

Subject: Seachange Arts Activities and Services

Report to: Scrutiny Committee

Date: 23rd October 2014

Report by: Director of Housing & Neighbourhoods and  
Seachange Arts Chief Executive

#### **SUBJECT MATTER/RECOMMENDATIONS**

As part of scrutiny committee's 2014/15 work programme, Seachange Arts present a review of activities and services currently provided within the borough.

### **1.0 INTRODUCTION**

- 1.1 Local Authorities have long recognised the valuable contribution that arts and culture can play in achieving their objectives for an area. An opportunity to experience and be entertained by the arts is an essential part of the fabric of a successful community and helps to promote the wellbeing of those who live there.
- 1.2 There are also significant benefits for the local economy. Nationally, music, visual and performing arts contribute around £4 billion per year to the economy. Arts and cultural events can play an important role in attracting visitors, encouraging spend in the area through use of local restaurants, shops, or staying in hotels as part of their visit. In an area like Great Yarmouth, this is especially important as part of a tourism strategy which seeks to attract visitors outside of the traditional summer months in order to help extend the visitor season.
- 1.3 The arts can create employment and a number of areas of the country have also seen the arts help to redefine and regenerate a local area, such as the seaside towns of St Ives in Cornwall with Tate St Ives and Margate in Kent with the Turner Contemporary. Through volunteering and involvement opportunities the arts can help to inspire and engage people who may experience barriers to education or employment. They can help to build and sustain resilience in communities by improving wellbeing, developing skills and providing learning opportunities.

1.4 The arts can also help to attract and retain businesses and contribute towards a national and global reputation for places. Businesses want to start-up or re-locate in places to live where their employees will enjoy a high quality of life.

1.5 The financial return from the Arts can be high with Arts Development UK estimating that an additional £4 can be leveraged for every £1 invested by Local Authorities.

## **2.0 BACKGROUND**

2.1 In the late 1980's, the Council directly employed an Arts Development Officer to promote, encourage and provide opportunities for participation in the Arts within the Borough. In the 1990's it was recommended an alternative and more effective delivery option was to delete this post and establish an arts development trust. The arts development trust was envisaged to be better positioned to draw additional funds to support arts development in the borough.

2.2 This proposal was strengthened by HRH Prince Charles comments on an official 'visioning' trip to the town as part of a Seeing is Believing initiative in 1996 which was commissioned by The Prince through Business in the Community; he wholeheartedly supported the idea and recognised it as an exciting opportunity to establish a sound foundation on which to build accessible arts for all.

## **3.0 INTRODUCTION TO SEACHANGE ARTS**

3.1 The SeaChange Trust was established in 1997 as an independent arts development charity with a trading arm set up as company limited by guarantee. It operates as the arts development & promotion service and strategic arts advisor on behalf of the Council under a service level agreement. This is currently a five year agreement from 2012-17 for which the Council pay an annual management fee of £77,520 subject to annual inflationary increase. The Object of the service level agreement is:

“to provide funding to SeaChange in order for it to deliver the arts development service for the Council and to promote the arts in Great Yarmouth; the Council has agreed to actively work with SeaChange to maximize the beneficial role the arts can play across its services and objectives and to effect the long term development of a sustainable, healthy and effective arts service against its key ambition.” (Service

Level Agreement between GYBC and The SeaChange Trust, 2012).

3.2 The Service Level Agreement currently delivers against the Council's Corporate Plan responding directly to the following council priority:

- Creating and engaging with healthy and vibrant communities and also supports the following priorities
- Promoting economic growth and job creation
- Protecting and supporting vulnerable people

3.3 The service level agreement sits within the Neighbourhoods and Communities Service Group and there is noted mutual benefit with other services such as neighbourhood management, partnerships and sport and leisure. A bi-monthly liaison meeting, to review programming, outputs and planned activities is held between the Council's Culture, Sport and Leisure Manager and SeaChange. The Culture, Sport and Leisure Manager attends the SeaChange Arts Trust Board. The council also nominate a cabinet member as board representative.

3.4 Historically, SeaChange's activity was varied across the arts (including Public Art in the town, activities, events and visual arts projects) with a particular strength in year-round community engagement activities, especially with young people from diverse backgrounds. The organisation was office-based and peripatetic in its activity delivery. This was good work, funded by varying external funding sources but a little invisible to the public as a whole and subject to change as external funders' priorities changed.

3.5 In 2005 the Council and SeaChange Arts began working together to form a clear vision for the development of the Arts in the Borough and for SeaChange's work. This resulted in the Council's first Arts Policy, adopted in 2007. The Arts Policy highlighted the need to address the Borough's lack of cultural infrastructure, the low levels of investment and set out a number of key areas for focus and development. These included a Venues Review (carried out jointly by GYBC and NCC) the development of a Cultural Quarter and the launch of a Festival as a vehicle for high-profile engagement with the widest possible cross section of the community and as a tool for extending the tourism season into September.

3.6 At the same time, SeaChange began a process of strategic review and development coinciding with new management. This was influenced by the Council's policy development and also by Arts Council England (ACE) who at the time had a 'place-based' investment strategy by which Great Yarmouth was not a geographic priority. Key to increasing ACE's interest in the Borough was strengthening specialist areas and delivering work of a quality and significance that competed regionally and nationally.

3.7 In 2005 SeaChange began developing work in public spaces in order to maximise public engagement (particularly relevant to the resident demographic who did not routinely attend arts events and also in response to the lack of physical infrastructure to work effectively in). Also at this time the Trust began exploring international partnership working to lever in additional resources and build relationships to raise the level and profile of work.

3.8 Since that time the Trust has worked through 17 International Partnership projects and levered in over £1.58 million from Europe. SeaChange is now recognised as one of the UK's leaders in this field.

3.9 The Out There Festival was launched in 2007 with the combined aims of creating a landmark event of mass-appeal that could engage residents and attract visitors and also as a platform for community engagement and participation. The Festival is now one of the largest and best-regarded in the UK Outdoor Arts sector, attracting audiences of 40,000 and contributing £1.2m to the local economy. This contribution combines direct spend of the festival on local services and estimates of visitor spend based on annual surveys.

3.10 Within the context of the development of St George's Theatre and the King Street Cultural Quarter, and in response to a need for a physical working space, the Trust purchased the York Road Drill Hall from Norfolk County Council in February 2012, following the cessation of the County's Youth Service who had operated from the building. The Grade II Listed building was purchased for £100,000 with a final payment of £25,000 due in January 2015. The now renamed Drill House serves as a base for regular community engagement activities (especially with young people, appropriately after the cessation of NCC Youth Services) including Circus School, Parkour, Theatre Groups, Music activities, Community events and projects as well as for artistic

companies working on new productions through creation residencies and combining their time here with community engagement. The venue also provides the administrative base for the organisation, the team having moved from offices within Maritime House and is located in Nelson Ward, the most deprived ward in Norfolk (Great Yarmouth Borough Profile – 2012, GYBC).

3.11 Over the last 10 years the activity and turnover of the organisation has increased from £165k per year to over £1m in the last financial year (15 month accounting period).

3.12 The SeaChange Trust now employs six fulltime members of staff supported by a freelance accountant and additional personnel recruited as required to support project delivery. Through the delivery of projects, the organisation also contracts many freelance artists, companies and specialist practitioners.

#### **4.0 CURRENT ACTIVITY**

4.1 SeaChange produce an annual report which captures the most recent activities and services provided and the outcomes achieved. The 2013 annual report accompanies this report.

#### **5.0 FINANCIAL BREAKDOWN**

5.1 In the current financial year, The Trust's incoming resources are budgeted as follows:

- GYBC Service Level Agreement - £77,520
- Grant Aid from Norfolk County Council - £10,251
- Earned income - £37,500 (fee paying work)
- EU funded projects - £336,112 (three projects)
- Arts Council of England administered funds - £400,000 (various projects and funding streams)
- Trusts and Foundations - £31,000 (secured with further applications awaiting decisions)

## **6.0 LEVERING IN OTHER FUNDING**

6.1 To date, SeaChange Arts has been one of the most successful UK arts organisations to draw down European Union project funding with £1.58 million brought in to the Borough. This has given the Trust the opportunity to grow into a sizeable entity, bringing tremendous benefits to the local community and enabled the organisation to move further towards its aim of making Great Yarmouth a major national centre for circus and street arts.

## **7.0 CAPITAL INVESTMENT**

7.1 In 2013, SeaChange Arts was awarded £94,072 from Norfolk County Council to make improvements to the Drill House. This funding was used to refurbish the office and meeting room spaces and included installing gas heating, insulation and secondary double glazing.

7.2 The Trust is preparing capital development plans for the Drill House. Initial plans were submitted to the Arts Council's Capital programme in spring 2014 for £1,650,000 towards this scheme. While the application was rejected on this occasion, feedback recommended the scheme should be developed to enable the venue to generate revenue for the organisation and that partnership funding towards the £2 million scheme be identified. To this end SeaChange continues to make funding applications to other sources for capital investment.

## **8.0 RELATIONSHIP WITH ARTS COUNCIL OF ENGLAND**

8.1 During the last 5 years a combination of factors has resulted in a considerable increase in Arts Council England (ACE) investment in Great Yarmouth via SeaChange. Five years ago the ACE investment in Great Yarmouth was roughly £40,000 per year (based on a single project-specific Lottery grant). For the current year the investment is £400,000 per year through a combination of two major lottery Grants for the Arts awards, a 'Catalyst' fundraising development grant and 3 'Strategic Touring Fund' projects. The reasons behind this increase are as follows:

- The scale and level of SeaChange's work has risen to a point where it is of recognised National significance,
- Arts Council recognise that investment in SeaChange yields a high rate of return both in terms of additionally levered funding and volume and quality of activity delivered,
- Changes in Arts Council England structure and strategic priorities put a great emphasis in working in areas of historic low levels of public engagement with the arts, such as Great Yarmouth.

8.2 On 1st July 2014, The Trust was notified of the ACE decision to award National Portfolio Organisation (NPO) status to the organisation. The new National Portfolio will provide funding for 670 organisations across England from 2015-2018. Seachange Arts is one of only 5 Norfolk arts organisations to be awarded this status and as a result will receive £300K per annum for the next three years. National Portfolio Status is a significant endorsement by the Arts Council of the work of the organisation. Decisions were made based on the application presented by the organisation; how well the application contributes towards the goals of the ACE strategy 'Great Art for Everyone' and how well ACE considered the applicant would fit into a balanced national portfolio.

8.3 While this status means SeaChange will no longer be eligible to apply directly for Arts Lottery funding (the main source of Arts Council funding into the organisation to date) it may also be a route to additional areas of Arts Council support and resources for the Borough as well as The Trust.

## **9.0 LOOKING FORWARD**

9.1 With NPO status now secured, an efficient established team in place and a strong national and international reputation the Trust is well positioned for further significant development in future years. Key strategic priorities for the organisation are to:

- Sustain and develop activity to maximise economic and social benefit to Great Yarmouth, particularly:
  - The Out There Festival – increasing visitor numbers/spend and community participation,
  - Build other events with non-arts partners, particularly to build profile and trade around King Street Cultural Quarter,

- Drill House – increase sustainable community participation and employment/skills development programme.
- Continue to maximise incoming resources into the Borough from multiple sources.
- Build complementary social enterprise/commercial activity to increase the earned income of the organisation and create jobs and employment.
- Develop Capital plans and development for the Drill House complex in order to increase activity, increase community engagement, provide a working base for social enterprise activity, increase earned income and reduce running costs.
- Support the development of a partnership between the Council and ACE to ensure the maximum benefit of arts activity in the Borough against key priorities and build additional investment.

9.2 The Borough is now very well-placed to build partnership working with the Arts Council of England to increase further investment and strategic initiatives. Significant factors leading to this are:

- 'National Portfolio' of regularly funded organisations status means that the Trust will receive annual investment of £300,000 from ACE starting in April 2015 and running for an initial 3 year agreement. This provides the Trust with a greater degree of stability in terms of ACE investment than previously.
- ACE has listed Great Yarmouth as one of only three 'priority' locations within the Eastern Region with a view to building activity and active partnership with the Local Authority (the others being Luton and Colchester). The opportunity is there for the Borough Council to build a visionary working relationship with ACE that can translate into tangible investment and activity.
- SeaChange submitted a Large-Scale Capital application to ACE for £1.65m last year to support the development of the Drill House and adjoining area. This was unsuccessful but ACE is supportive of the proposal and encouraging development of the bid and re-submission.
- ACE has expressed an interest in working directly with the council on future investment opportunities in the borough.



## 10.0 VALUE FOR MONEY

10.1 The Borough Council invests in the provision of an arts service through its Service Level Agreements with The SeaChange Trust and St George's Theatre. In comparison to other local authorities, the Borough Council's investment in the arts per head of population is as follows:

West Norfolk	£2.01
Waveney	£1.31 (Marina Theatre only)
Norwich	£7.40
North Norfolk	£2.25

***National Average***      ***£2.41***

Great Yarmouth      £1.34 (including SLA with St George's Theatre)

10.2 The council was one of the earliest adopters of delivering an Arts Development service through an external Trust – this is now becoming a common model of service delivery among other Local Authorities due to the benefits and efficiencies it can provide.

## 11.0 SOCIAL & ECONOMIC IMPACT

11.1 In Great Yarmouth, positive economic impact has been recognised annually through increased visitor numbers at the tail end of the summer season as a consequence of the Out There Festival. Feedback from a recent Hoteliers & Guest House group meeting noted good business from those attending the Festival either as participants, artists, crew or audience. The same trend was apparent for seafront restaurant and eateries over the same weekend.

11.2 The impact of large events has been identified as a key priority in the Greater Yarmouth Business Improvement District plan 2014-2019. Building on an annual calendar of events will continue to increase footfall and continue to build the borough as a visitor destination. Evaluation feedback forms gathered over successive years at the Out There Festival have noted how such events raise the profile of the borough in a positive way.

11.3 The social impact of the arts is also vital. Over the past year SeaChange has supported 1850 young people to engage in arts activity (and 1734 the previous year). This has provided a wealth of educational and wellbeing outcomes for participants and continues to do so.

11.4 As we shape the future vision of the borough arts is well-positioned to play a fundamental role in both the physical and cultural offer presented to residents and visitors alike.

**FINANCIAL IMPLICATIONS:**

Annual Service Level Agreement 2014/15 £77,520

**LEGAL IMPLICATIONS:**

5 Year Service Level Agreement from 1st April 2012 to 31st March 2017.

**EXECUTIVE BOARD OR DIRECTOR CONSULTATION:**

**RECOMMENDATIONS**

Does this report raise any legal, financial, sustainability, equality, crime and disorder or human rights issues and, if so, have they been considered?	Issues	
	Legal	
	Financial	
	Risk	
	Sustainability	
	Equality	
	Crime and Disorder	
	Human Rights	
	Every Child Matters	

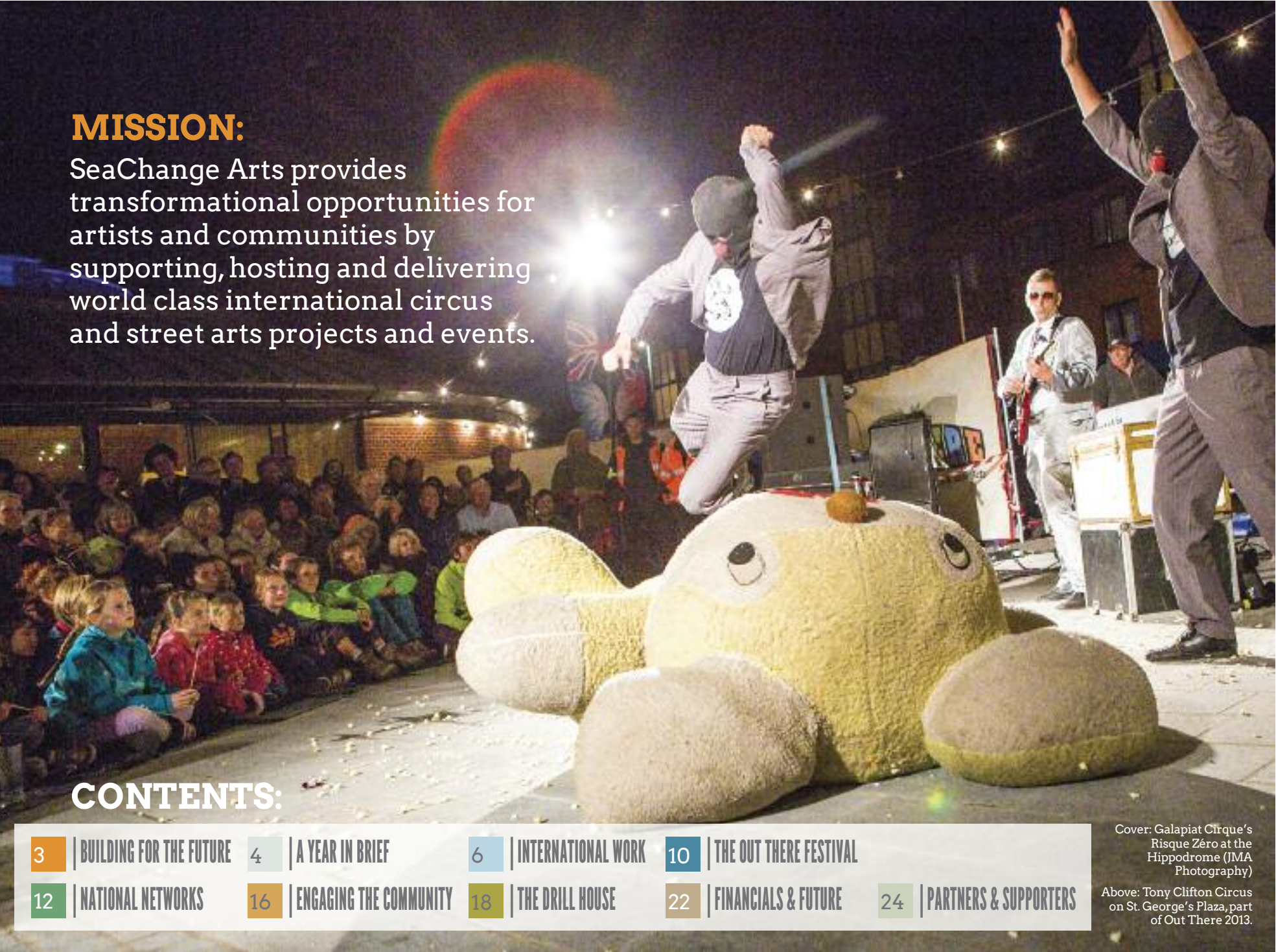


# SEACHANGE ARTS | ANNUAL REPORT

2013







**MISSION:**

SeaChange Arts provides transformational opportunities for artists and communities by supporting, hosting and delivering world class international circus and street arts projects and events.

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Cover: Galapiat Cirque's Risque Zéro at the Hippodrome (JMA Photography)  
Above: Tony Clifton Circus on St. George's Plaza, part of Out There 2013.

**BUILDING FOR THE FUTURE**

**Chief Executive,  
Joe Mackintosh**



This year marked a significant phase in SeaChange's existence. I don't think I've known such a genuinely exciting and forward-thinking period in the 10 years I have been with SeaChange Arts. Evolution has to be the key word in describing the last year. It has seen us bedding in and envisioning the future for our delightful, historic Drill House.

The venue has become home to a regular core programme of circus and street arts activities for a contingent of enthusiastic young people and aspiring, ambitious local performers.

We have supported numerous excellent companies to produce exciting new work which resulted in an Out There Festival in 2013 which saw almost 50% of the programme produced or supported by SeaChange.

While all this has been going on, the organisation has subtly restructured and revised much of its administration to prepare itself for the next phase of development.

The future promises much to look forward to. We have begun exploring how to make the Drill House a flexible, leading arts facility with architects, funders and local partners.

We have developed a strategic focus on creating and presenting exciting new work; linking with local partners to drive forward an ambitious community programme; extending partnerships to support artists and artistic development; and laid plans to create employment opportunities for local people through our artistic provision.

A recognised leader in European partnerships, we are delighted our work is gaining growing recognition with Arts Council England and networks across the UK.

We look forward to establishing Great Yarmouth as the country's 'circus capital' over the coming years.

**Chairman,  
Richard Packham**



While my chairmanship of SeaChange Arts began in 2013, my association with the organisation stretches back several years. As former Chief Executive of the Borough Council of Great Yarmouth, I witnessed their growth from an ambitious local arts charity to international sector leaders.

SeaChange continue to support the Borough's agenda. A long history of utilising the arts to engage, often disenfranchised segments of the community, is now blended with and enhanced by SeaChange's international status.

The organisation's focus on delivering outstanding circus and street arts strengthens and compliments the town's historic tourism trade. That many people are now visiting the town, not only for its fantastic beach, and traditional seaside offer, but also for its world-class culture fills me with great pleasure.

The dedication and strength of vision shown by SeaChange has helped mould something important for the people of Great Yarmouth: pride in a world-class festival; aspirational creative opportunities; and genuinely iconic memories. Significantly there is also a growing reassessment of Great Yarmouth by those outside the borough.

With increasing projects at home and abroad, a reputation for artistic innovation and an exciting long-term vision for the Drill House, SeaChange has established strong foundations on which to build.

Significant challenges remain. The business sector needs to support and capitalise upon the many partnership opportunities offered by SeaChange's community work and festival profile. Securing the future development of the Drill House and continued growth of the community programme also remain high on the agenda, but I know that Joe and his team are tirelessly dedicated to the organisation's evolution... join them!



## A YEAR IN BRIEF



**I have yet to come across a more connected, imaginative, flexible and enabling organisation... their impact can be felt across Europe. From localised initiatives impacting youth, through to large scale pan-European commissions, the thread of quality runs throughout.**



Verana Cornwall - *Producer Circus Next and Circus Futures. Arts Council Member*



## AN EVOLUTION... The Out There International Festival of Circus & Street Arts.

A landmark festival for 2013. The sixth and largest to date, with a programme of outstanding, mostly free international circus and street arts.

Significantly, for the first time, much of the 2013 festival featured shows created with the support of SeaChange Arts.



## INCREASING ENGAGEMENT throughout the borough and across the county and region.

Seachange, more than ever, engaged with communities. With projects, events and a burgeoning regular programme delivered in Great Yarmouth, we also took more work on the road, bringing world class street arts and circus to people across East Anglia.



## ENRICHING THE LANDSCAPE of Great Yarmouth and its cultural quarter.

From establishing the Drill House's core programme to bringing acclaimed circus shows to the Hippodrome, a community exhibition on King Street, and four days of Out There Festival content at St. George's Theatre, SeaChange have significantly supported the revitalisation of this area of town.



## SUPPORTING & DEVELOPING artistic creation and talent through residencies.

This year saw the significant evolution of SeaChange as a respected creator, producer and commissioner of new work from local, national and international artists - 16 shows in all. All showcased here in Great Yarmouth at Out There 2013.



# 1850

Young people supported to attend or participate in world class cultural activity for free.



# 60,000

The number of people who engaged with SeaChange activities, attending arts events, classes and workshops.

# 16

The number of new street arts and circus creations supported by SeaChange Arts.



# 47%

Increase in turnover.  
(2013-14 financial year covered a 15 month period)

# £1.2m

Spent by visitors in Great Yarmouth while visiting the 2013 Out There Festival.



# 62

The number of partner organisations, from Great Yarmouth and across the UK and Europe, that SeaChange Arts worked with.

## INTERNATIONAL WORK

Since our first foray into Europe in 2007, our international portfolio of projects has become a signature of SeaChange's work.

Now recognised as a UK leader in developing and delivering European partnership initiatives, SeaChange engaged in five major international projects during 2013, with partners from the UK, Ireland, France, Spain, the Netherlands and Belgium.

In tandem with SeaChange's ambition of making Great Yarmouth a UK centre of excellence, these continental links help us draw unique skills and experience from across the channel; bring us artists and performances of breathtaking scope and scale and provide unique gateway opportunities for local and national artists working with us.

SeaChange was part of the following European partnerships in 2013:

### Articulate

An EU Culture Programme project to commission an innovative new street arts show, Looking For Paradise (UK Premiere at Out There 2013), created through collaboration between partner festivals.

### PASS Circus Channel

A three year partnership project focusing on delivering high quality contemporary circus, and supporting the production, touring and training opportunities for local artists, young people and professionals.

### ZEPA 2

Following the success of our first ZEPA project, ZEPA 2, a network dedicated to developing outdoor arts across southern England and northern France, delivered a programme of exceptional Anglo-French street arts at Out There and at events in Gorleston, Thetford and Holt.

### Vocational Training for Outdoor Arts

With partners in Ireland, France and the Netherlands, SeaChange lead this project focusing on developing the employability of practitioners, both artists and arts professionals, across Europe.

### Les Grandes Cirques European Partnership

Les Grandes Cirques delivered an innovative career development and training programme, bringing international tutors to the Drill House and establishing an ongoing partnership between the historic circus towns of Great Yarmouth, Madrid and Amiens.

The Netherlands' Delinus 03 joined us at the Out There Festival in 2013 as part of the Articulate project



## PARTNERS ACROSS EUROPE

### ARTICULATE

- 1 Aux Usines Boinot-CNAR [France]
- 2 De Spil [Belgium]
- 3 Evenementenbureau VVV Deventer [Netherlands]

### PASS CIRCUS CHANNEL

- 1 Activate Performing Arts [UK]
- 2 Farnham Maltings [UK]
- 3 La Brèche National Centre for Circus Arts [France]
- 4 Conseil Général de la Manche [France]
- 5 Pole National Cirque et Arts De La Rue [France]
- 6 La Renaissance [France]
- 7 Lighthouse, Poole [UK]

### ZEPA 2

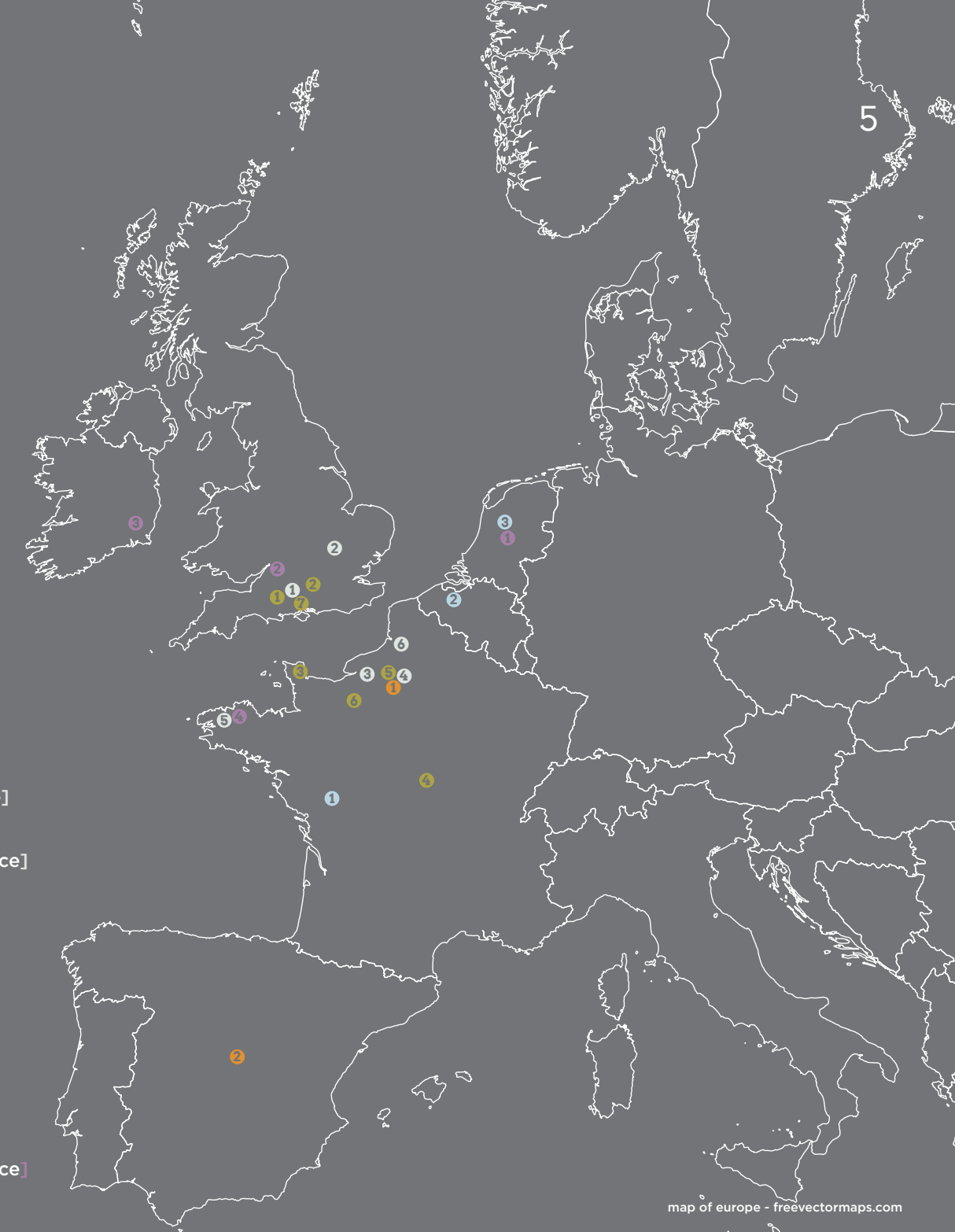
- 1 University of Winchester [UK]
- 2 Vivacity [UK]
- 3 Atelier 231 - National Centre for Outdoor Arts [France]
- 4 Pôle National Cirque et Arts De La Rue [France]
- 5 Le Fourneau - National Centre for Outdoor Arts [France]
- 6 Culture Commune [France]

### LES GRANDES CIRQUES

- 1 Pôle National Cirque et Arts De La Rue [France]
- 2 Asociación de Malabaristas [Spain]

### VOCATIONAL TRAINING FOR OUTDOOR ARTS

- 1 Close Act [Netherlands]
- 2 Theatre Bristol [UK]
- 3 Bui Bolg [Ireland]
- 4 Le Fourneau - National Centre for Outdoor Arts [France]







**Great Yarmouth has become the most important centre for Street Arts and Circus in the UK. Like here in Amiens, it is also now with a creation centre and built circus.**



Jean-Pierre Marcos, Director National Centre for Street Arts and Circus, Amiens

Galapiat Cirque at the Hippodrome, part of the Norfolk & Norwich Festival (JMA Photography)

## | INTERNATIONAL WORK

**CASE STUDY:** The PASS Circus Channel - bringing the best in international circus to Great Yarmouth.

A European INTERREG project which brings together eight UK and French organisations around common goals of developing professional skills and audiences within the field of circus.

Running until 2015, PASS Circus Channel is a wide ranging project that has already seen a diverse and dynamic series of exchanges, performances and creative opportunities shared between, and supported by the partners.

One of PASS's objectives is to bring contemporary circus to new audiences. Those at the Hippodrome in May 2013 were treated to one of France's most exciting young companies, Galapiat Cirque. The Brittany based company dazzled the Hippodrome with their edge-of-the-seat thrill ride, Risque Zéro, as part of the Norfolk & Norwich Festival.

Local artists too have enjoyed the benefits of the partnership. A programme of professional development masterclasses has been run at the Drill House, enabling us to bring international artists here to tutor UK counterparts in a range of specialist circus skills.

The project has enabled us to enliven our own Drillaz Circus School programme, bringing support from Amiens' world famous Circus School, and a number of international guest tutors.

New work is a driving force of the programme and has seen SeaChange supporting the creation of 6 new shows here at the Drill House.

The 'Emerge' strand of the programme saw SeaChange co-commission The Big Bang Factory - a brand new show, featuring talented young UK and French artists. All 7 of these shows were performed at 2013's Out There Festival.

Creations in 2013 supported by SeaChange Arts and PASS Circus Channel:

Circus Geeks [UK] - Beta Testing

Cirque Jules Verne [Fr/UK] - The Big Bang Factory

Lost in Translation Circus [UK] - La Ballade De Bergerac

Magmanus [Fr/Sw] - Attached

Ode Rosset [Fr] - Equivoque

Tilted Productions [UK] - Fragile

Tumble Circus [Ir] - Damn the Circus





Wet Picnic bring 'udder' madness to the Out There Festival in 2013

## | THE OUT THERE FESTIVAL

A landmark edition, this year's Festival saw an outstanding programme, much of which was produced or supported by SeaChange.

The sixth edition of Out There once again brought the streets, venues and open spaces of Great Yarmouth to life with a mostly free programme of performance, participation and 'Out There' happenings.

More than any festival to date, Out There 2013 showcased our growing reputation as a producer of circus and outdoor arts, with 13 of the 35 companies presenting work, supported by SeaChange.

Alongside half a dozen UK premieres, this year saw a strong emphasis on new talent with many exciting young companies including Flemish quartet Collectif Malunés and our own resident company Lost in Translation presenting work.

We returned to the historic Hippodrome in its 110th year for a new SeaChange co-commission, The Big Bang Factory which played to two near capacity audiences. It also saw us explore new spaces, integrating St. George's Theatre and its new plaza into the festival.

Consolidating Out There's position as one of the UK's 'must see' circus and street arts festivals, this year we introduced our first professional symposium, welcoming more than a dozen of Europe's top festival producers.



Collectif Malunés' Sens Dessus Dessous - one of the highlights of Out There 2013.



**The 2013 programme for Out There is one of the most interesting and innovative programmes of outdoor arts in England this year.**



Jon Linstrum - *Manager Combined Arts, Arts Council England*



Long standing partners,  
Générik Vapeur set light to  
the streets of Peterborough.



## | BUILDING NATIONAL NETWORKS & PARTNERSHIPS

Developing a network of UK partners to bring quality arts experiences and opportunities to Great Yarmouth.

Alongside our international networks, 2013 has seen us continue to build strong UK partnerships, profiling SeaChange's pivotal role in the UK circus and outdoor arts scene, and providing opportunities for our growing network of artists.

Over the course of the last 12 months, SeaChange has been a partner in 4 major UK projects and networks:

### The Collaborative Touring Network

Headed by Battersea Arts Centre, the Collaborative Touring Network brings us great dynamic new performances as part of Unwrapped Theatre.

Launched at Out There, Unwrapped saw shows and workshops at St. George's Theatre, Great Yarmouth College and schools across the borough.

### Without Walls Associate Touring Network

A 3 year Strategic Touring programme aiming to develop sustained relationships and strengthen the outdoor touring sector with 8 partners across the UK.

Without Walls brought a lively programme of shows to the Out There Festival including C-12 Dance Theatre's Trolleys and Bad Taste Cru's Tribal Assembly. It is also helping us build audiences of the future with expert support for our festival evaluation.

### Vivacity, Peterborough

This was the third successive year that SeaChange worked with Vivacity, Culture and Leisure Trust to programme and manage the street arts element of the Peterborough Arts Festival.

2013 was the largest festival to date. Our long-standing relationship with the iconic street arts company, Générik Vapeur helped us bring their fantastic Bivouac to the streets of Peterborough, attracting audiences of 8000.

### Circus Evolutions

Established in 2013 and led by Crying Out Loud, Circus Evolutions is a 3 year strategic touring partnership bringing contemporary circus to six regions, including Great Yarmouth, across the life of the project.





Paper Cinema's Odyssey provided a creative workshop at Great Yarmouth College and sell out performance at St. George's Theatre.

## | BUILDING NATIONAL NETWORKS & PARTNERSHIPS

**CASE STUDY:** The Collaborative Touring Network - navigating the country to bring us dynamic new theatre.

September 2013 saw the launch of Unwrapped Theatre, a new twice yearly season of new theatre shows for Great Yarmouth. Unwrapped is a result of the Collaborative Touring Network - a partnership between seven different promoters across the U.K. and led by Battersea Arts Centre.

The partners come together with the joint aim of inspiring an entirely new generation of theatre-goers, touring a programme of inspiring new work from Battersea Arts Centre, presented alongside local content and home grown performers.

We launched Unwrapped at the Out There Festival, presenting Polar Bear's Mouth Open, Story Jump Out at North Denes Junior and Great Yarmouth Primary Academy, Made in China's Gym Party and the acclaimed Paper Cinema's Odyssey at St. George's Theatre alongside a 'Cook Up' with Bar-B-Q and street performance on the newly opened plaza area.

- 3 cutting-edge new theatre shows brought to audiences in Great Yarmouth
- 90 young people enabled to work with leading artists at schools and colleges
- Audiences of 500 enjoying 2 shows and associated Cook Ups at St. George's Theatre



**This exciting new partnership is at the heart of our mission to invent the future of theatre. We are thrilled to be working with such a brilliant group of partners... we are proud to play a part in their visionary initiatives.**



David Jubb - *Artistic Director, Battersea Arts Centre*





Rampage Carnival Club bring the magic of carnival to Out There 2013, allowing participants to enjoy this breathtaking fusion of dance and costume.

## | ENGAGING THE COMMUNITY

SeaChange's work continues to grow, engaging the people of the borough and further afield, across the county.

Utilising the arts and creativity to help radically transform people's lives is very much at the heart of everything SeaChange does.

Whether at the Drill House, around the borough of Great Yarmouth, in communities across the county, or through networks like the Cultural Education Partnership, SeaChange is committed to bringing dynamic, exciting opportunities for people to work alongside local, national and international artists.

### This year, SeaChange...

Brought a programme of astounding cross-channel artists to events around Norfolk as part of ZEPA 2's La Fête Franglais programme. Focusing on building audiences and enhancing the artistic quality of existing events, La Fête Franglais helped attract audiences of 16,000 across three events in Thetford, Holt and Gorleston.

Saw the culmination of our three year Townscape Heritage Initiative (THI) project that has engaged over 500 local people. Documenting and celebrating the regeneration of King Street, 2013 saw Street of Stories, an exhibition of work by THI artists and Café Dos Sonhos, a community play set in and around the King Street area.



Supported St. George's Youth Theatre – a group of 25 young people, towards productions. 2013 saw the group produce and present Roald Dahl's classic James and the Giant Peach.

Enabled around 1500 children and young people to enjoy high quality arts provision for free, including:

- 700 school places for The Big Bang Factory at the Hippodrome
- 70 young people enjoying Polar Bear's Mouth Open Story Jump Out in their schools
- 20 places for Drillaz and Urban Fuse students to join the audience for Galapiat Cirque's Risque Zéro at the Hippodrome.

Engaged 40 local people as volunteers to provide valued support in the running of Out There 2013.

Provided creative opportunities for around 2000 people through a programme of 7 creative workshops at Out There 2013.

Attracted 350 people from the neighbourhood around the Drill House to sample a range of creative activities in our first annual Drill House Open Day.



## | THE DRILL HOUSE: INTERNATIONAL CENTRE FOR EXCELLENCE

2013 saw the seeds of our aspirations take root for this exciting new venue and community hub.

The vision for this historic old hall will see it develop as a flexible, well resourced international creation centre, offering artists valuable space to develop their practice.

Intertwined with this, artists, wherever possible will work alongside the community and local artists, to share their skills and offer a range of world class creative activities.

2013 saw us begin to tackle that vision, establishing an embryonic core programme; supporting a host of artists; beginning the first phase of capital improvements courtesy of a grant of £94,000 from Norfolk Community Foundation's Community Construction Fund; and hone the focus of our activities over the coming years.

### Over the year the Drill House:

- Hosted 6 creative residencies from UK and International artists and companies and supported 4 local artists with Arts Council England Escalator projects.
- Saw 80 young people per week attend our regular free programme of Drillaz Circus School, Parkour and Urban Fuse classes.
- Housed a new series of professional development sessions including our Train the Trainer programme which provides free monthly classes to support circus teachers and trainers. We also hosted 3 masterclasses run by visiting international tutors, performers and directors, importing a wealth of knowledge and expertise to the UK sector.
- Provided a home to resident company, Lost in Translation Circus, who have worked hard developing a pool of local artists keen to enhance and share their talents and support our programme of work.



**Great Yarmouth Borough Council recognises the enormous contribution made by SeaChange Arts to the development of high quality arts activity in the Borough and its considerable social and economic impact.**



Trevor Wainwright - *Leader, Borough Council of Great Yarmouth*







Students from Madrid's Carampa working with our junior Drillaz students.

## | THE DRILL HOUSE: INTERNATIONAL CENTRE FOR EXCELLENCE

**CASE STUDY:** In our regular Drill House programme, young people and international artists come together in a productive and rewarding fusion.

This year saw SeaChange establish a core programme of regular activities here at the Drill House.

Around 80 young people each week attend Drillaz, our circus school and Parkour and Urban Fuse programmes.

Led by resident company, Lost in Translation Circus both the Urban Fuse and Drillaz programmes, benefit from a number of exciting guest tutor opportunities. These have included sessions led by tutors and students from world famous centres; Carampa in Madrid and Cirque Jules Verne in Amiens.

Many of the young people have blossomed under these programmes, gaining confidence, improving their communication skills and taking on new responsibilities. Significantly several of the senior members now informally tutor the younger ones.

The success of Drillaz has led to the creation of a Circus Troupe in late 2013 with the specific intention of developing students towards performances. Members will get the opportunity to work toward shows at several high profile events in 2014.

- 1734 young people engaged in creative activity last year, of those 1247 were disadvantaged
- 19 professionals trained to support local young people by delivering Arts Awards
- 55 young people took part in performances at the Drill House and Out There during 2013
- 100% of Drillaz participants report their confidence, social skills and aspirations have increased

“

**It means a lot to me, to have these opportunities available to me, as I can plan a future that is being boosted and organised by people that didn't know me but are now a second family to me.**

”

Drillaz participant





Lost in Translation Circus  
performing La Ballade De  
Bergerac at Out There 2013

## THE DRILL HOUSE: INTERNATIONAL CENTRE FOR EXCELLENCE

**CASE STUDY:** Lost in Translation Circus - a long-term partnership to support development and delivery.

In 2013 Lost in Translation Circus became our resident company - a relationship that has now been extended until 2017.

Consisting of artists from Australia, Italy, Ireland and France, this exciting emerging company are now based in Great Yarmouth for much of the year.

The diverse partnership benefits both parties. With Lost in Translation utilising facilities here to develop their own practice, they also benefit from SeaChange's support and promotion through a number of international partnerships.

In return Lost in Translation bring their strong educational focus to our Drill House activities; running the Drillaz and Urban Fuse programmes; leading our Train the Trainer programme and a number of other development sessions.

They provide consultancy and support on the development of infrastructure here at the Drill House and are instrumental in helping us build a vibrant circus and cultural community here in Great Yarmouth.

**In 2013 Lost in Translation Circus;**

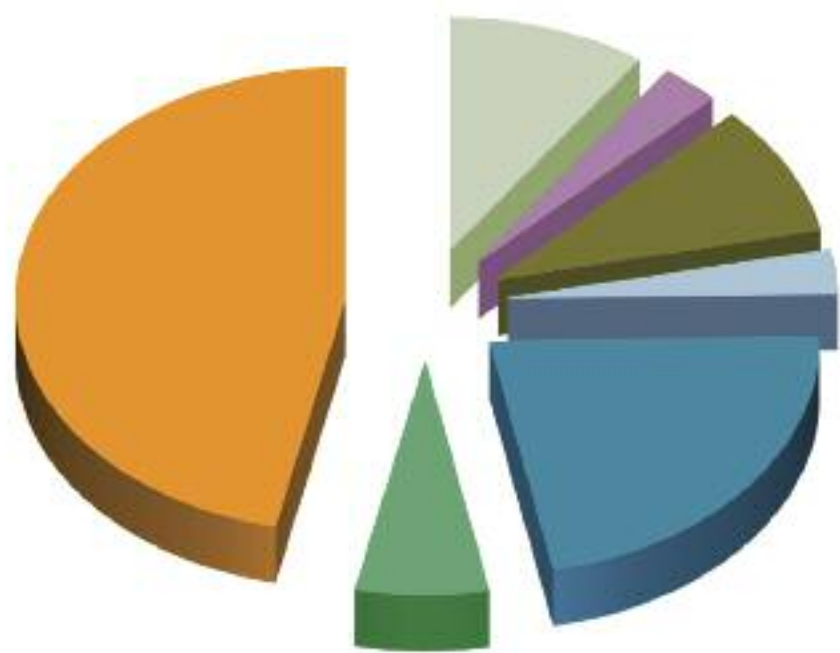
- Used the Drill House to develop 3 new shows
- Led 11 workshops and development sessions for 22 artists and professionals
- Ran and developed our Drillaz Circus School, bringing both local and international artists to the Drill House to support and enhance the programme

# | FINANCIAL SUMMARY

## Funded Expenditure:

Total Funded Expenditure on charitable objectives, January 1 2013 - March 31 2014: £ 1,006,861

Figures cover a 15 month period due to the Trust's decision to move its financial year.  
Figures drawn from Management Accounts.



## Areas of Expenditure:

- Young People & Community Activities
- New Project Development
- Drill House Refurbishment
- Marketing
- Staffing
- Overheads
- Artistic creation and delivery

# | BUILDING FOR THE FUTURE

Towards an exciting and sustainable future which will place Great Yarmouth at the heart of the circus and street arts sector.

2013 has been a tremendous evolutionary period for SeaChange Arts. A staff restructure, review of financial systems, business and strategic planning have all been delivered to better enable SeaChange to take the next step forward in their growth.

Tremendous work has been undertaken to develop new partnerships and establish new networks. Our position as a European gateway organisation has been further recognised by Arts Council England.

A strong reputation of community delivery and artistic excellence will continue to be developed and the years ahead will see SeaChange develop the Drill House into a modern, well equipped venue and supplement our financial stability with a range of more commercially orientated activities.



From 2014 onwards, there will be a strategic focus on:

## The creation of ambitious new work

Developing SeaChange Arts as a producer of world class artistic creation on both the national and international stage.

## Providing a hub for the community to access high quality participatory activities

Striving to make as much great art accessible to as many people as possible.

## Supporting artists and professionals to develop their practice

Utilising international partnerships to provide unique opportunities for local and national artists to develop work and access new markets.

## Building a vibrant creative workforce for Great Yarmouth

Working with community, local and international partners to deliver a creative aspirational cultural infrastructure within Great Yarmouth.

| PARTNERSHIPS

2013 saw SeaChange Arts work with more than 60 organisations across Norfolk, the UK and Europe.

Activate, Dorset  
Appetite Festival, Stoke on Trent  
Archant Regional  
Atelier 231, Sotteville-Les-Rouen, France  
Aux Usines Boinot-CNAR, France  
Barnsley Civic  
Battersea Arts Centre  
BBC Concert Orchestra  
Birmingham Hippodrome  
Blackpool City Council  
Bradford Festival  
Breckland District Council  
Bui Bolg  
Carampa, Spain  
Close Act, Netherlands  
Conseil Général de la Mance, Basse-Normandie, France  
Create Gloucestershire  
Crying Out Loud  
Culture Commune, Loos-en-Gohelle, France  
De Spil, Belgium  
Derby Feste

East Norfolk 6th Form College  
Evenementenbureau VVV Deventer, Netherlands  
Farnham Maltings  
Fruit Venues/Ensemble 52, Hull  
Fuse Festival, Medway  
Gorleston Cliff Top Festival  
Great Yarmouth College  
Great Yarmouth Primary Academy  
Great Yarmouth Borough Council  
The Hippodrome  
Holt Festival  
La Brèche, Basse-Normandie, France  
La Renaissance, Basse-Normandie, France  
Lawrence Batley Theatre  
Le Fourneau, Brest, France  
Lighthouse, Poole  
Lost in Translation Circus  
Luton Hat Factory  
Luxi, Darlington  
Metal Culture  
New Wolsey Theatre  
Nexus Engineering

Norfolk and Norwich Festival  
North Denes Primary School  
Nuffield, Southampton  
Orchestras Live  
Oxford Playhouse  
Peterborough City Council  
Pôle National Cirque et arts de la rue, Amiens, France  
Ramsgate Arts  
So Festival, Skegness  
St George's Theatre  
The Garage, Norwich  
The Junction  
Theatre Bristol  
Torbay Council  
UKCCA  
University of Winchester  
Vivacity, Peterborough  
Voluntary Norfolk  
Warwick Arts Centre  
Watford Palace Theatre

| SUPPORTERS













STAFF

Joe Mackintosh, Chief Executive  
Becca Clayton, Producer  
Darren Cross, Communications Director  
Siobhan Johnson, Community Programme Coordinator  
Laurie Miller-Zutshi, Creative Producer  
Brenda Seymour, Development Director

TRUSTEES

Richard Packham, Chair  
Tom Garrod  
Julian Gibbons  
Peter Jay  
Daphne King  
Bob Hawkins  
Tony Mallion  
Jonathan Newman  
Councillor Valerie Pettit



France's Qualité Street will be on tour with SeaChange in summer 2014.

# COMING UP | IN 2014



## SAT 5 JUL - SAT 27 SEP

We've spawned something crazy! The finest and funniest French street theatre comes to eager audiences in a four legged tour from Holt to Devizes this summer.



## WED 17 - SUN 21 SEP

The seventh edition of the Out There International Festival of Circus & Street Arts promises to be bigger, better, brasher and more bonkers than ever!



## MON 15 - THU 18 SEP

Dynamic, cutting edge theatre navigating it way across the country to venue you near you in Great Yarmouth.

To find out more: [seachangearts.org.uk](http://seachangearts.org.uk)