

Below Market Rent Application Form

Details of Organisation

Name of Organisation:	The Yvonne Arnaud Theatre Ltd
Address of Organisation:	Millbrook Guildford Surrey GU1 3UX
Type of Organisation: *	Arts and Educational Charity, Limited by Guarantee and Charitable Trust.
Details of Prospective Property:	The Old Mill Millbrook Guildford GU1 3UX
Prospective Property to Let:	The Old Mill Millbrook Guildford GU1 3UX
Financial Information **	3 year audited accounts

Other supporting financial information appended

Forecasts for 20-23/2024 for Management and Group to be forwarded.

Company Information

What does your organisation do for the community and how does your organisation involve the community?

The Theatre serves many different communities across Guildford who engage in cultural and social activities. Pre pandemic, our visitors averaged 128,000 people a year, coming to the venue for activities such as creative learning activities, arts workshops, exhibitions, events, public hires and open days as well as seeing productions in our two auditoriums.

In addition to this, our café is open in the daytime throughout the year, offering free Wi-Fi and a welcoming friendly environment for people to meet friends and work colleagues and hold informal meetings.

Families, young children, and their carers make use of our weekly free Pop Up and Play sessions as well as regular holiday activities in the building and garden, the retired and elderly in our community use the foyer for weekly craft activities and meetings and agencies supporting clients with additional needs use our spaces for learning activities such as IT clubs.

In the last 5 years, we have welcomed approximately 2,007 bookers (equating to 14,421 tickets/people) from local layer super output areas (LSOAs) with the highest rates of deprivation and lowest health outcomes in the county.

Using the definitions of Audience Finder (the UK's leading audience profiling service for arts organisations) we can demonstrate that our audience comprises 51.8% elderly/retired people and that 9% of this group are likely to be living on a household income of less than £20,000 per year. Additionally, Audience Finder data shows that, 33% of our audiences are likely to be families.

Groups using the building include: • Under-fives and their carers for free activities such as Pop-up Play • Retired people and over the 65's at Knit and Natter • Surrey businesses through hosting regular Surrey Chamber Commerce lunches • Socially isolated people for our "Like a Chat" social group led by our volunteers • Adult learners for language and drama classes • Young adults with additional needs for IT classes and other activities working in partnership with Halow and Surrey Choices • Surrey Children's Services/annual get together of Independent Visitors • Breast feeding mothers • Recently the building registered as a " Warm Welcome " venue, providing a refuge from the cold for those in need through the daytime.

We have a community of around 100 volunteers who serve as ushers, gardeners and archivists.

We support local artist communities and other arts engagement beyond theatre. In the past year the Mill Studio has accommodated Guildford Arts Summer Exhibition, Man in the Moon Youth Theatre, Stop Gap Dance, Rare Youth Theatre Productions, YMCA 'Downslink' drama group in addition to our programme of theatre performances and Creative Learning Works.

The theatre reaches underrepresented groups in the community by providing targeted programmes and activities that specifically engage those people who have limited access or opportunities to engage with the arts. This includes families, children and young people who have a low household income or low socioeconomic status; young carers; care experienced children and young people and those who are not in employment, education or training (NEET); adults and older members of the community who may be at risk of harm or social isolation.

This programme is led by the Creative Learning team who are situated in the Mill Studio. The Mill Studio space is the main space for the delivery of this programme. It is the only space in the organisation that has accessible toilets attached to the workshop room and has step free access.

In Guildford we have put a priority on working with clients and groups from the wards of Stoke and Westborough as these wards are identified in the IMD as being two of the most deprived wards of Surrey. Over the past year we have engaged through our Creative Learning Programme with the following groups:

Kings College School (serving Stoke LSOA) on-going partnership which includes access to funded tickets, provided 4 summer workshop bursaries to students from low-income families and planning careers day pilot in autumn 2022 for 25 yr10 students.

The Hive Community Centre (serving Stoke and Westborough wards) ongoing partnership begun with panto project in 2021 and continued supporting Park Barn Youth Café arts project in May 2022.

Via Surrey Children's Services, we provide funded (no cost) tickets for Independent Visitors and the looked after child they support to attend performances.

Young carers and their families from Guildford– via Surrey Young Carers and Guildford Action for families. We provided funded (no cost) tickets to 102 young carers and their family members to attend the opening night of the pantomime,

23 bursary (free) places for young carers from low-income families on our spring/ summer holiday workshop programme which takes place in The Mill Studio

Deaf children –We worked with the Lighthouse Unit at Guildford Grove Primary to deliver a funded (no cost) arts project over 10 weeks for KS2 children culminating in Arts Awards for seven pupils.

Unaccompanied-Asylum Seeking Children – via YMCA 'Downslink'. We provided 11 funded (no cost) tickets to attend performances including panto, provided the use of our studio space a dance space and provided work shadowing opportunities. One member of the group (now an adult) has joined the catering team on a part time basis.

Children based at the Pupil Referral Unit at Wey Valley College –

We delivered theatre workshops as part of their summer enrichment programme. Including 11 Students on pupil premium, 75% of the group from Stoke and Westborough 2 were looked after children.

Young adults with additional needs – working with Surrey Choices and Halow, offering funded (no cost) tickets, provided backstage tours and workshops to 30 young adults, launched the 'Theatre Ambassadors Programme' to support volunteers with additional needs and employ two young adults referred to the theatre by Surrey Choices and Halow in the café on a part time basis.

Children on pupil premium and their families across the county – by offering bursary places on our holiday workshops which take place in The Mill Studio. Service Families – We delivered drama activities for 28 children at ATC Pirbright as part of their summer holiday programme.

. - Collaborating with the Guildford YMCA to pilot weekly drama workshops with their resident UASCs in the theatre's Mill Studio to support language learning, confidence, self-esteem and creativity.

Currently working with Gosden House School as our Discover Drama Partner and Farnham Heath school on Youth Cultural Leadership supported by Culture Box. Both these projects are Arts Award Delivery and take place in the Mill Studio.

We support a range of other users with additional needs to participate in activities and attend performances at the venue through access performances and reduced rate tickets. Each year on average:

- 1,300 people use our essential companion and carers free tickets
- 1,100 people make use of our accessible seats
- 360 attend our relaxed performance of panto which is aimed at those with neurodivergent support needs
- 900 people access our captioned, audio described or BSL signed performances
- 500 people make regular use of our hearing loop system

Additionally, in an average year, 16,000 people take up the ticket reductions and initiatives that are in place to enable those from a low social-economic backgrounds or non-traditional attenders to access our work. These include around:

- 3,500 HE students/under 25 (not schools) and the unwaged
- 6,600 take advantage of half price or heavily discounted tickets
- 3,000 senior citizens access reduced price tickets, (not including seniors who pay full price)
- 3,350 attends as part of a larger social group (not educational groups and excluding panto)

The theatre will continue to work with a larger group of users from Stoke, Guildford 007c and Westborough Guildford 0012d that have been identified as high deprivation, or with poor health outcomes. To help us reach beyond our current users, we provide discounted and free tickets throughout the year to the following charities and community groups to distribute to their users: Surrey Choices Guildford Action - for Families, Surrey Children's Services Surrey Action for Carers. The Hive - Stoke and Westborough Royal British Legion NHS and RSC Hospital Pride in Surrey YMCA Guildford 'Downslink' Woking and Sam Beare Hospice Disability Challengers Oakleaf Enterprise Phyllis Tuckwell Hospice

Our programming aims to be inclusive and reflects the diversity of our communities, by including work that sheds a light on discrimination and gives a voice to those overlooked by society.

How does your organisation's aims support the Council's strategic priorities?

- Leisure and cultural activities in walking distance of residents

The theatre provides leisure and cultural activities within walking distance for residents.

The theatre's attendance across both spaces averages 128000 a year. The Mill Studio Programme focuses on work for families and young children and their carers' and work for marginalised and vulnerable voices, it has recently presented about young carers, domestic violence and body image, as well as work by LGBTQ+ artists and for example.

The theatres foyer spaces, provide a refuge for numerous community groups including mums and toddlers' groups, adult learners, and those with special needs.

The Creative Learning Programme, housed in the Mill Studio delivers creative engagement projects to

families, children and young people who have a low household income or low socioeconomic status; young carers; care experienced children and young people and those who are not in employment, education or training (NEET); adults and older members of the community who may be at risk of harm or social isolation.

- Create the economic and social activity essential for supporting our High Street.

The theatre provides social and economic activity that supports the High Street by placemaking and being a destination venue as well as contributing to Guildford's night time economy. The presence of the theatre in the town contributes to the economic success of high street businesses and additional revenue for GBC. Additional economic spend - 87% of our audience would not have come to Guildford if they had not been coming to the theatre. (80% of 130,000 = 113,110 visitors). Those people pay for parking, shop before the theatre, and patronise restaurants and bars in town during their visit to the theatre. Based on conservative research undertaken during the pandemic, over 40% of our audience spend an additional £28 per head locally on every visit directly contributing £1.5 million to local hospitality and commerce.

- Tackle inequalities in Guildford's communities and support vulnerable residents.

The Creative Learning programme of activities, based in the Mill Studio, works with disenfranchised and low social economic groups across the borough and directly supports the Council priority to tackle inequalities in Guildford's communities and support vulnerable residents. We support a range of other users with additional needs to participate in activities and attend performances at the venue through access performances and reduced rate tickets. Each year on average:

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To what degree is your organisation self-sustaining?

The theatre is forecasting a deficit position at the year-end 2023 of -£486k and at the year-end 2024 of -£403k for Management and a group deficit of- £329k.

We anticipate it will be 2025 before audiences have rebuild its audience post pandemic and to return Management to a break even position.

Would your organisation survive without a reduced rent?

The proposed increase in rent would increase the deficit in Management and impede the organisation's financial recovery.

Does your organisation receive other Council funding or financial support?

Grant of £ 236k in 2023/24 reducing to £200k in 2024/25

Does your organisation receive any other external funding?

No.