

A photograph of two dancers in motion. The dancer on the left is wearing a light green long-sleeved top and a light-colored skirt, looking upwards. The dancer on the right is wearing a blue sleeveless top and a blue skirt, looking to the side. The background is dark with green and blue lighting.

ANNUAL REPORT 2017-18

the

GAIETY

www.thegaiety.co.uk

Scottish Charitable Incorporated Organisation no SC041464

CHAIR'S REPORT

The year was a major crossroads for Ayr Gaiety Partnership.

64,478
SEATS SOLD



In April 2017 we were enjoying working in our newly refurbished theatre, with most of the snagging complete. But our revenue funding position was weak. South Ayrshire Council had just let us know that their support for us would be limited to one year and one third less than the previous five years.

That month we submitted our bid to Creative Scotland for another three years of funding from 2018 – with no guarantee of success. So the board had to make a series of decisions to cut back on costs and put development plans on hold. As the annual pantomime opened, we were seriously contemplating scaling back or even having to close the operation by Spring.

But The Gaiety has survived many challenges over the years, and the hard work of the volunteers, staff and board paid off again. South Ayrshire Council provided much needed stability with a new three-year agreement.

The Council also offered to replace a high interest rate loan (part of the refurbishment funding package). This support meant we could begin to plan for the future. Disappointingly Creative Scotland decided not to renew even the modest level of revenue funding they'd provided for the last three years, so our forward plans had to be less ambitious than we'd hoped. But by the end of the year we had succeeded in making a small cash surplus, had agreed firm plans for the next three years, and had recovered our forward momentum.

The board is particularly pleased to report that our efforts to be more than simply a theatre continued to develop during the year. Our heritage project began to take off, our new rural touring network started to bring the performing arts to some of the more remote areas of Ayrshire, and our work engaging young people and older people in community settings grew. The summer saw us host the National Festival of

Youth Theatre, helping to put Ayr on the map. Our resident touring company Borderline, mounted a production at the Edinburgh Science Festival and a Creative Scotland funded development week for a new play by Kenny Boyle (who also appeared in our panto). And our partnership working with UWS, Ayrshire College, Tamfest and South Ayrshire Council continued to strengthen.

The next few years will not be easy, and will need us to grow our local donor base. But we are confident that we can continue to meet the aspirations of our community and audiences to provide entertainment with substance, accessible to everyone.

Prof. Ian Welsh OBE | Chairperson



25,021
AUDIENCE MEMBERS
FOR CINDERELLA

120,000+
VISITORS

£1,234,660
TURNOVER

127
SHOWS

£1.8MILLION
ECONOMIC IMPACT FOR AYR

228
PERFORMANCES

220
VOLUNTEERS

220
YOUNG PEOPLE IN
WORKSHOPS

402
VISITORS FOR
DEMENTIA
FRIENDLY EVENTS



the
GAIETY



HIGHLIGHTS OF THE YEAR



Slab Boys (Compass)



Showaddywaddy



La Boheme, Heritage Opera

"Amazing! First year attending the panto at The Gaiety Can't wait to book for next year"

"We, my wife and I, are enthusiastic supporters of the Gaiety and this visit gave continuing reason to remain supportive of your efforts"

Customer feedback. Cinderella



The Frannie and Josie Show



Ayr Arts Guild Concert Series

"The show really did exceed all my expectations, I've seen many Buddy Holly tribute bands and this is really one of the best."

Customer feedback. Buddy Holly and the Cricketers



Buddy Holly and the Cricketers



YTAS National Festival of Youth Theatre 2017



Single Shoe Productions

"A wonderful evening of fine comedy and good singing. The jokes were excellent and were heard by all"

Customer feedback. The Steamie



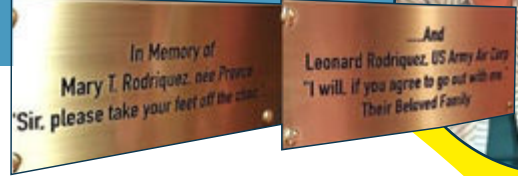
The Steamie



Horse

HERITAGE

Back to the Gaiety is our Heritage Lottery Funded project to bring the history of the Gaiety to life. During the year the project got off the ground with work to digitize parts of the Gaiety archive. Developing work in care homes involves a 'memory box' of items (and scents) that help to stimulate memories and conversations. Building on the visual archive the team have started to collect 'oral history' in the form of recorded stories and short recollections recorded on 'memory postcards'. Possibly the best story so far was from the two sisters who visited us from the US to tell us about how their mother and father met at the Gaiety – he an American Airman and she an usherette.



FINANCES

2017/18 INCOME

From Box Office	712,572
Other income	77,002
Revenue Support from Council and Creative Scotland	175,000
Fundraising including restoration levies show collections and other donations	121,126
Funding for refurbishment	54,675
Project support from various funders	84,198
Project income	10,087

TOTAL £

1,234,660

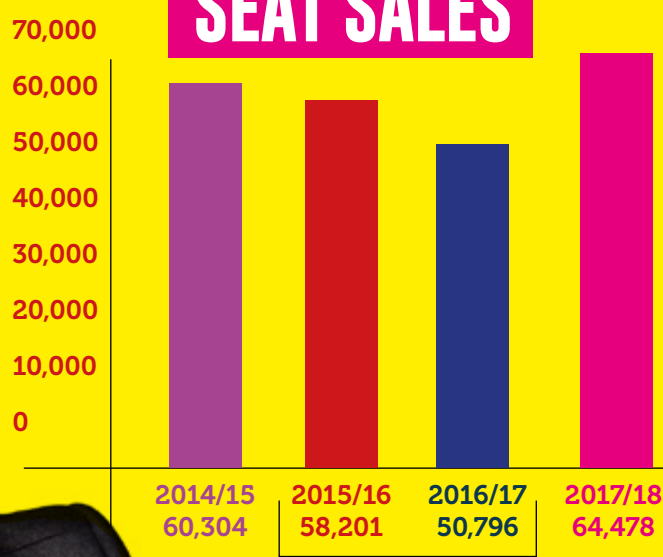
2017/18 EXPENDITURE

Fees to visiting artistes	487,949
Staff costs including training	292,658
Marketing	49,632
Box Office costs	5,485
Building overheads including heat, light & power cleaning, insurance and maintenance costs	127,663
Administration costs including volunteer training & support	52,123
Finance charges	61,682
Ongoing project costs	128,561

1,205,753

Net cash inflow arising in period	28,907
Less: Annual depreciation of long term assets	78,737
Deficit after depreciation charges	(49,830)
Balances brought forward from 2016/17	2,478,906
Balances carried forward to 2018/19	2,429,076

SEAT SALES



DONORS



During the year audience members and donors helped to keep the Gaiety open and thriving with donations of over £121,000. As we move forward we are hoping this generosity will continue. In particular we hope to build our group of "Gaiety Champions" who make regular monthly contributions to help the organization continue to deliver and grow. Details on our website...

Thanks to all our hardworking volunteers – the theatre simply wouldn't be open without you.



STAFF

Jeremy Wyatt | Chief Executive

Vince Hope | Artistic Director

Sally Rennie | Operations Manager

Suzanne McLellan | Marketing & Audience Development Manager

Martin Williams | Technical & Production Manager

Michael Stewart | Front of House & Access Manager
(assisted by Duty Managers)

David McWilliams, & Isobel Sloan

Fraser Emslie | Depute Technical and Production Manager

Adrian Nash | Maintenance & Building Manager

Laura Scott | Volunteer Coordinator

Robbie Gordon | Creative Learning Coordinator

Joshua MacFarlane | Rural Touring Network Technical Coordinator

Kerry Porter | Marketing Assistant

Geraldine Long | Fundraising Coordinator

Fairlie

the **GAIELTY**

ART
network

ACT
out!

Stewarton

Auchinleck

Stair

Cumnock

Ayr

Mossblown

Dalmellington

Maybole

Dunure

Kirkmichael

Girvan

Barr

Pinwherry

Ballantrae

Colmonell

BOARD 2017-18

Prof. Ian Welsh OBE | Chairperson

Dr. Graham Peterkin | Company Secretary

David Quayle | Treasurer

Chris Fremantle

Councillor Siobhian Brown | (SAC)

Councillor Brian Connolly | (SAC)

Cllr Ann Galbraith | (SAC - retired during the year)

Cathy Costello

Prof Gayle McPherson | (UWS)

Jeremy Wyatt | Chief Executive

AYR GAIETY PARTNERSHIP

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www.thegaiety.co.uk

the **GAIELTY**
SOCIAL



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