

## THAMESIDE THEATRE PARTNERSHIP

### Executive Summary

Anglo Asiatic Arts and Heritage Alliance (AAAHA), a not for profit company limited by guarantee with an honorary Board of Directors, agrees to act as manager of Thameside Theatre as a partner with Waltham International College (WIC) under the business lease WIC contracts with Thurrock Council.

Income and expenditure will fall into two areas – Shared Costs (percentage of costs shared by WIC and AAAHA); Project Costs (costs borne by AAAHA). The percentage shared between the two organisations is based roughly on the square footage used by each party; WIC (13,000 sq/f) and AAAHA (5911 sq/f). These amounts to be discussed further.

AAAHA agrees to be solely responsible for the planning and delivery of public and private productions, performances, film screenings and workshops in the theatre and backstage/dressing rooms areas on floors two and three. This will include budgeting, marketing and box-office.

AAAHA is committed to manage Thameside on a long term basis.

### Introduction to AAAHA

AAAHA was form in 2016 as a not for profit company limited by guarantee. It has an honorary Board of Directors who support the Creative Director's vision and projects. AAAHA has a network of artists in its alliance who have previously worked with the Creative Director and which are engaged on projects if necessary. AAAHA operates on a project by project basis. Funding for all projects are raised before any project is delivered and expenditure is within the limits of income raised.

The Creative Director, Hi Ching, has over forty years experience of running one off projects and touring productions throughout the UK. Highlights include the Handover of Hong Kong was a three day event in the London Docklands in 1997 funded by the Hong Kong Government Office and the London Docklands Development Corporation. This was followed by the First Anniversary of Handover in Grosvenor Hotel that included VIP dinner and performance, paid for by The Hong Kong Economic and Trade Office. In 2000, the Hong Kong Tourism Board paid for the performances at Millenium Dome. In 2008, the BBC contracted Hi Ching to be Artistic Director of Silk Screens that marked the Beijing Olympics in four cities with BBC Big Screens (London, Birmingham, Manchester and Glasgow) and at the same documenting the biggest Chinese oral history interviews with local Chinese in these four cities. From 2007-2015, Hi Ching, as Artistic Director of Foundation for Indian Performing Arts, produced

touring productions for theatres in the UK including the Royal National Theatre, Buxton Opera House, South Bank Centre, and outdoor festivals including the Norwich and Norfolk Festival and the London, Glasgow, Leicester and Belfast Melas amongst others. Since AAHA was formed to carry out productions in Thurrock, it has run TICC Festival (2018, 2019), TIC Film Festival now Thurrock Film Festival (2018-2022), Christmas Light Up in Grays Town Centre (2019), Thurrock Festival (2020-02022) and the Platinum Jubilee Pageant, touring Purfleet-on-Thames, Hardie Park and Grays Town Park.

## **Organisational Mission**

AAHA aims to develop Thameside Theatre as a vibrant community hub for arts and culture addressing local needs as well as aspiring for international projects.

With the Museum and Library based within the same building, we will explore with them to Collaborative partnership events.

### *Local Needs*

This refers to what the local community reasonably expects from a local theatre.

- 1 Panto season
- 2 Regular hires to amateur performing companies (drama, dance, music etc.)
- 3 Talent shows (showcasing local and new performers - musicians, singers and dancers)
- 4 Competitions (local dance and theatre schools)
- 5 Screening of popular films (for families and cult audiences)
- 6 In house performance companies (Michael Spencer drama group, East Asian Music and Arts EAMA)
- 7 Rehearsal space (using the theatre for music and singing groups such as Thurrock Music Services)
- 8 Monthly Thurrock Film Club
- 9 Cultural festival events

### *International Aspirations*

This refers to partnerships and projects developed with professionals.

- 1 Thurrock Film Festival TFF (annual)
- 2 Performance partnerships built with national and international professionals (facilitated by e.g. Romanian Cultural Institute, SOAS University of London, Ukrainian ballet dancer Ivan Putrov and East European Zinaida Mamedova)

## Financial Overview

The theatre will operate on an ad hoc basis from a remote office.

Hi Ching will be Creative Director deciding on artistic decisions and in charge of overall management. He is Creative Director of AAAHA and works under the supervision of the Board of Directors. He will have a team of ad hoc assistants – A curator and assistant for film, a theatre manager, theatre technician, bookkeeper and a social media and marketing assistant. AAAHA has a network of artists, administrators and workers who will be engaged as appropriate per project.

AAAHA Accountants are SKS Ramon Lee.

### Income

This will either be through hire fees or box-office split 35%(goes to WIC/AAAHA) /65% (goes to production house). WIC would retain all of the 35% of earnings, and AAAHA will invoice WIC for staff costs for the staff provided by AAAHA for commercial hires only. AAAHA would re-coup all other expenses as hire costs from its funding partners.

Panto proceeds is expected to cover basic running costs for the year. Additional income has to be covered through income/grants per project.

- 1 Panto income
- 2 Regular annual bookings from local groups (viz. Thurrock Courts Players, touring theatre companies for children)
- 3 Popular film screenings and talent shows
- 4 Hire income from touring productions
- 5 Grants for delivering projects such as TFF, Michael Spencer's drama, EAMA

### Expenditure

This falls into two areas.

#### Shared costs

- 1 Utilities
- 2 Security
- 3 Cleaning
- 4 Insurance
- 5 Business Rates?

#### Theatre Project Costs per individual project

- 1 Administration costs
- 2 Artists

- 3 Front of house staff
- 4 Technicians
- 5 Marketing
- 6 Accountancy
- 7 Insurance

Very rough costings of the Panto season and a sample Family Film cost is attached. It is not possible at this stage to make any sort of financial forecast without having any information about the detailed income and expenditure of the running of Thameside Theatre.