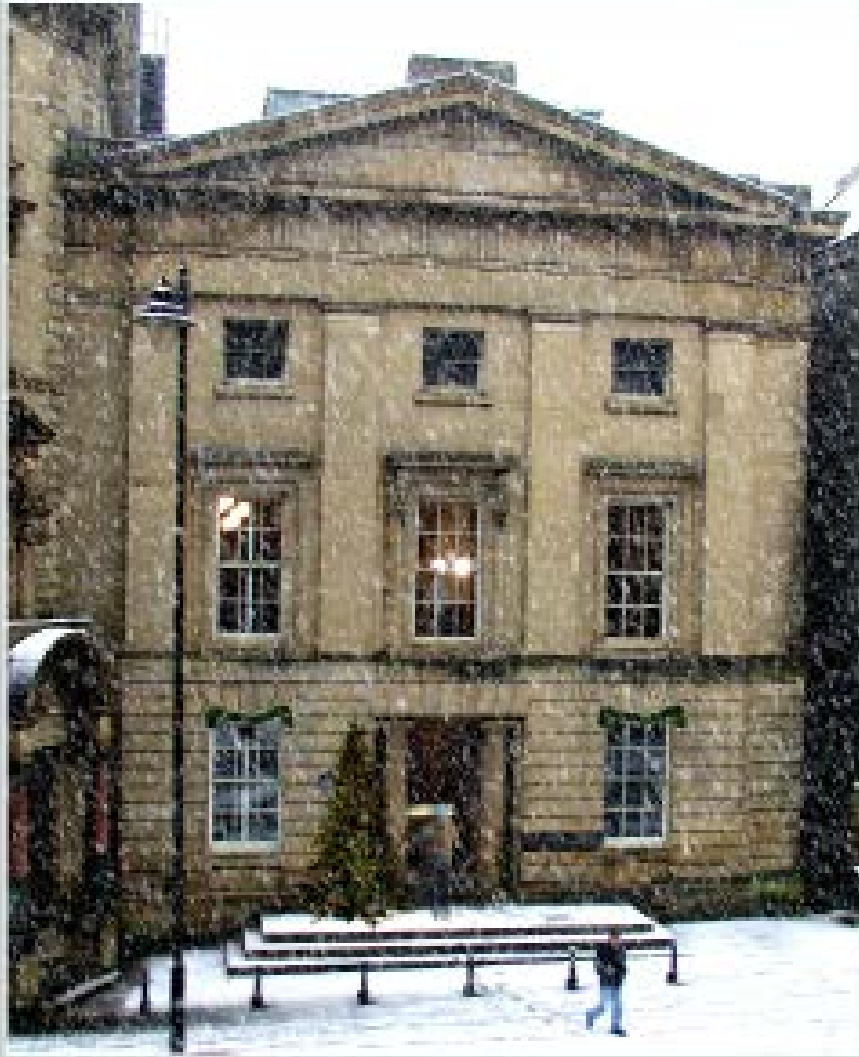


A Lit & Phil Carol

22 - 31 December 2019



Be part of our Christmas adventure



About Us

The Literary and Philosophical Society of Newcastle upon Tyne (The Lit & Phil) opened in 1825 and is the largest independent library outside of London. It is so much more than a library - it's a place to meet, experience and enjoy all sorts of activities: theatre, live literature, exhibitions, music, talks, and of course explore an exceptional library with over 170,000 books.

November Club is a performing arts company based in Morpeth. It makes playful and inspiring theatre in unexpected places, telling the stories, history and heritage of a place in contemporary and fun ways.

The Lit & Phil and November Club have a longstanding and successful partnership, working together for over 10 years to develop and deliver award-winning productions.

All of our projects include significant outreach programmes, aimed at inspiring those groups who are less engaged in the arts. Through this project, we aim to work with four groups in the West End of Newcastle (including two schools, a youth group and older people). Participation and engagement activity is core to all of our projects as we are passionate about the arts and the positive impact they can make to our lives and communities.

Our Aims

Through this project we aim to:

- Reinforce the importance of libraries within communities.
- Work with audiences not currently engaged in arts activities through an outreach programme.
- Raise our profile, attract and engage new family audiences.
- Develop a new and exciting Christmas production that is accessible to all.

Our Project

A Lit & Phil Carol is inspired by Charles Dickens' 'A Christmas Carol'.

This brand new promenade production will tell a new story that is rooted within the Lit & Phil, drawing its inspiration from the library's history and heritage.

It imagines what our world might look like without imagination and creativity...

We will reinforce the importance of libraries, freedom of thought, reading, stories and the imagination, regardless of age or background.

Our Head Librarian, Onesiferous Grasp, is a bit of a Scrooge. He wants to get rid of all the story and poetry books, all the music collection... only science and rational thought exist in his world. What use is imagination and creativity anyway? Only dreary, dusty tomes full of boring facts make him happy.

His two young assistants are worried and appeal to the community to help them stop this happening and to show Onesiferous the error of his ways and to change his mind!

Our promenade performance will take the audience on a journey through the Lit & Phil. The performance, lasting around 1hr 30 minutes is aimed at families, but would appeal to all ages.

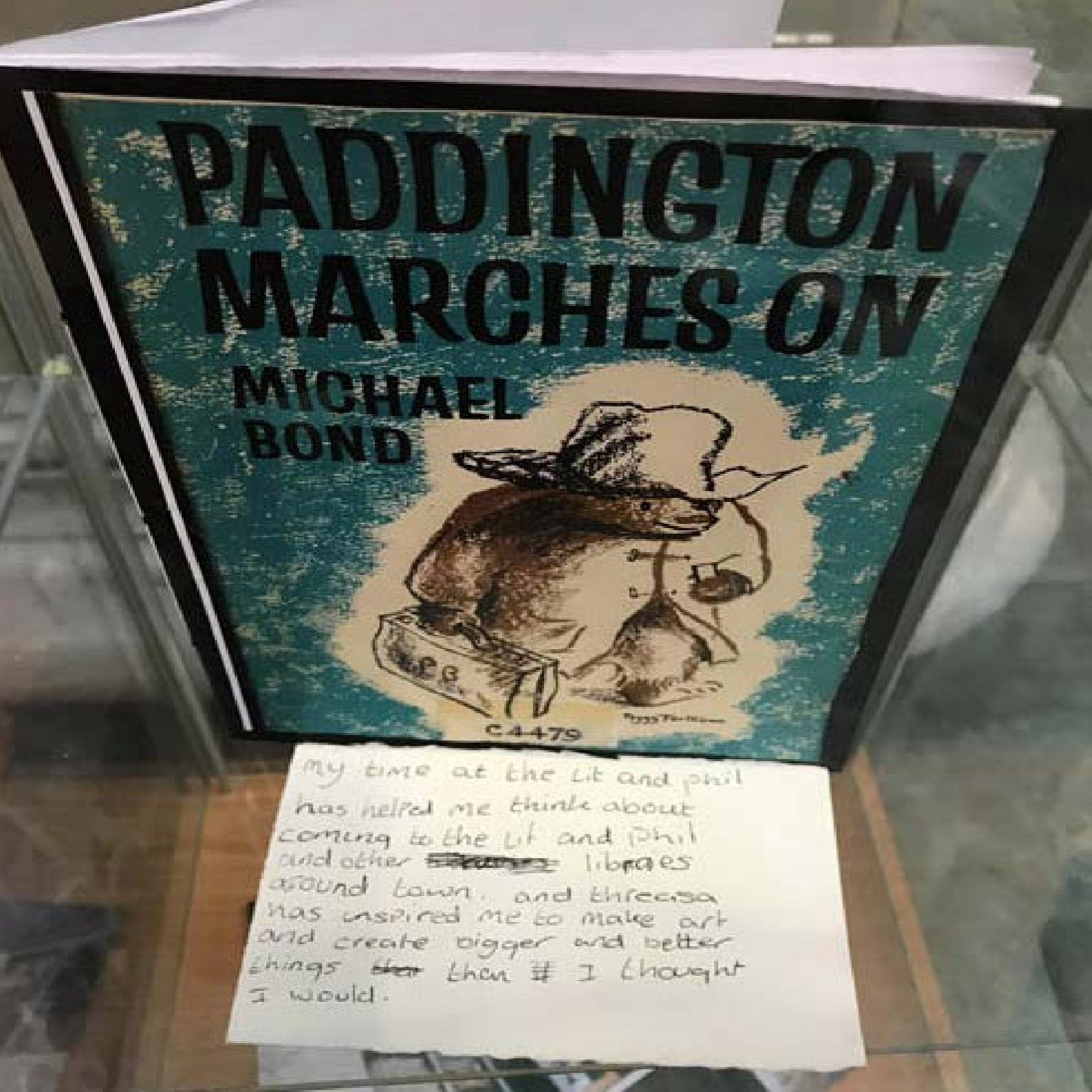
Opening on Sunday 22 December and running until Tuesday 31 December, there will be 16 performances in total.

These will be intimate experiences for audiences of a maximum of 50 people per show.

Ticket prices will be priced at around:

£14 adults | £10 concessions | £5 children

We are looking to secure sponsorship to allow us to programme up to four subsidised shows, which will allow us to offer free tickets to specific groups and communities who would typically not experience



Outreach Programme

Participation and engagement of schools and community groups is core to this project.

The Outreach Programme will begin in October and run for eight weeks, targeting schools and local communities (including young people and older groups) in Newcastle's West End and also with a group of vulnerable young people in the Walkergate area of the City.

The Programme aims to enhance, intrigue and promote learning, creativity and the value of reading through a series of workshops and activities working with professional artists at a time when arts education in schools is in a decline.

The Programme will provide an insight into Victorian Christmas traditions and participants will meet characters who will be part of the final production. The Programme will take place in the Lit & Phil as well as in the participants' own venues (e.g. a school). The groups will contribute to the final production, whether this is creating props or stage dressing.... or collating ideas for the final text. The young people involved in the programme will be invited to attend a free performance with their families.

Accessibility

Consideration will be given to physical accessibility of the building, creating a performance that can be experienced and enjoyed by all.

Research and planning is underway to offer support for those with communication difficulties and hearing impairments.

Interested in supporting our work?

We're looking for organisations interested in supporting our Outreach Programme and activity to make A Lit & Phil Carol as accessible as possible to all.

Can you make a difference to the lives of those living in deprived areas of Newcastle and help them be to more engaged in the arts?

Can you:

- offer free transport for groups?
- sponsor our production?
- sponsor one of our performances to allow a community group/s to attend free of charge?
- offer any other support?

Over the following pages we have outlined our two main sponsorship opportunities.

Please talk to us if you are interested in finding out more.



HEADLINE SPONSOR

HEADLINE SPONSOR £5,000 + VAT

Being the headline sponsor is a prime opportunity for your business to support a brand new production and local communities in Newcastle's more deprived areas.

You will have brand exposure before, during and after the event as well as the opportunity to have up to 50 tickets to one of the performances for your own purposes.

Acknowledgement of your support and logo will be featured on:

- November Club and The Lit & Phil website including hyperlink to your website.
- Ticket confirmations.
- E-comms promoting the event.
- Event posters and flyers
- Social media activity to profile your organisation across Facebook, Twitter and Instagram.

PR profile in media activity.

Visibility at the Lit & Phil.

Sole sponsorship of one performance of your choice.

Invitation to the VIP performance.

PERFORMANCE SPONSOR £500 + VAT PER PERFORMANCE

Sponsoring one of our shows allows us to provide free tickets to a particular community group or organisation, allowing them to experience something they wouldn't ordinarily have access to.

You could either support one of the schools or community groups who are part of the outreach programme, or use the tickets to invite a group you already work with.

You will have brand exposure before, during and after the event.

Acknowledgement of your support will be featured on:

- November Club and The Lit & Phil website.
- Ticket confirmations for the performance you are sponsoring.
- E-comms promoting the event.
- Social media activity.

PR profile in media activity.

Visibility at the Lit & Phil on the day of your sponsored performance.

Invitation to the VIP performance.



PERFORMANCE SPONSOR

If you would like to find out more, please get in touch

The Lit & Phil and November Club are actively fundraising for this project. Both organisations are registered charities.

If you are passionate about the arts and the positive impact they have on people's lives and our communities please contact us now.



Andrea Perrett
Business and Operations Director

November Club
54a Newgate Street
Morpeth
NE61 1BE

01670 457808
andrea@novemberclub.org.uk

Reg. Charity No: 1016172
Company Reg: 2612362

Kay Easson
Librarian

The Lit & Phil
23 Westgate Road
Newcastle upon Tyne
NE1 1SE

0191 232 0192
keasson@litandphil.org.uk

Reg. Charity No: 1120948
Company Reg: 6220953

Images

Front Cover: We've Got Mittens Too!, 2008, The Lit & Phil, (c) Fiona Ellis

Page 2: Twelfth Day with the Delavals, 2011, National Trust, Seaton Delaval Hall (c)

Page 4: Creative Journeys, 2016-2018, The Lit & Phil

Page 6: Release the Fun, 2015, National Trust, Wallington (c) North News Pictures

Page 7: Dr Mullins and the Case of the Elephant in the Dock, 2013, Theatre Royal Newcastle (c) Richard Kenworthy