

# South Hill Park Trust Ltd

Annual report 2022/23





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**233,000**

people welcomed to South Hill Park – including paying patrons of the cinema, theatres and courses, as well as visitors to the grounds, restaurants and attendees at our free exhibitions and fairs

**104,446**

people engaged in an arts-based activity

**980**

performances staged and hosted

**585**

films screened in the cinema

**27,166**

participants took part in our learning and participation courses, workshops and outreach events

**2,262**

young people engaged in our theatre and learning and participation programmes

**1**

UK Pantomime award, Best Script for *Jack and the Beanstalk*



# Welcome

## Craig Titley-Rawson, Chief Executive



Our first major production of the 2022/23 financial year (FY) was a musical tale about a grumpy green ogre. Community actors came together in spectacular fashion for the South Hill Park produced Easter production, *Shrek the Musical*. The show proved to be a huge hit with sales at 96% occupancy and

seemed to catch the mood of a nation wanting human connection, shared experiences and a return to some sense of normality in a post-pandemic world.

From that optimistic start, we faced the same socio-economic challenges as many of our contemporaries nationwide. Increased pressure on our patrons' disposable income had an impact on attendance to some shows and events, most notably drama and dance and a reduction in ticket sales for cinema screenings. However, we ended 2022 on a high with our pantomime, *Jack and the Beanstalk* becoming our most successful season ever, watched by 18,952 across 69 performances.

Our outreach programmes saw us fostering a diverse range of community partnerships, including Age Concern, Create Hope and Nine Mile Ride Primary School. Our learning and participation initiatives enabled us to expand and engage with groups that support community cohesion, ensuring South Hill Park continues to make a meaningful social impact.

The future will bring challenges across the arts. To face these head on, we have entered a period of transformation to ensure we are ready to weather these oncoming disruptions.

We have appointed the right people to support the growth of the organisation, as well as invested in core infrastructure, rolling out a new ticketing and CRM system, Spektrix. This solution has provided us with a modern booking and payment system, allowing us to better interrogate data about our current audience, developing greater insight and future development opportunities. In 2023, we will install a new venue management system, allowing us to manage programming and events cohesively with more streamlined processes.

We continue to utilise our scenic grounds when promoting room hire for corporate and commercial events. 2023 saw South Hill Park enter its 50th anniversary as a community arts centre. We have planned events to mark this milestone year, which will culminate in a special 50th anniversary show in the autumn.

Our charitable status helps maintain the viability of the centre and our membership. Fundraising and grant applications will continue to be a core focus for the future. This year we relaunched our membership programme to 'Friends of South Hill Park' and started our 'Gift for Gold' anniversary donation campaign. We remain grateful to Bracknell Forest Council and Bracknell Town Council for their continued support, as well as Parish Councils and many individuals for their ongoing generosity. I would also like to express our heartfelt gratitude to our commercial partners and individual supporters. Finally, I am always inspired by and thankful to our wonderful volunteers and staff, without whom our shows and events would not be able to go ahead.

We will continue to illustrate our impact in the community through events, outreach and learning projects that make South Hill Park the heart and soul of Bracknell Forest and neighbouring areas. We are here for the arts, but most importantly for the local people. We inspire, connect and enrich lives through the creative arts.

**Craig Titley-Rawson**  
Chief Executive



# Trustees welcome

Jessica Jhundoo-Evans, Chair of South Hill Park Trust

Our first fully operational year post pandemic has been a year packed with varied activity and returning audiences.

We have received a fantastic response to the shows and events that we have produced which we are very proud of; supporting local creative people to take part at whatever age and develop confidence, skills and new friendships. Our learning participation and engagement programme has grown considerably and continues to reinforce the value an arts centre can offer its local communities. Arts, culture and heritage has the power to address some of the most pertinent challenges facing society and the benefits of our work have been far reaching: engaging with older residents and reducing isolation, engaging those that feel socially or economically excluded, bringing communities together and making sustained connections, inspiring the next generation of creative makers and consumers, empowering people to use art to explore and debate important issues like climate emergency, and so much more. You will see these things unfolding on the stage, in the exhibitions, through the classes and workshops, in the restaurant, in the gardens, in the corridors; South Hill Park is an incredible place.

As trustees our job is to work with the senior leadership team to ensure that we have the right plans in place to continue to provide a locally focused but regionally important arts centre that offers a diverse and inclusive programme of arts and cultural opportunities and welcomes everyone. We look forwards, listening to what people want and what our communities need whilst ensuring the centre can grow and remain viable and relevant. We have seen and felt the impact of challenging operating environments and arts centres across the country continue to find ways to tackle ongoing and new challenges. We are pleased with initiatives including considered recruitment to appoint the right, but also brilliant and passionate people, extending our outreach, upgrading vital infrastructure and finding better ways to do things: our staff team and volunteers are amazing. We are also incredibly grateful to all of our funders, partners, donors and supporters who see South Hill Park and recognise the impact it has. But it is our community which helps us to survive and thrive and gives us purpose, so we hope they continue to use, enjoy and be enriched and inspired by their South Hill Park.

**Jessica Jhundoo-Evans**

Chair of South Hill Park Trust



# The power of art

## Our social impact

Through song, dance, painting, sculpture and many other forms of creative expression, our arts and culture programme drives tangible social impact. Our work allows people to explore thematic subjects like inequality, discrimination and environmental issues. Our presence allows for increasing social networks and community cohesion, reduces health risks, encourages higher empathy and drives community pride.

We have seen a significant leap in participation in our FY 22/23 learning and participation and outreach programmes and making our performances and screenings accessible to a wider community.



*We take great pride in having worked with more individuals and community partners than ever before, including some of the most vulnerable groups in our community. Our commitment to broadening our programme has led us to take our work beyond the walls of our building and into the heart of the community. We now deliver innovative workshops in schools, provide activities for council events, and have even launched digital courses to expand access to our programmes. As a result, more people than ever before are benefitting from our work, and we remain dedicated to inspiring, connecting and enriching lives across the Borough.*

**DIRECTOR OF LEARNING AND PARTICIPATION, MARK HOOPER**

**131**

arts-based workshops delivered to local schools

**27,166**

people took part in an arts-based learning activity

Participants reported:

**95%**

increase in well-being

**93%**

learning a new skill

**87%**

improved confidence

**8**

key partnerships developed



We have cultivated key partnerships with organisations such as Age Concern, Mind, Berkshire Fire and Rescue, Stepping Stones Recovery College, Create Hope and Nine Mile Ride Primary School as well as developing relationships with the Indian Community Association of Bracknell and the Bracknell Islamic Cultural Society.

Our work with local partners has been pivotal in enabling us to empower our community, granting them a greater voice and agency in shaping the arts and culture happening within their local area. This has resulted in a more relevant and inclusive approach to cultural programming which prioritises the needs and wants of our community. Removing financial barriers remains a priority for us as we work to address inequality to access the arts. We know that costs can be a prohibitive factor when signing up for workshops, courses and programmes for some members of our community and through our partnerships we have been able to secure funding and resources so financial constraint is not a barrier to participation.



“

*It's a very calm few hours for me which really helps with my M E ... learning new skills and being creative without the exhaustion, which happens so often with other activities. It's given me increased self-confidence too.* ”

**STEPPING STONES PARTICIPANT**



Stepping Stones Recovery College in Bracknell Town Centre provides a supportive environment for individuals experiencing mental, physical and emotional health challenges. We partnered with the college to provide access to creative courses at South Hill Park free of charge. Courses included printmaking, jewellery and silversmithing and movement for wellbeing. By the college funding the cost of running the course and providing specialist support to our tutors, we were able to share these courses with people who otherwise might not have access to these art forms.

Our work with Age Concern in Bracknell saw us collaborating to engage with their users to tackle loneliness and provide them with an opportunity to explore different art forms through a programme of five 'art tasters'. We asked their users to help design the programme by choosing the art forms they would like to explore. Having selected printmaking, jewellery, cinema, theatre and embroidery, we were able to bring the joy of the arts to older adults in our community.



## Supporting the journey to adult independence for young people through the arts

We support and nurture development of local young people through initiatives such as the Wilde Young Producers, where 14–21-year-olds learn transferable skills including project management, budgeting, marketing and logistics. We have received excellent feedback from schools on the quality of our workshops and our engagement with their students and we welcomed 13 work experience students. Our university placements helped students to enrich their studies and apply their talents to real-world situations.

In the summer of 22, our Wilde Young Producers attended weekly workshops to plan the details of the summer 22 *Wilde Week Festival*. The producers welcomed 600 pupils from five local schools and were energised to design a festival that focused on arts sessions and creative ideas.

Our Eleven Seventeen youth group has expanded with a second Eleven Seventeen project in partnership with Bracknell Libraries that takes advantage of the wide demographic of library users and connects us with young people who may not visit us at the Arts Centre. Each week we have space for 20 young people to take part in a creative activity with a professional artist for free.

This group was primarily promoted to the Council's financial hardship group. Participation in the group is diverse with multiple languages spoken and different access needs supported. The existing Eleven Seventeen group continues here at South Hill Park with a focus on performing arts skills.

Our Wilde About Arts group is focused on providing a safe, creative space for young carers. This is an incredibly valuable opportunity for the participants to develop new friendships and create a support network. This FY we had eight young people in attendance at this session.

**2,262**

young people engaged across the arts







“

*It has truly been a real joy to see the arts centre full of children from so many backgrounds this week. Supporting young people to flourish, be creative and engage in different artistic workshops is vital to their development and our ethos at South Hill Park. What an excellent festival and we can't wait for next year already.*”

**LEARNING, PARTICIPATION & COMMUNITY ENGAGEMENT  
COORDINATOR BECKY JONES**

Over FY 22/23 we have completely reimagined the way in which we work with schools. Despite a challenging landscape with narrowing curriculums, reduced funding and declining arts provision within education, we have engaged with more students than ever before. We worked hard to develop meaningful relationships with schools, especially those in the Bracknell Borough and those maintained by the local authority. We have made significant progress in this regard, having delivered curriculum-focused workshops to 10 schools across the borough.

We had two projects which were a highlight in our provision; a partnership with Nine Mile Ride Primary School (funded by Wellington College), to develop a creative workshop programme and Bodies of Water, an art exhibition project raising awareness of water safety in partnership with Berkshire Fire & Rescue, textile artist Hermione Thompson, and King's Academy Binfield.

Our team of creative facilitators delivered an array of arts workshops for years 1–6 at Nine Mile Ride Primary School, engaging 373 pupils and their teachers to explore different artistic mediums to enhance their understanding of various subjects. The workshops were designed in consultation with the school to ensure they complemented the existing curriculum.

In our collaboration with Berkshire Fire & Rescue, pupils from King's Academy Binfield visited Bracknell Fire Station to learn about water safety. The students then took part in four workshops at South Hill Park's bespoke print studio, co-creating art in response to the theme. The artworks were exhibited at the Arts Centre and a video was produced by students from Bracknell and Wokingham College about this activity. We are proud to have collaborated on this project and were pleased to see the initiative win the 2023 Innovation of the Year award at the Berkshire Fire & Rescue Service annual awards ceremony.

During the 2022 Easter holidays, a programme of low-cost family activities was trialled and used as an opportunity for conversations with parents, carers and young people as to what they would like to see on offer. These conversations and the numbers attending made it clear there is significant appetite for affordable creative activities for families.

We continued our family outreach during the summer holidays, taking arts activities out into the community through Bracknell Town Council's *Summer of Fun* events. We continued to promote our low-cost and free activities with the Bracknell Forest Council's financial hardship group. Their Holiday and Food programme has been developed to provide an opportunity for young people who receive free school meals to participate in our activities at no cost.

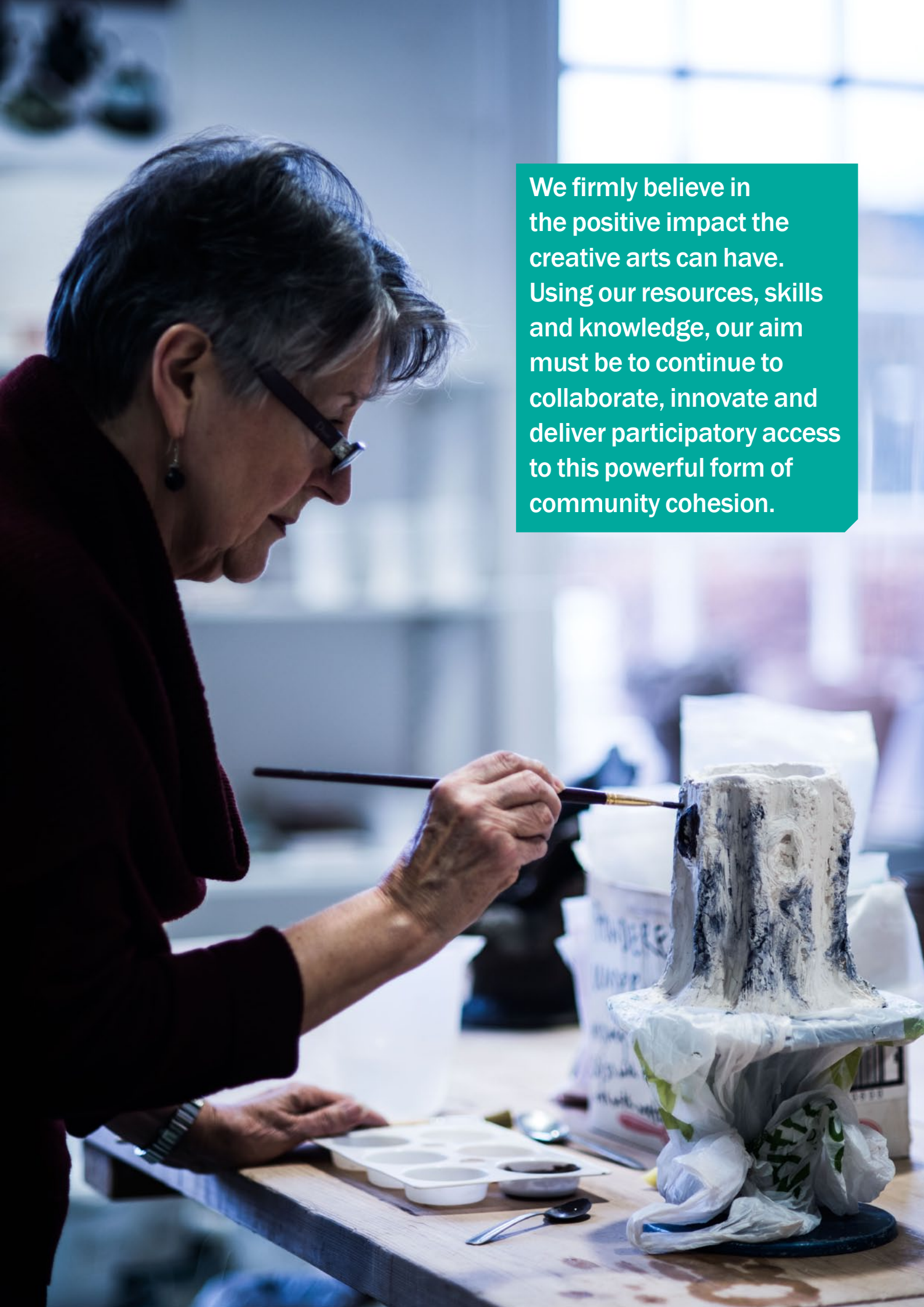
In FY 22/23, we had over 120 young people partake in our Easter and summer schools. Participants created audience-ready productions, while under the supervision of a team of professionals. These programmes are key to developing the next generation of theatre practitioners and are an example of how the arts can be used as a mechanism to develop confidence, resilience and teamwork in young people.

“

*Zombie High was absolutely fantastic. The script, music, dances all of such an exceptionally high standard. I think this inspires all the young performers and technicians to achieve things they didn't believe possible, because they too want the show to be the success it deserves to be. There is an incredible team of supportive and hugely talented adults who are kind and nurturing but also encourage all the children to reach their full potential. My children love summer school and always have such happy time. It is a very special thing that you are achieving and as parents we are hugely grateful. I truly believe you are making a massive difference to these young peoples' lives. Thank you!*”

**SUMMER SCHOOL PARTICIPANT**





We firmly believe in the positive impact the creative arts can have. Using our resources, skills and knowledge, our aim must be to continue to collaborate, innovate and deliver participatory access to this powerful form of community cohesion.

## Learning and participation

Visual arts courses and workshops remain a cornerstone of South Hill Park's provision, selling at 79% course capacity. We have made significant improvements to our marketing and social media presence, making our courses and classes more visible and accessible, resulting in a more diverse and engaged community.

Our box office system, Spektrix, has enabled us to develop better communications with our participants and identify people who may never have taken part in activities at South Hill Park, engaging with them through free taster sessions. These initiatives allow us to connect with new audiences and foster greater community spirit. Examples include stay-and-play activities, low-cost tasters and informal family arts sessions.

**125**

artists employed  
running

**277**

courses and  
workshops

We expanded our course offerings by building relationships with new practitioners, supporting existing artists, adding new subjects and additional classes to increase capacity in popular areas such as lino printing, embroidery, creative writing, ballet foundations, willow weaving, watercolours, sound healing, and dance.

During the pandemic, we saw that digital initiatives were essential to our learning programme, helping to increase participation, expand our reach, and share our work with a broader audience. Building on this momentum, we have rolled out the South Hill Park Bridge (SHP Bridge) digital education platform. Through SHP Bridge, we have been able to bring our courses and classes into people's homes and classrooms, taking our teaching expertise out to a wider demographic.

**2,090**

people took part digitally



We continued our drive to produce more video content in FY 22/23. Our video reports and summaries allow us to share the outcomes of our work with the public and make visible the important work happening behind closed doors. The video memories are especially valuable in our work with people living with dementia. We have started building relationships with care homes with the ambition of delivering the previous year's pantomime for free via a pre-recorded, professionally edited video.

In addition to our courses, we held several free to attend, high calibre visual arts exhibitions and public events. These are open to any visitor to the grounds and house across Bracknell Forest Borough and beyond.

## Arts exhibitions

April – May 22

**Feel the Beat, Sense of Space**

May – July 22

**Battle Cry, Biominetics**

July – September 22

**Student Open**

October – November 22

**Fresh and Wild, Pockets of Time**

November 22 – January 23

**Environments Abstracted, Painting with Light**

January – March 23

**On my Plate, Bodies of Water,  
MA fine Art Farnham Group Show,  
Ariadne, You are not alone!, Yes!,  
To the Woods**

## Free fairs and events

June 22

**Festival of Food and Music celebrating  
The Queen's Platinum Jubilee**

June 22

**Wilde and mansion tours**

Aug 22

**Summer of Fun days,  
Wilde and mansion tour**

Sept 22

**History talk**

Oct 22

**Wilde and mansion tour**

Nov 22

**Winter Craft Fair**

Jan 23

**Wedding Fair**

**7,845**

regular participants across  
our course pathways



# Into the Wilde

Our theatre work shone bright once again

Family musicals, pantomime, comedy and tribute acts continue to resonate positively with our patrons but attracting audiences for drama and dance proved to be a more challenging prospect. Our vision to provide diverse arts programming for all remains true, thus our focus will be on maintaining the variety of shows we put on, whilst finding innovative ways to engage potential audiences. Our planned audience development programme will ensure that we continue our legacy as a vibrant and modern arts centre, reflective of the communities that we serve.

Our pantomime continues to be a highlight in our show calendar. The 2022 production of *Jack and the Beanstalk* was our most successful ever, with an increase on incremental revenue from the previous year's performances. Our pantomime enjoys a high calibre reputation for quality of performance and production and is regarded as one of the best over the festive season. At the 2023 Pantomime Awards, *Jack and the Beanstalk* won Best Script for Joyce Branagh, plus a nomination for Best Set Design for Victoria Spearing.

Other South Hill Park productions included our standout Easter production of *Shrek the Musical*, which sold 4,416 tickets. This was our most successful Easter production to date, far exceeding budget forecasts and receiving a 5-star review from Reading Today.

Our summer school production *Zombie High* showcased our advocacy for diversity, with the opportunity for young performers to tell modern stories that speak to them in a creative environment. We believe that this was one of the first musicals written for young people to include a same-sex couple and a non-binary character.

“

*Wow, we were blown away by the performance tonight! The acting, singing and dances were amazing and we loved the props, stages and lighting too – could barely believe that young techs were behind it all. What a mind-boggling achievement to put this all on with nine days rehearsal! So much hard work from all.*”

PARENT, SUMMER SCHOOL 22

## 2022/23 shows by performance type

**23**

family shows

**24**

dance productions

**93**

music and tribute acts

**51**

comedy performances

**121**

theatre, drama and entertainment

**83**

shows produced by South Hill Park



The continued trend in ambitious, quality family programming was evidenced with Tall Stories' adaptation of *The Gruffalo*, selling 727 tickets over 3 performances. Our aim is to support as many local and touring companies as possible, and we have put a special emphasis on showing new works.

Our resident Associate Company, Blackeyed Theatre, continued its run of superb-quality, curriculum-based theatre with its productions *Sherlock Holmes: The Valley of Fear* and *Teechers Leavers '22*. Both shows once again were a highlight in our drama portfolio, with one audience member saying of *Sherlock Holmes: The Valley of Fear* – 'This is what provincial theatre is all about. A thoroughly entertaining production from a hard-working cast.'

Luke Burton's community production of Agatha Christie's *The Hollow* engaged new audiences and exceeded target. This highlighted a potential appetite amongst theatre goers for more of Christie's works, and discussions are already underway for another Agatha Christie murder mystery in 2024.

## Beyond the Wilde

### The Studio Theatre

In March 2023 we said farewell to Luke Burton who managed the Studio Theatre Company for 10 years and welcomed David Stacey, who will manage Studio Theatre Productions on behalf of South Hill Park. Luke finished his tenure with productions of *Hay Fever* by Noël Coward and Ben Elton's *Gasping* to much acclaim. We thank Luke for his time with us and look forward to supporting his independent productions in the coming years. David brings a wealth of experience, and we anticipate the Studio Theatre remaining a gem in our theatrical schedule.

The Studio Theatre has also seen an increase in the diversity of external hire productions including *Bridges*, *A Long Night in London*, and *Toothpaste Kisses*. We are proud of the variety of performances staged at South Hill Park and will continue to develop a broad programme.

We continue to be in awe of the phenomenal standards local talented actors bring to each production. Along with the skilled technical and creative teams and the many talented people who work incredibly hard behind the scenes to ensure our audiences enjoy the wide range of productions we put on. We value each person and patron that supports our arts programmes.





## Visiting production companies

### April 22 – March 23

#### Bracknell Jazz

Sam Braysher

Chris Batchelor's Zoetic

Karen Street's L'Esprit du Jazz

Jo Fooks

Dominic Ashworth

Malcolm Earle-Smith

Esther Bennett's

Duncan Lamont Songbook

Martin Shaw trumpet with

Jonny Ford tenor sax

Martin Pyne Quartet

#### Visiting comedians (excluding The Comedy Cellar)

Mark Watson: This can't be it  
Impatient Productions Limited

Mark Thomas - Black and White  
McIntyre Events

Dom Joly's Holiday Snaps - Travel and  
Comedy in the Danger Zone  
A Way With Media

Simon Evans - The Work of the Devil  
Off The Kerb

Danny Baker: At last the  
sausage sandwich tour  
Phil McIntyre Live Ltd

Hal Cruttenden – It's best you  
hear it from me

Impatient Productions Ltd

Chris McCausland –  
Speaky Blinder  
Bound and Gagged Comedy

#### Music – conservatoire

Adrian Poon & Mikhail Shilyaev

Thomas Humphreys & Pavel  
Timofejevsky

Cristian Sandrin

Matthew Kam

Tyler hay

Oliver Nelson & Vasilis Rakitzis

Yoon Chung

Renata Konyicska

Yoon-Seok Shin

Imogen Royce & Imma Setiadi

Students from The Purcell School

Olga Paliy & Kamila Bydlowska

#### Dance

Celebrating 15 Years  
1, 2 Step Dance Academy

Wonderland  
Hawthorne School of Dance

Intoto Dance 2022  
London Studio Theatre

The Music in Me – Barch Dance  
Barch Dance

Berkshire and Henley  
Dance Summer Show 2022  
Berkshire and Henley dance

Wishes  
Steppin Out Stars LLP

Allied School of Dance  
Allied Schools of Dance

Lift Off Festival –  
Musical Theatre Gala  
South Hill Park

Imaginarium  
Jayne Coleman Academy of Dance

Vortex  
Russell Maliphant Dance Company

Beauty and the Beast  
Ballet Theatre UK

The Little Prince  
Protein Dance

Romeo & Juliet  
Ballet Theatre UK



Mark Watson



Allied Schools of Dance

## Drama

### Salome

Studio Theatre Company

### Mary Rose

Conn Artists Theatre Company Ltd

### Cult Figure: Kenneth Williams

Apollo Theatre Company

### A Room of One's Own

Dyad Productions

### Twelfth Night

The Handlebards

### Who's Afraid of Virginia Wolf?

Studio Theatre Company

### The Many Lives of Nellie Bly

Bedivere Arts

### As You Like It

Jupiter Theatre

### Sherlock Holmes –

### The Valley of Fear

Blackeyed Theatre Company

### Hay Fever

Studio Theatre Company

### The Steptoe and Son

### Radio Show

Apollo Theatre Company

### Reasons You

### Should(n't) Love Me

Paines Plough

### Crimes on Centre Court

New Old Friends

### Lillies on the Land

Apollo Theatre Company

## Shakespeare Schools Festival

Coram Shakespeare

Schools Foundation

### The Tell Tale Heart

Rumpus Theatre Company

### Posh

Three Dot Theatre

### Candlelit Frankenstein

Bart Lee Theatre

### Candlelit Macbeth

Bart Lee Theatre

### Gasping

Studio Theatre Company

### Teechers Leavers '22

Blackeyed Theatre

### The Hollow

Studio Theatre Company

### Bridges

Mind Funk Theatre

### A Long Night in London

Giddy Theatre

### A Perfect Likeness

Conn Artists Theatre

Company Ltd

### Little Women

DMP Theatre Ltd

### Toothpaste Kisses

Three Dot Theatre

## Entertainment

### An Evening with Pam Ayres

Acorn Entertainments Ltd

### My Dear Old Things:

### An Evening with Henry Blofeld

Simon Fielder Productions

### Dirty Tatooed Circus

Makin Projects

### Suggs - What a King Cnut –

### A Life in the realm of Madness

No Third Entertainments

### Spirit Chasers Paranormal UK

## Family shows

### The Circus Sonas Family Show

Makin Projects

### Tales of Peter Rabbit

Quantum Theatre

### The Gruffalo

Tall Stories

### Princess Sing Along Picnic

HOT Academy

### Halloween Indoor

### Picnic Singalong

HOT Academy

### Morgan and West:

### Unbelievable Science

Makin Projects Ltd

### Gang Show - 50th Show

SE Berks Gang Show



Reasons You Should(n't) Love Me



Teechers Leavers '22



**Nick Sharratt's**

**Halloween Drawalong**

Makin Projects Ltd

**The Dinosaur Show Tour 2022**

Arden & Moore Limited

**The Amazing Bubble Man**

**Hans Christian Anderson:**

**The Ugly Duckling & Other Stories**

Apollo Theatre Company

**Music and tribute acts**

**Trish Clowes – My Iris**

Simon Cook - Music Resource

**Folk Night with Antoine,  
Owena & Guests**

Graham Steel Music Company

**Someone Like You –**

**The Adele Songbook**

Chamelon Music Marketing

**Back to Black: The Music of  
Amy Winehouse**

Night Owl Shows

**Music for Mothers**

Corra Sound

**The Cream of Hendrix**

Graham Steel Music Company

**Marc Woosnam Album Launch**

Graham Steel Music Company

**California Dreamers**

A Way With Media

**Supreme Queen**

Pavilion Events Ltd

**The Big Chris Barber Band**

**One Night in Dublin**

Booked 'em Danno

**The Rat Pack in Vegas**

Barry Collings Entertainments

**The Simon & Garfunkel Story  
(50th Anniversary Tour)**

Maple Tree Entertainment Ltd

**Absolute Reggae**

Booked 'em Danno

**West Forest Sinfonia**

**The Ronnie Scott's**

**All Stars Present:**

**The Ronnie Scott's Story**

J B A Concerts

**Songs of Dissent –**

**Glass Ensemble**

Glass Ensemble

**Folk Night –**

**Damian Clarke + Support**

Graham Steel Music Company

**Night of the Guitar – Tom Gamble,**

**Dale Harris & Amrit Sond**

Graham Steel Music Company

**Blues Rock & Soul –**

**Jimmy D Thorn**

Graham Steel Music Company

**Daryl Giuliano and**

**Guy Murgatroyd in Concert**

**Boogie Music Inferno –**

**Hidden Agenda**

Graham Steel Music Company

**A Tribute to Sondheim**

Crowthorne Musical Players

**The Glenn Miller &**

**Big Band Spectacular**

MSO Productions Ltd

**The Greatest Hits of Motown –  
How Sweet It Is**

NETT UK Ltd

**Bracknell Jazz –**

**Tony Woods Project**

Bracknell Jazz

**Americana Night –**

**Paul Alexander Low +**

**Special Guests**

Graham Steel Music Company

**Simon Goodall and the  
Bourne Again Shadows**

**China Crisis**

RLN Music Ltd

**The Elton John Show**

Blonde Sheep Events Ltd

**The R'n'Beatles**

Graham Steel Music Company

**Christmas with Blake**

Infinite Artist Management

**Platinum – The Live**

**ABBA Tribute Show**

Andy Nye Music Ltd

**Christmas Concert –**

**Forte Piano School**

Forte Piano School



Supreme Queen



The Elton John Show

**Atomic Rapture –  
Music of Blondie**

Graham Steel Music Company

**Marky Dawson**

Graham Steel Music Company

**Prog Rock Night –  
Ruby Dawn + The Far Meadow**

Graham Steel Music Company

**The Gill Love Band**

**A Century of Swing with  
Down for the Count All-Stars**

Down for the Count

**Heartfakers (The Music of  
Tom Petty & the Heartbreakers)**

Graham Steel Music Company

**And Finally Phil Collins**

**Raymond Burley – Music from  
Spain and Beyond**

**The Bon Jovi Experience**

John Wilson Productions Ltd

**Musical**

**The Boyfriend**

East Berkshire  
Operatic Society

**Bugsy Malone**

Eagle House School

**The Wedding Singer**

Berkshire Theatre School

**Ordinary Days**

BB Theatre

**Zombie High**

South Hill Park

**Carrie**

Three Dot Theatre

**The Pirates of Penzance**

Illyria Theatre

**Young Frankenstein**

East Berkshire  
Operatic Society

**Artemis – Little Shop of Horrors**

Artemis

**High School Musical**

RARE Productions

**The Wizard of Oz – Jr**

Artemis

**Beauty and the Beast**

The Marist School

**Seussical The Musical**

Eagle House School

**The Little Mermaid**

Crowthorne Musical Players

**Wilde Sundays**

All events produced by  
Graham Steel Music Company

**Dragonfly Sky + Union Blue +  
Grand Old Uke of Dork**

**Wiltshire takeover: Tamsin Quin +  
Phil Cooper + Jamie R Hawkins**

**Naked Without It + StEm +  
Searching for Autumn**

**Tomorrow Bird + Meddling Fox +  
Manna Ash**

**Cloudcat + Will Samson +  
Michael Tuffery**

**Jim Chorley + Carola Baer +  
Andy Lavery**

**Keiron Farrow + Little Lore +  
William & Julie**

**Nefarious Picaroons + Funky Nature +  
Jim McLeand & Mike Baker**

**Tim Shez + Laura Loh + Neil Wells**

**Across the Sea + Marshpoem +  
Veronica Drosbowski**

**Dragonfly Sky + Greg Mayston's Folk,  
Blues & Americana + JK Jerome**

**Opera**

**The Bartered Bride**

Park Opera

**Iolanthe – Concert Performance**

Park Opera





# In the frame

## Evolving our cinema patron experience

The cinema sector has seen a slowdown nationwide, with even the large national chains reporting challenges in attracting audiences. Our cinema was not immune to this trend, and ticket sales struggled during FY 22/23. In May we ran a 2-for-1 offer to measure the impact a cheaper ticket price would have on attendance, but this well-publicised offer did not make a significant impact on our figures. Attendance rose towards the end of Q3, but sales were only 56% of the equivalent period in 2019.

When looking at our audience profile, we see that it is largely an older demographic that attend and that was evidenced in our highest performing titles *Living* and *Operation Mincemeat*. British drama and live screenings continue to do well, but we still struggle to compete against larger chains for blockbuster screenings. Our focus over the coming years will be developing new audiences and trialling more thematic, event cinema while building on established successes such as our monthly dementia-friendly screenings.

We continue to be a hub for independent cinema and are looking to diversify our offer in conjunction with a grant from the BFI to showcase 'Hidden Gems'. We also plan on working with the Indian community to screen a series of Indian films.

**585**

screenings shown

**7,902**

tickets sold





# Partnerships

Margaretha Welsford, Director of Sales and Marketing

A key part of our community outreach is corporate partnerships, where local businesses can support their local arts venue and its charitable objectives, demonstrate corporate social responsibility and grow their own brand awareness in the local community.

By reaching out to our local businesses, we forged a number of key relationships including sponsorship from Toyota, Ascot Racecourse, Wickes, Duncan Yearley, Daler Rowney and Village Hotels. Our corporate sponsorship packages are aimed to support each company's objectives, whether they be marketing, support of staff or fundraising. Companies can choose to support South Hill Park's overall running costs, a particular community project or event, donate materials in kind or give their time volunteering. Our partner Daler Rowney celebrated their 140th anniversary alongside South Hill Park's 50th in 2023. This provided an opportunity with another artistic entity that wanted to give back to the community through their sponsorship of our Eleven Seventeen project for disadvantaged children alongside a number of community events.

As a charity our space for hire fills an important role in both revenue generation and building strategic relationships, where our clients can feel the benefit of 'giving back'. Our unique spaces are used for a variety of reasons and this financial year we hosted 168 meetings, functions, weddings and events, alongside a number of community gatherings.

Commercial events, which run through the Haversham Trading Company, aim to generate revenue to support South Hill Park's charitable objectives. This year we updated our processes to ensure the smooth running of these commercial events. This was through focused marketing activities via third-party websites and agencies to promote hire opportunities for meetings, weddings, functions and filming. Reaching out to the local community through networking and events has also supported the marketing of South Hill Park as a venue for hire. This year we held our first South Hill Park wedding fair, welcoming over 300 brides to be. We continue to grow our commercial hire activity, offering a unique and creative space for any event, with art-based children's parties, teambuilding and cinema hires increasing in demand. Our database of corporate clients has reached 800 and revenues from trade and commercial activity reached £314,408. We will look to build on revenue growth through increased conversion of enquiries into events, alongside improved systems to track and follow up each enquiry.

We are grateful for the support from our corporate partners and key stakeholders, Bracknell Forest Council and Bracknell Town Council. Their ongoing support ensures we can continue to deliver our mission and values.



“

*I didn't realise South Hill Park was a charity but when it came to organising my Dad's wake it felt even better that I'd chosen it for our family gathering. Dad loved the arts, and what better way to honor his memory.*”

PRIVATE EVENT HIRER







“

*Supporting the local community is a vital part our commitment to corporate social responsibility.*

*The diversity of South Hill Park's audience fits well with our own brand values and we are delighted to continue a fruitful relationship for both parties.* ”

**JEMCA TOYOTA READING**

# Kindness in action

## Fundraising to support our purpose



Our community fundraising through gifts, charitable donations, legacies and other enterprise is fundamental to help us keep arts provision available and affordable to all in our local area and beyond. During the covid years, we had a good response to our call for funding to keep the Arts Centre running, despite national lockdowns and building closures. However, the donations gratefully received during this period do not mitigate the ongoing rise in costs, the need for significant capital expenditure on the building and technical equipment or towards maintaining the high level of outreach and community engagement which we deliver.

We started FY 22/23 re-evaluating our fundraising model, including our membership scheme. The findings led us to identify several issues including qualification for Gift Aid and the flat structure of the scheme. This meant that members could not pay more to support the venue, even if they wanted to. We were not ingenuous to the fact that our membership programme played an important role in allowing patrons to feel a part of the Charity's success. However, we acknowledged the need to modernise, to negate the detrimental effects on the Charity's potential income.



In February 2023 we launched our updated membership scheme, Friends of South Hill Park. The new scheme shifted the focus away from receiving unlimited discounts. Instead, it provides a rewarding opportunity to support the charitable work of the trust, whilst becoming involved with the 'South Hill Park Family'.

The three-tiered structure, Friends, Good friends and Best friends, all support the Charity financially and receive priority booking benefits, which were the two most important aspects to our existing membership. All three tiers now qualify for Gift Aid to varying degrees, further supporting the Charity, at no extra cost to the donor. With prices ranging from £40 to £500 per annum, there is ample opportunity for people to support the venue within their personal means.

We have some way to go in terms of driving our membership numbers but we are pleased with the uptake of the new scheme. At the end of March 2023 we had 131 members on our Friends scheme.

In terms of our further fundraising, regular one-off donations via our booking system continue to show strong returns, indicating that asking for a small monetary donation at the point of purchase is a realistic ask of our patrons. On average people add an additional £3 to their purchases online.

We continue to work hard to engage the community outside the walls of the Arts Centre with events like the *Festival of Food and Music*, craft fairs, *Summer of Fun* events and Christmas lights switch on at The Lexicon in Bracknell, helping us to raise our profile and ask for one-off donations. The *Festival of Food and Music* coincided with The Queen's Jubilee celebrations and attracted around 9,000 people to South Hill Park, joining in our celebrations, including the provision of free live music and our own arts and crafts marquee.

Large community events remain essential to talk to people about how they can support us, by donating, volunteering attending performances and courses, and becoming a Friend of South Hill Park. They are also key to showcasing the Arts Centre and the positive influence we have in and for the community. As we move into a further period of economic uncertainty, it is vital that our attendance at these events is prevalent, with the right messaging about why people should support us. We will continue to build on work we have put into place over the next FY, including our Gift for Gold fundraising initiative and further profile-raising activities.



# Spotlight

## Our performance and financial review

Overall the Trust had a good year financially, with income from admissions, courses and workshops totalling £1,054,151, an increase of 37% compared with the previous year. Income from commercial trading was £314,408 (£179,467 in 2021/22) and fundraising brought in £83,866 (£43,891 in 2021/22) for a direct cost of £15,940. By 31 March 2023, the Trust's free reserves were £215,596. The Trust's free reserve policy is to reach £350,000, equal to three months operating costs.



**£329,090**

Statutory funding

**£1,364,181**

Charitable activities

**£314,408**

Trade and commercial activity

**£83,866**

Voluntary giving and fundraising

**£8,773**

Investment income

**£2,100,318**

Total income

**£2,167,780**

Total expenditure

**- £67,462**

Net expenditure/income

**£215,596**

Free reserves



# Our purpose and mission



## Our purpose

We exist to enrich, inspire and connect lives through the arts which aid health and well-being amongst those who take part, either as a spectator or participant. We will seek to bring the very best artists to Bracknell, supporting emerging artists and to work for and with our own arts practitioners and residents to create exciting new work that is loved locally and recognised locally and beyond.

Bracknell and its residents are at the heart of South Hill Park's future. We will continue to grow our learning, participation and community engagement programme to provide even more opportunities to take part and learn. The arts centre will continue its 50-year tradition of improving lives of local residents through the performing and creative arts. We will seek to welcome and be there for all demographics across our borough. This includes young families, those considered to be vulnerable, the elderly and people living with physical or mental health conditions. The arts have the power to transform lives and South Hill Park is perfectly positioned to make a difference.



## Our mission

**We inspire, connect and enrich lives through the creative arts.**

We:

- Create experiences to engage the community and connect people to others, ideas and the world around us
- Inspire a lifelong love of the arts and culture and encourage creativity across all generations
- Provide opportunities for learning and participation to enrich lives and nurture talent
- Celebrate artists of today and develop artists of tomorrow.

We build on our reputation as a multi-disciplinary creative hub to:

- Give communities a varied and diverse arts programme
- Provide a current and relevant offer, including new, edgy and involving arts
- Deliver consistent quality and reflect regularly on what we do
- Reach everyone in our community and understand our visitors
- Collaborate with others and seek partnerships
- Embrace our heritage – buildings and locality – and put Bracknell on the map.





# Staff and trustees



## Staff

### **Craig Tittley-Rawson**

Chief Executive

### **Steve Parrott**

Office Manager

### **Kiran Eldon**

Administration Assistant

### **Angela Paterson**

Finance Manager

### **Emma Dickinson**

### **Claire Morgan**

Finance Officers

### **Loucia Manopolou**

Exhibitions Curator

### **Chris O'Shea**

Cinema Manager

### **Margaretha Welsford**

Sales and  
Marketing Director

### **Ferenc Hepp**

### **Matthew Lacey**

Box Office and  
Sales Managers

### **Paula Harris**

Box Office Supervisor

### **Anna Seymour**

Marketing  
Campaigns Officer

### **Andi Nichols**

Marketing and  
Publicity Officer

### **Iona Newton**

Marketing Assistant

### **Hannah O'Connor**

### **Auriole Wells**

Box Office Receptionists

### **Shu-Chi Souillard**

Marketing Volunteer

### **Alice Ferngrove**

### **Simon Ludlow**

Development Officers

### **Mark Hooper**

Director of Learning,  
Participation and  
Community Engagement

### **Laura De Moxon**

Learning, Participation and  
Community Engagement  
Manager

### **Becky Jones**

Learning, Participation and  
Community Engagement  
Co-ordinator

### **Tony James**

Technical Stage Manager

### **Phil Hoegger**

### **Ellen Kilvington**

### **Michael Brenkley**

### **Deasil Waltho**

Technicians

### **Paul McCormack**

Director of Operations

### **Melody Morris**

Operations Manager

### **Jessica Cooke**

### **Sarah Kellard**

### **Andrew Murray**

Operations Co-ordinators

### **Rob Allen**

Maintenance Co-ordinator

## South Hill Park Trust

### **Jessica Jhundoo-Evans**

Chair

### **Iain Bruce**

### **Deana Hirst**

### **Bruce McKenzie-Boyle**

### **Mike O'Donovan**

### **Lisa Renals**

### **Chandra Trikhia**

### **Catherine Wilson**

Trustees

## Haversham Trading Company

### **Amanda Downs**

Chair

### **Sou Bennani-McCord**

### **Kuldip Bhatti**

### **Stephanie Corking**

### **Pippa Shepherd**

### **Craig Tittley-Rawson**

Directors





“

*South Hill Park is a cultural oasis in an otherwise urban area. It solely provides theatre and arts courses unavailable elsewhere in the area. But more than that, it is a home away from home for countless people. South Hill Park provides opportunities and experiences to every age group. It is undeniably welcoming and inclusive of every demographic – young people in care (11:19), middle class working adults (community productions), parents and babies (classes and meet-ups), the elderly (cinema and theatre when they are unable to travel too far). The long and the short of it is, Bracknell would be a lesser place without it.*”

**FY 22/23 PATRON**



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[southhillpark.org.uk](http://southhillpark.org.uk) · 01344 484858  
Charity number 265656

