



## A2.2

# *Performing to a Commission Brief*

Summary of Findings

&

Evidence of Tasks

# Budget & Finance

## **Summary of Findings Budget and Finance**

Professional Company: Dylan Quinn Dance Theatre, Enniskillen

Professional Venue: The Ardhowen Theatre, Enniskillen

For my research I looked at two contrasting Performing Arts Organisations - a venue and a professional dance company. I discovered that the way these organizations are funded is very different. The Ardhowen is funded by the Fermanagh District Council and supported by the National Lottery, whilst DQDT is funded in a variety of ways through grants for different projects, revenue from activities and an annual award from The Arts Council Northern Ireland.

The Ardhowen is given a set budget by the Council and has to work within this remit. Therefore it is important that the programming is financially viable and does not lose money, recent cuts mean that the theatre has had to think very carefully about what to programme and ensure that the events are commercially successful. This comes from knowing the client base. The Theatre manager has to submit financial reports on a regular basis to the FDC, and has weekly meetings with the Head of Arts and Culture at the Town Hall.

### **My research influenced my role in the following ways:**

The importance of knowing your market and target audience was discovered through my interview with the Theatre Manager at the Ardhowen Theatre. Therefore our Education Officer decided to make an initial phone call to the 3 targeted feeder primary schools to ensure there was demand for our production. We needed to know this prior to asking for funding, so we secured the bookings first.

I looked at a completed funding application by DQDT and this helped me decide on the layout and what to include in my balance sheet for our production.

I discovered that within a funding application the use of the company's own resources is called in kind support. Therefore when I was compiling our balance sheet for the production I did not include the cost of items that would be covered by the school, for example insurance, photocopying and phone calls, however it was important to factor into the budget to ensure everything was included and that it gave a realistic account of all the costs a production incurs.

From my research into DQDT I discovered one of the ways in which they have raised funds was by crowd sourcing through a Fundit campaign. They offered rewards for depending on the level of sponsorship from a mention in the programme to merchandise. They set a target and then fund it match this target if it is reached. I thought this would be a fun way to raise additional revenue, but also to gather interest for the project so I decided to create a version of this called...FUND US

I also discovered that when you complete a funding application you have to raise 10% of the funds within your organization or from other sources. This is called match funding. This made me consider how we would recoup some of our costs and I factored this into our funding application.

**506**

## BUDGET AND FINANCE - TASK 1 - A FUNDING APPLICATION

Tell us about your company

POW productions was established in September 2014 as a non profit making Theatre in Education Company to create theatre for teenagers that explores issues and problems facing young people of today.

There are 6 in the company who share the administrative tasks – Budget and Finance, Health and safety officer, Education Officer, Publicity and press officers as well as a Front of House officer for the venue. In addition the company also create, rehearse and perform the work. The Performance and production roles within the company consist of 4 actors, 1 director and 1 lighting technician

Please provide a brief summary of the Performing Arts Event for which you require funding.

Taking Robert Frost's poem 'The Road Not Taken' as a stimulus the performance explores the choices we make and how these impact on our lives and those around us. Two characters aged 12, face a choice which has potentially devastating consequences for them and their families. It is an interactive theatre production which encourages the audience to make suggestions as to what the character's should do; the actors then act out these suggestions. The production will explore relevant issues facing P7 pupils and open a forum for discussion with the aim to promote healthy minds and bodies through making positive life choices. The production will tour 3 local primary schools in May 2015 and include workshops and a teachers education resource work pack. We require funding to support the costs associated with devising, creating promotional materials and resources and touring the production.

What are the aims of your Performing Arts Event and your intended impact?

- To make the production relevant for p7 students which focuses on choices and consequences
- To support the PSHE curriculum by creating a performance that will promote discussion of relevant issues
- To provide teacher and student- friendly resources that can support work after the performance
- To create a meaningful experience for the audience through their active participation
- To inspire creativity through watching high quality drama made by students for students
- To foster closer links and break down any perceived barriers between feeder Primary and Secondary school by bringing production from Secondary School into the Primary

Outline how you will measure your success in achieving these aims?

- conduct a survey prior to the performance to see where the students' current position is on the issues being explored and then survey post performance to see what the impact of performance is on beliefs.
- conduct a performance evaluation with staff to get feedback on performance and resources

Please provide details of the funding required in the following areas and how funding will contribute to the success of the Performing Arts Event.

#### ADMINISTRATION

£50 - for professionally printing and binding the teacher resource pack. The Education Officer will be responsible for creating the pack, but we feel having the pack professionally produced will give it greater status and the teacher will be more likely to use it. The Performing Arts department will support general admin cost including photocopying, stationery and consumables associated with devising the production.

#### MARKETING

£100- to print posters, programmes and develop merchandise. We are going to use free social media sites to promote the performance but would like to have the posters professionally printed as this will enable us to have them printed A2 size as we don't have access to this facility within school. A bigger sized colour poster will gain attention and ensure 3 schools book the performance. They are also more likely to take the production company seriously if there is a unified and professional edge to all our materials. The design will be done in house by the publicity officer which will reduce costs. We have considered recouping the costs by selling the posters to the students post production with the cast signing them. Another marketing ploy we wish to use is the creation of merchandise. We wish to have pencils made up for the students with the slogan from the play and the school crest. We feel this will leave a good impression on the audience and also leave them with a reminder of the issues raised in the production and hopefully encourage them to reflect further on the play's message. It's also a good way to promote the school. We will need funds to cover the initial outlay, but hope to recoup these costs through ticket sales on the evening performance

#### PRODUCTION

£100 - set construction  
We need to have our set specially built so that it is easy to transport and multi functional. We got have 2 quotes - Quote A - £250: a local joiner who has built the sets for school productions before to build the entire set. Quote B: £100 have the technology department build it. The advantage of option A is that the set will be ready quickly, but is more expensive and will be painted. The advantage of option B is that we will only have to cover the cost of materials and not the cost of labour, However due to other commitments it will take slightly longer to be completed, but can be painted by the technology department. As we have set that we can use as a mock up we have decided to go with Option B, however there are still significant costs associated with this and we will need funding for them. Again it is hoped these costs will be recouped through ticket sales and potential investment through our Fund Us campaign.

Complete and attach your Balance Sheet of projected expenditure and income

## Budget and Finance: Task 2 - BALANCE SHEET

## Estimated Expenditure

Items	Projected expenses
<b>Administrative Costs</b>	
Stationery	<b>£20.00</b>
Teacher pack copy and binding	<b>£50.00</b>
Postage	<b>£5.00</b>
Insurance	<b>In kind support -Covered through school</b>
Telephone	<b>In kind support - Covered through school</b>
<b>Venue costs</b>	<b>n/a</b>
<b>Marketing costs</b>	
Design costs	<b>Company Publicity officer</b>
Posters	<b>£40</b>
Programmes	<b>£40</b>
Postage	<b>n/a hand deliver</b>
Merchandising	
Set	<b>£100</b>
Costumes	<b>£20</b>
Props	<b>£10</b>
Lighting/Sound	<b>£10</b>
Make up	<b>£20</b>
Transport	<b>£50</b>
<b>Total Expenditure:</b>	<b>£415</b>
<b>RESERVE</b>	<b>£100</b>
	<b>£515</b>

<b>Source of revenue</b>	<b>Estimated Income:</b>
Fundraising - Fund Us	<b>£100</b>
Donations from programme sales	<b>£25</b>
Grants from funding proposal	<b>£250</b>
Ticket sales for Exam Night Performance	<b>£150</b>
Sale of merchandise	<b>£25.00</b>
<b>Total Income</b>	<b>£550</b>
Less expenses	<b>£515</b>
Projected profit	<b>£35</b>

MAY 20TH  
 “THE ROAD NOT TAKEN”  
 Where do I go from here?



## Take the High Road and Fund Us...

Fund us...	Rewards...
£10	<p><b>FIRST STEPS</b></p> <p>A massive thank you on our social media pages, plus your name will be mentioned in a special dedication in our programme - immortalized forever!</p>
£20	<p><b>AT THE CROSSROADS</b></p> <p>ONE ticket to see the show on a night of your choice, along with a giant thank you on our social media pages and in our programme.</p>
£30	<p><b>MARATHON RUNNER</b></p> <p>TWO tickets to see the show on the night of your choice, along with a giant thank you on our social media pages and in our programme.</p>
£40	<p><b>STAIRWAY TO HEAVEN</b></p> <p>Two front row tickets on the night of your choice, photo/your logo posted on our social media pages signed production shot, top billing in the programme</p>