

# ATG UK CSR REPORT 2023





# Contents

Introduction	3
Our Purpose	4
Our Approach	5
Next Generation	6-7
Developing the Young Workforce	
Work in Theatre	
Dreamgirls Uncovered	
Environment & Sustainability	11-13
Energy Reduction	
Waste Elimination	
023 Dance: Our Planet!	
Community, Diversity & Inclusion	18-19
Case Study: Edinburgh Playhouse	
Sing ‘n’ Sign Makaton Choir	
The Pride	
Fundraising	
Staff Changing Our Perception	

# Introduction

## Welcome to the 2023 Ambassador Theatre Group UK Corporate Social Responsibility report.

At Ambassador Theatre Group, we present the world’s best live entertainment in our venues, by partnering with top producers and creative talent. These accomplishments have been reached over the course of 30 years and are due to the outstanding effort of everyone in our teams.

We’re proud of that work, and the high level of quality we deliver to audiences every day, across the UK and across the Group. That achievement, however, couldn’t be considered a true success unless we matched it with an equal effort in working to make things better for our communities and youth; for our teams and our industry; for our towns and our planet.

We believe this responsibility is another area in which ATG has made considerable, exciting and industry-leading advances, particularly in recent years. Which is why we’re proud to present this report on the Group’s wide-ranging efforts to work with, and within, our communities to promote youth participation, diversity and both individual and environmental advancement and wellbeing.

Inside, you will find stories about our company-wide efforts - like our work towards making us a zero-waste industry as well as the small, specific projects in our venues that impact local communities. While it’s only a small sampling of the array of projects and programmes we operate or collaborate on, we hope that you’ll find these examples to be as exciting, and inspiring, as we do.



Christopher Edgington,  
Chief Customer Officer



Sofia Fleming,  
Chief Human Resources Officer



# Our Purpose

**Sustainable, Equitable, Forward-thinking:**  
**Working with our communities towards a better future for our industry.**

As a world leader in live entertainment, Ambassador Theatre Group (ATG) has a profound responsibility to the communities in which we operate.

That means putting our neighbours, audiences and colleagues first - from the people who live around the corner from our venues, to the global need for sustainability; from our staff to the theatre workers of the future.

We must strive to create an environment that opens access to live entertainment to new audiences and those that haven't always had those opportunities.

And we must do it in a way that keeps the wellbeing of our communities, our people and our planet at the heart of our work.



Photography by Name Surname

# Our Approach

**ATG's Strategy for Corporate Social Responsibility is built on three pillars:**



**NEXT GENERATION**

We work to introduce tomorrow's audiences to the joys of live entertainment and to nurture the next generation of industry talent.



**ENVIRONMENT & SUSTAINABILITY**

We consider the most sustainable options for our work and foreground environmental impact in all of our educational and artistic projects.



**COMMUNITY, DIVERSITY & INCLUSION**

We strive to improve and promote diversity, inclusion and wellbeing in live entertainment for our communities - our audiences, artists and staff alike.

In this, our first-ever corporate social responsibility (CSR) report, you will find the strategic ideas behind each of these pillars and an overview of what we have achieved. And then you will find case studies, and shorter samples and examples, detailing the work being done under each of these pillars.

**Our incredible teams are the key to our work with youth, local communities and the environment. Just as they take responsibility for these projects, we must always help maintain their wellbeing. Throughout the report, you'll see stories of our staff's above-and-beyond efforts, and a few examples of what we do to help them, too.**  
Mark Cornell, Group Chief Executive

# Next Generation

**Nurturing the audiences and talent of tomorrow.**

Today's youth are tomorrow's audiences and talent. ATG must work to introduce young audiences to the joys of live entertainment, and to nurture the next generation of industry talent.

Our teams are uniquely positioned to do accomplish both of these tasks. Projects at our venues and with our partners aim to include young people at many different stages of the live-entertainment cycle.

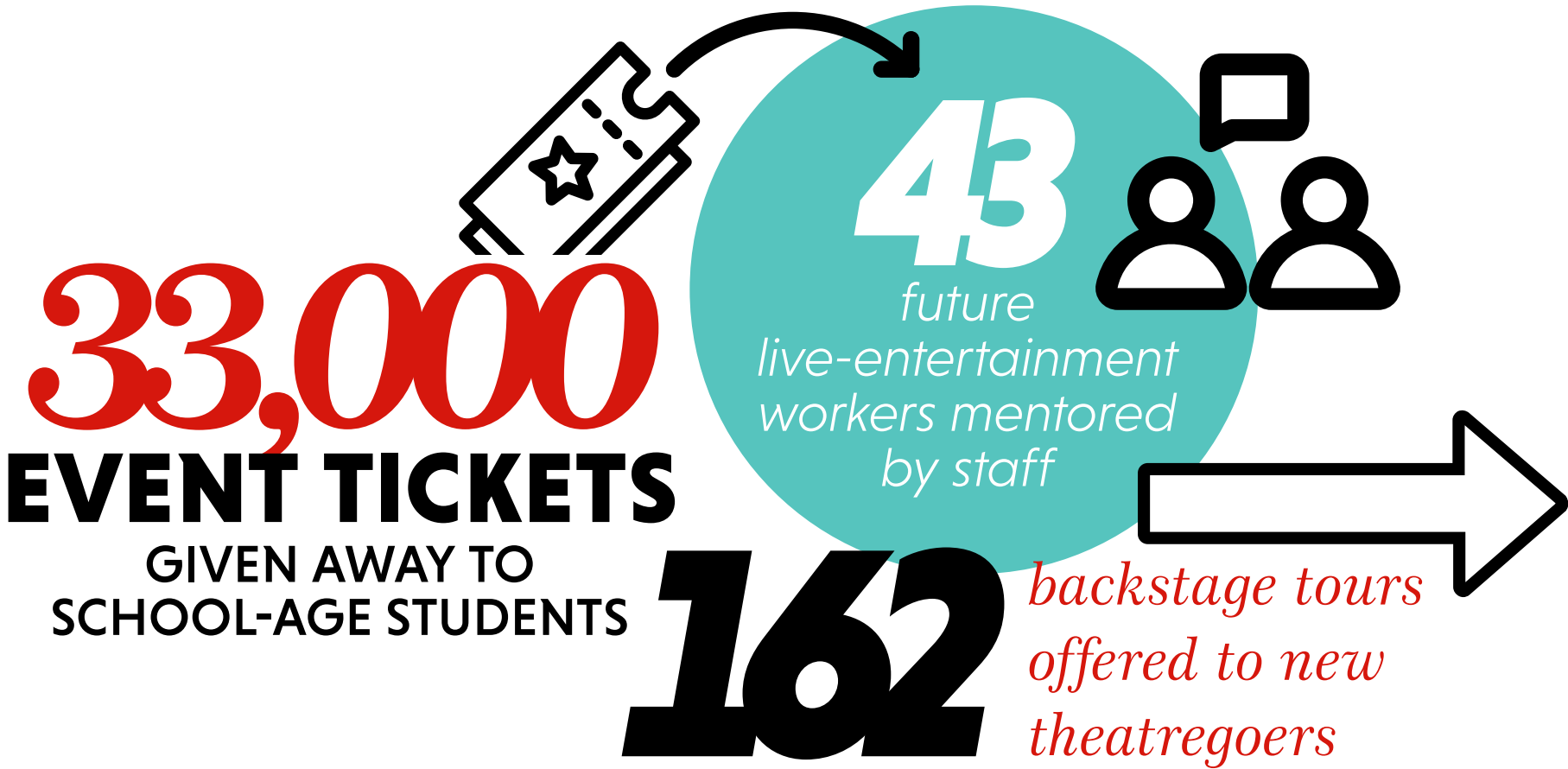
We bring children in to discover the excitement of live theatre, and to learn about the many, many roles that go into making a live show happen.

We show young people what some of these careers do - from acting and stage tech, to producing and ticketing - and even help them with a CV or interview techniques to get that first job.



Photography by Name Surname

# In Numbers





# Developing the Young Workforce



**Doctor, fireman, sound engineer: teaching young people about theatre work.**

**VENUE** The King’s Theatre & Theatre Royal, Glasgow  
**PARTNERS** Glasgow Chamber of Commerce; Glasgow City Council Education Services; Education Scotland  
**PARTICIPANTS** 912  
**AGES** Early years, primary, secondary schools

**What We Delivered**  
We did a year-long rolling programme as part of the national initiative Developing the Young Workforce (DYW), which works across Scotland to help students better understand the skills and knowledge needed for careers.  
We hosted Theatre Insight Days for schools that included a participation workshop, theatre tour and careers insight session, and offered two week-long work experience placements for senior students supported by teams from The Book of Mormon and Pride and Prejudice.

We participated in the Mock Interview Scheme whereby students applied, interviewed and received feedback on their application to mock jobs within the creative industry.  
With COP26 education legacy scheme My Climate Path, students joined the theatres’ Environmental Committee. They attended monthly meetings and played an active role in shaping and informing this work. We worked with Scottish Opera on Education Scotland’s national campaign Maths Week - the Beauty of Maths, highlighting maths application in the arts, and offered technical workshops, a digital resource, theatre insight session and a design challenge set by our partners, and Theatre Royal foyer architects, Page/Park.

***‘Fantastic to have partners in to speak to our pupils to support social mobility.’***  
**Pt Pastoral Care, Eastbank Academy, Careers Fayre**

**What We Achieved**  
We developed new, sustained relationships with teachers, education leaders and other key stakeholders, opening doors to previously untapped potential for funding and partnership work with schools.

***‘It was a great experience for pupils that have recently joined Eastbank to find out more about ATG, the job roles available in this sector and to challenge themselves putting Maths into real life situations.’***  
**Developing the Young Workforce School Co-ordinator, Eastbank Academy**



**What Happened Next**  
We signed up to the Young Person’s Guarantee, part of the DYW commitment, and will continue to develop inspiring opportunities for young people to help shape the future workforce in Scotland.

# Work in Theatre



**From learning about theatre careers, to interviewing for one.**

**VENUE** Milton Keynes Theatre  
**PARTICIPANTS** 13  
**AGES** 14-18 years

**What We Did**  
The Work In Theatre course gave 13 young people a chance to experience the passion and graft that goes into a career in theatre and to take a first look at how to choose a role that’s right for them.

The participants arrived through an application and phone-interview process, mirroring the start of a theatre career path. They then participated in a series of workshops and activities such as a three-hour technical backstage tour, SFX makeup, marketing, sound and lighting, front of house and creative learning projects.

They tried out everything from a wardrobe workshop with the head of wardrobe from The Play That Goes Wrong, to devising their own pricing structures, offers and ticket bundles for an upcoming show.

Finally, at the CV Surgery, the participants explored the ATG Careers website, examining potential roles available at theatre venues nationwide. Then they worked on interview and application techniques, as well as their own real CVs, tailoring them towards a future job application.

**What We Achieved**  
These 13 young people gained real-world CV, application and interview experience and learned more about what made them valuable potential employees – and how to best express those strengths. Just as importantly, they learned about the myriad careers in the business of theatre, and the long list of people key to making high-quality theatre happen.

**What Happened Next**  
Milton Keynes Theatre Creative Learning team will remain in contact with the young people, some of whom have already auditioned to join the MKT Young Company, using the skills gained on the course to take on backstage roles in the Company’s upcoming production.



AROUND OUR COMMUNITIES  
EDINBURGH

- Participated in the Young Fringe Ambassadors programme by hosting a backstage tour and Q&A sessions with a group of secondary-school children from Edinburgh. This programme offers students from disenfranchised parts of the city a behind-the-scenes view to career paths in the live entertainment industry beyond performing.

# Dreamgirls Uncovered

## Showing off the theatre and its careers with the cast and crew of Dreamgirls.

- VENUE** Manchester Palace
- PARTNERS** Sonia Friedman Productions, Dreamgirls cast and crew, Loreto High School Chorlton, St Anne’s Academy Middleton
- PARTICIPANTS** 48
- AGES** 13-16 years

**What We Did**  
We partnered with the Dreamgirls cast and crew to welcome 48 young people studying Performing Arts at local high schools to the Palace Theatre for an afternoon of activities. The event was designed to give a full overview of Dreamgirls and to illuminate many different types of theatre careers.

There was an introduction by the company manager and resident director and a Q&A, after which the students took part in vocal and physical warmups led by the Musical Director and Dance Captains. Backstage, they met with professionals from key departments: Wigs, Wardrobe, Stage Management, Automation, Sound, Lighting, and members from the cast. Each department lead explained their

roles within the production, gave a demonstration, and discussed their own career paths. Finally, the cast delivered a performance of ‘Ain’t No Party’, a powerful number from the show to bring each element to life.

**What We Achieved**  
This was the first visit to a theatre for most of the young people taking part. The opportunity for them to access the production in such proximity gave an incredible insight to the world of theatre which they would never otherwise have experienced.



AROUND  
OUR COMMUNITIES  
BRIGHTON

- Five career-day events at schools and universities discussing the variety of roles available in theatre with the attendees.
- Collaborated with National Theatre and a local school serving a deprived catchment area culminating in a performance of the Snow Queen by more than 65 children onstage. As part of the programme the pupils toured the building and met the team.
- Presented performances and exhibitions by local artists using unusual and public spaces around our building.

# Environment & Sustainability

## Reducing our footprint while treading the boards.

It isn’t controversial to say that sustainability must be at the forefront of every industry of today, and live entertainment is no exception.

In working towards ISO 14001 accreditation in 2023 – the International Standard for Environmental Management – ATG has developed an Environmental Management System (EMS) with ambitious goals including increased use of recyclables, decreased use of electricity and paper, and a move towards zero-waste to landfill.

The EMS steering group and environmental champions – 18 members from across all ATG operational divisions – have worked hard to find innovative ideas from our staff and share them across venues, as well as introducing other programmes to reduce our environmental impact.

The results are plain to see – changes both big and small that join together across our work and our venues to make a transformative impact and lead us towards becoming one of the greenest names in live entertainment.

And, of course, we wouldn’t be ATG without performances that lend themselves to the cause of spreading information and ideas about wildlife, nature and the environment too!

*‘Having Voyager as our resident coffee is great for the Princess Theatre. The beans are only sourced from sustainable and ethical farms and then roasted locally in Devon and it comes in 100% compostable packaging, meaning it ticks a lot of our own boxes when it comes to sustainability. It also tastes great! The customers love it, the staff are fuelled by it and we’re proud to serve such a great tasting and sustainable, locally sourced product!’*

Ross Bibby, Theatre Manager,  
The Princess Theatre, Torquay

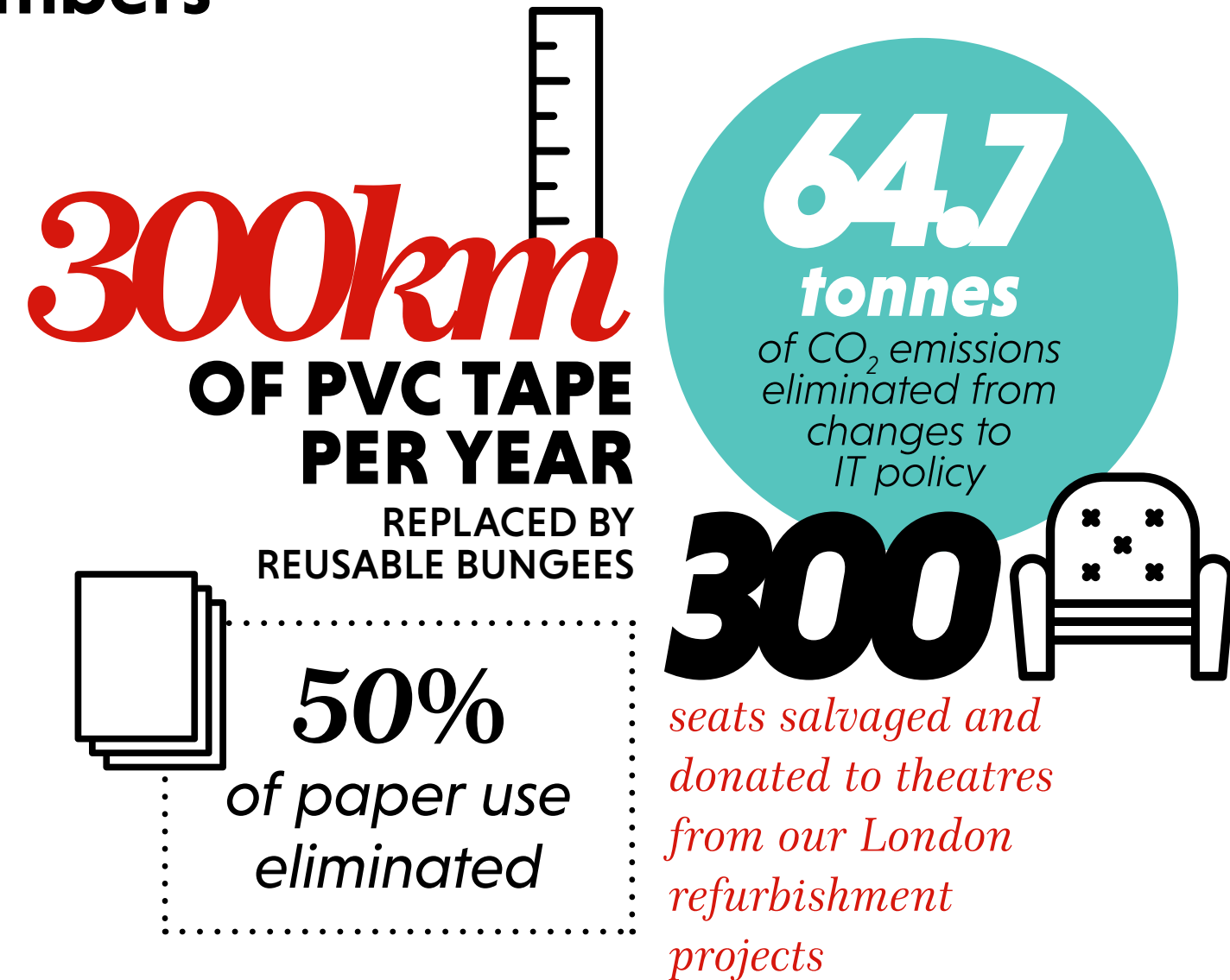


AROUND  
OUR COMMUNITIES  
TORQUAY

- By changing coffee suppliers we both eliminated the use of coffee pods and moved to fresh, organic, sustainable coffee sourced by a local coffee company and provided in compostable packaging.
- Similarly, our move to a local seafood provider based nearby cuts down many, many miles of travel – and CO2 emissions! – for our food, and supports the local community as well.



## In Numbers



## Environment & Sustainability



### Environmental Champions.

We introduced the Environmental Champions to the business in July 2022. This group of people representing each of our venues and offices in the UK meet every two months, to discuss ideas, initiatives and open dialogue across the UK. As representatives of their venues and offices, they are the lynchpin ensuring everyone's focus and priorities are represented and updates are then shared back across the business.

A key element within these meetings includes strategic updates on our EMS, which the Environmental Champions can then disseminate throughout their networks.

*'Being an environmental champion for our company isn't just about ticking boxes – it's about living my values and making a real impact. I genuinely believe that by taking care of our planet, we're taking care of ourselves and future generations. Being committed to sustainability sets us apart as a company that truly cares, and that means something to our customers, employees, producers, and the community. It's exciting because it pushes us to think creatively and find innovative solutions that reduce our impact and promote a greener future. Being an environmental champion brings a purpose to my work, and I hope it inspires others to join in creating a better world for all of us.'*

Siobhan Thurgood, Marketing Account Manager,  
Shaftesbury Avenue



### Queen's Green Canopy programme.

To mark our late Queen's jubilee, ATG UK became a partner of the Queen's Green Canopy programme where, with the support of 70 companies, the UK Tree Council will plant 35,000 trees and 7 kilometres of hedgerow across the UK. For each Jubilee Partner, the UK Tree Council will plant and care for 500 trees and 100 metres of hedgerow in communities across the UK.

We've also received invitations to volunteer planting events for our staff - one team represented us at a TREE-L-C Day (Tender Loving Care for Trees) Community Supported Agriculture centre in Ringwood in Hampshire reported back:

*'We had such a good day yesterday...incredible and inspiring project. More physical than we thought – a lot of mulch moving – but worth every barrowload!'*

Barry Grant, Affiliates and  
Partnerships Manager





# Energy Reduction

## Reducing energy use across our communities.

### VENUES Various

#### What We Did

As part of the goals established by the Environmental Management System ATG has undertaken a series of steps to find new ways to reduce our energy use across our venues.

We've trialled changes at Milton Keynes Theatre including replacement of energy-hungry hand dryers with more efficient models, saving as much as 75% of electricity usage; changing Front of House washroom lighting to LED; introducing new controls on bar coolers to improve efficiency and installed sub-metering of critical assets to identify further reduction opportunities.

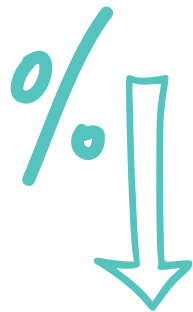
Changes to our IT policy across the organisation, which now require a quicker shut-down of IT power usage when machines are not in use, have cut electricity usage by as much as 1757 kw per week.

#### What We Achieved

For more than eight years, the electricity we do use comes from renewable sources. But the reduction has been stark. All-told, the new processes and standards we've implemented have saved about the same amount of energy as 250 homes use in a year – which makes a big difference to the grid, our industry and the planet.

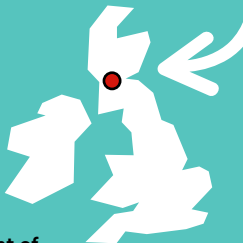
#### What Comes Next

Bigger projects include investigating the installation of Photovoltaic (PV) panels – solar panels – at one of our London venues. The addition of PV to our theatre in Swansea has already generated an impressive 70 mwh of energy use for the venue, transforming their electricity-use and carbon-emission footprint.



### AROUND OUR COMMUNITIES GLASGOW

- By introducing Stack Cups, we have reduced plastic waste by over one tonne, the equivalent of more than 33,000 single-use plastic cups.
- Glasgow Theatres are working with Bellahouston Academy as our My Climate Path partners. This partnership sees two senior students from the school meet with the Glasgow Environmental Committee every two months to discuss new ideas for promoting and improving sustainability with audiences, visiting companies and employees.



# In Numbers

Over **90,000kwh** solar energy produced at our new Swansea Arena since February 2022

**500,000kWh**

**SAVED WITH THE HELP OF THE MILLION KILOWATT CHALLENGE**



**2.2m**

plastic cups replaced with recycled and recyclable alternatives

Over **£70k** invested in Milton Keynes Theatre to trial innovative energy saving technologies



# Waste Elimination

**Less waste, less to landfill: a more sustainable theatre industry.**

**VENUES** Various

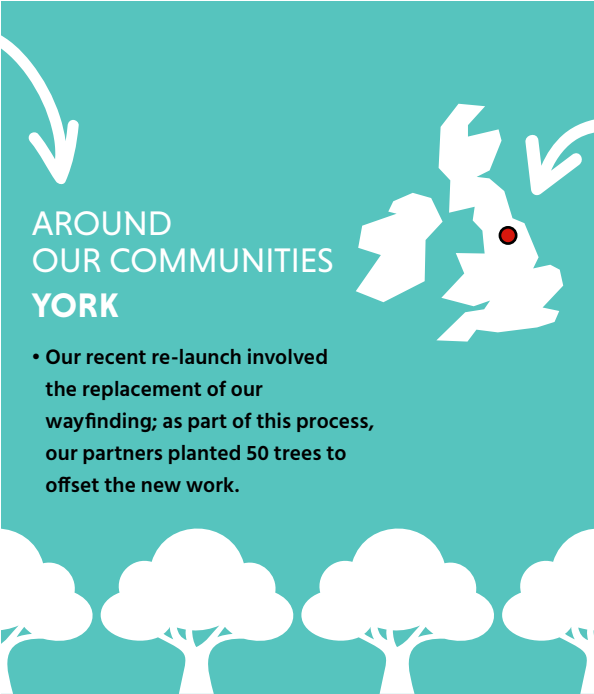
**What We Did**

Our EMS goals also include reducing waste and sending zero waste to landfill. And while we’re not fully there yet across the organisation, we’re making giant steps in the right direction by changing up business-as-usual.

Thanks to a partnership with First Mile recycling and waste management, our London venues are sending virtually zero waste to landfill. Across ATG we’ve cut paper use by 50 percent, and replaced virgin plastic cups and cutlery with recycled or non-plastic alternatives in all venues.

And while we’ve been replacing plastic and other single-use products with recycled and recyclable ones, we’ve worked with partners to make some changes with our providers. Vertas, our UK-wide cleaning partner, has been awarded a Bronze accreditation from the Carbon Charter, as they work towards Net Zero by 2030.

Our mechanical and electrical service-provider in London, Atalian Servest, has likewise pledged for Net Zero by 2030, while our food suppliers (Creed) are on track to have a fully electric transport fleet within four years and to add solar panels to their depot sites.



# 023 Dance: Our Planet!

**Dancing for wildlife.**

**VENUE** Regent Theatre, Stoke-on-Trent

**PARTNERS** Staffordshire Wildlife Trust

**PARTICIPANTS** 757

**AGES** 4-76 years

**What We Did**

The Regent Theatre’s annual Dance Festival is a vibrant five-night community festival that brings together dance companies, schools and adult groups from across Staffordshire, Cheshire, and the North West. It has been running for 22 years and showcases phenomenal local talent whilst celebrating dance on the Regent Theatre stage.

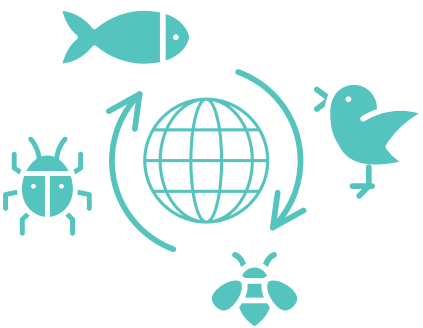
This year’s festival theme was using dance to explore climate change and express feelings of human interaction with nature. The festival was bursting with passion and energy and featured all genres of dance from explosive tap to contemporary as 35 dance groups (757 total participants) took to the stage for more than 1,500 audience members.

Working with our technical team, we made every change we could implement to add sustainability to the festival. This included everything from a digital application process (to eliminate paper use) and car-pooling transportation to the venue, to using biodegradable tape and LED lights.

**What Happened Next**

Besides the exciting dance and movement performances, our partners at Staffordshire Wildlife Trust raised money and awareness by talking about interaction with the natural world during every performance.

Aspects of the scenery and materials were donated to dog shelters and other animal-and nature-charities after the show. Perhaps most of all, we saw how fun and easy it can be to make a big difference to how we treat the environment.



***'The students had the most amazing experience, and parental feedback was equally fantastic! Many students have not been in a theatre for many years, so the entire experience was unique and incredible.'***

Emma Housley, Head of Dance at Blythe Bridge High School



# Community, Diversity & Inclusion

## A stage for everyone.

A stage for everyone. ATG Productions' latest audience development initiative - a free performance of our sold-out West End transfer of 'A Streetcar Named Desire' - saw over 900 refugees and asylum seekers, individuals from women's refuge charities, targeted school groups, local estate development projects, pupil referral units, young carers and 'at risk' young people attend our multi-Olivier Award winning show starring Paul Mescal.

Working closely with Creative Learning, it's the latest in a long line of strategies we're continually developing to ensure underrepresented audience members have both the means - plus feel welcome - to enter our theatres.



## Building confidence through artistic work.

**VENUE** Sunderland Empire

**PARTNERS** Rotherly Trust & Community Foundation Tyne & Wear, No Limits Productions

**PARTICIPANTS** 17

**AGES** 13-18 / 18+

### What We Did

The Connect Theatre groups are award-winning programmes that engage young people and adults with additional needs in weekly drama sessions. The core objective of both groups is to create and perform educational theatre productions of exceptional quality. Through these performances, participants ignite inspiration, facilitate education and showcase their remarkable abilities to their audiences.

### What We Achieved

Our programme nurtures participants' artistic abilities whilst simultaneously fostering their confidence and developing essential social and communication skills. Individuals cultivate their independence and thrive within the wider community as a result of experiences they take

away from the rehearsal room. As the groups continue to create their own educational work further partnerships with local schools and organisations are being created.

*'The thing I like best about it is the confidence I've got from coming. I've been here three years and my confidence has definitely grown. I've gone from a shy girl who came in not even wanting to go on stage, to somebody doing main parts, and I've been on stage in front of loads of people.'*

Michelle from Connect Theatre Company



# In Numbers

**303** **ASSISTED PERFORMANCES** INCLUDING

**111** *Audio-described performances*

**68** **CAPTIONED**

**100** *BSL-interpreted*

**& 24** *relaxed shows*

**+ 182** *freelance artists from our communities employed on Creative Learning work*





# Case Study: Edinburgh Playhouse

## Edinburgh Playhouse Charity Committee 2022/23.

**VENUE** Edinburgh Playhouse

**PARTNERS** ECAS, Waverly Care and Maggie's Cancer Centre, Edinburgh

**AMOUNT RAISED** Over £55,000

Over the past 12 months we've formed a charity committee in each venue, where our teams can influence, and support charitable activity within the venue. Our team at the Edinburgh Playhouse have supported three charities: ECAS, Waverly Care and Maggie's Cancer Centre in Edinburgh.

### What We Did

In 2022, the Edinburgh Playhouse Customer Experience Managers took part in the Scottish 10k to raise money for Maggie's Cancer Centre in Edinburgh, a charity very close to our hearts. Emma, our Bars and Bistro Manager, was diagnosed with breast cancer back in April 2019 and received support from Maggie's through her diagnosis and recovery.

### What We Achieved

Our Front of House Team members love getting involved in the bucket collections. Since becoming a cashless venue we have had to become more creative with the way we encourage our customers to donate.

As well as donation buckets, we have used special donation card machines and QR codes to offer those without physical cash the opportunity to donate. Local Drag Queen, Lily Minogue joined us for a couple of bucket collections for Waverly Care during The Rocky Horror Picture Show. The staff also love any excuse to get dressed up too!



### What Happens Next

The Edinburgh Charity Committee are currently in the process of choosing their next three partner charities for 2023/24. With over 80 applications it has been a difficult task to narrow the list down to just 10 shortlisted charities. A vote to select the final three was put out to all permanent and casual staff as the committee feel it is important to give everyone a voice on who our next partner charities should be.

Already some brave staff have said they are interested in doing a skydive! We are also planning to enter an inflatable 5k in September and may even be raising money during our annual staff sports day. A lot to look forward to over the next few months! "As a team we are incredibly proud of what we have achieved over a short period of time. From bucket collections after the shows, to staff challenges such as the Scottish 10k and an Abseil off the Forth Road Bridge in Falkirk. Combined we have managed to raise over £55,000 for our partner charities."



*'After being diagnosed with breast cancer in April 2019, my breast care nurse suggested visiting Maggie's. To begin with I was anxious to walk through the doors as a young person with cancer, but the staff were so welcoming and compassionate that I knew I would be back. From the minute I walked in it felt like home away from home, there was an instant sense of calm and tranquility away from the clinical setting of the hospital.'*

*Their support groups, like "Talking Heads" and "Look Good Feel Better" beauty workshops, were a huge help and covered the practical and emotional implications of hair loss and surgery. During treatment, I would head across to Maggie's with my Mum and wait on blood tests before chemotherapy. The beauty of the place is you can use it as you wish, you can get advice from the team about any concerns, or just sit quietly on your own. Maggie's is open to anyone impacted by cancer – the patients themselves and their friends and family.'*

Emma Grandison, Bars and Bistro Manager, Edinburgh Playhouse.





# Sing 'n' Sign Makaton Choir

**Sign of the times: inclusion is fun.**

**VENUE** Stockton Globe

**PARTNERS** Iron Guidance & Colours  
Communication Training

**PARTICIPANTS** 11

**AUDIENCE** 700+

**AGES** 5 - 12

## What We Did

Sing 'n' Sign brought together a group of young people from across the Tees Valley for a three-day project in partnership with Teesside charity Iron Guidance, inspired by one of their core values: 'developing the aspiration, educational opportunities and ambitions of young people, their families and the wider community'. The project was run over February half-term to coincide with a stop at the Stockton Globe by CBeebies superstar and children's favourite Justin Fletcher's show Justin Live – The BIG Tour.

Across the three-day project, participants worked with Peter Rooney, a local tutor in Makaton – a unique communication tool that uses symbols, signs and speech to help people with language

challenges. Participants learned the Makaton signs to accompany songs that the group would perform later in the week as part of Fletcher's show – to which they were invited as VIP guests.

## What We Achieved

Over the three-day timeframe participants built an exciting musical repertoire with accompanying Makaton that they performed to entertain over 700 audience members arriving for Justin Live – The BIG Tour. Audience members learned about Makaton while watching the choir perform.



Photography by Terry Blackburn Photography.

***'I would just like to say how impressed I am at the first day of the event at the Globe. My girls have never stopped talking about the tour all day. They had a fabulous time.'***

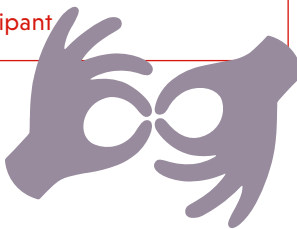
Parent/Guardian of participant

***'My son has really enjoyed being at the theatre and learning Makaton. This has also boosted his confidence in making new friends outside of school. Thank you.'***

Parent/Guardian of participant

***'It was an amazing project with fantastic young people. Everyone involved made it a success and we can't wait for our next project.'***

Vikki Cameron-Hall,  
Iron Guidance CEO



# The Pride

**Taking PRIDE in the diversity of our work.**

**VENUE** Fortune Theatre

**PARTNERS** ATG Pride Network, Terrence Higgins Trust

**PARTICIPANTS** 340

**AGES** 16+

## What We Did

In June, West End Creative Learning partnered with ATG's PRIDE Network to produce a script-in-hand performance of Alexi Kaye-Campbell's The Pride, to mark 50 years since the first UK Gay Pride Rally. The performance included both well-known names from stage and screen such as Omari Douglas and Jordan Luke Gage as well as new performers making their West End debut.

We were thrilled for the show to play to such a full crowd, with a 76% capacity audience on the night. The cast was notably diverse, with 66 percent of cast members identifying as a person of colour, a majority as working class and a full one-third as non-binary or gender non-conforming. The full creative team boasted an equally diverse group of people,

with 75% identifying as non-binary and half of creatives coming from the global majority.

## What We Achieved

The press was excited by this work, and we gained coverage in The Stage, Whats on Stage, Gay Times, London Theatre 1, British Theatre Guide, UKTW. An outreach project for the LGBTQI+ community – called Queer Stories UK – ran alongside the production. This project reached out to community groups, schools, youth organisations and individuals to share stories from the everyday to the extraordinary within the Queer community.

## What Happens Next

Through our relationship with the Terrence Higgins Trust, we have been able to raise over £50,000 for the charity, alongside raising awareness of LGBTQI+ issues and stories. This initiative also allowed us to explore our ability to produce a new scope for Creative Learning projects on our West End stages for the first time.



Photography by Danny Kaan.

***'To showcase Pride, at the Fortune theatre, we were thrilled and honoured to host a one-off, script in hand performance of Alexi Kaye Campbell's 'The Pride', celebrating 50 years since the UK's first Gay Pride Rally, in association with ATG's Creative Learning Department.'***

***A remarkable evening was complimented with the presence of The Terrence Higgins Trust, on site throughout the evening, receiving large donations from an audience eager to support the wonderful work, both on stage, and off.'***

Will Quantrill, Deputy General Manager



# Fundraising

**Over the financial year 2022-23, the team at Princess Theatre Torquay raised funds for two local charities that were very close to our hearts.**

These were Devon Air Ambulance, an absolutely vital service in any location but particularly in areas such as South Devon where access is not always easy by road, and Balloons (Exeter) which works closely with children and young adults who have suffered a loss or bereavement of a close loved one.

Both of these charities were instrumental in the care of our colleague Bobby and in supporting his family. Bobby Beaumont was our Theatre Manager, often described as a whirlwind or larger than life, who in his mid-thirties made the decision to change his career from retail operations and follow his passion for theatre.

He joined us at a particularly challenging time as we looked to reopen the theatre after Covid-19 lockdowns but embraced everything about his new career. On 11th April 2022, we were informed by his family that Bobby had suffered a sudden and serious heart attack whilst out walking his dog. Devon Air Ambulance attended and he was flown to Exeter Hospital where he sadly passed away on 15th April. He left behind his wife, and two beautiful young girls of whom he was extremely proud.

Following his death, his family were supported by the team at Devon Air Ambulance and Balloons (Exeter) through their grief, and being able to raise money for both of these charities was a way for all of the team at the theatre to process some of their grief as well.



*'We were taken aback by the kindness of our audiences who donated, as well as many of the acts who performed on our stage who kindly announced our collection after hearing about Bobby. Bobby's coffin (bright red as he was a Liverpool supporter!) was adorned with ribbons of shows and sports teams that he loved, one of which was the musical We Will Rock You. A few weeks later We Will Rock You was due to perform at the Princess Theatre, and we quietly told the company manager of Bobby's love for the show. At the end of the opening night, the cast returned to the stage and told the audience all about Bobby and the charities we were collecting for which had a huge impact on audience and staff alike.'*

Annie Masson, Theatre Director,  
Princess Theatre, Torquay

*'He meant the world to me and his beautiful children were so like him, so as they choose the charities it was very fitting way to honour his memory.'*

Caroline – FOH team member

*'It has been meaningful and felt very personal collecting for these two charities. It has given me a moment after each show to think about Bobby and his legacy and how there is power and strength in us coming together, to support causes that are dear to our hearts.'*

Emma – FOH team member

*'Bobby was like a whirlwind and his laugh was infectious, I have never known a manager who made such a big impression in such a short amount of time. It was difficult in the immediate aftermath to make sense of what had happened, and what we were missing. Collecting for both of these charities was a way of channelling some of the grief, the confusion and the desire to do something that might help even in a small way. Knowing how much these charities gave to Bobby's family, coupled with the fact that they are local to the theatre and directly supporting our community, has meant they are charities I will continue to support going forward.'*

Grainne – Deputy Customer Experience Manager

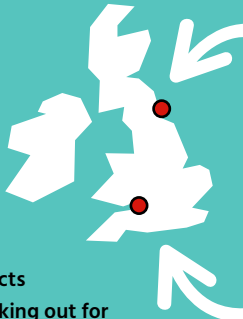


## OUR STAFF WELLBEING

• One of the most important aspects of our social responsibility is looking out for our staff – the driving force behind all of our CSR work (and, of course, our work in general).

Around the communities that ATG serves, venues have found new and innovative ways to help recognise that while their work may rarely end, staff is not 'tireless' or 'machines'.

For example, in Bristol, the staff is offered a weekly yoga class in conjunction with the local BID, while in Milton Keynes, staff takes scheduled 'wellbeing hours' in which to chat, play games and generally take time out together. And in Sunderland, the local branch of MIND – the mental health charity – has trained on staff Mental Health First Aiders, able to come to the assistance of staff members experiencing difficulties and help with 'mental health MOTs'.



# Staff changing our perception

**VENUE** All UK full-time staff

**STAFF TO BE TRAINED** Over 2000+

## What We Did

During the pandemic, shortly after the death of George Floyd, our HR team set up a series of company calls, these sessions were open to all and morphed over several months, from sharing and listening sessions, to formulating a series of actions, driven by Mark Cornell our CEO, to ensure that ATG focused on becoming anti-racist and genuine allies for any Global Majority staff, audiences, cast or visiting companies and artists.

Aamar Butt, then working as a Box Office Assistant at the Apollo Victoria Theatre, participated in these calls and became a key voice, sharing his experiences and enlightening all. A few months later, the ATG UK Global Majority network was then set up with Aamar as the lead, making safe spaces for Global Majority staff to come together, writing articles for publication internally and continuing to challenge our understanding of the lived-experiences faced by those from the Global Majority.

## What We Achieved

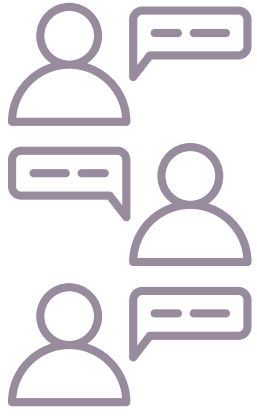
With the support of ATG's Senior Leadership Team, a role was created for Aamar to spearhead and design an Anti-Racism Awareness Campaign and training for ATG:

*'Last year the team at the Apollo Victoria theatre, where I was based, asked if I'd be interested in holding some in-person sessions for venue staff. The word spread, the head of HR came down to participate, and by the end of the year they asked me if I'd like to take on a new role and do this full-time. I'm a third of the way into a national roll-out of our 30 venues, as well as head office, delivering a 4-hr session that is mandatory for all full-time staff, across all departments.'*

Aamar Butt, IDEA and Anti-Racism Awareness Project Manager

## What Happens Next

The ATG Anti-Racism Awareness sessions continue to be delivered across the UK and are a key building block to ATG's commitment to becoming anti-racist and a safe space for Global Majority staff, audiences, casts, artists and visiting companies.



*'Ten days on from Aamar's session and I am still processing what was discussed. A heartfelt thank you to Aamar for delivering a thoughtfully prepared, insightful and ultimately hard-hitting session on anti-racism... our teams across the country approach this conversation with an open-mind, with curiosity and with a willingness to challenge their own prejudices... only then can we all make progress towards ATG being a truly inclusive and diverse workplace.'*

Emma Sullivan, Theatre Director, Milton Keynes Theatre



*'We work in a diverse and multi-cultural environment, where we celebrate diversity and equality and equity. Aamar helps us unpack what that means to us a little more and pushes us to see differing viewpoints and think a little more about what we think we know. The session is extremely thought-provoking and somewhat challenging. Aamar, our wonderful colleague who hosts the session, really takes you on a journey of understanding and challenges your perceptions and understanding of racism, its history and its current place in our day to day lives. This is not a 'training' session, but a real insight into a very difficult subject and a future that we all look too, which is a more progressive, understanding and kinder one.'*

Maxine English, General Manager, The Savoy Theatre

*'The training was light while also an impactful session that challenged me to think about a number of things that I have always taken for granted. What could be a very difficult and troubling subject matter was handled in a way that was sensitive while also being provocative and instigated some really insightful and thoughtful conversations. I came away from it with a new awareness of the etymology of certain language I have used frequently throughout my adult life and will think about before using again.'*

Adam Rowbotham, Business Manager - UK Venues





