

New
Diorama
Theatre

Artist Development Programme

2018/19



Introduction

Things are getting more difficult for early and mid-career theatre-makers, and sometimes the barriers facing artists can feel insurmountable.

Supporting artists of any age, at the beginning of their career, is the most vital thing we do as an industry. It's not enough to offer piecemeal support, or just an empty room for a few hours, or tiny amounts of money, or opportunities that cost more money to take-up than they're actually worth.

Whilst every theatre company is different, they all face similar hurdles.

It's the job of venues like New Diorama, who exist to support and champion new theatre, to step up and put our money where our mouth is. With determination, creativity and a lot of listening, we are finding new and radical ways of overcoming common problems.

We know that if we can improve the day-to-day reality for our artists, they can change the world for the rest of us.

In these pages, you'll find all our best ideas. You'll see how we've expanded schemes to meet growing demand, how we've formed bold partnerships to achieve our big ambitions and how we've listened to our artists to understand what they really need to make their best work.

If we can make this possible – so can anybody else. New Diorama is not an **Arts Council England** NPO, we're not a rich organisation. We are a small, independent theatre who fundraise off exciting new ideas and by supporting exceptional artists. We've been lucky that ACE have supported some of this programme through Grants For The Arts and that **the Mandy Network** have joined NDT as our Artist Development Sponsor 2018/19.

If you'd like to discuss our work in Artist Development, I'd love to hear from you. Drop me an email and let's get talking.

I can't wait to hear what you think, and hope to see you at NDT soon.



David Byrne,
Artistic & Executive Director,
New Diorama Theatre
david@newdiorama.com



Photo: Richard Davenport

A photograph of a person sitting on the floor, leaning forward with their head resting on their hand. They are wearing a black leather jacket and light-colored pants. A microphone is positioned in front of them. In the background, other people are visible in a dimly lit room.

**“We can’t imagine
a more supportive
environment to
make new work”**

Kandinsky

Artist
Development
Sponsor:



mandy.com

Report Introduction

Since my first interactions with NDT's team, when Incoming Festival was just an idea, I have been astonished and delighted by the dedication, passion and support they offer. In the nearly six years we've been working together, they continue to surprise me.

When NDT launched its artist development scheme formally last year, the response across the sector demonstrated how much of a need there is for this kind of targeted, tailored support, especially for emerging and mid-career companies. Many theatres have programmes of support, but I have yet to come across one as far-reaching and wide-ranging as that offered by NDT.

My report is quoted through this booklet, along with feedback from supported companies. Their words convey the impact of this scheme more than mine can, but suffice to say that it's been hugely important to the development of many, many people.

What came up time and again while talking to supported artists, was the importance of NDT's team. David, Sophie and Helen offer shoulders to cry on, cheerfully shared wisdom, constructive criticism and loud cheerleading. They are true champions of theatre companies, and I am proud to work alongside them.



Eleanor Turney,
Arts Consultant
contact@eleanorturney.co.uk

Companies interviewed to be part of this report include:

Box of Tricks

Engineer Theatre Collective

Foolscap Theatre

Kandinsky

Mad Like Roar

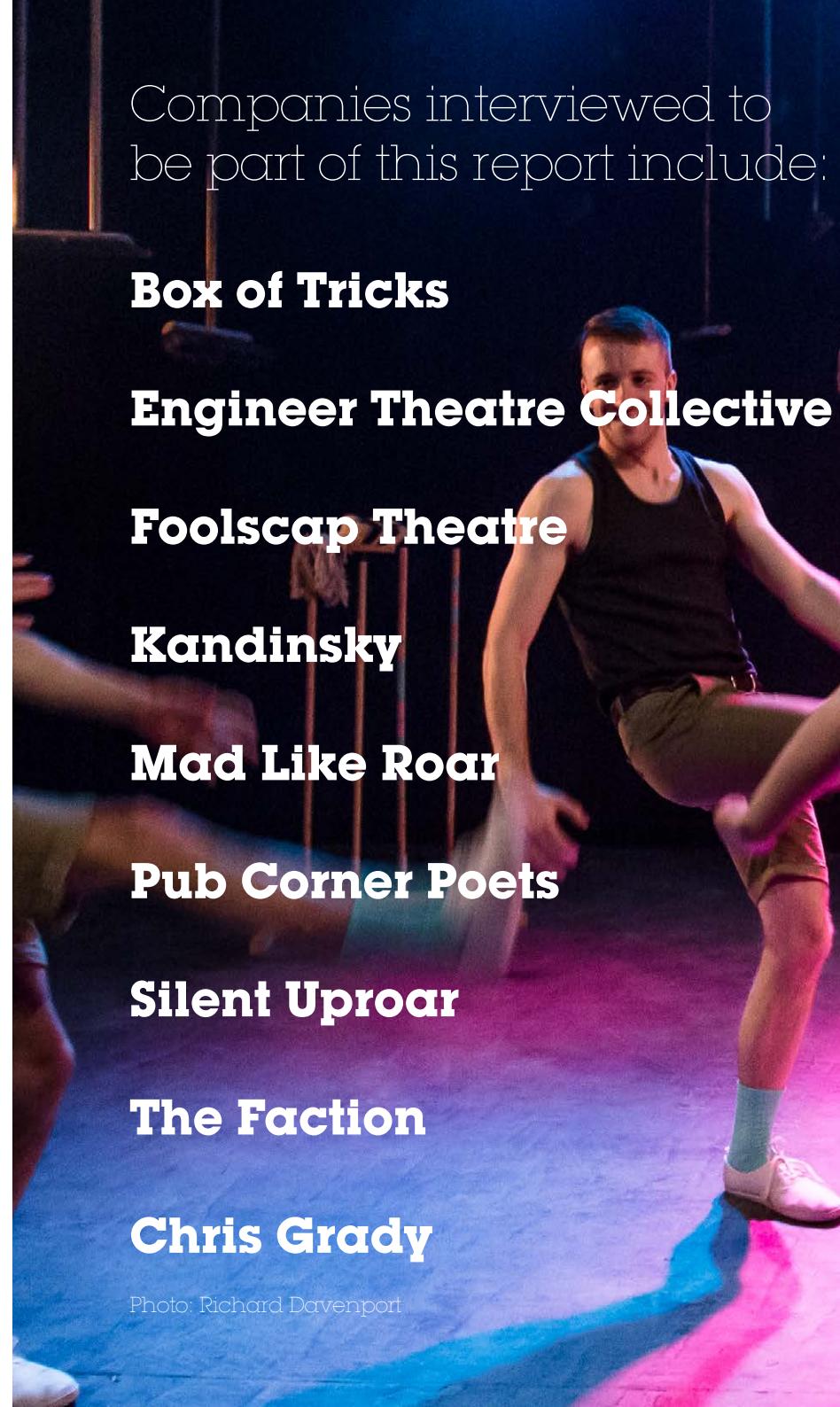
Pub Corner Poets

Silent Uproar

The Faction

Chris Grady

Photo: Richard Davenport





Breach

Clown Funeral

Fight in the Dog

Idle Motion

Lost Watch

Paper Tigers

RIFT

Smoking Apples

Worklight

Certain Dark Things

Fictive Theatre

Human Zoo

Kill The Beast

Odd Eyes

Rhum and Clay

Smoke & Oakum

The Pretend Men

East 15 CDT Course Leaders



“A playful yet moving show”

Photo: Richard Davenport

The Guardian, on Fellswoop's EUROHOUSE.

The Report

NDT commissioned me to write a report examining the impact that each strand of its artist development programme has had, and to make recommendations for areas that could be improved, extended or changed. I conducted 39 semi-structured interviews with companies supported by NDT in one or more ways.

The full report covers the successes and failures of each element of support that NDT offers to theatre companies (as detailed and summarised in this booklet). It assessed strengths and weaknesses, and made suggestions for changes, many of which have been incorporated into this year's scheme.

A programme of support for emerging companies this wide-ranging has not been trialled elsewhere, so it is inevitable that there were areas for improvement. However, the feedback from the supported companies was, unsurprisingly, overwhelmingly positive.

From a methodological point of view, it should be noted that both NDT and

I are aware of the flaws inherent in our approach: while all interviewees were encouraged to be as open and honest as possible, and to be unflinching in their criticisms, I was essentially asking companies to bite the hand that feeds them.

For this reason, all quoted material is anonymised. It was made clear to every interviewee that they could (and should) speak freely; that comments would be confidential; and that NDT and I genuinely wanted their feedback in order to improve the offer – so it was in their interests to be honest!

These schemes represent something that I believe is genuinely breaking new ground in the theatre sector. I believe that the feedback is representative of the impact that NDT's support for companies has had – based on my own experiences with NDT as Co-Director of Incoming Festival – but the report summaries included here should be read with the above provisos in mind.

Many of the schemes that remain essentially the same in version 2.0 have been refined and developed based on feedback from the report, and we hope that these strands will be more accessible and straightforward as a result. The Untapped scheme with Underbelly in Edinburgh (p.23) and the partnership with Green Rooms (p.37) to offer subsided accommodation in London are new this year, and respond directly to issues raised by companies in the course of my interviews.

Making theatre continues to be a precarious and often difficult occupation. The support outlined in this booklet aims to mitigate some of the most common issues faced by theatre companies, as raised by the companies themselves.



Eleanor Turney,
Arts Consultant
contact@eleanorturney.co.uk



FOR EVERYONE

These opportunities and
are open to everyone –
not just our supported

d ideas
artists.

BOOPY



Photo: Richard Davenport

“Incredibly brave, and deeply, deeply moving”



Edinburgh Guide on Pub Corner Poet's
SAD LITTLE MAN. Two time recipients
of the **NSDF Fund**.

Photo: The Other Richard



NSDF Funding

What it is

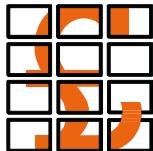
With tuition fees and student loans at an all time high, student theatre-makers from disadvantaged backgrounds are unable to access the platforms and opportunities crucial to showcasing their work, which are vital to secure a future for their talents outside education.

NDT, partnering with universities across the country, will provide the funds for up to twelve exceptional student theatre companies each year to enter National Student Drama Festival – twice the number supported in previous years.

"NDT provided a great deal of support, offered crucial advice. Without their support we wouldn't have attended National Student Drama Festival, where we won the Sunday Times Playwriting award, 2015."

Pub Corner Poets

How it works



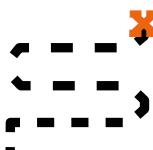
Twelve £98 investments

Student theatres companies write to NDT with a proposal. We'll write a cheque for £98 for the shows we're most excited about.



NSDF select for the festival

The NSDF send an assessor to each show entered. The best shows from the year are selected to attend the festival.



Further support for selected groups

If our supported companies get selected, we work with the group(s) to ensure they are able to afford and attend the festival.



Impact

Supported groups have gone on to win prizes at the festival, including the Sunday Times Playwright Award. These shows have toured nationally.

Report

National Student Drama Festival (NSDF) is an annual showcase of the best student theatre from across the UK. The NSDF Pickles Fund exists to pay the festival's £98 entry fee for those who can't afford it. If a supported group is selected, NDT commits to sourcing additional funds to help the company present their show.

This is the only grant of this kind available to students in the UK, and has been running since 2014. Many companies that form at university struggle to continue making work once they graduate. My interviews show that this money tells companies that a respected, supportive fringe theatre believes in them and their work. The significance of this investment should not be underestimated, from a psychological as well as a financial point of view.

"They didn't know our work, but the support was already there. It's almost like an open hug to a stranger, because they don't know us but they're giving us that care and support that we need to grow ... It's been the most valuable relationship we've made with any organisation, and kind of the most important one"

**“Fiercely
intelligent,
relentlessly
imaginative”**



Fest Magazine on Outbound Project's The Mission.
New Diorama Graduate Company 2016/17.

Photo: Salvatore Scarpa

Graduate Companies Programme

What it is

Across the country many talented theatre companies graduate and leave education without the practical skill set or contacts to help them make the difficult transition between training and working professionally.

New Diorama's popular Graduate Companies Programme provides six companies with the tools and resources needed to keep making theatre, including fundraising, approaching venues and building audiences.

"New Diorama has become the spiritual home of our company. Without the advice, resources and infinite other levels of support, we would not have reached this point in our practice. The graduate scheme has been a life changing opportunity. We are eternally grateful."

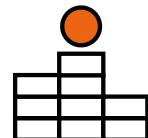
The Outbound Project

How it works



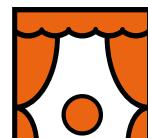
Graduates

New Diorama invite applications from the most talented graduate theatre companies from across the UK.



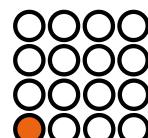
Building skills

Working with industry experts and fellow artists, each group gains the skills and contacts needed to continue making work outside education.



Showcase performances

Each selected group has a showcase performance at New Diorama, receiving 100% of their box office to invest in their future work.



Boosted contacts book

Once the course is finished groups have more than money and skills – they also have a new network of contacts, both peers and industry pros, to help their work grow.

Report

While many theatres work with graduate companies, this level of support is unusual and much appreciated by the selected companies each year.

Several companies commented how useful it is for them to have the legitimacy afforded by NDT's name: "With NDT comes their reputation. I think NDT is unique in that way; rather than going down a conventional route, it's got a reputation for taking risks on companies that have big ideas and want to try something new."

It was also clear how much companies appreciated that the support is for them as a company, rather than for one specific show. The practical elements of the scheme, especially the training and advice, are seen as being just as important as the performance opportunities.

"It's given us an extra kick that there are people there supporting us. It's given us an extra boost that there's people there that want to see our work, and want to see us grow and sell it. There aren't many people, especially in London, doing that. Financially, things are becoming much harder, and NDT really provide a space for help and support a company to grow and develop"

“Wow, is all I can say”



The Times on Breach Theatre's
Fringe First Award-winning TANK.



Photo: Richard Davenport

Two Night Stands

What it is

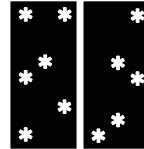
Even the most talented theatre companies performing around the UK find it impossible to showcase their work in London. With a financial model completely incompatible with regional theatre, bringing work to the capital is becoming out of reach for a whole generation of artists.

NDT's Two Night Stands offer an unprecedented no hire fee, and 0:100% box office deal, alongside free technical and marketing support. This is a unique opportunity for groups to get work seen by potential programmers, funders and press.

"Since our first meeting, the NDT team has given us invaluable advice. As well as guidance, they provided us with a significant cash injection through their two-night stand scheme, giving us 100% of the box office takings from a sold-out run. This investment – a unique offer – contributed to our first successful Arts Council application."

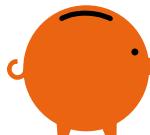
Breach Theatre

How it works



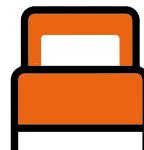
Two nights in London

Working with our partners around the country, New Diorama invite the most talented companies we can find to perform two nights in London.



100% of the box office

Two Night Stand companies receive 100% of their box office takings. Some groups have made in excess of £1,300 to pay creatives and invest into their future work.



£15 beds for the night

Thanks to our partnership with Green Rooms Hotel, we can now offer every artist a bed in London for only £15, removing another barrier for regional artists.



Impact

This scheme is a low/no risk way for groups to start building audiences in London. Many groups have used the substantial box office investment to leverage their first Arts Council England grants.

Report

Companies who take part in the scheme regularly make more than £1,000 over the two performances, which is often the largest single investment each company has received.

Two-night runs may require a lot of timetable juggling, and each show requires a tech rehearsal and access to the space before the performances. However, the benefit to the chosen companies is huge, especially the box office settlement.

NDT's sacrifice of box office takings, and absorbing the fees for the space hire, marketing support, technician and the box office staff, is a substantial amount of money. However, for these companies, the support for their work is huge, and the box office deal is extremely rare.

"To have financial support to show our work in London is obviously incredible. So often we've been offered rehearsal spaces or whatever, but actually taking up the support can cripple us financially because we're not based in London, so this scheme feels very practical. It feels like anyone could begin that conversation, to talk to NDT about some level of support or relationship, which I think is probably the most vital part of all of it."

A photograph of a woman with dark curly hair, wearing a grey top and a dark apron, smiling warmly at a man from behind. The man is wearing a red shirt and has his hands on his hips. They appear to be on a stage or in a theater setting.

Project partners:

HOME

A
YOUNGER
THEATRE

“Disgracefully good”

Erica Wyman, *Royal Shakespeare Company*,
on Poor Michelle's THICK SKIN.

Part of INCOMING FESTIVAL 2017.

Photo: The Other Richard

Incoming Festival

What it is

INCOMING Festival is a celebration of the best emerging theatre in the UK.

Partnering with **A Younger Theatre**, INCOMING Festival is a brilliant opportunity for theatre companies. The festival has proved great at attracting new, hard-to-reach audiences for theatre. With productions selling out, more than 70% of those who attended each show had never seen work by those artists before.

In 2018, INCOMING will partner with **HOME**, delivering the festival and programme simultaneously in both London and Manchester, offering more opportunities for artists, attracting more audiences and making more of an impact than ever before.

"INCOMING Festival was a pivotal step in our development. The chance for us to invite people to an acclaimed venue like New Diorama with the stamp of INCOMING Festival attached was crucial to our growth."

Babel Theatre

How it works



The best work

INCOMING Festival is about programming the very best work from companies we've seen throughout the year. Each group gets a £450 guarantee fee, 50% of box office takings and the chance to see the work of fellow artists.



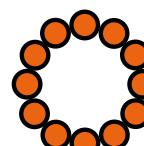
£5 tickets

With all tickets just £5, INCOMING is very popular with audiences – with up to 70% of attendees never having seen the work of the groups they've bought tickets for, and shows regularly selling out.



Across two cities

Thanks to a new partnership with **HOME**, in 2018 INCOMING Festival will happen in both London and Manchester, with all of the selected companies getting to perform in both cities.



Workshops and learning

INCOMING also brings creatives together to share skills and ideas through free workshops, aimed at emerging and mid-career artists.

Report

INCOMING exists to promote emerging theatre companies. NDT gives over its space for free, as well as providing a technician to run technical rehearsals and box office staff for the performances. Companies often make INCOMING Festival part of a tour, or use it to put work in front of an audience before taking it to Edinburgh Fringe.

With all tickets just £5, one interviewee described it as "a very friendly audience – exactly the kind of audience that we needed to put it in front of when we were first starting".

With one interviewee saying "I couldn't sustain coming to INCOMING every day even though I had every desire to be there", and others resonating with this thought, efforts have been made through the new partnership with **HOME**, to make the festival accessible to those outside London, and through the partnership with **Green Rooms Hotel** to make it far more affordable to stay in London during the festival.

"The whole festival is pretty amazing actually. It's amazing how generous they are to their artists. Getting a chance to showcase stuff before Edinburgh is good, too, and because people are only paying a fiver, it feels like a friendly way to preview your work, to get it in front of audiences."

“Couldn’t be more topical”



Broadway Baby on Paper Tiger's OCTOPUS.

Supported by NDT's BAMER Rehearsal Project.



Rehearsal Room Project

What it is

Over the last few years, we've been struck by how many diversity-led companies we speak to, especially black and asian-led groups, who struggle to find free development space in London.

To help address this, New Diorama are currently offering 52 weeks of free rehearsal and development space a year.

"I am aware that NDT has many programmes that support new companies but I wanted to thank you all for this particular scheme that you provide in a bid to diversify the theatrical landscape of the future: your efforts are greatly appreciated!"

Papergang Theatre

How it works



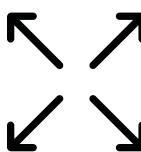
Simple application process

The application process could not be simpler. We invite black, asian, minority ethnic or refugee-led projects to email us with dates they'd like space.



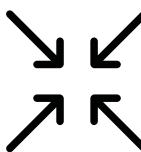
52+ weeks a year

Our current project will have offered more than 52 weeks of rehearsal space completely free of charge.



No strings attached

There are no conditions attached to this offer. Many groups are developing work for other theatres and for work that will never be presented at New Diorama.



An investment in sector

Work that has been developed through this project has gone on to tour nationally, and been presented in London theatres such as the Park and Soho Theatre.

Report

One interviewee praised the simplicity of the application process: "It was really simple – it's one of the nicest application forms I've filled in, actually. You had to write a little bit about your project, and a bit of background about yourself, and it was easy and short. It was very straightforward."

Initially groups wanted more contact with the team at New Diorama, which was lacking when NDT were sourcing spaces for groups in spaces across London saying "We had a really good meeting with the other supported companies, which was lovely, but some one-on-one time with the NDT team would have been useful."

To address this, all space is now offered through NDT's own ND2 space – meaning groups interact with New Diorama staff every day.

"It would have been very hard for us to do the show without this support, because we were running on such a tight budget. So to be able to have rehearsal space was really crucial. And being able to subsequently do the show has been a massive step forward for our company; we've now had a successful run in Edinburgh and we're got a London transfer. It's enabled all of that, which might not have been possible otherwise."

“An intricately-layered, exquisitely detailed piece from rising stars Kandinsky”



Time Out on Kandinsky's **STILL ILL.**

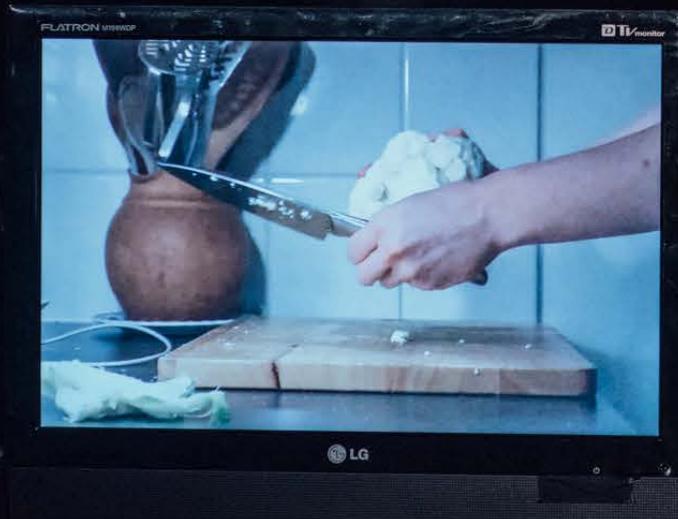


Photo: David Monteith-Hodge

Monthly Artist Surgeries

What it is

New Diorama now supports more than 70 companies each year, but we still get many emails and phone calls asking for help from companies that we are not supporting. With many other venues and funders stretched, there are increasing numbers of artists and groups who have nowhere to go for support.

Once a month, New Diorama are offering Artist Surgeries – open to artists and theatre companies who need help, and who are not being supported by NDT. Whether it's asking questions about funding, advice on marketing or thoughts on going to Edinburgh, a member of the NDT team will sit down with you and talk it through. And, if you're based outside of London, don't worry – we can help on the phone as well.

"NDT have talked us through tricky situations, given us a kick to get on with it, had our backs when it's gone wrong, and celebrated us when it's gone right. This mix of gentle encouragement and celebration has kept us going and is not only reserved for us, but for all the companies that come through their doors."

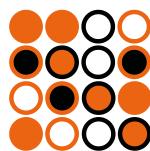
Lost Watch Theatre

How it works



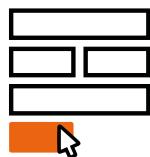
Regular chance to get advice

We're going to be hosting artists surgeries once a month, with a member of NDT staff available to answer your questions – from marketing to fundraising.



Anyone can book in

This is a chance for artists we're not already working with to come and ask us for advice or guidance. You don't have to be supported or working with NDT in any way.



Fill out a simple online form

If you want to attend a surgery, you simply book a slot online and let us know what area or subject you're interested in talking about.



A national service

It's possible to request for a surgery to take place over the telephone – meaning you don't have to be based in London to take advantage.

Report

The thing that interviewed artists like best about New Diorama was the willingness to give advice, training and guidance.

On reading the initial findings of the report, we became aware of how unusual this level of support is becoming across the sector: it's becoming rarer that arts organisations and funders have the time to talk to groups just starting out – or who find themselves in a difficult situation.

These monthly surgeries are a way of New Diorama addressing this gap, while helping even more artists and companies.

"You see so many companies fall by the wayside because they don't have the kind of support that's required"

"Exhilarating... a must see"



WhatsOnStage on Silent Uproar's multi award-winning
A SUPER HAPPY STORY (ABOUT FEELING SUPER SAD).

Project partners:



Photo: Richard Davenport

UNTAPPED

presented by
Underbelly and
New Diorama Theatre

What it is

The Edinburgh Fringe, the biggest arts festival in the world, is a vital showcase and opportunity for artists. However, every year, it becomes more difficult for early and mid-career artists to take their work to the Fringe – especially groups who aren't presenting solo shows.

Untapped, presented by New Diorama and **Underbelly**, is the most ambitious opportunity on offer to take exceptional work to the Edinburgh Fringe. Every year for the next three years, we will take three emerging/mid-career groups to the festival, and secure them a great **Underbelly** venue and time slot. On top of that, each group will receive £3,000 in cash, and we're removing any venue guarantee and deposit. Groups will also get a crack press team (Borkowski Arts & Ents) to support their production, seven hours of free flyering every day across the three groups, free production photography and a captioned access performance. After the festival we'll transfer shows back to NDT for a London Untapped showcase.

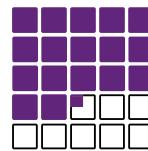
And we're only just getting started.

How it works



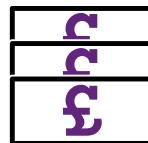
The best emerging and mid-career companies

After a nationwide search among the best early-career, and more established mid-career, companies, we'll select three groups.



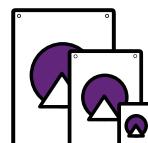
Incredible venue and deal

Working with **Underbelly**, we'll secure a great venue & time for each show, with each company receiving an enhanced 65/35 box office split with no venue deposit or guarantee.



A cash investment

As well as a great slot at **Underbelly**, companies will receive £3,000 in cash towards their travel and accommodation.



Press, marketing and access

New Diorama and **Underbelly** will provide free press and marketing support, seven hours of festival flyering each day for all groups, outdoor poster boards and production photography.

Report

Edinburgh came up in the interviews several times. It's clearly a huge opportunity for artists – having the world's biggest arts festival on their doorstep – but it's impossible for many to take their work: there are just too many barriers, and they're growing every year.

This partnership with **Underbelly** is a new way of New Diorama targeting an industry-wide problem in an energetic way – actively trying to address the barriers that groups face.

This is the first year the award is being run, but already it addresses many of the hurdles New Diorama knows groups face when thinking about going to the Edinburgh Fringe.

"All the costs for Edinburgh basically come up-front, it can be really hard for companies without a serious back-up of cash to make it through the gap and cover all their expenses."



FOR SUPPORT COMPAN

If groups wow us with one of our small opportunities, we encourage them to become a fully fledged NDT Supporter. Making a multi-year programming commitment to these groups, we offer a whole host of targeted support.

**“A superbly-crafted,
swelteringly intense
two hours”**



The Stage on Engineer Theatre Collective's
A GAP IN THE LIGHT.

E.D.
T.F.S.



Photo: Alex Nicolau

**“Sheer brilliance
in the writing,
directing and
acting”**



Broadway Baby on
ANTLER Theatre's LANDS.



Photo: Meurig Marshall

Emerging Companies Programme

What it is

Even the most talented theatre companies who have initial artistic success then struggle with how to cultivate their work so they can keep making theatre long-term. Universities and drama schools have a bad track record when it comes to teaching the practical nuts and bolts of running a theatre company, and sustaining artistic practise long-term.

Each year New Diorama invites six early-career theatre ensembles who have shown exceptional artistic promise to take part in a crash course in running a company – including building audiences, marketing, fundraising and touring internationally.

Each session is led by industry experts and augmented with successful early career artists, in order to present a balance between high-level thinking and ideas, and the practical day-to-day reality of running an emerging theatre company

“New Diorama have been a rock for us. As a member of their Emerging Companies Programme they have opened many doors to priceless advice and allowed us to continue working our way through the industry”

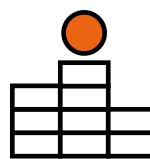
Lost Watch Theatre

How it works



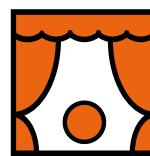
The best early-career companies

Each year we invite six of the most exciting early-career companies from across the UK onto the programme, paying for travel for those outside London.



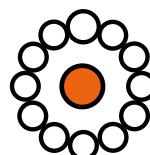
Investment in skills

The chosen companies undertake a bespoke course covering everything from fundraising and marketing, to international touring and registering as a charity.



Showcase performances

Each company receives performance opportunities at New Diorama, receiving 100% of their box office takings.



Industry contacts

Groups leave the course with a network of new contacts and, each year, we actively try to find groups through this scheme to further support.

Report

This scheme was particularly well-regarded amongst interviewees, who said they felt very supported through the programme: “NDT actually listen to what we want to achieve, giving us the time and space to attempt to achieve it. We've been in a few other development schemes, and on some of them it feels like you're not really a supported artist and you're not really welcomed in that building. With NDT, we've always felt that it's home away from home.”

“It's probably the most useful hour I've sat through in a very long time,” said one interviewee of the fundraising workshop. My drama degree didn't teach me how to do it at all.”

The companies interviewed emphasised how important it has been as part of their organisational and artistic development, making it a cornerstone of NDT's overall support for emerging companies.

“It's really hard running a company and you need all the support that you can get. There's a lot of provision for playwrights and individual artists, and companies are often overlooked. Nurturing a company and giving them the space to develop is so important. And I feel like NDT do that, and do that well.”

“This stylish film noir tribute is a cracker”



Time Out on Rhum and Clay's
HARDBOILED: THE FALL OF SAM SHADOW.



Photo: Richard Davenport

Gifted Weeks

What it is

Theatre companies across the UK are often unable to undertake longer runs in London because of crippling theatre rents in the capital. Groups are also finding it impossible to raise money for organisational security and reserves.

Each season New Diorama provide two weeks that are gifted to artists completely free of charge, with companies receiving all of the box office, receiving free PR and technical support.

We aim this support at companies at a critical moment – those who are at the stage of needing to build reserves, undergoing significant development or free themselves of historical debt that might be hampering their artistic progress.

"Gifted weeks from NDT have been essential for Rhum and Clay's development. It is the best opportunity offered to a company like us in London. This has been invaluable to the growth of the company."

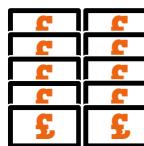
Rhum and Clay

How it works



Two weeks per season

Every year, we choose two weeks per season to offer as gifted weeks, where 100% of the box office is returned to the supported company and there are no space fees.



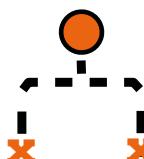
Over £10,000

Groups given this opportunity in the past have left with more than £10,000 as an investment in their future and their work.



Unlocking funds

Companies are selected that we think will sell well at the box office – therefore leveraging the most funds we can through the opportunity.



At a pivotal moment

We target the offer at groups at a critical moment in their development, who need to substantially fundraise or build reserves.

Report

Being given a free week of theatre space to use for both rehearsals and performances is hugely beneficial to the companies involved, and it is unsurprising that there were only positive comments about this scheme.

An interviewee said that the support and encouragement of being given a Gifted Week was hugely important: "up until we went to NDT we were having to do profit shares that were unlikely to generate much in the way of profit, whereas now all our actors are paid. And we can only do that because we have a theatre that's allowing us that space and that sort of financial leeway."

Once again, this is an example of NDT taking on the financial risk of putting on new work, and taking that risk away from the company.

"We would not get this opportunity from anyone else. We've had a lot of theatres say 'we'll support you and you can be our artists-in-residence', and we say 'oh great, how much money can you give to the show?' and they'll say 'none'. A lot of theatres understand that to make shows you need that financial support to actually get it off the ground, whereas NDT understand and actually deliver on their promises."

“Another bold achievement for a very talented ensemble”



Time Out on the multi-award winning **THE FACTION**.



Photo: Richard Davenport

Cash Flow Fund

What it is

Time and again we've seen talented companies forced to turn down career-changing opportunities that they've been unable to take advantage of because of temporary lack of funds – a problem common with small companies in all industries. Whether it's presenting work at festivals, touring or taking their work internationally, often vital funds are only released at the end of a project, long after costs need to be paid out.

NDT have pioneered a new fund especially to help our supported companies overcome these hurdles. Since its inception, the Cash-Flow Fund has provided more than £200,000, interest free, and as part of this programme, we're increasing the limit that we can lend at any one time to £12,000, boosting the number of artists we can support.

"There are no other funds available like this and, without the loan, we wouldn't have been able to showcase our production. Without the trusting aid of NDT we certainly wouldn't be where we are now."

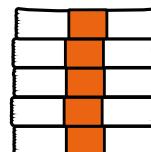
Kill The Beast

How it works



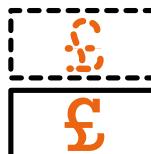
Unlocking opportunities

Supported companies can apply for a cash-flow loan to grasp opportunities that would otherwise be out of reach.



Up to £5,000 interest free

We've increased the limit companies can borrow to £5,000 and the overall cash-flow pot to £12,000, meaning we can support more artists through the programme.



Borrowed against confirmed income

All companies need to do is prove they've got future income that means they can re-pay the loan – such as box office income or guarantee fees on tour.



Impact

So far we've lent out more than £200,000 through the scheme, sending many companies to the Edinburgh Festival, on tour across the UK and even to Off-Broadway.

Report

One company described this scheme as "invaluable, because there are no other options for young companies. Being able to borrow money has been really important to us at times." Another agreed, calling it "a lifeline". She continued: "At the moment we're setting up a 20-day tour and we basically have to pay everything upfront. And we'll be fine once the money comes in, but for the first few months it's impossible to have the money upfront. So that scheme has just been incredible."

Furthermore, by offering this strand of support, NDT has shown young companies that this is a legitimate problem to have, and not one necessarily caused by their own failures. "It's great that they're formalising it, and publicising it. By putting it in a brochure it very much feels like an easy thing to ask for, it doesn't feel kind of embarrassing any more."

As strands of support go, this is both one of the most important, and one of the riskiest for NDT. However, this scheme has had universally positive feedback (unsurprisingly), and has identified a clear need that it attempts to meet.

"At the time I was like, 'that's absolutely batshit. Nobody's going to do that, don't be ridiculous, particularly a small venue like NDT.' That kind of faith in our work was such a massive ego-boost."

“Executed with bags of flair and invention”



Time Out on Idle Motion's
SHOOTING WITH LIGHT.



Photo: Richard Davenport

Female Leadership Fund

What it is

While the gender inequality gap is slowly narrowing, theatre still needs more female artistic directors and leaders.

New Diorama has committed to extra investment and championing of our female producers, directors and artistic directors by providing funds for leadership and personal development. Previous recipients have undertaken action learning training, coaching development and Clore Leadership Programme courses, all paid for by New Diorama.

New Diorama has also launched an all-female action learning set, allowing our most promising women leaders to meet regularly, discuss their professional ambitions and work together to find the best way of realising them.

“There’s so much happening that’s directly sexist and misogynistic, and I can’t say anything because I’m representing a company. I realised that without a course like this, there’s so much rage and anger that you’re not taught how to channel. So this fund is a really good thing!”

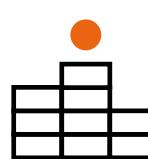
Ellice Stevens, who is being supported to attend the **Clore Emerging Leaders Course** in 2018.

How it works



Championing our female directors & producers

Throughout the season, New Diorama will invite exceptional female directors and producers to investigate professional development opportunities that may be of interest to them.



Investing in skills

New Diorama will pay the full costs for those selected individuals to attend training and development, giving each the time to focus, reflect and invest in themselves.



Range of opportunities

Previously we’ve supported individuals who wanted to undertake action learning courses or attend one of the Clore Leadership Programme courses.



Action learning set

NDT has set up an open forum discussion group for career development for seven of our emerging female director and leaders, which meets regularly.

Report

The Female Leadership Fund is another clear example of NDT identifying a need and then working to address it. The representation of women in the arts is extremely high, yet the percentage of women in more prominent, leadership roles is proportionately small. To work to change this, NDT set up this fund.

“I really do think women need this kind of targeted support,” said one interviewee. There have been a number of times for me when, as part of [company], I feel like I’ve been treated differently because I’m a woman. I feel that [male colleague] and I are treated differently, definitely.”

NDT has also convened an Action Learning Set, where seven women come together to “talk and support each other and share, about issues that they’re finding in the business that they’re doing within the arts. It’s been incredible.”

“We’ve only had three sessions so far but I often find that it’s really difficult to have spaces where I can be very open and talk about things that are worrying me without it reflecting on the company, or without it feeling that I’m not allowed to say those things. It’s been amazing and a real boost to my mental health and to my general well-being.”

**“A captivating,
poignant
reflection on
love, longing”**



The List Magazine on Bucket Club's
FOSSILS, which transferred
Off-Broadway in 2017.



Photo: The Other Richard

Travel Grants

What it is

Europe creates the most vibrant, exciting and daring theatre in the world. However, few early-career artists can afford to visit their European counterparts to gain inspiration and new ideas. And, with the world becoming a smaller place, many of our companies are developing an affinity with artists making work in Asia, America and elsewhere.

New Diorama is expanding this programme out of Europe, for our supported artists who can demonstrate how such a trip would significantly impact their artistic practice in a deep and meaningful way.

"There are other travel grants, but the restrictions on them make applications rather limiting and not particularly relevant to our work. I have many fond memories of our trip; we still refer back to it and have done frequently through our recent period of organisational development."

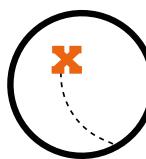
Rachel Valentine Smith The Faction.

How it works



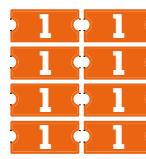
Applications from supported groups

New Diorama supported companies can apply for travel grants to see international work, essential for their development.



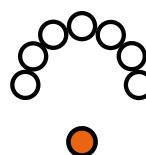
Flights and accomodation

New Diorama will also provide flights and accommodation for the visit.



Free tickets

This grant will also cover the cost of tickets to performances being visited by the supported company.



Meetings

Where possible, New Diorama will set up meetings with the creative teams and theatre staff of the international venue, so our supported artists can get greater insights into the creative process.

Report

One recipient said: "The grant enabled us to travel as a team and meet with leading industry professionals. It enabled us to see shows, opening up a dialogue at zero financial risk. The structure that was afforded with the trip, the conversations that arose out of it and the connections we made would probably not have happened without the support."

This highlights the importance of NDT's wider support; this is not just a case of paying for flights, but rather includes introductions and meetings where possible. "This support, like all the support from NDT is more than important - it has been vital. For all companies at all stages, but particularly emerging and where we are at now, every single penny still counts. Sustainability and making a livelihood out of the work we do is still incredibly challenging and within our project budgets, every £1 makes a difference.

"This makes a trip like the one we went on seem like a luxury. I wish that wasn't the case as it's fundamental to our work and, whilst we might be able to argue to our board of trustees that this was an investment, we simply didn't have the cash in the bank to even get to the point of argument."

“Warm, resonant and often hilarious”



The Stage on Smoke and Oakum's
HAPPY DAVE.

Project partners

GREEN
ROOMS



Photo: Richard Davenport

Green Rooms Partnership

What it is

Bringing work into London, or visiting the capital to see theatre, comes with a large price tag for artists. One of the biggest costs is finding affordable, comfortable accommodation. With a single hotel room now costing in excess of £50, touring work to the capital is becoming impossible for companies.

New Diorama is partnering with the excellent **Green Rooms** – a unique arts hotel – to provide affordable accommodation for the very first time. Not only this, but they are providing an allocation of **free** beds for NDT supported artists, and, beyond this, £15-a-night beds for all artists working with NDT, in their comfortable dormitory rooms. Based in a stunning art-deco building just opposite Wood Green station, **Green Rooms** is just 20 minutes on the tube from NDT.

With £15 being roughly the cost of a single ticket at NDT, this deal makes bringing a company to London affordable and achievable.

“London is becoming an increasingly unaffordable place for many artists and Green Rooms is helping to bridge that gap. As a partner of New Diorama Theatre, we are excited to support their unique Artist Development Programme and very much look forward to welcoming young theatre companies from all over the UK and offer their artists a place to stay, a base where creative ideas and some brilliant ventures will be conceived.”

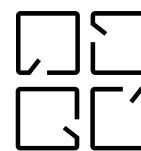
Sylvia Dietz, Green Rooms

How it works



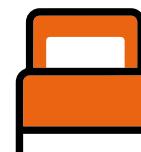
Companies from outside London

The majority of companies supported by NDT are based outside London, therefore there can be major costs to bringing acting ensembles and creative teams to London.



An allocation of free rooms

Green Rooms are now officially an Artist Development Partner with New Diorama, and across the year are offering an allocation of free rooms for artists from outside of London.



£15 a night beds for artists

Working with **Green Rooms** we’re offering £15 beds in their stylish and comfortable dormitory rooms.



20 minutes to The New Diorama

Green Rooms is based in Wood Green, just 20 minutes on the underground to New Diorama – with tubes running past midnight, and 24 hours at weekends.

Report

A theme that came up several times in interviews was the difficulty artists have affording to stay overnight in London.

This was true both for theatre companies presenting their work at New Diorama and for visiting artists who wanted to attend shows, NDT events or festivals, such as INCOMING.

We hope that this addition will go a long way to overcoming this hurdle. We strongly believe that, with their passion for the arts and supporting artists in London, **Green Rooms** are the perfect hotel partner for New Diorama.

“One of the biggest challenges of touring to London is the huge cost of accommodation”

“A mighty miniature”



The Times on Box of Trick's
PLASTIC FIGURINES.



Photo: Richard Davenport

Safety Net Fund

What it is

With funding being more and more difficult to get, even the best ideas can fall short when raising the funds needed to fully realise them. So many times we've seen exceptional groups struggle to raise funds for shows we really believe in.

Our Safety Net Fund is there to help plug the gap some of our programmed shows may face when they fail in this very competitive climate to secure funds elsewhere.

Those groups who have put in substantial efforts will be offered further investment from New Diorama.

There is no application process for this support. Funds will be offered at the discretion of the NDT team.

Report

One recipient of money from the fund said:

"It's dramatic to say if they weren't there we wouldn't be here. But if they hadn't helped us, it would be exponentially more difficult to make work. I literally don't know how we would have done [the show] to the limit we did. I don't think it would have had the same response from people. They have really helped us get to where we are now, and without making us feel like we've failed, or making us feel foolish at any point."

Another interviewee said:

"There's nowhere else that has a programme of artist development and support like NDT does, and it seems like the most generous programme around. There is currently a climate where artists are generally being shafted by theatre buildings, and not having continued relationships."

"NDT seem very good at investing in companies and wanting to do them proud. And actually, they encourage us to be quite upfront – because they are upfront in asking what we want, it legitimises us actually saying what we need. Sometimes that's cash or a loan, and that's okay to ask for that, whereas with other buildings you can't ask for a loan unless it's for work that they've specifically produced. NDT support the company, if they believe in the company, and that's so helpful."

"A sparkling satire on the grimness of London"



Time Out on **Fight in the Dog's**
RICKY WHITTINGTON



Photo: Richard Davenport

Retreat Weeks

What it is

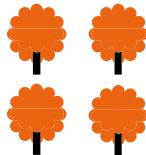
Sometimes it can be hard to focus on making creative work – especially in a large city where there's so much to do and see. With so much noise, it can be hard to find the focus artists need when developing new work.

New Diorama offers two companies each season the chance to leave London and make work - uninterrupted - in the countryside. Just an hour outside London, we've found the perfect village for a creative retreat.

"The retreat week was a fantastic opportunity to get away from the distractions and chaos of London and really focus on our creative project with clarity and reflection. It allowed us to get a breath of fresh air and a fresh perspective on our work"

The Pretend Men

How it works



Space to create

Often it can be hard for artists and companies to get the headspace and focus to make new work. To help, we send two companies a season on a rural retreat.



A place in the country

The retreat houses up to six individuals in a cottage, set in the grounds of a larger country house. New Diorama covers all the accommodation costs.



Removing all life-admin

New Diorama remove all the life admin from the week, providing and paying for the train tickets to the retreat, a large supermarket shop and hot evening meals provided by a local restaurant.



Rehearsal space

Right next door to the retreat is a village hall, which will be rented for the week by New Diorama for rehearsals and workshops.

Report

This is a new strand of support for 2018/19 so wasn't covered in the initial report around our artist development offering.

However, this opportunity came from artists asking if there was a way to help them focus their work at difficult moments during their processes, and the team looked at different ways of making it possible.

This approach was seen as very positive in the research:

"I think there's something that has left me with the lingering feeling that I can always approach them," said an interviewee.

"That is really important." Another respondent agreed: **"What they're really good at doing is making support tailor-made."**

**“Powerful,
emotional and
entertaining...
I cannot
recommend it
highly enough”**



*London Theatre on Rhum & Clay's
TESTOSTERONE.*



Photo: The Other Richard

Rehearsal Space

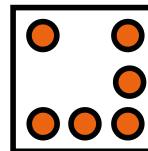
What it is

Rehearsal space in London can cost a fortune. Some companies, especially those making more ambitious and physically-led theatre, need to rehearse in spaces whose cost would exceed their entire production budget. Any free space being offered is often so far out of London that artists have to travel several hours to reach it.

New Diorama has been working to address this deficit in several ways. Firstly, we've built the Heather Johnson Garden Studio. Located behind New Diorama, our garden studio provides our supported companies with free space to try out new ideas, hold readings and make work on-site. We've also been working to free up more theatre space for our supported artists, meaning groups can regularly have space on stage the week before their shows go into technical rehearsals.

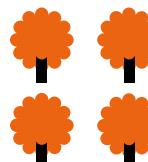
The biggest adventure we've embarked on has been ND2. Working with our incredible landlords and Principal Supporter, British Land, we've been able to offer "all you can eat" rehearsal space for our artists. We're already looking at how to continue this project in other spaces across the capital.

How it works



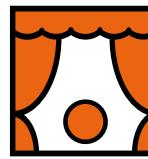
ND2 Rehearsal space

At ND2 we've dedicated more than 70 weeks of space across the year to our supported artists to use free of charge.



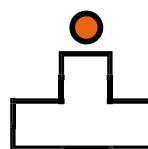
Garden studio space

Thanks to the Theatres Trust, we now have the **Heather Johnson Garden Studio**. This space, perfect for rehearsals, readings and development, is free to use for supported artists.



Theatre space

In the week leading up to a production we do our best to let the next performing artists rehearse and work in the theatre itself.



Support in kind

New Diorama give an above average amount of support in-kind to our supported artists. This helps them leverage more money from funders, including Arts Council England.

Report

Rehearsal space was mentioned many times during the interviews with artists, and regularly comes up with New Diorama staff when discussing what artists need to complete their projects.

One of the biggest difficulties artists face, for example when leaving education, is suddenly having to pay for space to try out ideas and develop work.

The NDT Garden Studio will help with some of this demand but ND2 has shown how much demand there is from NDT supported companies to have access to large spaces which are free of charge. Therefore, efforts to secure more space on an ongoing basis needs to be a priority for New Diorama.

"It would have been very hard for us to do the show without this support, because we were running on such a tight budget. So to be able to have rehearsal space was really crucial."

“Could not come more highly recommended”



Broadway Baby on Walrus Theatre's
LEMONS LEMONS LEMONS LEMONS LEMONS.



Photo: The Other Richard

Universal Benefits

£80,000+ subsidy

New Diorama provide more than a 50% subsidy on our theatre space, totalling more than £80,000 across the last year. This makes it affordable for groups to perform in London, and makes it possible for groups to pay themselves, actors, designers and creatives. This subsidy, a uniquely strong deal in London, requires no funds upfront from artists – with any reduced first calls being taken from final box office.

Press and marketing support

We work with Borkowski PR and they act as press agents to all our programmed shows. Companies interact with the Borkowski team as if they were their personal press company, saving them thousands of pounds. We also print a season brochure and make A1 posters at no extra cost to the companies.

Access performances

New Diorama programmes regular captioned and relaxed access performances across the year.

Technical support

We offer extended get-ins for companies doing a week run or longer. All technical support and help from NDT is covered by the theatre.

Regular party nights

One of the best things about working at NDT is being part of a family, and the chance for companies to see each other's work. Once a month we throw a party for all the artists in our season, with an open bar and free pizza, so they can see a show, discuss their work and build a network between themselves.

Support with funding applications & application library

For all supported companies, New Diorama offers to read and note funding applications – with a 48 hour turn around. We are also opening a funding application library – containing successful applications from all major funders for a variety of projects.

Keying into our community programme

A big part of New Diorama's mission is to be a great community theatre. Every season we buy tickets for our Youth Theatre to see productions and, six times a year, we buy a matinee performance during a longer run for isolated, older people in our community to attend free of charge.

“Gripping beyond belief and unstoppably funny”



Broadway Baby on Kill The Beast's
HE HAD HAIRY HANDS.



Photo: The Other Richard

Regional Partners

**New Diorama
works with
theatres and
producers
across the UK.**

Working with each of our partner venues, we want to make sure that brilliant artists from all over the UK have the chance to access our ladder of support.

Together we will share new ideas around artist development and provide a substantial, nationwide network to benefit our early-career artists

Our 2018/19 Artist Development partners are :

ARC

Stockton

Alphabetti

Newcastle

Barbican Theatre

Plymouth

Bike Shed Theatre

Exeter

Brighton Fringe

Brighton

Chats Palace

London

Cast

Doncaster

The Garage

Norwich

Greenwich Theatre

London

Gulbenkian

Canterbury

Home

Manchester

Hull Truck

Hull

In Good Company

Derby

Lawerence Batley

Huddersfield

Drill Hall

Lincoln

The Lowry

Salford

North Wall

Oxford

The Other Room

Cardiff

Queen's Theatre

Hornchurch

Rosehill

Whitehaven

Salisbury Playhouse

Salisbury

Slung Low's The Hub

Leeds

Theatre at the Mill

Bradford

Theatre Delicatessen

London & Sheffield

Tobacco Factory Theatres

Bristol

Unity Theatre

Liverpool

Wardrobe Theatre

Bristol

YOUNGER
THEATRE

INCOMING FESTIVAL

New
Diorama
Theatre

TH

24	7 pm	Giant	9 pm	Coyote SOLD OUT
25	7 pm	Snakes & Giants	8.30 pm	Fossils
26	7 pm	Cartography	8.30 pm	Eurohouse SOLD OUT
27	7 pm	Garden	8.30 pm	Letters to Windsor house
28	7 pm	Rite of Passage SOLD OUT	8.30 pm	Ross & Rachel SOLD OUT
29	7 pm	Lemons, Lemons SOLD OUT	8.30 pm	Flew the Cope SOLD OUT
30	7 pm	Different is Dangerous	8.30 pm	Theseus Beefcake
1	7 pm	Policeman & Old	8.30 pm	SOLD OUT
2	7 pm			
3	7 pm			

← TOILETS
CAFE/BAR →

THEATRE

DIOR



Photo: The Other Richard
Brochure Design:
Guy J Sanders



Artist
Development
Sponsor:



newdiorama.com



Supported using public funding by
**ARTS COUNCIL
ENGLAND**