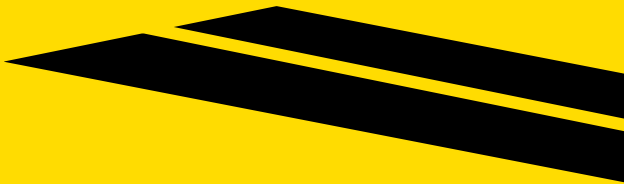




STAGE BUSINESS



Stage Business is an exciting new project with a social impact – designed to make young people more confident, more resilient and, ultimately, more employable.

KEVIN SPACEY

ARTISTIC DIRECTOR

For nearly 200 years, The Old Vic has been synonymous with Britain's greatest acting talent and the very best theatrical productions. I'm incredibly proud that in the 11 years since I've been Artistic Director, we've also become known for our award-winning education, emerging talent and community work – Old Vic New Voices.

Stage Business, an exciting new education project, has the potential to have a greater, and more wide-ranging, impact than anything we've ever produced. The programme will reach up to 10,400 young people across the UK over two years, equipping them with practical skills and improving their confidence as they enter the competitive jobs market – whether that be in the theatre industry or elsewhere.

The Old Vic will celebrate its bicentenary in 2018, further establishing our credentials as a London landmark that should be looked after for future generations to enjoy. We will ensure that future by restoring and extending the building, and creating an endowment fund to support both our work on stage and Old Vic New Voices.

I'm particularly excited that we're linking gifts to Stage Business with our endowment fund. By doing so, we'll not only deliver a project addressing the immediate problem of youth unemployment, but also guarantee the sustainability of our education programme for future generations.

At a time when one in five 16 to 24 year olds are unemployed, I hope – like me – you'll find the prospect of supporting young people at a crucial period in their development a compelling proposition.

A handwritten signature in black ink that reads "Kevin Spacey". The signature is written in a cursive, flowing style with a long, sweeping underline that extends to the right.

WHAT IS STAGE BUSINESS?

Employability skills are one of the key barriers to young people finding a job. Stage Business will address the issue by making young people more confident, more resilient and, ultimately, more employable. The programme is based on a successful pilot, 'Barclays Capital Staging Success', which ran from 2009 to 2012.

REACH

Up to 10,400 students across the UK over two years and, by linking gifts to our endowment fund, Stage Business will contribute to the future survival of The Old Vic.

PARTNER

With up to 40 secondary schools.

DELIVER

A unique leadership programme for 800 students aged 16 to 18 – Stage Business Ambassadors.

FACILITATE

Peer-led learning for 9,600 students aged 11 to 14.

TRAIN

Up to 80 teachers in voice and communication skills.

CREATE

An online legacy toolkit that will deliver Stage Business to an audience of up to 3,000 schools.



FOUR STAGES

Stage Business will offer young people the opportunity to explore the business side of the theatre industry. They'll learn practical, transferable skills in presentation, communication and leadership, be inspired by industry professionals and have access to an online programme of learning.

STAGE 1 SELECTION BOOTCAMP

Through in-school workshops – exploring team work, leadership potential and creativity – each year 400 exceptional sixth formers will be selected as Stage Business Ambassadors.

STAGE 2 JOBS DAY

Ambassadors will spend a day at The Old Vic where they'll have an exclusive insight into the practical business of theatre. They'll attend a Q&A with theatre professionals and take part in interactive workshops. At the end of the day they'll pitch ideas on how to design, market, finance or produce a play to their peers and a panel of theatre professionals, before seeing an Old Vic show in the evening.

STAGE 3 PRESENTATION & LEADERSHIP

Ambassadors will return to their schools and use the skills they've learned to develop their presentations. They'll take part in a leadership workshop which will give them the tools and confidence to run two practical workshops themselves – one at their own school and one at a partner school in their area. Each year 4,800 11 to 14 year olds will benefit from the Ambassadors' newfound knowledge. Support and guidance will be provided by Old Vic New Voices staff and teachers throughout the process.

STAGE 4 GRADUATION

Ambassadors will be invited back to The Old Vic for an awards ceremony to celebrate their achievements, before attending an Old Vic production in the evening as special guests.

EXCLUSIVES

Schools will have access to digital content via a Stage Business web portal. Exclusive content will include a special welcome from the Artistic Director and two interactive lectures for teachers, plus education packs containing relevant links, insightful production-related content and complementary material for use in the classroom.

FORUM

An online forum will connect schools and teachers across the UK via The Old Vic Partner Schools Network. This represents a unique opportunity to create a national group of schools that will have a lasting and meaningful relationship with a major London theatre.

LEGACY

At the end of the year, an online documentary about Stage Business, including case studies, will give profile to participating schools. And at the end of the second year, a digital legacy pack – including a toolkit on how schools can run the programme independently – will be available for schools across the UK.



IMPACT

Stage Business has the potential to have a greater and more wide-ranging impact than anything we've ever produced.

BUSINESS FOCUS

Many young people think the theatre industry is all about acting. Stage Business highlights alternative career choices and reveals why maths skills, for example, are important in every workplace.

TRANSFERABLE SKILLS

Involvement with Stage Business will give students transferable skills in the areas of presentation, marketing and finance that will prepare them for a career in any industry.

LEADERSHIP

Stage Business will find and nurture the leaders of the future.

STRONG NETWORKS

Stage Business will create a strong network of teachers, schools and students across the UK.

ONLINE LEGACY

Original digital content, created through Stage Business, will form the basis of a toolkit for more than 3,000 schools to use in the future.

SUPPORTING EDUCATION

At The Old Vic we firmly support and want to improve how theatre is taught in schools. Stage Business lays down a strong marker to head teachers and offers opportunities for professional development for all teachers.

THE OLD VIC

Stage Business will pave the way for greater interaction with the next generation of theatre-goers. It will also lay foundations for the creation of a dedicated Old Vic New Voices Studio – a hub for emerging artists, schools and the local community.

THE FIRST TWO YEARS

In the first two years, donations will help Stage Business reach...

40 schools
80 teachers
800 16–18 year olds
9,600 11–14 year olds

Students will learn about careers they perhaps hadn't considered, or weren't aware of, and they'll develop the transferable skills, confidence and resilience required for today's competitive jobs market – whether that be in the theatre industry or elsewhere.

At the end of the second year, an online legacy toolkit will deliver Stage Business to a potential audience of...

3,000+ schools
3,000,000+ young people

Evaluation of the programme will cover well-being among the students, the impact on their confidence and how participating in Stage Business informed other subjects on their curriculum. Assessment will include baseline surveys and examine the impact during and after the project.

THE LONG TERM

MAXIMUM FINANCIAL IMPACT

The Old Vic is a charity and doesn't receive a regular public subsidy. We rely on box office income and support from individuals, companies, trusts and foundations to survive.

By linking gifts to Stage Business with an endowment fund, we'll not only deliver a project addressing the immediate problem of youth unemployment, but also produce outstanding education projects in the long term.

A £20 million endowment fund – in effect, our own subsidy – will generate substantial and reliable investment income and secure The Old Vic's future. Without it, we can't sustain our programme of important work with young people.

We need to raise £15 million by June 2015 to unlock an award of £5 million from Arts Council England and ensure we don't miss out on this once in a lifetime opportunity.

INVEST IN YOUNG PEOPLE'S FUTURE

Stage Business can be supported at one of three levels...

£100,000

Nominate one school in London.

£250,000

Nominate one UK school of your choice and one in London from our priority list.

£500,000

Nominate three UK schools of your choice.

Gifts will be split 20% towards Stage Business and 80% to the endowment fund, guaranteeing the sustainability of our education programme and work on stage for the next 25 years.

DONOR CHOICE

We have long-standing relationships with schools across London and have a priority list that we feel would benefit from the programme. Donors can select schools from the list or nominate their own from anywhere in the UK – perhaps one where a connection already exists or they know would flourish by being involved.



FIND OUT MORE

ABOUT HOW YOUR GIFT
CAN HELP YOUNG PEOPLE
TODAY AND IN THE FUTURE

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The Old Vic Endowment Trust charity no 1147946.

All information correct at time of going to print, but may be subject to change.

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