

SMILES MADE 😊 PASSIONS SPARKED ⚡
FUTURE CAREERS IGNITED 🔥 MEMORIES
MADE 🏠 JOY AFFIRMED ☀️ THOUGHT-
PROVOKING MOMENTS EXPERIENCED !
HEARTS RACED 💡❤️ CULTURE SUPER
BOOSTED 🚀 IMAGINATIONS FUELLED ✨
TALENT NURTURED ⚡ LIVES IMPACTED
👑 ATTENTION ENGAGED ✨✨ TICKETS
BOUGHT 🎫 CURIOSITY ACTIVATED 🔍
NEW HOBBY DISCOVERED 🔍 LANGUAGE
EXPRESSED 😊 YOUNG MINDS INSPIRED
THE EGG THEATRE MEANS
COMPASSION FOR OTHERS REVEALED ✨
💡❤️ AUDIENCE DELIGHTED 😊 FACES
ANIMATED ☀️ IDEAS WELCOMED 🖋️
THE UNKNOWN EMBRACED ?? STRONG
BONDS CREATED 💎 UNHEARD STORIES
TOLD 💬 EMOTIONS EXPLORED 💡
✨ SPIRITS UPLIFTED ⚡ CONFIDENCE
GAINED ☁️ NEW IDEAS GENERATED 💡
FRIENDSHIPS FORMED 🌱 COMMUNITIES
BUILT 🚩 CREATIVITY CELEBRATED 🔥
ENTHUSIASM SPREAD ✨ EVERY CHILD
EXCITED... **IMPACT REPORT 2020/2022** ➡



We need to talk about art. We need to reach but not preach.



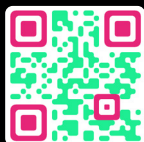
The Egg is more than a building; it is a community which stands or falls on the people within its orbit.

Staff are carefully recruited and effortlessly exude the Egg's values of inclusivity, curiosity, integrity, care and quality. Once engaged with a team of young people or an audience, the circle of influence widens yet again.

In these pages you will hear from these people and you will hopefully see for yourself why we make the decisions we make and what success looks like to us. There are voices from the outside too, which give you a flavour of how other people view us — crucial for our ongoing journey. On that, a disclaimer: you will notice that the only national press quotes are from the Guardian. This is not an indication of political stance but a sad fact that none of the other national outlets give resource nor editorial space to theatre for young audiences. You could say that creating art with and for young people is of the utmost social value but given the least resource — a daily mountain we enjoy climbing, whilst relishing a rare downhill run from time to time.

So... instead of watching Netflix tonight, pour yourself a nightcap of choice, curl up on the sofa and give this report a rousing read!

Kate Cross MBE, Director of The Egg
kate.cross@theatreroyal.org.uk



← Watch Kate's intro video

Times have been hard. For a hopeful future, we need curious, creative and empathetic adults. We know, intrinsically, that the nurture and education children receive will directly impact their ability to thrive in adult life. But what about the present?

The Egg embodies a startling clarity of vision: that every child is valuable right now, that there is a duty to give children inspiring and thought-provoking experiences, just as we expect as adults.

Research shows us that theatre can act like a cultural booster shot. A live performance, as our heart rates synchronise¹ and the story we witness takes hold, can transport us to a place of social tolerance², wellbeing³ and learning⁴, more than any screen⁵.

Theatre offers young people opportunities to learn together.

As we grapple with social inequality, uncertainty and an unprecedented future underpinned by technology, The Egg offers a beautiful solution on our doorsteps: the highest quality live theatre made by an internationally recognised team, skilled with and dedicated to young audiences.

Supporting this work is a joy.

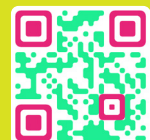
Andrea Harris, Head of Development at The Egg
andrea.harris@theatreroyal.org.uk



There is a duty to give children inspiring and thought-provoking experiences, just as we expect as adults.



Watch Andrea's
intro video



1. Dr Joe Devlin, University College London (2017)
2. Lee, B. K., Patall, E. A., Cawthon, S. W., & Steingut, R. R. (2015)
3. Value of Arts & Culture Review, PriceWaterhouseCoopers & Arts Council England
4. Jægar, M. M., & Møllegarrd, S. (2017)
5. Greene, J. P., Erickson, H. H., Watson, A. R., & Beck, M. I. (2018)



Our Mission Statement

The Egg is a theatre for curious and young minds where the joy of being human is shared through theatrical experiences.

Programming: we produce, present, enable and tour a diverse programme of original work for children and young people. We curate a programme of plays that shows us the world as it could be. Each year we present more than 200 performances of more than 30 different productions.

Schools: The Egg is a place of innovation and imagination. We initiate pioneering approaches to teaching and learning, and through the Wonderfund, we will enable thousands of children to access all areas, every year.

Training: Bath Theatre Academy, Theatre Royal Bath Theatre School, Egg Assembly: we encourage, support and nurture young people as they explore a career in the arts through apprenticeships, work placements and resources.

Each year we deliver more than 270 theatre school sessions for 5–25 year olds, create and present seven student productions and deliver one post-16 formal qualification.

In addition, we deliver adult creative learning programmes, early years activities, festivals, industry events and a whole host more.

‘Ordinary’ isn’t good enough for us.
We are on the lookout for the **‘extra’**.

THE EGG THEATRE MEANS...



**The Egg:
Right Here, Right Now**

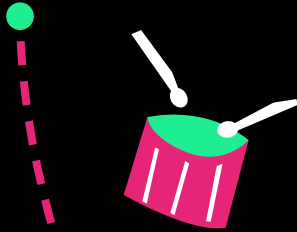
Theatre Royal Bath Theatre School,
Bath Theatre Academy, The Egg Assembly,
Engage, Scratch Work Festival, Incubator,
Schools engagement, Work-based learning
for theatre, Egg Young Creatives

...so much going on, so much to look
forward to! Join us on our journey...

Our Journey

2005

The Egg opens its doors.



2006

The Theatre Royal Bath Theatre School, formed 20 years earlier, finds a new home in The Egg. TRBTS provides 9 different termly groups for young people aged 5-25 to come together, play, devise and stage their own productions with professional theatre makers and mount these for the public.



2007

The Egg stages its first full-scale production: a major revival of Peter Hall's landmark adaptation of George Orwell's *Animal Farm*.



We need new people, telling new stories, in new ways. We are passionate about good, original ideas. We are drawn to voices that are unheard, stories that are untold, and people who are under-represented.

Kate Cross, Director of The Egg

2010

The Egg launches Engage: an all-encompassing, ongoing adult education programme that aims to nurture and create a deeper understanding – and love of – theatre through a wide variety of activities in schools, community settings and the multiple performance and rehearsal spaces within Theatre Royal Bath.



2013

The Egg tours its first co-production: The Queen's Knickers (produced in partnership with the Southbank Centre, London) premieres at The Egg before embarking on a 6-week tour of theatres across the UK.



The residencies we have hosted have had a focus on evaluating how artistic interventions like School Without Walls can impact wellbeing, learner resilience and happiness. We've looked at what it means to take care of things and take care of people. It's simple: when children realise that care has been taken around them and for them, they behave differently; they thrive. We want to put the art back into teaching.

James Moore, Head of Education

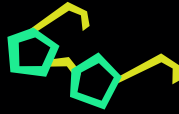
2011

The Egg pilots the pioneering, radical creative education project School Without Walls, delivered in partnership with arts charity House of Imagination and St Andrews Primary School, Bath. The first residency follows a creative curriculum based around a philosophy that places children at the centre of their own learning in residence at a cultural setting where the conventions, behaviours and habits associated with the conventional classroom start to fall away. In September 2012, The Egg hosts the School Without Walls conference, with 120 delegates from 61 different organisations in attendance.



2014

The Egg launches the Incubator development programme, aiming to inspire theatre makers to think about children and their place in our society and deepen the quality of art available for young people.



2017

The Egg launches The Bath Theatre Academy: a working partnership with Bath College to deliver the 2-year Level 3 Performing Arts course, merging the understanding and excellence found at both institutions.

The course offers young people studying on the full-time Level 3 UAL Performing and Production Arts course a unique curriculum combining a practical introductory theatre programme with real-life industry experience, use of professional rehearsal studios and access to the Theatre Royal Bath's three dedicated performance spaces, ultimately allowing students to study the art of making theatre within a theatre, surrounded and supported by industry professionals.



Visit the BTA website



Bea Roberts' highly original and deliciously quirky take on *The Little Mermaid* at the Egg in Bath knocks both Hans Christian Andersen and Disney out of the ocean.

Lyn Gardner, *The Guardian*

2018

Little Mermaid — an Egg co-production co-devised by Bea Roberts and Pins and Needles — wins the UK Theatre Award for Best Show for Children and Young People.

Kate Cross, Director of The Egg, is appointed MBE in the Queen's Birthday Honours in recognition of her innovative work in children's theatre and for the community of Bath.





BTA gave me the base skills I needed as an actor to shape all the work I will do in the future. Thanks to my training there, I signed with an agency where my skills were noticed by Netflix.

Bath Theatre Academy graduate Tobie Donovan (star of 2021 Netflix series Heartstopper)



2020

The Egg goes global: Toby Thompson's *I Wish I Was A Mountain* is awarded the prestigious Showcase Victor Award (People's Choice Award) at the International Performing Arts for Youth showcase in Philadelphia, IPAY 2020. Toby is invited to become an artist in residence and perform *IWIWAM* across China in 2022.



With wonder, wit and sophisticated storytelling, *I Wish I Was a Mountain* embraces big questions about time and contentment. This short but profound show reveals Thompson as a star in the making.

Chris Wiegand, *The Guardian*

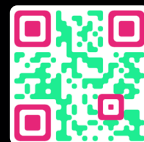
2019

Bath-based performance poet Toby Thompson's *I Wish I Was A Mountain* — conceived and developed by Toby as part of The Egg's Incubator and co-produced by the Travelling Light Theatre Company — tours to theatres across the UK.



Watch the whole of 'I Wish I Was A Mountain' here!

European Egg Success: Olivier-nominated actor and theatremaker, Caroline Horton develops *Muckers* with The Incubator. Co-produced by The Egg, *Theatr lolo* and *Conde Duque*, and developed in Madrid, *Muckers* tours the UK and Spain for 14 weeks.



Watch the *Muckers* trailer here

How we programme a play

Kate goes to 10 different locations around the world and is watching a play there. It could be the Edinburgh Fringe Festival, Chilcompton Village Hall, Southbank Centre, London or the Assitej Festival in Tokyo.

Start

Are the artists driven by their subject?

Maybe they chose to make this play because they thought it would sell well, or had a personal agenda, something they want to proselytise about.

TYA HEALTH WARNING: It probably lacks authenticity and honesty. Likely to be patronising and may tire its audience. **DO NOT PROGRAMME.**

Have they made interesting artistic choices and crafted the play really well?

But if their heart is in the right place, and they made some good choices along the way, it could have merit and appeal, especially if this is visibly an amateur or youth company, in which case what it lacks in ability, it gains in authenticity.

Put it on the maybe pile.

Is it fresh and relevant to a 21st century young audience? Does it speak to us, reach out to our experience of life and living?

The artist is having more fun than us. The artist has not sufficiently understood, for example a 3 year old's experience of life.

TYA HEALTH WARNING: They are in danger of boring the audience. **DO NOT PROGRAMME.**

Hooray, full house, phone them up and book the show now! But wait...

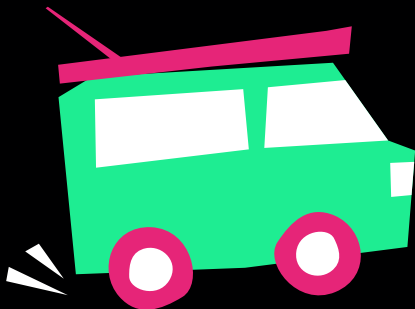
Is it available for touring?

And you're not thinking of ever touring again? Can I help at all?

I'm sorry but I cannot programme your play.

What shall I do now?

Go back to the maybe pile. They were a bit scrappy and there was some dodgy writing and acting in a couple, but they had heart and relevance and they pass the other tests, so will reluctantly programme. We've booked a play!



---> Yes

→ No

→ Ok...

TYA An acronym for Theatre for Young Audiences, a term used to describe anything from a single play, to a concept, to a genre.

---> Hooray, can I afford it?

---> Hooray, now does it fit into the Egg?

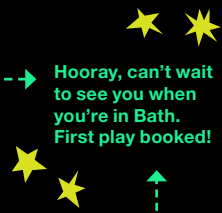
---> Hooray, now, what about 'how to sell it to an Egg audience'? Does the title work? Is it a good image?

---> **Hooray, can't wait to see you when you're in Bath. First play booked!**

Can I get a donation from someone or some funding? Does this have value as a loss leader? Can I find some co-programmers to share the costs of touring for a week or two?

Are you kidding? After all this, and the set doesn't fit into our lift? We need to take out how many rows of the auditorium? Is there any way around this?

I love your show but the image and title is so poor, I don't think I can justify putting this marketing material in the brochure. Are you prepared to change the poor title and/or can we replace the image?



→ Produce our own work – this is the best outcome but it takes time, lots of money up front, and human resources. Done? Yes. Hooray, we've booked a play!

→ Go to England young audiences programmers meeting and get recommendations from people. Do you trust the person recommending? → **DO NOT PROGRAMME.**

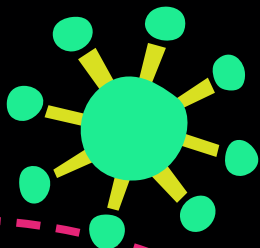
→ Keep mentoring and influencing the touring sector so we can drive up quality.

→ Go to trusted theatre companies (MG, Lyngo, Alibi, Little Angel) and see what they have on their books. Is there a film? No. Oh well, will have to base this on trust. A tentative play programmed.

→ Can I find 4 more?

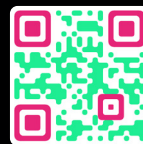
→ The Egg Director makes sustainable travel plans to visit multiple locations to watch a play. It could be a village hall, the Edinburgh Festival, the Southbank Centre in London or the Assitej Festival in Tokyo... and start the process all over again...

Challenge: the Covid-19 pandemic



2021

The Egg launches new online theatre training platform, The Egg Assembly: a unique online community offering young people aged 5-25 the opportunity to collaborate with artists and technology creators to discover new and exciting ways of mixing tech, performance and art. The Egg Assembly hosts the free, online-based, UK-wide Digital Summer Assembly, asking the question “have you ever wondered how you make the digital beautiful?” and offering direct access to the world of creative coding and digital expression led by an industry professional and Egg Assembly artists.



41% of Egg audiences are financially worse off as a result of the Covid-19 pandemic with those in the 16-34 age bracket the hardest hit. (i)

Since the Covid-19 pandemic, young people in the UK have some of the poorest mental wellbeing in the world. There needs to be a rocket boost in funding to aid children's development and mental health, but government cultural policy is confused: acknowledging the vital importance of the arts to wellbeing and the economy whilst still cutting arts funding across education. (ii)

We are deeply concerned by the evidence we received around the downgrading of arts subjects in schools, with all the consequent implications for children's development, wellbeing, experiences, careers and, ultimately, life chances. (iii)

Data sources:

- i. Audience survey (run Feb 2021, 2,437 responses – 350 would be considered a statistically valid response); ticketing data analysis; Engagement Area Profile Report – all conducted in partnership with the Audience Agency. Plus, in-house staff and freelancer survey conducted May/June 2021.
- ii. Durham Commission on Creativity and Education report, Durham University, 2021.
- iii. Digital, Culture, Media and Sport Committee (2019) Changing Lives: the social impact of participation in culture and sport.

Post-Covid lockdown reemergence



I developed compositions and soundscapes and combined them together to create my own piece. Knowing that other people are listening to what I've created is quite an exhilarating feeling!

Samuel, Egg Assembler

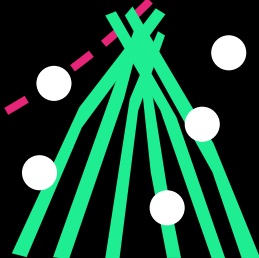


We offer opportunities for young people, and we build those opportunities to the point where those young people can go out into the world with skills, and confidence, and self-belief. We engender a belief in theatre-going, and prove to them that they can be part of that world, and that industry. We allow them access to life skills and careers. It's an incredible achievement to see that, every day.

Laura Knight, Creative Learning Producer at The Egg

2021/22

The Egg collaborated with the groundbreaking creative partnership, Forest of Imagination (House of Imagination, Grant Associates, Feilden Clegg Bradley Studios and Bath Spa University), to host an interactive installation by Andrew Amondson, The Living Tree. In response to popular demand, The Living Tree returned to the Egg in summer 2022 with a mirror maze designed by Alf Coles with Feilden Clegg Bradley Studios.



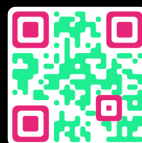
2022

The Egg launches the Wonderfund: a unique, ongoing initiative to give school children free access to live performances. As a charity, the theatre asks for the public's help to make 2022 the first year where all the barriers to school trips are removed, enabling as many children as possible to experience live performance and access additional resources to enhance their education.



By making Egg Theatre tickets free to state schools and supporting teachers with advice, ideas and funding to make sure every child has been to the theatre, many for the first time, the Wonderfund gives school children the opportunity to experience the joy and wonder of a live performance. We are creating memories that can inspire lifelong passions and lighting a spark in young minds.

theatreroyal.org.uk/wonderfund



More Wonderfund info and to donate

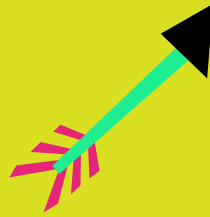


Children need to go to the theatre as much as they need to run about in the fresh air. They need to hear real music played by real musicians on real instruments as much as they need food and drink. They need to read and listen to proper stories as much as they need to be loved and cared for. The difficulty with persuading grown-up people about this is that if you deprive children of shelter and kindness and food and drink and exercise, they die visibly; whereas if you deprive them of art and music and story and theatre, they perish on the inside, and it doesn't show.

Philip Pullman, writer



The importance of nurturing a child's development is something that we've known about for decades now, and art is such an important part of that development. To allow children to see creativity in action from a young age and to teach them that it is not only a normal part of everyday life but also that art can make you whole, is the most important lesson I can think of.



Elbow frontman and BBC Radio 6 Music presenter
Guy Garvey, offering his support for the Wonderfund



The next generation to contribute to our thriving creative community is already here, but they might not realise it from an early age if their lives aren't impacted by an invitation to be a part of the arts. Always Sunday is built on the creative ideas and passionate souls based here in Bath just like so many other companies here, but we won't be sustainable without investing into our future and the Wonderfund represents that opportunity.

Lexi Learmond, Founder and Owner of Always Sunday



My early experiences of theatre led to a vital belief in my creative self. Those early days gave me a rock bed of fundamental foundations for who I am today.

Musician and Ivor Novello Inspiration
Award recipient Will Gregory (Goldfrapp;
the Will Gregory Moog Ensemble) offering
his support for the Wonderfund



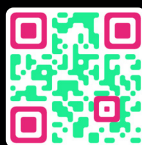


The whole experience of visiting the theatre when I was young led me to understand that something really powerful happens when you watch a piece of storytelling that you can be in conversation with in a way that goes beyond what's actually happening on the stage; it can touch you in a way that makes you think about – and shape – your own life.

British actress Adjoa Andoh
(Royal Shakespeare Company;
National Theatre; *Invictus*; *Bridgerton*)
offering her support for the Wonderfund

2022

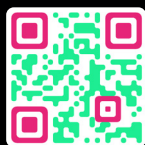
Incubator project *Josephine* is fully developed into an original co-production with Associate Artists Leona Allen and Jesse Britton of Holm Theatre and the extraordinary tale of the life American-born French entertainer, French Resistance agent and civil rights activist Josephine Baker tours to 39 venues. Alongside the production, The Egg creates the world's first interactive, digital theatre resource the Creative Learning Portal, with Stornaway.



Watch the Josephine trailer

Spring 2022

A schedule of Wonderfund activities is announced, starting with *The Living Tree* installation and including details of Playground Tour from *The Place* alongside a whole host of wonderful opportunities for school groups to see live performance at The Egg.



Watch The Living Tree come to life

Egg Young Creatives:

A fund for Egg alumni aged 16-25 to develop a creative project or advance their practice — launched with support from The Orseis Trust.





I found the atmosphere when visiting The Egg captured what I most wanted: a special occasion that will bring something new. This is particularly enhanced in The Egg by the welcoming attitude of the staff and the quality of the entertainment provided. I always look forward to visiting with my family, knowing that we will be provided with an entertaining and inspirational experience, something that sometimes might challenge but in a positive and exciting way.

Audience quote taken from The Egg audience survey (run Feb 2021: 2,437 responses) conducted in partnership with the Audience Agency



What's next
for The Egg?

2023

The Egg celebrates its 18th Birthday and a new, 5-year strategy to future-proof our theatre for 21st Century young people. We will...

- Produce and tour lots of new work, much of it international
- Embrace creative technologies
- Bring emerging, diverse and disabled talent to the fore
- Pay close attention to theatre industry skills gaps, welcoming local 16-25 year olds to learn their craft in our building
- Beat the drum for every young person's right to experience live performance with the Wonderfund
- Develop a vision for a community hub in our buildings, beginning with a 3 week festival in February 2023.



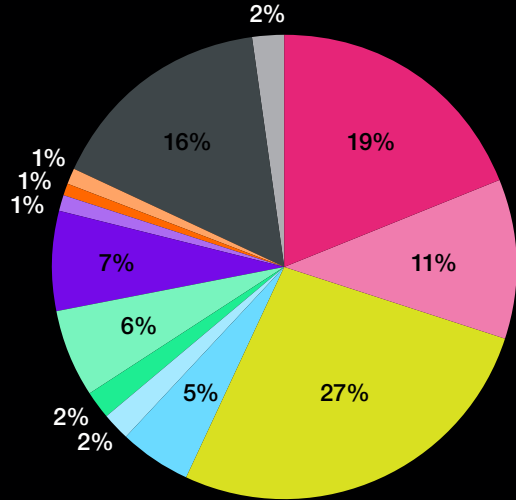
Come. Take up some space. Create with us.

All Egg activity by type and age

Performances by age

In a typical year, over 29,000 tickets to watch plays at The Egg are sold or gifted to young people. Another 27,000–30,000 creative learning opportunities are taken up. During the last two years, we sold approximately 15,500 Egg Theatre tickets.

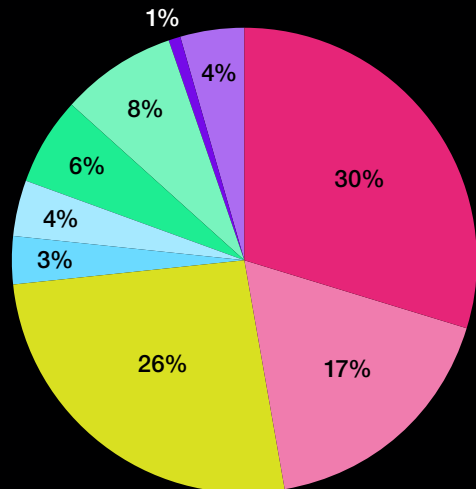
- Plays for 0-2s
- Plays for 2-4s
- Plays for 5-7s
- Plays for 8-12s
- Plays for 12+
- Creative Learning for under 8s
- Creative Learning for 8-12s
- Creative Learning for 12+
- Creative Learning for 18-25s
- Schools Creative Learning Sessions
- Work experience sessions
- Level 3 Full-time Education
- Backstage Training 12+



Cost of a ticket

An Egg ticket sells for £10, except at Christmas when the show is bigger, brighter and enjoys a larger cast. In reality, the cost of providing a seat at one of our shows is around £22.09, which means that every year the Theatre Royal Bath subsidises The Egg by over £300,000.

- Play fees
- Direct salaries (Management & Programming)
- Supporting salaries (HR, Finance, Fundraising, Building Management)
- Tech Crew costs
- Front of House costs
- Box Office support & system
- Building costs & equipment
- Equipment
- Marketing





The Egg is like a dream factory. We offer opportunities. We teach mind-blowing skills that young people didn't even know that they wanted to have. We give them a chance to dream about things they don't know they didn't know.

James Moore, Head of Creative Learning at The Egg



Theatre Royal Bath Ltd is a registered charity (no. 277723) which cedes the profits of its commercial producing work on tour and through transfers to the West End in support of its charitable aims. The Egg Theatre and Ustinov Studio both offer a range of the highest quality work in their field, with every single ticket sold being heavily subsidised. The Theatre Royal Bath also maintains its historically significant Grade II* listed buildings, managing a site of historic, aesthetic and cultural significance for the city of Bath. Education is central to the charity's core purpose and a comprehensive programme of creative learning and industry-standard training ensure Theatre Royal Bath is a cultural ecology hub and a direct pipeline of theatre making talent and expertise. Each year, Theatre Royal Bath typically welcomes over 260,000 audience members, holds over 29,000 learning sessions and employs more than 300 freelance creatives.

**THANK YOU!**

Supporters of The Egg 2020-2023 include: Arts Council England
Culture Recovery Fund; Bath Spa University; InnovateUK;
The Miss Beryl Billings Charitable Trust; Medlock Charitable
Trust; Roper Family Charitable Trust; Always Sunday;
Lexi Learmond; Andrews Charitable Trust; The Annett Trust;
Bath College; Bristol & Bath Creative R&D; Burges Salmon
Charitable Trust; Richard & Yasemin Hall; King Edwards School;
The Linder Foundation; Minuteman Press; Mogers Drewett;
The Orseis Trust; Osborne Clark; The Paragon School;
Ray Harris Charitable Trust; Theatre Royal Bath Fundraisers;
South West Creative Technology Network; University of Bath;
Bath Life; Supple Studio.

We also thank the 1936 donors supporting The Wonderfund,
the Egg Pot bursary fund and The Egg since September 2021,
and the 15,578 times (so far!) a parent, teacher, guardian,
grandparent, auntie, uncle or other, creativity-loving grown-up
bought a ticket for a young person during the pandemic.
You started something special!

theatreroyal.org.uk

Theatre Royal Bath, Sawclose, Bath BA1 1ET. Design by Supple Studio.