

Think of Watford, Think of Watford Palace Theatre

Fundraising for Watford Palace Theatre







Watford Palace Theatre is a thriving local charity with a national reputation for theatre, film, dance and outdoor events.

It is proud of the outstanding new work that it creates and tours nationally and internationally, and of the vibrant community celebrations and education projects it delivers for people of all ages.

Think of Watford,
Think of Watford Palace Theatre

Welcoming

The Theatre offers a warm welcome to a wide range of different visitors from Watford, Hertfordshire and further afield

Artforms

We offer not only top class drama but an exciting mix of film, dance and outdoor arts

Thriving

The Theatre is enthusiastically supported by Arts Council England, Watford Council and thousands of regular patrons, all dedicated to helping the Theatre to continue to thrive

First

The Theatre is a leading producer, co-producer and commissioner of new work

Outside

We work outside the walls of the Theatre to engage with many people who would never normally pass through our doors

Reach

We touch the lives of more than 330,000 people a year – and rising

Donations

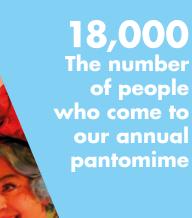
The Theatre is a registered charity that needs private donations to build upon our success. The more money we raise, the more creative activity we can provide

330,000 The number of people reached by our activities each year and the number is growing

The number of new world premiere productions, co-productions and commissions created by the Theatre last year

111,000

The number of people who saw those productions beyond Watford, across the UK and internationally



Quality of Life

The arts have an enormously beneficial impact on all those who participate and theatre is one of the most accessible art forms of all. It can amuse and amaze, excite and relax and provoke thrills and new thinking. Whether you take an active part or simply sit back and enjoy the show, the theatre is a life enhancing experience.

Education

Participating in the arts has a huge positive impact on young people in terms of educational attainment. Two of our Youth Theatre participants came to the UK at the age of 14 speaking very little English, something which they found incredibly daunting. Since taking part in a series of productions with the theatre and eventually taking jobs working Front of House, one of our young participants is now in her first year of a medical degree at University of East Anglia and her sister is studying French at Oxford University.

Economic benefits

Arts and culture boosts local economies by attracting visitors, creating jobs and developing skills, attracting and retaining businesses, revitalising places and developing talent. The Palace Theatre is proud of the important contribution it makes to our local economy.

£1.16m
The amount our audience spends every year in local bars and

restaurants

Health and Wellbeing

Recent studies show that taking part in arts and cultural activities can improve health, reduce loneliness and ease depression. Participants in our dance production, Ballroom of Joys and Sorrows, which brought people from many different generations on to the same stage, were quick to tell us how much better they felt through being part of the project.

Social Inclusion

The Theatre is particularly proud of the diversity of its programme. We work closely with members of the local community each year to produce popular community events to celebrate Diwali, Vaisahki, Eid and Black History Month.



86%
The percentage of visitors who rate our productions as high quality



How we pay for our work

We are a charity and Arts Council England and Watford Borough Council invest in our work. Our activities are also supported by the income from ticket and merchandise sales and donations from trusts and foundations, businesses and individuals.

Where will my donation go?

Commissioning plays

New plays are an investment in the arts and create exciting opportunities for writers to develop their talent offering audiences work that explores contemporary issues. A donation of £6,850 lets us commission a new play.

Palace Youth Theatre

Drama enables children and young people from all backgrounds to develop valuable life skills. Palace Youth Theatre offers inspiring drama workshop activities for ages 5–18. Donations mean we can continue our existing work and offer more opportunities in the future.

Subsidising ticket prices

There are many people who want to enjoy our work but for various reasons they are not able to do so. Donations that subsidise the cost of tickets help us to ensure that the widest possible audience can experience all that we do. One example is our Rumour programme, providing £5 tickets for theatregoers aged 16-25.



4,000
The number of young people who take part in Youth Theatre

20%
The percentage
of audiences and
participants under 24

Free outdoor theatre

Outdoor theatre in public spaces reaches people who might not otherwise engage with the arts. Donations help us grow our programme of outdoor work.

Projects led by young people

We encourage and support young people to lead projects designed for younger audiences, helping to grow a lifelong love of the arts. Donations enable young people to develop new and exciting projects.

Maintaining our historic building

The iconic Watford Palace Theatre boasts a distinctive Edwardian Grade II listed facade behind which nestle a beautiful auditorium, rehearsal studio and bars. We need donations of £540 a day to fund keeping the building maintained and in a good state of repair.

Accessible performances for deaf and disabled people

Deaf and disabled people are far less likely to take part in leisure and cultural activities. Donations enabling us to provide accessible performances mean that everyone can enjoy theatre together. It costs £2,250 for each audio described and £1.650 for a captioned performance.

Producing culturally diverse events

Watford is a vibrant, multicultural community. Throughout the year we host showcase events in partnership with local groups to celebrate Eid, Diwali, Vaisakhi and Black History Month. Donations help to cover the costs for performers, workshops and refreshments for audiences.

21,000
The number of people who took part in our community and educational activities last year



Our donors are really important to us and make a huge difference to the work that we do. All donations are very much appreciated.

To make a gift, please complete a Help Fund Our Future form or contact Lynne Misner, Development Manager:

E: development@watfordpalacetheatre.co.uk T: 01923 235455

Thank you for your support.

Watford Palace Theatre likes to find opportunities throughout the year to say thank you to donors to acknowledge their support. We fully appreciate that sometimes donors would prefer that this is not done publically.

Watford Palace Theatre 20 Clarendon Road Watford Hertfordshire WD17 1JZ

www.watfordpalacetheatre.co.uk

Charity number 1056950

