



Theatre & Improvement Through Performance

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Who we are and how we can work for you

Theatre& use drama-based communications to deliver training, increase awareness and help change attitudes in different organisations nationwide. Excellent acting, strong scripts, a development focus and above all superb management are **Theatre&** key strengths. Our projects are created with full client consultation and are delivered professionally, with care and complete customer satisfaction in mind.

There are three distinct areas of our business, each using interactive training and communication techniques. Exciting and stimulating they may be, but they are also tried, tested and compatible with your organisation's aims and objectives.

Our History

Theatre& was formed by professionals from human resources, learning and development, educational theatre and business backgrounds. Kath Hirst, Carol Sibbald, Dan Alexander and Russell Watters have a very clear goal for the company – to become the brand organisations trust to deliver the most effective drama-based training and communications.

What we stand for

When Theatre& was formed we had strong ideas as to the type of business we wanted to be, and feedback tells us we keep on achieving these aims. All our team members believe in the service we provide and always strive to deliver 100%. We enjoy our work and believe that life is genuinely too short to not make the most of the working week. We have a committed team of managers, trainers, actors, writers and administrators who apply themselves professionally and enthusiastically to every project. We believe in continuing self-development and our team members are encouraged to enhance their skills, to our clients' ongoing advantage.

Why we are the best at what we do

It's simple – we love what we do and we want to provide the right solution for our clients each and every time. Our varied skills mean we bring lots of different attributes to the table. Our highly relevant business experience embraces human resources, learning and development, educational theatre and project management from a cross-section of industries. So we provide the innovative learning and communications which make a quantifiable difference at both an individual and organisational level.



Our Values

Our Team

Small enough to work together and big enough to make a difference. Passionate, motivated, totally accountable individuals working in a collective vision.

Our Approach for Customers

Corporate delivery with a personal approach. Customers are our business.

Quality Counts

High standards, fanatical attention to detail – being honest and delivering our promises. Nearly is not close enough.

Doing the Right Thing

We enjoy what we do and we have an opportunity to demonstrate our collective integrity. 'The right approach for the right reasons'.

Competitive Through and Through

Not only do we offer transparent pricing but we welcome our competition. We're proud of what we deliver – our quality is self evident.

How we approach our work

Depending on clients' specific needs, we pull together the most appropriate project team from our permanent staff. Guided by our clients' own imagination and experience, we combine the relevant learning and development focus with our interactive and creative approach to a range of subject areas. Alongside our ability to produce entirely bespoke projects, we have a fantastic resource of pre-scripted materials which can be adapted as required. Finally, our style of delivery is perfectly adaptable; this, as much as our content, is totally geared towards the target audience.

As we are a training and development organisation, fundamental to our approach is the ability to evaluate the success of our programmes from the individual and organisational perspective. This means working closely with our clients to design the most appropriate methods of evaluation which may include pre-training focus groups, pre-workshop and post-workshop evaluation (through individuals completing forms or using our confidential interactive voting technology) and focus groups a number of months after the training to ascertain the sustainability of the training and its learning outcomes.

We aim to demystify what is sometimes portrayed as a vague, enigmatic style of training. Our communications are simple and their messages clear. So are the results.



Theatre& Development



Theatre& Development delivers effective and engaging learning experiences. Highly interactive, they are designed to achieve organisational objectives in an inspirational and imaginative way. Led by a training professional, and supported by our team of actors, development is often focused around promoting good management competencies, leadership and inter-personal skills.

Key clients include:

- South Birmingham PCT
- Lyreco
- First Direct
- Pennine Housing
- The Met Office
- The Office of National Statistics
- Hackney Council



Theatre& Learning



Theatre& Learning concentrates on one aim – communicating with young people and positively influencing their attitudes and choices. Whether this is around life-long learning, social & behavioural awareness or personal wellbeing - our task is to engage their interest and attention while provoking thought, shaping attitudes and inspiring confidence and self-belief.

Key clients include:

- ECITB
- LSC West Midlands
- Careers Scotland
- Rochdale and Oldham Aimhigher
- LSC South West
- Norfolk Aimhigher
- Coventry council



Theatre& Events



Theatre& Events enables interactive, memorable communication with large audiences. Using a range of attention-grabbing interactive devices in addition to traditional performance, delegates are entertained, informed and inspired. Whether your objective is to raise awareness, bring about action or simply enthral in a corporate context, we help you reach your audience successfully.

Key clients include:

- CIPD
- Crawley Homes
- Intellectual Property Office
- Blackburn with Darwen PCT
- The Guinness Partnership
- The Home Group

Theatre & Learning Programmes



Educational theatre is all about **captivating and stimulating an audience in order to inspire action.**

Using drama based informative presentations in schools and colleges, we are able to cut through noise from other marketing and communication interventions and deliver clear, inspirational messages to the target audience in a controlled yet engaging way. Our presentations receive fantastic feedback from students, teachers and parents alike and are talked about for years to come.

We independently evaluate every project we deliver – this demonstrates how the presentations have been received by the target audience as well as providing you with other statistical and qualitative information.

We work in collaboration with Aimhighers, Careers Scotland, Learning and Skills councils, Connexions, local councils and other organisations delivering key messages to primary and secondary school students, parents and guardians.

A background image showing several people in a gym setting, engaged in exercise. One person in the foreground is wearing a purple top and blue pants, while another in the center is wearing a red top and orange pants. The background is a bright blue wall.

Doncaster PCT

‘We chose to work with **Theatre& Learning** on this project as their creativity and ability to communicate what can be dull messages in an engaging way is fantastic! We are confident that we will see sustainable results from the programme in Doncaster.’

Steve Presley, Doncaster PCT

Case Study

Working with Doncaster PCT **Theatre& Learning** helped promote healthy lifestyles within the South Yorkshire region for Key Stage 2 pupils. The programme was designed as an engaging presentation to communicate with young people and positively influence their attitudes and choices towards the important messages of exercise and diet.

In consultation with Doncaster Healthy schools, **Theatre& Learning** designed a programme that used a variety of interactive visual formats to highlight health consequences of being inactive. **Theatre&**'s task was to engage interest and attention whilst provoking thought, shaping attitudes and inspiring confidence and self belief.

ECITB

Theatre& have worked with us to push the boundaries of this project, developing it further with their consultative and flexible approach. The results have been outstanding with a huge increase in the traffic to our website and awareness of our industry profile across schools in the UK. We are anticipating a further rise in people wanting to work with us which is why we are continuing our partnership with **Theatre&** on this project.

Colin Grimes

Case Study

Theatre& Learning were contracted for the second consecutive year by the ECITB to provide Engineering Construction focused theatre based presentations to Year 9 and 10 students in selected areas across the UK during an 18 week tour.

The aim of the presentation was to create awareness and promote careers in Engineering Construction and challenge gender and ethnic stereotypes. The presentation would additionally portray the 3 main entry routes into the industry - Apprenticeships, Re-skilling and Professional and also draw students to the ECITB website.

Lancashire County Council

'**Theatre&** have proven to be an extremely positive, professional, flexible and committed theatre-in education company. They have successfully delivered a new production within a very tight time frame. All members of the company from Director, Script Writer, Account Executive, Administration team to the very talented actors, have been a pleasure to work with. **Theatre&** have delivered the first of what I believe and hope to be the first of many successful tours in Lancashire. They have helped us to increase road safety education provision within our High schools, targeting hard to reach audiences and contributing to improving the safety of vulnerable young people.'

Clare Farrer, Lancashire County Council

Case Study

Working with Lancashire County Council **Theatre& Learning** delivered a county-wide educational tour targeting Year 10 students. The presentations focused on communicating the serious messages around young driver safety in a challenging and powerful way.

Our professional actors were supported by industry leading audiovisual technology to help deliver the hard-hitting messages in a credible and engaging way. The performance explored opinions and attitudes around driver and passenger safety and risk taking; ensuring areas such as mobile phone use and driving under the influence were addressed in a memorable and effective manner.

National Apprenticeship Service

'Theatre& Learning delivered an 11 week tour reaching over 10,000 students in the North-East region. Post-performance evaluations show that 74.6% of the students evaluated would now consider doing an Apprenticeship.'

Stay in Learning 2010,
Tour Evaluation Report

Case Study

Contracted by the North-East division of the National Apprenticeship Service **Theatre& Learning** promoted Apprenticeships and work based learning to Year 11 students starting to make decisions about options and future career paths.

The interactive and engaging performance provided students with detailed information about the benefits and opportunities available via the Apprenticeship career route as well as instruction on the support available to help make informed decisions. The presentations were supported by a multimedia backdrop, allowing the important messages being communicated to be delivered in the most relevant and inspiring way.

Careers Scotland / Skills Development Scotland

'**Theatre& Learning** have been instrumental in helping the School College Collaboration project achieve these objectives. They offered a flexible approach and when necessary, worked well with Careers Scotland staff in identifying and suggesting alternative approaches to achieving the objectives. I was particularly impressed by the holistic approach **Theatre&** took to this project. They worked extremely hard to accommodate the ever changing needs of the project and were extremely flexible in meeting our needs and the needs of our customers. I would recommend **Theatre&** to other organisations without hesitation.'

Sarah Hall, Careers Scotland

Case Study

The School College Collaboration (SCC) project was funded by the Scottish Government to support the careers guidance needs of all S2-S5 pupils involved in college school collaboration, with a particular focus on those at risk of not entering education, employment or training, now the 'More Choices More Chances' initiative.

The SCC project wanted to create an attitude towards post-16 options which widened perceptions around college, university and work-based alternatives whilst encouraging young people to embrace a learning culture. Careers Scotland chose to promote the range of learning environments available today in a fun and informative manner highlighting in particular the options available after completion of Skills for Work training and how Skills for Work learning relates to future career planning.

Aimhigher Oldham and Rochdale

'Our aims for the presentations were to raise awareness of Diplomas and Progression routes amongst Year 9 students across the area. We hope that long term this leads to an increased take up in Diplomas and more young people staying in education. These objectives were very successfully delivered. **Theatre& Learning** demonstrated flexibility, professionalism and a real grasp of the subject'.

M Baranski, Rochdale Aimhigher

Case Study

Theatre& Learning were delighted to support the work of Oldham and Rochdale Aimhighers with an innovative Options choice presentation that introduced and explained the new Diploma to more than 3000 Year 9 students.

Additionally the highly entertaining performance used relevant media and cultural references to convey the importance of developing an open culture of life-long learning. The performance explored all of the routes open to young people after Year 11 with particular reference to Further and Higher Education. It encouraged all students, regardless of their Learning Style, to think carefully about their option choices and Aimhigher. It also stresses the help and support available through the Connexions Service.

To find out more

If **Theatre&** sounds like the type of training and communications company that can deliver quantifiable results for your organisation, please get in touch.

Alongside the key programme areas detailed above, we research, design and deliver many successful bespoke projects which have all been very positively evaluated.

If you'd like to find out more details, discuss specific requirements with us, or request pricing information, please don't be shy, get in touch!

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