



The Yard Theatre
Proposal for your support

*The Yard Theatre is a space to
explore new ideas, to nurture new talent
and to share new experiences.*

The background...

Built in 2011, The Yard is a multi-award winning theatre and bar based in a converted warehouse in Hackney Wick, by the canal and overlooking the Olympic Park.

The Yard actively seeks out new theatre makers and nurtures these artists by offering them a platform to support their ideas.

The Yard brings audiences closer to the process of making new work by partnering with local community buildings, creating long-term and meaningful relationships, and with low ticket prices (£5 - £15) that are accessible to all.



"One of London's most exciting theatres."

Lyn Gardner, The Guardian

Built from recycled and reclaimed materials, The Yard is split into two sections; the first houses a beautiful 110 seat, fully-raked amphitheatre and the other is home to the bar which provides a space for visitors to enjoy delicious, locally sourced, food and drink.

The bar is the social hub of The Yard, open to theatre audiences, local residents, employees and visitors to the area. Events fill the bar over the weekends with people dancing and enjoying the music and atmosphere, contributing to the incomparable experience The Yard offers.

The Yard's rolling chef residency scheme sees local chefs/'pop-ups' create new menus, giving audiences a fresh experience each time they come to The Yard.

Initially intended as a 'pop-up' venue, we are working with our supporters to continue growing The Yard and are currently embarking on an inspiring new phase.

The Yard is exciting, ambitious and thriving.

TWO SHOWS (*CHEWING GUM*
DREAMS & BEYOND CARING)
DEVELOPED BY THE YARD HAVE
TRANSFERRED TO THE
NATIONAL THEATRE

SUPPORTED AND DEVELOPED
OVER 120 SHOWS

WINNER: 2014 OFFWESTEND
SPECIAL PANEL AWARD FOR
OUTSTANDING ACHIEVEMENT

WINNER: 2013 PETER
BROOK/MOBIUS EMPTY SPACE
AWARD FOR DEVELOPMENT OF
ARTISTS/COMPANIES

JAY MILLER WON THE BRITISH
COUNCIL CREATIVE
ENTREPRENEUR AWARD (2013)

"The Yard is a fantastic new venue. It gives young artists the kind of opportunities that can transform their careers. And it gives its audiences a wonderful night out. It feels like the future."

Nicholas Hytner

Those we've worked with...

Artists: Michaela Coel

Michaela Coel was discovered through open submissions. Born and bred in Hackney, at 19 she applied with a one-woman show to be written and performed by her. The Yard worked closely with Michaela to guide her creative process and offer a directorial eye. *Chewing Gum Dreams* has since been performed at the Bush Theatre, HighTide Theatre Festival, the Royal Exchange and The Shed (National Theatre). It is now being turned into a series for E4.



Community: Springfield Club for Young People

Since The Yard's inception, Springfield has been a key part of the Community Interaction Project. Yard artists have given workshops in return for rehearsal space, sharing skills, such as dance and improvisation, with young club members. This led to a great relationship with High Hill Tenants and Residents association, with whom we ran a one-week summer workshop on communication as part of their Summer Play Scheme, designed to keep young people active and engaged throughout the summer holidays.



Kitchen: Mazí Mas

Alongside supporting artists to make new work, we are keen to support local chefs and pop-up restaurants to try something new. The Yard regularly collaborates with Mazí Mas, a roaming restaurant that creates employment opportunities for migrant and refugee women whilst bringing the best of authentic home cooking to The Yard's visitors.



Going forward...

- The Yard is committed to discovering and nurturing new talent and ideas.
- We are locally focused and our community is woven into all aspects of what we do.
- We are a small, young and vibrant team all developing our own skills, working together to make The Yard what it is and keen to collaborate with people who share our passion.



"The Yard, led by Jay Miller, has a big talent for spotting, developing and nurturing the theatre artists of tomorrow. This work, which is The Yard's raison d'être, is helping to guarantee the future of London's theatre. The Yard's single core resource is Jay's energy and commitment and boundless imagination. It needs and deserves support."

David Lan, Young Vic

With your help, we will build on our achievements. We want to create a new form of contemporary theatre, not supported elsewhere in London that is experienced nationally.

Together we will become a beacon for how a modern arts organisation can grow meaningful relationships with audiences, all bound by shared experiences at The Yard and instilling within every person a right to experience the arts.

The Yard will continue to be a model for how to successfully run a theatre with an ambitious and skilled team.



How you can help...

The Yard is a registered charity and we rely on our generous supporters to deliver our ambitious programme and provide the opportunities we offer to artists and audiences alike. By supporting The Yard you can share in our ambition and work with us to continue to make new and exciting theatre together.

Your support will enable us to:

- Discover and support more artists who may otherwise be overlooked and programme the theatre of tomorrow.
- Continue to employ a team of young and dynamic individuals who deliver our programme, supporting them to excel in their roles.
- Ensure our work is accessible to new audiences and bring them closer to the process of making new work.



Becoming a Yard Supporter...

❖ £250:

Could contribute towards set, costume and props for The Yard's in-house productions.

Benefits include:

- *An invitation to a special annual Yard Friends and Supporters event hosted by the Artistic Director*
- *Regular information about Yard news and events via a dedicated monthly newsletter*
- *A sincere thank you on The Yard Theatre website*

❖ £500:

Could provide a seed commission for an artist to develop their new idea.

You will receive all the benefits mentioned above plus...

- *Bespoke ticket offers*

❖ £1,000:

Could cover a designer fee on an in-house production.

You will receive all the benefits mentioned above plus...

- *Personalised booking service through the Executive Director*
- *The opportunity to reserve your favourite seat in the theatre*

❖ £2,000:

Could help pay for the commission of a writer, who The Yard will work closely with to develop their show

You will receive all the benefits mentioned above plus...

- *A meal and a bottle of wine in The Yard bar for two people twice a year*

❖ £5,000:

Could help pay towards three months of marketing and press to reach new audiences

You will receive all the benefits mentioned above plus...

- *An annual ticket pass for two people to all in-house shows at The Yard*
- *Pre/post-show drinks with the Artistic Director*

To say thank you...

You will form a key part of The Yard and its future. This is a unique opportunity to form a personal relationship with The Yard's team and artists. To say a big thank you for being an integral part of The Yard's future we want to ensure that you have a bespoke relationship with The Yard. We have given a guideline to benefits but Jay, Artistic Director, is happy to discuss bespoke benefits to being a core part of The Yard and its future.

Fundraising targets...

- £19,000 a year supports one Yard team member salary at London Living Wage
- £20,000 is needed to fund key capital building works, which includes updating our kitchen, purchasing technical equipment needed for artists' shows and updating the bar and theatre areas to ensure audiences are comfortable and warm
- 25,000 would cover producing an in-house production, the majority of which is spent on creative fees
- £30,000 would help us grow The Yard's facilities and technical capacity
- £35,000 keeps the beautiful building open and running each year, including rent, insurance and maintenance costs



If you are interested in joining us to deliver the future of The Yard then please contact Jay Miller via phone (07970 822 192) or email (jay@theyardtheatre.co.uk).

Thank you for taking time to read our proposal – we very much hope you'll be part of the future of The Yard.

