



at Norwich Playhouse
www.norwichplayhouse.co.uk

WHY WE'RE AN ARTS AWARD SUPPORTER

'Education is an important part of the work that we do at Norwich Playhouse, and giving young people the opportunity to see a wide range of live productions is key to fuelling their own ideas and creativity.'

We are a professional arts organisation, and so we're able to help young people and their Arts Award leader, who may not have any experience of theatre, to gain an understanding of what the theatre world is like and how it works.

It's wonderful to see the Bronze Arts Award students develop and come back over the years to carry on working at Gold level, supporting the younger students.'

Roberta Hamond, Education Projects Manager

OUR PROGRAMME

A 300 seat riverside theatre in the heart of the city, Norwich Playhouse is a friendly, relaxed and intimate venue developed from a Georgian maltings. It programmes a broad range of shows and is recognised as one of the very best comedy venues in East Anglia. It also presents international music stars, critically-acclaimed drama companies, fun-filled children's events and shows that are just a bit...different.

OUR SUPPORTER OFFER

The Playhouse has developed its Supporter offer through a three year partnership with a local youth group – the East Norwich Youth Project (ENYP) – whose members are working towards Arts Award and progress through the levels.

Norwich Playhouse has many special offers on tickets, which means young people doing their Arts Awards are able to see a wide range of performances. For some of the productions, after show talks with the artists are available and sometimes a specific talk is arranged for the Arts Awarders in ENYP. Some young people see around 14 shows a year at a heavily reduced rate.

For example, after watching Charlie and Lola, one young man who was particularly keen on puppetry was able to spend time with actor/puppeteer Kevin James and then went on to

focus on puppetry in his Arts Award as a direct result of this time with a professional practitioner.

The Playhouse has also developed their Springboard programme, where ENYP members receive a full technical induction into the theatre and then develop their own productions to perform on stage. Young people are involved in everything from design through to directing, through to running the show technically.

HOW DO WE PROMOTE IT?

The Arts Award programme has its own page on the website, which lists shows where there are special offers available. This is updated each season and has contact details for people to find out more.

The Supporter logo is in the brochure each season, as well as on the education calendar, both of which give the website page address to find out more information. The brochure is widely distributed and the education calendar is sent to all schools in the region.

A USER'S VIEW

'Our link with the Norwich Playhouse has been fundamental to our success thus far. The relationship has led to a huge amount of interest in local and national theatre. When Arts Award participants contact local actors to gain support and advice, because they met them backstage during a tour at the Playhouse, I believe it's instrumental in not just their Arts Award success, but also their confidence as budding young artists themselves.'

Kate Doran Smith is a Church Youth Worker with ENYP, who had little experience of theatre arts, took the Arts Award Adviser training and then approached the Playhouse to develop a partnership.

'The Playhouse is a great theatre that allows people to get new experiences of performing and watching brilliant shows. It was a pleasure being part of a performance there as the facilities were great and so was the opportunity they generously gave us.'

Natasha Stapley, Arts Award achiever

BENEFITS FOR THE ORGANISATION

- ▶ Helps demonstrate the value of our work with young people, including reporting to the board and funders
- ▶ Measures the impact of special ticket offers through direct and immediate feedback
- ▶ Strengthens our relationship with local people

CHECK THE LINK

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