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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**



17
**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**



18,000
The number
of people
who come to
our annual
pantomime

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.



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, Vaisakhi, Eid and Black History Month.



23%
The percentage of
non-white British
people who enjoy
our activities,
which is well
above the national
average of 9%

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

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

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



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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 publicly.

Watford Palace Theatre
20 Clarendon Road
Watford
Hertfordshire
WD17 1JZ

www.watfordpalacetheatre.co.uk

Charity number 1056950



Supported by
**ARTS COUNCIL
ENGLAND**

