

# **Tricycle Theatre**

## **London Borough of Brent Monitoring Report**

### **Progress against SLA outputs 2016/17 – Q3 Sep-Dec**

#### **Marketing Q3**

#### **Achievements**

During the Third quarter of 2016/17 we:

Due to our capital project works, our theatre remained closed during the period. We did however programme some special events in our cinema. This included:

#### ***Christmas with Tamsin Waley-Cohen***

Renowned violinist Tamsin Waley-Cohen returned to the Tricycle with the Albion Quartet for a special festive concert, following a sell-out performance last December.

#### ***An Evening with an Immigrant***

Award-winning poet and playwright Inua Ellams performed his fantastic, poignant immigrant-story of escaping fundamentalist Islam, directing an arts festival at his college in Dublin, performing solo shows at the National Theatre, and drinking wine with the Queen of England, all the while without a country to belong to or place to call home.

#### ***Upfront Comedy***

The *'most enterprising black comedy promoters in the country'* (The Guardian) returned with three nights of comedy featuring observation and opinion from some of the comedy circuit's brightest lights.

In our cinema, we screened over 40 films:

Anthropoid (15)  
Captain Fantastic (15)  
Miss Peregrine's Home for Peculiar Children (12A)  
NT Live: The Deep Blue Sea (Encore)  
Theo and Hugo (18)  
RSC Live: King Lear (12A TBC)  
Two Women (U)  
Little Men (PG)  
Free State of Jones (15)  
The Blue Room (15)  
Miss Saigon: 25 Anniversary Gala Performance (15)  
The Girl On The Train (15)  
Hunt for the Wilderpeople (12A)  
Queen of Katwe (PG)  
Ethel & Ernest (12a)  
I, Daniel Blake (15)  
Carmen Jones (U)  
Nocturnal Animals (15)  
After Love (12A)  
Barrow, Freedom Fighter (PG)  
Alan Bennett's Diaries Live (12A)  
Indignation (15)  
André Rieu: Christmas with André (12a) + Q&A  
A United Kingdom (12A)

IFF: I am Not a Serial Killer (15) + Q&A  
IFF: In the Name of the Father (15) + Q&A  
IFF: The Young Offenders (15) + Q&A  
IFF: Fis na Fuisseoige / 'The Lark's View' (12a) + Q&A  
IFF: The Flag (15) + Q&A  
One More Time With Feeling (15)  
A Street Cat Named Bob (12A)  
The Secret Life of Pets (U)  
Sully (12A)  
Chi-Raq (15)  
Top Five (15) + Q&A  
NT Live: No Man's Land (15)  
The Eagle Huntress (U)  
Through The Wall (U)  
Frozen (PG)  
Fantastic Beasts And Where To Find Them (12A)  
Arrival (12A)

## **Progress against desired outcomes in SLA**

### **2.3.1 Service Provision**

#### **Diversity of Programme**

The Tricycle continues to programme in line with its mission:

*The Tricycle views the world through a variety of lenses, bringing unheard voices into the mainstream. It presents high-quality and innovative work, which provokes debate and emotionally engages. Located in Brent, the most diverse borough in London, the Tricycle is a local venue with an international vision.*

We continued to work to ensure diversity across all our activities.

#### **Working with Brent Arts Team**

The Tricycle leadership team meets regularly with representatives from Brent Council at both Councillor and Officer level. Formal review meetings are now in place quarterly, with at least one half-yearly meeting with the full Tricycle leadership team and regular contact with the Creative Learning Team. This enables us to reflect the priorities of Brent Arts Development Strategy in our planning.

#### **Highest standards of public safety and compliance**

Regular training and drills take place; good governance ensures compliance; an internal Health & Safety working group ensures that the theatre keeps abreast of current rules and statutory requirements and that any necessary work and/or training is carried out.

The theatre works closely with Julie's Bicycle, the leading arts and environment agency, and is part of the London Theatre Consortium's five year project to improve environmental sustainability practice. We currently hold a 1 star Industry Green Certification as a result of reductions we have achieved in our environmental impacts. Although we increased our rating in three categories, because we scored 1 in one category, our overall score went down to 1. Julie's Bicycle have changed the way they award the star rating to make it fair to reflect organisations improvements. We quantify our main environmental impacts in terms of Carbon emissions, take active steps to reduce our emissions, communicate and engage our audiences and other stakeholders, and monitor and evaluate our progress.

### 2.3.2 Customer Service

Customer Feedback: The Tricycle regularly receives unsolicited positive comments via twitter, facebook, its own website and email from audiences, space users and other visitors.

Over this period, we reviewed some of the comments that we received during our extensive annual audience survey that was carried out in May 2016. Some of these comments are below (NB these comments have not previously been submitted)

- Having just recently moved to the area, The Tricycle is an amazing resource for Kilburn and surrounds. Its reputation attracts productions and performers that seem outsized for a smaller local theatre, but it lives up to its potential. Really looking forward to seeing many more productions on The Tricycle stage.
- Very good venue with great productions to see. Venue has a good community vibe.
- I enjoyed the atmosphere at the theatre and was impressed with all that it does for the local community. It was also nice to see such a different mix of people in the audience enjoying the show.

Over the recent period we have received some positive comments on social media. Some examples of this include:

[@TricycleTheatre](#) looking forward to transformation of our local theatre

I beam when I'm in Kilburn and I see [@TricycleTheatre](#), I loved being in their Young Company - so much so that I stayed for two years!

[@TricycleTheatre](#) community company & [@AudreySheff](#) They got the moves! Thanks for having me!

### 2.3.3 Service eligibility/availability

We offer a wide range of ticket prices for our theatre programme at the Tricycle designed to ensure accessible pricing whilst maximising income. Cinema prices range from £5 to £15.

We offer concessions to Brent residents on every theatre performance in addition to concessions for a range of groups including Registered Disabled, Individual Students, Registered Unemployed and Brent Residents. Discounts are also available for the over 60s at matinee performances.

We also have a scheme for Under 26s called Trike which offers a range of theatre tickets for £10 and cinema tickets for £5. A number of cinema discounts are available throughout the week including for Brent residents who enjoy £4.50 cinema tickets at selected screenings. On Mondays we offer cinema tickets for £6 available to all.

### 2.3.4 Building & Environment

As reported throughout 2015/16 the Tricycle Theatre is embarking on a Capital Project to transform the Theatre, Auditorium and Front of House spaces. We aim to create a building that matches the Tricycle's artistic achievements, allowing us to produce work that is more

ambitious in quality, range and scope and to attract more visitors through improved access and comfort. We aim to service Brent and enhance our community engagement.

The theatre closed for redevelopment on 2nd July 2016 after the last play in the current auditorium - The Invisible Hand by Pulitzer Prize-Winning writer Ayad Akhtar.

The Arts Council has committed funding of £3.15million towards the project. The Tricycle has now secured £2,689,792 of partnership funding. We are seeking to raise a further £1million to achieve further improvements that will future proof the building for generations to come, whilst ensuring the project delivers best value and is affordable in the context of it taking place during a difficult funding climate, where there is a great need to protect revenue funding.

At the heart of the project are the following improvements:

- Improved access throughout the building, backstage and front of house areas, with 8 wheelchair positions within the auditorium; Accessibility is at the centre of the Tricycle's vision, creating a theatre for all and these improvements will enable the Tricycle to begin realising this area of its ambition
- An upgraded theatre; with a new stage, seating and technical walkways; which will allow the Tricycle to continue to be firmly placed to deliver cultural activity for its local community and create a learning space for future theatre-makers
- Unobstructed views of the stage from all seats; All visitors to the theatre are able to fully engage in the dynamic artistic output and be entertained and inspired by the arts
- Increased capacity within the auditorium with more comfortable seats; allowing us to reach more people
- Flexible staging; enabling us to offer a greater range of theatrical experiences
- A new cafe space; a more welcoming environment for you and friends to meet
- Improved environmental sustainability; becoming more cost effective and reducing our carbon footprint

The Tricycle will remain partially open via the Buckley Road entrance during the works. There will be a programme of works in the cinema and a full creative learning programme. The regular cinema programme will resume throughout.

#### **2.4.1 Opportunities for the Brent community to gain experience of the theatre with an emphasis on young people and the opportunity to participate actively in the arts**

Creative Learning

##### **Young People**

Mapping Brent- our yearlong outreach project into Brent, which targets people who may find it hard to access the theatre, was launched in October. We are now running 6 community companies in 6 different areas of Brent. These companies will work with a writer and director across 20 weeks to develop a performance to be performed during Tricycle Takeover, which will this year take place in venues in different areas of the borough, Willesden, Neasden, Stonebridge, South Kilburn, and Wembley Park.

We are working in the Yellow Pavilion, (Wembley Park), Stonebridge hub, (Stonebridge), The Grange Museum (Neasden), Carlton hall (South Kilburn) and the Roundwood Centre (Harlesden).

Our groups are made up of 3 14-18yr old groups a community company for adults, Minding the gap young company and our Press road young company.

### **Press road**

Our Press road young company is a project for around 45 young people in the Press road estate. This project was created in response to young people in the area being affected by gangs and bad behaviour. There are 3 groups aged 7-9, 10-11, 12-14yrs.

As the work in Press road has been developing for the past 10 years we felt the group deserved to be doing something bigger this year. The groups will be developing a large play together as part of the Mapping Brent project to be performed in April.

They have decided to develop a story based on a true story of Mick Meaney, a man in Brent in the 1960's who buried himself in South Kilburn to beat the world record for days underground.

### **Schools**

#### **Mainstream Schools**

Storylab is the Tricycle Theatre's flagship project for primary schools, using drama to increase students' enthusiasm for and attainment in literacy, specifically composition. The project also seeks to support non drama specialist teachers to feel confident using simple drama techniques in the classroom across the curriculum.

We recruited 10 primary school classes in mainstream schools, and for the first time, is delivering the project with 2 SEN classes from Woodfields School.

6 Brent teachers attended the Teachers CPD day with Curriculum Writer Kate Beales, and 12 teachers have received the Storylab Resource pack.

The project began with an interactive performance at Willesden Green Library and Museum. All participating classes attended, as well as 2 EAL classes, 290 students attended.

Weekly workshops in Primary Schools begin in January 2017.

Since September Creative Learning has delivered 3 drama workshops to secondary schools this term. We have delivered 12 after school drama workshops at Marylebone Boys School (Westminster) on Kilburn High Road, in a new partnership with the school.

#### **Work for Migrants, Refugees and Asylum seekers**

The Minding the Gap is a weekly program of drama sessions for students who are relatively newly arrived to the UK. We work in partnership with the City Learning Centre (Queens Park Community School), The Greenway Project (Claremont High School Academy) and College of Northwest London, to deliver specialist drama workshops for EAL or EEM students, to increase their confidence and communication skills.

This term as the Tricycle is closed for refurbishment, we have delivered sessions at the Schools and Colleges or at Harrow Arts Centre.

Students have taken part in introduction to drama and theatre making workshops, led by theatre professionals. They have worked with a Movement Director, a Costume Designer, a Set Designer, a Comedian and a Voice Practitioner. Some students have watched a film at

the tricycle, and seen art exhibitions at Harrow Arts Centre and Willesden Green Library. Some students have also taken part in making a short film reflecting on their experiences this term.

In a new addition to the Minding the Gap program, 28 Students have also been working towards their Bronze Arts Award during their sessions in schools. This is a formal qualification aims to develop students skills in arts leadership.

Over the course of this term students have shown improvements, evidenced by monitoring from Tricycle Theatre staff. An example of the feedback we have given to students in the past is:

*Ismeel has improved outstandingly since the beginning of the year. He has grown as a person and shown other students they can do the same with confidence.*

Tricycle Theatre has also delivered 3 sessions for Syrian students aged 4-18 at a half term holiday club taking place at Newman Catholic College in October. We have also delivered 2 assemblies for EAL Project students at Newman Catholic College in November.

In October, the Tricycle started a Youth Theatre at Roundwood Centre, aimed at young people who are relatively newly arrived to the UK. We have delivered 9 sessions so far and plan to deliver a performance as part of Mapping Brent.

### **Public Engagement**

- Reading Round: a weekly reading group for adults of all ages, led by author (and Brent resident) Shyama Perrera has attracted a regular group of people eager to develop their enjoyment and reading level in English. The group meet for their last term at the Tricycle. Funding has finished for this programme.

### **Employability**

This quarter, we provided paid training opportunities for early career educators on our Minding the Gap, Tricycle Young Company and Press Road (estate-based youth theatre).

#### **2.4.3 Publicity**

This quarter we continued to attract a diverse audience from across Brent, with localised marketing campaigns for all of the productions in the first quarter of 2016. This included outdoor advertising at Kilburn Station and on Kilburn High Road, local listings sites, a full page advert in the Brent Magazine in addition to listings, frequent adverts in the local Archant paper series (Brent and Kilburn Times), distribution of flyers to all local libraries and local poster runs to businesses across the borough. The Council logo is featured on all major publicity materials and information about the theatre and given equal prominence with other core funders such as Arts Council England.

We were pleased to continue to offer a concession rate for all Brent residents for every single performance that took place. We also continued to expand Trike, our under 26 scheme which provides theatre tickets for just £10 and cinema tickets for £5.

#### **2.4.6 Participant Satisfaction**

Creative Learning conducts regular evaluation of its programme with participants. In recent surveys:

- 100% of parents from Press Road agreed that their child enjoys the session
- Minding the Gap participants scored the programme an average of 94.8% in terms of their enjoyment level.
- Minding the Gap students have said  
“My favourite activity has been the movement workshop. I have got better at speaking English”