

## VILLAGES IN ACTION THEATRE PRODUCTIONS

### Introduction

Villages in Action approached the Town Council in October 2023 with the aim of introducing family shows to Cranbrook. More information is available on the Villages in Action website at <https://villagesinaction.co.uk/>.

### Villages in Action Theatre Productions in Cranbrook

For families, who would form the target audience in Cranbrook, Villages in Action tend to programme theatre (sometimes interactive), circus or dance, with a selection aimed at early years, as well as key stages 1 and 2 of the national curriculum. Some of the shows have workshops attached, and some can be performed in schools.

Attached is the full information for a production entitled *Mischief and Mystery in Moominvalley* which Villages in Action recommend to show in Cranbrook. The link to the trailer is <https://vimeo.com/204755268>.

The fee for providing one performance of *Mischief and Mystery in Moominvalley* is £850 for one performance and Villages in Action were looking at the second week of Easter holidays (8 -13 April 2024) for performance(s) at the Younghayes Centre. Another possible venue would be the Country Park Event Space. Villages in Action would be able to provide multiple shows in one day, or multiple days in a row which would result in a reduction in costs as a result of the company lowering their fees for multiple performances.

Villages in Action's standard financial model is that the co-curator/promoter\* guarantees 50% of the artist fee, and Villages in Action guarantees the other 50%. The box office income is split 20% / 80% with 20% going towards the co-curator/promoter. For example, if a show costs £800 and generates £400 in ticket sales, then Villages in Action would use the £400 to pay the artist and cover the remaining £400, and the co-curator/promoter won't be at a loss. But if £1,000 are generated in ticket sales, then the co-curator/promoter would receive £200 and Villages in Action would pay the artist the other £800. The co-curator/promoter would also keep all the income from any refreshments served.

*\*The person who works with Villages in Action to curate events for their community – traditionally they're also the promoter but not necessarily.*

Typical ticket prices are £12 per adult, £8 per child, £30 per family ticket and concessions and reductions at discretion and to be agreed.

Villages in Action:

- help curate the shows, offer tailored suggestions
- liaise with the artists
- write up contracts

- look after online ticket sales
- help with promotion, mainly social media and reaching out to audiences outside of the town
- sharing the financial risk, often subsidising the event

### Town Council's Town Events Budget

Each year, the Town Council budgets for the provision of town events in budget 4155. In the 2024-25 financial year, a budget of £2,000 is drafted which includes a contribution towards the Cranbrook Festival of £1,000.

### Recommendation

Council to decide whether to use its town events budget towards theatre productions at the Younghayes Centre and/or the Country Park Event Space.