



54a Newgate Street
Morpeth, Northumberland
NE61 1BE
T 01670 457 808
E info@novemberclub.org.uk
W www.novemberclub.org.uk

Executive Summary

“An invitation to the people of North East England to take extraordinary and imaginative journeys into unexpected places that touch the heart and stay in the memory forever”

November Club is a site-specific performing arts company based in Morpeth, Northumberland. We make playful and inspiring theatre and installations; telling unexpected stories of people and places. Sharing memories, hopes and dreams is part of what we do. Weaving together historical and contemporary themes, our work is always made in collaboration with local people whose own tales become central to our projects. We bring communities together, to create memorable shared experiences, explore new ideas, meet new people and most importantly, to make new fun.

We are one of only 8 Arts Council England National Portfolio Organisations (NPO) in Northumberland and one of 15 cultural organisations in receipt of 4-year core funding from Northumberland County Council. We believe that everyone has the right to enjoy the arts and to be enriched by high quality artistic work. We strive to embed our work within the communities we serve and to speak directly to people from all sorts of backgrounds, and ultimately to deliver the best possible theatre experiences to our audiences.

Participation in our productions engenders confidence, allows audiences and participants to explore their stories, creativity and heritage, and have enjoyable and profound experiences. This includes site-specific public performances, bespoke projects and events, training and volunteering opportunities all rooted in an in-depth artistic research and development process.

Audiences travel with the work as it grows and share in the culmination of large-scale dialogue about places and their people. The events themselves create opportunities for people to make journeys with their families, communities and wider audiences. We help diverse audiences engage by designing intimate, personal connections, which should always be memorable and go beyond ‘just the show’. Audience development therefore contributes to the creative outcome of the work.

Our 2019-20 artistic programme is shaped and informed by what we learn from previous productions and projects. We continue to stretch ourselves artistically; to work with new and culturally diverse artists and participants; and achieve an ongoing sustainable and resilient business model. Each section of this plan outlines the specific priorities relating to various areas of work (e.g. work with young people, audience development, digital engagement etc.).

The overarching artistic and organisational development priorities for 2019-2020 are:

- To take our *New Fairytale for Northumberland* project to a minimum of 4 communities, preferably to those with whom we worked on *Beyond the End of the Road*, building on the



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



November Club is registered in England.
Company No. 2612362
Registered Charity No. 1016172

relationships established with local promoters and participants. The project will develop up to 2 new partnerships.

- Research and develop a new project in Hexham about the forgotten celebrity chef, Hannah Glasse, developing 1 new partnership and making connections with 1 new community group/organisation.
- To create a new large-scale Christmas production in partnership with the Literary and Philosophical Society of Newcastle-upon-Tyne. Focusing on the importance of literacy, reading, creative writing and imagination, the project will include an outreach programme targeting a minimum of 4 schools and groups of young people from deprived areas and build up to 3 new partnerships.
- To explore the possibilities to tour our musical *Beyond the End of the Road* (BTEOTR) to new venues and communities in Cumbria and North Yorkshire in 2020, particularly to areas where professional arts activity is not easily accessed or available.
- Following a staff organisational review in 2018/19, the Board will work with the Artistic Director and newly appointed Business and Operations Director to consider timescales, critical paths and key milestones for succession planning and income generation over the coming 3 years.

November Club is committed to improving its environmental performance and reducing carbon emissions.

Our principle funder, Arts Council England, defines diversity as responding to issues around race, ethnicity, faith, disability, age, gender, sexuality, class and economic disadvantage, and any social and institutional barriers that prevent people from participating in and enjoying the arts. November Club aims to celebrate diversity positively, with all the artistic and creative opportunities it offers. Diversity is embedded within all our work and how we function as an organisation. We value the diverse perspectives of artists and our artistic programme reflects the lives and concerns of the audiences and communities we serve. We are committed to the promotion of equality and diversity through our artistic programme, our Board representation, workforce and our audiences, delivering the requirements of the Equality Act 2010 through our values and the opportunities offered as part of our arts practice.