

BUSINESS PLAN



HA-HUM-AH
THEATRE

2018
-
2020

MISSION

Ha-Hum-Ah theatre is South-West based theatre company. Our mission is to create innovative and ambitious theatre that stimulates the imagination. Our work is broad in it's themes and styles, adapting to reflect our ever changing world. We aim to bring the highest theatrical quality and practice to all our work and ensure that it is accessible and inclusive, irrespective of where it takes place. Be it in a professional arts venue, site-specific location or village hall.



BACKGROUND & VISION

Ha-Hum-Ah theatre was established in 2017 to offer the support and framework for artists to produce their own work with the aid and collaboration of others. Many artists don't fulfill their artistic potential, due to the daunting prospects and challenges with producing and staging their own work. In response Ha-Hum-Ah Theatre was formed to act as a 'co-operative' theatre company where actors, director, writers and creatives of all backgrounds could work together in realising and harnessing each other's creativity. Through this process we believe we've tapped into a unique, exciting and vibrant way of creating theatre for artists and audiences alike.





SITUATION ANALYSIS

STRENGTHS & OPPORTUNITIES

- Our Artists. A pool of outstanding artists is one of our strongest assets and a source for further opportunities. It's their ideas, hard work and experience which is our cornerstone.
- Low Operation Costs. Being a small organisation allows us the flexibility to adapt and work with very lean running costs.
- Adaptability. We have the experience and know how to adapt our work to suit a multitude of environments allowing us to reach a wider audience without compromising on our artistic integrity.

WEAKNESSES & THREATS

- Funding. Securing long term funding is our main challenge and weakness. Being a new company we have to ensure that people are confident in our ability to deliver and consider us a safe pair of hands when receiving funding.
- Lack of infrastructure. A lack of purpose built facilities for the arts in Cornwall and the South-West region means in order to achieve our mission we have to take into account that we face greater logistical problems when touring our work.

OUR PRODUCT/SERVICE



We are creators of theatre. Be it a touring or resident production, new writing or revivals. Our core program is the production of high quality theatre that stimulates the imagination.





AUDIENCES

The South-West region and Cornwall statistically has the highest median age in the entire country and the second highest proportion of people living in rural communities. Given this fact it is important to acknowledge that rural touring will form an important factor in reaching our audiences. Statistically the biggest supporters of the arts sector are people aged between 65 and 74, with a national average age of a typical theatre goer being 54. This presents us with a unique opportunity as this is the largest demographic in the region. Meaning that in theory we already have a strong audience base for our product in the region. Providing we ensure that we make our work accessible to those in urban and rural areas we should easily be able to appeal to this large and important audience. Also by knowing this we are more aptly placed to know who may be the non-attenders and potential new audiences to target for the theatre.

One such group are people under 30. We must ensure that we can help generate interest in the theatre for the younger generation, so as to secure additional audiences and future prosperity for the theatre. We believe a fresh and varied style of work that speaks to the younger generation will help to do this. Also being a company made up of people within this demographic we believe we are well placed to tailor our work to wants of the younger generation.

We must also ensure that our work, where applicable, is family friendly so as to reach the large family theatre going audience. This in particular is important for shows around the festive season, as the family audience swells theatre attendance at this time of the year.



Offering support and access through relaxed performances is one key way in which to appeal to people with young children, who otherwise may be put off from attending the theatre.

In summary and in support of one of our main aims as a business. We must ensure that our work is as universally appealing and accessible to as wide an audience as possible. Not only will this lead to increased growth for the business but also increased support for our work.

We acknowledge the landscape of people in our region and our likely audience. However art is greatly subjective and we believe that through knowing the landscape of existing and potential audiences we are better placed to push boundaries with our work and build upon and extend our audience. Through cross overs both artistically and with businesses we believe we can create a diverse and loyal audience so as to ensure a balance between our artistic and commercial program, ensuring a healthy viable business.

AIMS & GOALS

- To provide a balanced quality programme of theatre that is broad in its themes and styles
- To increase our production capacity and ability to deliver work, irrespective of location
- To fully utilise and further enhance the local creative scene of Cornwall and the South-West, ensuring that it can perform on the national and international arts scene
- To ensure the quality of our programme through measuring customer satisfaction and evaluations.
- To actively encourage wider participation.
- To work in partnership with other arts organisations, local educational establishments, the community and support organisations.
- To support and encourage artists with their professional development
Allowing them the framework to produce and develop their own creative ideas.
- To reach all sectors of the community.



- To champion equality and diversity
- Increase public awareness and participation in the arts and their understanding of how it is made
- Encourage artists from outside of the region to bring their work and skills here so as to further develop local skills and widen our artistic program
- Look at environmentally sustainable ways in delivering our work, so as to reduce our carbon footprint

OBJECTIVES

MARKETING & PROMOTION

- Boost our social media presence. We aim to operate on Facebook, Twitter and Instagram creating a strong following for future marketing promotion
- Establish strong relationships with advertisers, press organisations and other creatives who may be able to offer in kind support when promoting our work or critical analysis for future development
- Establish a strong and recognisable brand image and reputation in Cornwall and the greater South-West region.

OPERATIONAL & PEOPLE

- Build upon our strong network of artists to ensure that we have a large collaborative pool for future projects
- Establish a strong reputation among creatives locally and nationally for being a company of repute and artistic strength
- Build upon Cornwall's reputation as a creative hub for the arts, and in particular help in establishing Bodmin as a creative hub for the North and East Cornwall areas
- Cement 'co-operative' environment and framework for other artists to propose and work on their own work in conjunction with others.
- Promote equality and diversity within the company and our work

FINANCIAL

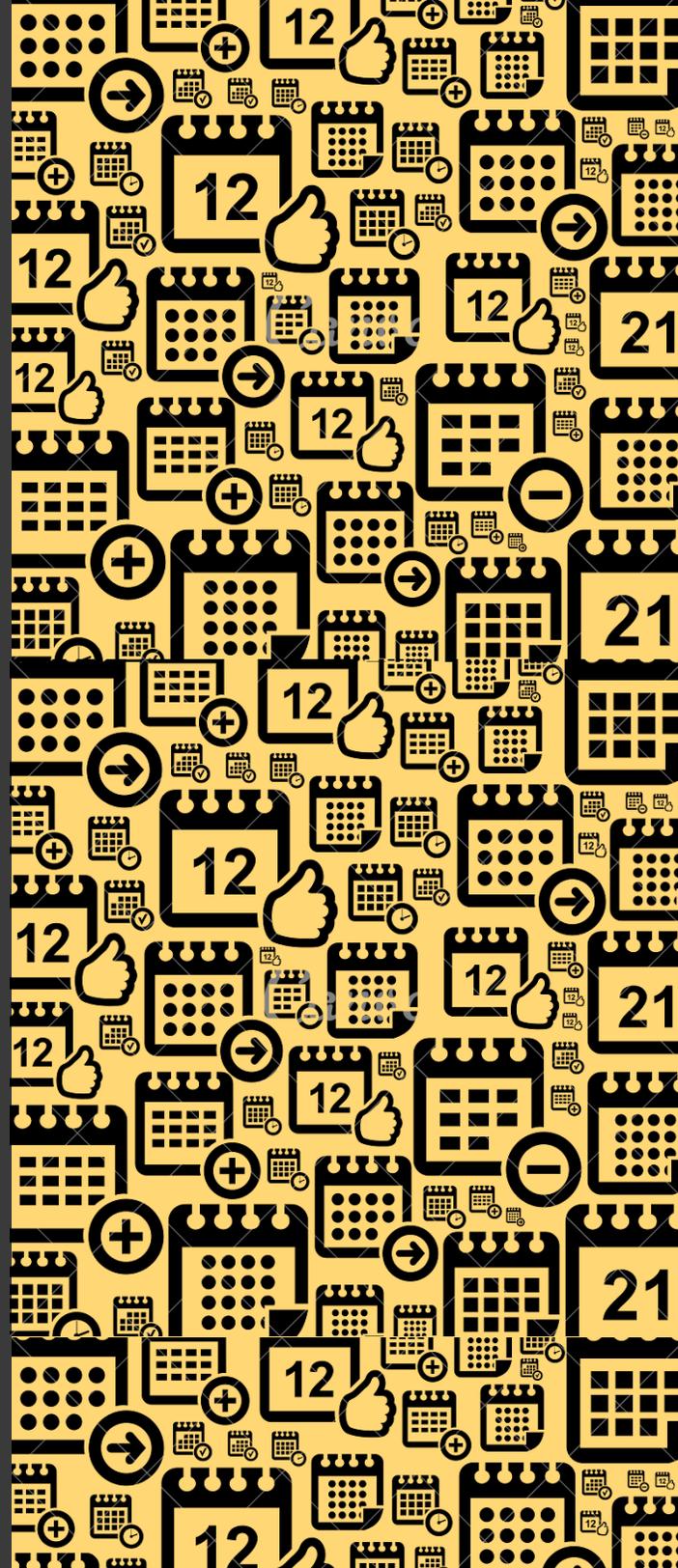
- Establish a relationship with Arts Council England, FEAST and Carn to Cove along with other potential funding bodies
- Ensure that all productions achieve a minimum target audience attendance of 40% on average
- Aim to archive a target audience attendance of 50% on average
- Successfully Crowdfund £700 and achieve 40% audience capacity for our debut production 'Grimm's Fairy Tales'
- Successfully raise £24,000 for our Christmas show 'A Dickensian Christmas' through various grant for arts organisations , in kind support and ticket sales.



ACTION PLAN

6 - 12 MONTHS

- Launch business. Both on the internet through a website, on social media platforms and physically through word of mouth
- Run a short work in progress performance at the White Bear Theatre in Spring 2018. Collect feedback and begin preparations for future R&D and expansion of the project
- Connect with venue managers across Cornwall and the South-West for future project collaborations and touring options. Invite them to work.
- Establish connections with fellow artists locally and nationally for future projects
- Successfully fund the acquisition of various technical equipment for future projects and enable self-sufficiency when touring. We budget that this activity will cost £2,439
- Tour 'A Dickensian Christmas' over the winter of 2018 in conjunction with intoBodmin. Funding the project through various grant for arts application, primarily Arts Council England and FEAST along with in kind support, The project is budgeted to cost within the region of £24,000. We aim to ensure we exceed our 50% audience capacity target, capitalising on the planned closure of the Hall for Cornwall and the audience who will seek a Christmas show elsewhere
- R&D 'Rural Matters' for a rural tour of village halls in 2019/20
- Successfully establish a working relationship with Arts Council England, FEAST and Carn to Cove along with other relevant bodies



1 - 2 YEARS

- Build a strong following through our website subscribers list and social media platforms. Having a target base of 1,000 across all
- Tour 'Rural Matters' in 2019/20 to rural communities in Cornwall and the South-West either in collaboration with another company or as sole producers
- R&D White Bear Theatre project with aim to stage in the autumn or winter of 2020
- Consider national re-tour of 'A Dickensian Christmas'
- R&D new piece of writing for Christmas 2019
- Continue to build upon our work within North and East Cornwall. Further developing it's theatre going audience and seeking new partners for collaboration on projects

2+ YEARS

- Purchase a lighting and sound system to be used for future productions. This can start small and build depending on the technical demands of each show
- Raise funds for the purchase of a small van for touring future projects. We budget that this will cost within the region of £5,000 not including taxation and servicing for the vehicle

KEY STAKEHOLDERS

- **Audiences**
(participatory and non participatory)
- **Business community**
(Through direct and indirect business)
- **Local community**
- **Partners with whom we co-produce**
- **Creatives whom work with the company**
- **Financial bodies who invest in the company including FEAST, Cornwall Council & Arts Council England**



Thanks to our supporters:



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