 Black Dog Theatre Creation Development Plan 2019

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| Aim:  | Description  | Key Indicators  |
| **Artistic Development** 1. Further develop our understanding and work using puppets in our workshops and performance.
2. Develop a site-specific open-air performance.
3. Develop a piece of theatre which is performed in the round.

**Audience Development**1. Increase our audience size by at least 25% from 2018.
2. Increase the number of members we have by 25% from 2018.
3. Open the project up to carers and family members affected by mental health issues.

**Community Development**1. Continue to offer workshops and opportunities to support our members to rebuild their lives.
2. Continue to create opportunities to talk about mental health issues.
3. Further develop links within the community with other organisations.
4. Develop further opportunities for the employment of at least 3 new volunteers.

**Organisation Development:** 1. Further develop the Black Dog Theatre Creation Projects activities to support a wider range of people.
2. Continue to further develop strategies to ensure long-term sustainability for the project.
3. Employ an Assistant Creative Practitioner for the projects.
 | * Run workshops to develop puppetry skills.
* Continue to develop link with Puppet Soup Theatre Company.
* Incorporate puppets into our performance.
* Arrange visits to site-specific-performance area.
* Devise a performance which will work outside at the Essex Wildlife Trust visitor centres.
* Work as a group to overcome any difficulties / problems with performing at the site.

-Practice performing in the round in workshops using role-play and when rehearsing scenes. -Devise a performance which is performed in the round. - Create more performances of our play increasing from 2 to 4 performances over a series of days. - Perform at different locations in order to reach a wider audience. - Review and edit our public engagement strategy. - Develop opportunities to market the project with a wider audience e.g. taster days, presentations, articles, fund raising etc. - Promote the project to carers and family members to join. -Offer opportunities for friends and family members to get involved.  -Continue to run weekly workshops developing confidence, independence and positive well-being. -Continue to create opportunities to develop new skills.-Continue to work towards developing a shared goal. -Develop presentations at local events and public libraries to share and to promote our work. -Create a meet and greet session after our performances to encourage people to talk about mental health issues. -Develop links with community organisations by helping to support fundraising. -Develop a link with Essex Volunteer service / Hub on East Hill Colchester. -Further develop links with Rethink and the Science Museum, London. -Develop links with the Colchester General Hospital and mental heath team. -Develop links wit local doctor surgeries, Age UK and Fresh Beginnings -Develop a link with the Colchester Garrison. -Create a link with Essex Wildlife Trust. -Promote the project to volunteers locally to take part. -Advertise at the Colchester/Essex Volunteer Services. -Provide training for volunteers. -Develop an Art-Group and a Choir as two new separate projects under the Black Dog Theatre Creation name. -Seek and secure funding to support the development of new activities. -Promote the new “Living Experiences” initiative by creating opportunities for employment and volunteering responsibilities within the activities. -Apply for longer term funding for up to 3 years. -Continue developing fund raising initiates including sponsorship. - Explore avenue of gaining medical grants to support our work. -Apply for business support including Bright Ideas fund and from Lloyd Bank. -Secure funding to employ a part-time Assistant Creative Practitioner.  | -Workshop plans developing puppetry skills. -Members confidence and understanding of using puppets. Members feedback. -Performances using puppets. -Feedback and preparations/notes when visiting the site. -Script created taking note of the performance area. -Rehearsals for the performance -Performance and audience feedback. --Rehearsals for the performance -Performance and audience feedback.* Box office ticket sales will be increased.
* Performance at different locations.
* Audience feedback.
* Attendance records of our members.
* Public Engagement Strategy reviewed.

 -New members whom are carers or family members. -Feedback from carers and family members. * Members feedback
* Observations in workshops
* Photographs, short films.
* Workshop evaluations
* End of project report
* Feedback from family and friends.
* Meet and greet sessions.
* Audience questionnaires and feedback
* Social media feedback/involvement
* Media coverage
* Presentations and displays in libraries.
* Links formed and working partnerships developed.

-Employment of 3 new volunteers.-Feedback from volunteers. -Development of pilot Art Group and Choir locally. -Employment of volunteers and staff wit living experiences. -Securing funding. -Long-term support gained for the project financially, business wise. -Long term planning and goals put into place. -Employment of Assistant Creative Practitioner.  |