Cygnet School weekends</i>	<i>Monthly weekend programme at The Marlowe Studio</i>	<i>23 January to 19th December 2021</i>
<i>Half a string development of new work (Marlowe studio)</i>	<i>Kent based company to develop new work for families and young people</i>	<i>8th -13th March 2021</i>
<i>Maria Aberg – Projekt Europa</i>	<i>Rehearsals of RSC commissioned show Europeana to premiere at The Marlowe prior to an international tour the following year. This show will fully tech and dress, with a short run of socially distanced performances. With insights/talks/masterclasses for young people & a region-wide conversation about our relationship with Europe</i>	<i>15th March rehearsals 29th March tech / dress 31st March – Opening night.</i>

14. Benefits created by 2021 (list benefits with number/amount and cash value if applicable)

Type of Benefit	Number of benefits created	Cash value of benefit (£)
A performance season reaching audiences drawn from all SELEP regions	Audiences (live & online) of 328,832	42,200 tickets @ av £15 = potential £633,000 (Digital events free to access).
New creative commissions open to artists from all SELEP regions (6 in <i>Boarders</i> ; minimum of 4 open call commissions/av fees)	10	£25,000
1-year placements open to young dancers with Matthew Bourne’s Cygnet School	15	£135,000
198 opportunities for artists & freelancers (total number of creatives involved across the project – stage managers, dancers, performers, designers, producers, musicians etc based on ITC daily rates).	198	£500,000
TOTAL		£1,293,000

15. Value for Money – Benefit/Cost Ratio

Please insert your Benefit/Cost Ratio (i.e total value of benefits divided by total costs). Please indicate how you have quantified your benefits and over what period those benefits are expected to realised

£1,293,000 divided by £268,200 overall project cost = **4.8:1** Benefit/Cost ratio.

NB A further benefit of the project is in safeguarding **444** regional jobs, at a value of over **£13 million** in salaries.

16. Value for Money – Other Considerations

Please detail benefits that cannot be quantified or cannot be quantified without lengthy or expensive analysis. This narrative should include details on why the benefit can't be quantified. If your BCR does not meet the standard 2:1 – please use this section to set out why the investment should be considered

This is a programme focused on encouraging audiences back to live performance, increasing access and providing a service rather than generating revenue through sales. For example, online access to performances of opera & pantomime (286,000 engagements) has an equivalent cash value of £1.4 million (Pay Per View @ av £5).

The complex network of cultural organisations involved - 3 main partners and at least 8 project partners - provide incalculable added value of expertise, resources, networks, profile and reach.

The wider context of this project's value is in supporting 3 key regional venues towards a V-shaped post-Covid recovery, enabling the continuation of cultural activity that supports well-being, quality of life and place. In addition, the combined economic impact in the SELEP region of The Marlowe, The Mercury and Glyndebourne Opera in a normal year is over £57 million pa. This includes income generated for local businesses and suppliers, city centre restaurants and bars, carparks, retail etc. Retaining jobs and creating opportunities for freelancers contributes to the region as a great place to live, work and study.

This pilot project has an important - but not quantifiable - value as a catalyst for future partnership activity around production, touring and skill development in the performing arts in the SELEP region, linking into wider regional initiatives driving growth in the creative industries

17. Dependencies and Risks

Risks	Likelihood	Impact	Mitigation	Overall risk
Threat to live arts industry by uncertainties & extended social distancing period affecting viability	High	High	Culture Relief Fund support from government to support arts organisations until March 2021. Development of new models, processes and investment routes (including partial pivot to digital & project funding).	Mod
Local Lockdown	Mod	Mod	Risk assessment have been carried out in all venues and are Covid19 secure. Local lockdown will simply pause for those projects affected. We have allocated time to re-schedule these projects into summer IF we needed. We have therefore given an extra month into the project for this (August). The	Mod

			majority of the programme can pivot to digital as a last resort.	
Poor engagement from audiences and ticket sales are not achieved	low	low	A relatively low income for the project is allocated towards tickets. The income for tickets sales is based on a low forecast of 50% capacity. All three partners have a strong track record of selling tickets and good relationship with audiences. Each hub also has a strong marketing lead that will be involved in the project to ensure ticket sales are achieved	Low
Lack of Covid secure venues	Low	Low	Covid19 has seen a quick adaptation to virtual meetings, training sessions and networking events – audience will be receptive to this approach during and post-Covid. Each organisation will consult on/adapt to a gold standard of safety based on government and regional health officer advice to deliver this project. As a last resort, digital delivery can be provided.	Low

18. State Aid Implications

Please indicate how your project complies with State Aid Regulations

This project does not breach State Aid Regulations.

All three hub venues are registered charities, accountable to the Charities Commission, to which audited accounts are submitted annually.

Whilst businesses will benefit from the proposed programme, any state aid implications are well within de minimis limits.

NB: A declaration of compliance with EU or other State Aid Regulations will be required prior to any SSF being provided. If your project is awarded SSF it will be subject to a condition requiring the repayment of funding in the event that the European Commission or UK Government determines that the funding constitutes unlawful State Aid

19. Contracting Body

Please provide the name of the organisation to act as contracting body and give details of a contact within the organisation, including phone number and email.

*If the contracting body is **not** one of the SELEP County or Unitary Councils, please detail the organisation that has been chosen, why the organisation has been selected and the benefits this arrangement will bring to the project. Any known risks of this organisation acting as contracting party should be identified here. Essex County Council as Accountable Body will make the final decision on whether any organisation is a suitable contracting partner.*

Kent County Council

Tony Witton

Kent County Council

Culture & Creative Economy Manager

03000 417204

Tony.Witton@kent.gov.uk

20. Project Governance Structure

Senior Creative Leads – High level advocacy & oversight

Kent – Deborah Shaw - Chief Executive

Essex – The Mercury, Colchester – Steve Mannix - Executive Director

East Sussex - Glyndebourne – Stephen Langridge – Artistic Director

Project Manager:

Rebekah Jones - Executive Producer at The Marlowe

- coordinate the overall project working closely with the other hub leads
- Manage the MOU for all three hubs for this one-off delivery project
- Communicate with project funding body and account holder
- Communicate with/develop support and content with other two hubs
- Share content with external stakeholders
- Undertake project reporting and evaluation
- Manage project budget

Regional Hub leads:

Ryan McBryde – Creative Director, Mercury Theatre

- Undertake project reporting and evaluation for Mercury Theatre and report back to Project manager
- Manage projects delivered by Mercury Theatre in Essex and support the delivery when in other hubs
- Communicate with local stakeholders in Essex
- Manage the budget for those projects delivered in/by Mercury Theatre – reporting into project manager

Laura Jukes – Head of Marketing, Glyndebourne

- Share content with external stakeholders
- Undertake project reporting and evaluation for Glyndebourne and report back to Project manager
- Manage projects delivered by Glyndebourne in East Sussex and support the delivery when in other hubs
- Communicate with local stakeholders in East Sussex
- Manage the budget for those projects delivered in/by Glyndebourne– reporting into project manager

Project producer - Kimberly Sanders - Programmer and Producer at Marlowe

- Coordinate all logistics of the project across three hubs.
- Support logistics for each project (rehearsal spaces, artists liaison, delivery)
- Connect artists up in each hub and support longer term support for artist development and project producing each event
- Point of contact for Cygnet school
- Admin in Marlowe Hub
- Coordinate support activities in their area

Supporting staff (each person report to their regional Hub lead, who then reports to project manager) :

Ben Travis - Head of Marketing – The Marlowe

- Creative a connected marketing and comms plan for all three hubs for the project in conjunction with other two delivery hubs.
- Work with each artist to ensure each hub maximise reach and profile
- To lead on the roll out of *#loveyourtheatre #catalystforculture* marketing campaign in their area
- To ensure stakeholders are appropriately credited
- To lead on social media campaign, working closely with both other hubs

Dilek Latif – Talent Development Producer – Mercury Theatre

- To support artist development in Colchester
- Undertake admin in Colchester hub
- Coordinate support activities in their area

Mark Watts – Technical Manager – The Marlowe

- Mark to lead on all technical aspect of the project and share plans with all hubs
- To lead production meetings as production manager on a collective approach to sharing technical resources for the delivery of this project

Sally Lampitt -Programme Lead – Applause rural touring

- Broker relationships with rural communities
- Support local audience development with each hub
- Support and advise on outdoor artist to support the project outcomes delivery

John Baker – Director of Marketing and Communications, The Marlowe

- To ensure audience data, when able to, is collected and reported in in line with GDPR
- Support a collective audience development outcome for the region to support the legacy of the project


Imogen Kinchen – Executive Director Matthew Bourne – New Adventures

- Support the comms of launching the Cygent School at The Marlowe Hub
- Feed into regional comms and national comms for project

Project group to consist of **The Marlowe, The Mercury Theatre, Glyndebourne, Applause rural touring, Matthew Bourne New Adventures**, plus the account holder (KCC)

Budget account holder: Paul Turner – Head of Finance, The Marlowe

21. Declaration

Declaration	I certify that the information provided in this application is complete and correct
Signature (Lead applicant)	
Print Name	Deborah Shaw
Organisation	Marlowe Theatre
Date	23rd October 2020

A version of this document will be made available on www.southeastlep.com