

REACH wisdom

A summary of the
project achievements

REACH - Touring in the North East



REACH

Brought new theatre to nine venues across the North East from 2014 to 2016:

Alnwick Playhouse	The Customs House, South Shields	Seaton Delaval Arts Centre
ARC Stockton	Hartlepool Town Hall Theatre	Saltburn Community & Arts Association
Arts Centre, Washington	Queen's Hall Arts Centre, Hexham	
Bishop Auckland Town Hall		

Presented existing shows as well as new commissions from established companies making some of the most exciting work in the UK today:

Unlimited Theatre	154 Collective	Stan's Café
Theatre Alibi	Tangled Feet	RedCape Theatre
The Paper Birds	Third Angel	Analogue

Was managed by ARC Stockton and Dep Arts Ltd and funded by Arts Council England. Indigo Ltd helped with research and audience development.

9 venues	118 performances
9 companies	4,440 attendances

A fantastic project, very proud to be a part of it and looking forward to a lasting legacy at our venue

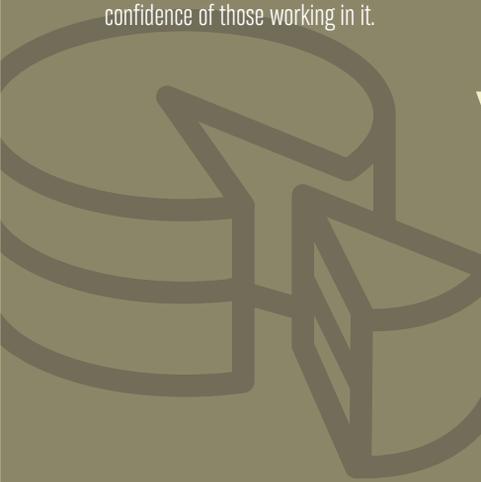
Seaton Delaval Arts Centre

1

Small venues do it differently

Small venues manage their resources with skill and efficiency. They think creatively and laterally. They develop close understandings of and relationships with their audiences in a way that larger organisations can find difficult. Celebrating these strengths and encouraging all scales of venues to learn from each other would make a significant contribution to the sector and the confidence of those working in it.

great
things
within
REACH





2

REACH across the divide



People in the right place

REACH highlighted the challenges of communication between small venues and small companies, with hands-on venue staff and project-based companies struggling to find time to talk to each other. Advance communication is key to building a creative and confident relationship between venues and companies. REACH employed an Audience Development and a Production Co-ordinator to work with and between the venues and companies; spotting problems, finding solutions, planning early enough, being creative and supporting both sides.



3

Networking is vital

Region-wide networks did exist in the North East but many of the REACH venues weren't actively engaged in these. REACH created a vital network specifically for smaller venues, reflecting the needs and priorities of venues at this scale. Sustaining these networks for programmers, technical staff and audience development will be a valuable part of the legacy of the project.

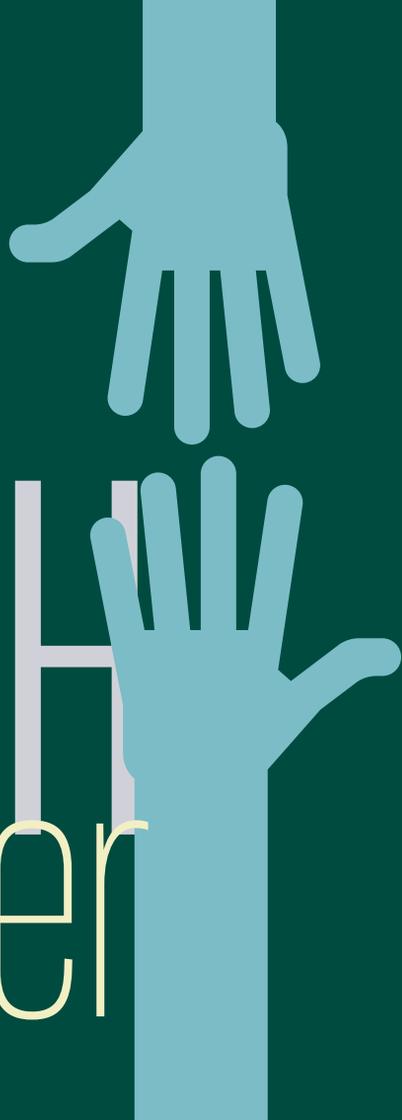
REACH out



4

Showcases: bringing companies and venues together

Enabling programmers to see work by different companies is a challenge at all scales. But the challenges are most acute in small venues where staff have crucial operational roles and it is very difficult for them to be out of their venues in the evening. By creating a showcase event, REACH brought together 9 venues and 12 companies, with opportunities to see excerpts of shows, share artistic policies and discuss the work with peers.



REACH

together

5

REACH

new audiences

New work for new audiences

REACH enabled venues to broaden the spectrum of work on their stages, to experiment with work that they would not ordinarily be able to programme and to engage with audiences in their region in a meaningful way.

Our audience development work focused on reaching new audiences in communities across the region and on researching and building relationships with groups, organisations and individuals, many new to theatre, that will have a legacy well beyond REACH.





1 & 2 Money the Game Show
Unlimited Theatre
22 Sep - 11 Oct 2014

3 & 4 Thirsty The Paper Birds
17 Nov - 4 Dec 2014



We feel a more professional venue now, enriched by our experience of participating in REACH
Alnwick Playhouse



[I have gained] a relationship with other programmers in the region who I can now go to for advice or to discuss arranging dates for touring companies to make it more financially viable, which then allows us to bring in more work from outside the region
Hartlepool Town Hall Theatre



5 & 6 Kicking and Screaming

Tangled Feet

5 Mar - 22 Mar 2015

7 Cape Wrath Third Angel

18 Apr - 29 Apr 2015

8 & 9 The Life and Loves of a

Nobody Third Angel

2 May - 4 Jun 2015



Through REACH, both venue managers and artists have a deeper appreciation of the challenges each face and an understanding that by working together we can work more effectively than on our own

Alnwick Playhouse



Brilliant to meet other artists from across the UK outside of London. Great to talk practically with venues about their priorities and contexts

Showcase attendee



10

10 & 11 Be Brave and Leave for the Unknown RedCape Theatre
10 Nov - 27 Nov 2015

12 & 13 Stowaway Analogue
24 Feb - 12 Mar 2016

11



12



'Good to see the QH put on a challenging piece'

Audience Member, Queens Hall, Hexham

13



'REACH went out on a limb for us and gave us fantastic support, including the all-important funding'

Rebecca Loukes, RedCape

I have gained confidence in talking to marketers at other venues and bouncing around ideas and comparing notes

Seaton Delaval Arts Centre



14 & 15 **Made Up** Stan's Café
24 May - 11 Jun 2016

16 & 17 **Under the Bed** 154 Collective
19 Sep - 6 Oct 2016

18 **Fish Eye Theatre** Alibi
15 - 27 Nov 2016



16

Before REACH we did not have any new work programmed so we have been able to tap into a new audience

Saltburn Community & Arts Association

'There is more reassurance from talking to other venues that we're doing okay, even when audience numbers are low'

Queen's Hall, Hexham



17



18

I rarely get the time to see work and to be able to have seen a snippet of so many in one day was fantastic.

Showcase attender

Participating venues



Bishop Auckland
Town Hall *theatre*



Queen's Hall Arts Centre



SALTBURN COMMUNITY
& ARTS ASSOCIATION

Managed by



Supported by



REACH was funded and supported by



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ENGLAND**