



THUNK-IT THEATRE

ANNUAL REPORT 2022



CREATE-COLLABORATE-COMMUNITY

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ARTISTIC DIRECTOR'S COMMENT

It's time to reflect! Wow - what a year!

Looking back at the year we have had is overwhelming. There has been a lot of change and growth within Think-It and the world that has affected our communities and the way we interact with the arts. Reflection is incredibly important for us at Think-It. We want to remember where we have come from and how this will help us grow. Over the past year we have worked with a bunch of fantastic, inspiring and empowering individuals, groups and communities. We have expanded our core team and have raised funds to run our projects that are making real differences, that of which, you will see throughout this report.

In our second year of Think-It, we are so proud to continue to champion our missions and aims within our work and the wider contexts we come across, as well as give back to the communities that raised us.



We now look to the future. We are passionate about continuing our growth, creating more opportunities for Yorkshire-based artists and creating new innovative projects for communities and young people. This is just the beginning!

Thank you to all of our support, funders and committee. This report is for everyone and their efforts to make Think-It what it is.

Thank you,
Becky and Jules.

THUNK-IT COMMITTEE



Lauren Waugh - Chair

I am excited by Thunk-It's work engaging communities across Yorkshire in Theatre and creative practices. These opportunities were so valuable to me growing up in the North-East and I am excited that Thunk-it is giving these experiences to so many age groups getting more people involved in theatre and arts. I am a recent member of the board, so I am excited to be involved in more projects going forward with facilitating and writing as well as helping Thunk-it grow in terms of recognition across the region.

Annie Chadwick - Treasurer

I was hired as the social media lead at the beginning of 2021. Thunk-It's ethos aligns with my passions for education, access to the arts, and applied theatre, and I wanted to use my digital marketing skills to help take Thunk-It to the next level. My role has also allowed the artistic directors to focus their energy on running and developing the company, while I manage sharing Thunk-It's work with the world. I'm looking to develop my marketing management skills, as well as myself as an artist, working with the board members to share ideas, be creative, and do all things Thunk-It.



Juliette Scarborough - Treasurer

I decided to get involved with Thunk-it as their passion for making arts accessible aligns with my own. It's been amazing to see the work that Thunk-It have been doing in their first couple of years, bringing together communities and sharing their enthusiasm for theatre. I can't wait to be involved with their continued growth and be part of the much-needed work that they do for the people that they work with.



Miles Kinsley - Board Member

I love working with Think-It: they have such a positive outlook on what theatre can achieve and really strive to support both members of the community and aspiring artists within and around York. I look forward to seeing Think-It reach out to more artists from across Yorkshire (and the North in general!) spreading their fantastic message and creating theatrical and community pieces that bring people together.



Ellen Jupp - Board Member

I joined Think-It Theatre because I am really interested in using the arts in community settings, especially with an outlook on well-being and creativity. My practice is also co-creative and collaborative, which suits Think-It's ethos really well. Having watched Think-It grow over the past year, I'm already looking forward to watching the company expand further in more community settings, and with more partners and artists!

Where is Think-It from?



THUNK-IT YOUTH THEATRE



After spending a LOT of time over Zoom - we were finally able to host in-person sessions of Thunk-It Youth Theatre! For these sessions we headed over to Pocklington Scout Hut; a venue that hosts a myriad of activities for young people in this rural area to get involved with.

Our first in-person term ran from September - October 2021, and began with a free taster session to gather interest and to give prospective members the chance to see if Thunk-It Youth Theatre was for them! This term we focused on FUN! After such a large percentage of their lives spent in lockdown, we felt that our members deserved some time to be silly, play drama games, and get used to in-person communication again - in a safe and supportive environment, without any pressure of a performance looming over them.

Our second in-person term ran from the start of November - Mid-December and we were very kindly funded by the Active Towns Community Grant, which meant we could offer; reduced fees for all members, free healthy snacks and drinks at each session and, two young people were able to join this term completely free. One of our biggest goals as a company is to make the arts more accessible to young people, and with this funding - Active Towns helped us to achieve just that. This second term was spent devising a festive performance, which culminated in "Polar Pals"! This was performed by our Youth Theatre to an audience of (socially-distanced) friends, family, and supporters.



**11 Young
People!**

COMMON GROUND: BACK IN THE ROOM



‘Common Ground: Back in the Room’ was the second phase of a project we ran in 2021 with NSDF Creates and Barrel Organ Theatre Company. Due to COVID the initial phase of this project was not run in the way we had planned. This year, we were finally able to run these workshops as we had first intended. Thanks to funding from the Ways to Wellbeing, York CVS, and City of York Council we were able to run a series of 9 workshops at Door 84 (which is an integral part of the Groves community in York), for people aged 18-25 and 50+. Each of these workshops were focused on a form of creative communication; letter writing, origami, postcard making etc. All the sessions were free, open to all and included free snacks and drinks. These sessions were an opportunity to have a natter with people you might not usually interact with, and resulted in an exhibition of all the work created, held at Door 84 and open for anyone to come, and see the fantastic work created by the group.

For those who couldn’t attend the sessions in person, we handed out activity packs and postcards that they could create in their own time and still feel a part of the project.



**Approx
325
Participants!**

KYRA - OPEN ARMS DRAMA



After having a wonderful time running 'Positive Stories for Negative Times' at Kyra Women's Project, we were thrilled to be asked back to run a new 10-week drama course for Kyra members. 'Open Arms Drama' was open to all Kyra members, with no experience necessary. The aim of this course was to promote positive wellbeing, and confidence building through drama. We went in with no expectations or pressure of making a piece of theatre - however, the group was so keen to create and perform that we made 'Bee Happy News' - a piece devised by the group, and filmed to be a part of Kyra's International Women's Day 2022 celebrations!

Link: <https://www.youtube.com/watch?v=4oEJ-2SGyAY>
or over on our YouTube!

The members were also offered pantomime tickets from York Theatre Royal as a part of their 'Pay It Forward' scheme. This meant that the members had the opportunity to see a professional production of theatre - and for some of them it was their first ever panto!



7
Members
Joined!

SHAMBLES MARKET HALLOWEEN



In September, we were approached by the Shambles Market - a part of Make It York, to run some spooky storytelling and crafts workshops on the market over Halloween half-term to help provide free, fun activities over the half term to families and young people.

Over 4 days, we offered spooky storytelling, pumpkin painting and paper mask crafts to over 200 people visiting the market. We had such a fun week, and have loved collaborating with the Shambles Market since then!

200+
joined in!

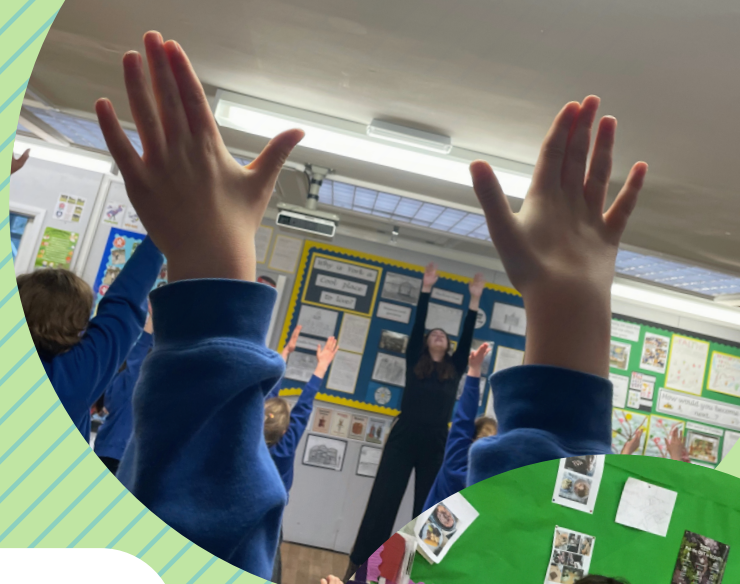


SPYRATES!

In November, we received the incredibly exciting news that we had been funded by the I AM fund to run 'Positive Stories for Negative Times' by Wonderfools for rural communities in the East Riding area. This fund will enable us to provide free youth theatre to up to 50 young people aged 6-11 for 6 months, across two venues (our usual Community Youth Theatre at Pocklington Scout Hut and at Bugthorpe Primary School). Rehearsals for 'Spyrates; Journey to the Forbidden Island' by Jack Nurse and Robbie Gordon have already begun; and the cast have already blown us away with their talent, enthusiasm, and fantastic robot dancing!

Performances will take place at the end of July 2022, at Pocklington Arts Centre for an audience of friends, family and supporters.

**50
Young
People!**



KYRA BOUNCES BACK

In March 2021, Becky and Jules volunteered their (not-very) green thumbs, to help bring life back to the Kyra garden! We sourced the plants, and then got planting! This was a part of Kyra Bounces Back - to refresh the Kyra courtyard, by having a fresh lick of paint, new flowers and a good tidy up!

Although Becky's beans didn't quite make it - the rest of the garden took well to some TLC, and was handed back to the Kyra Gardening Club to tend to.



NOT ANOTHER ONE

'Not Another One' is a play written by board member and treasurer, Ellen Jupp. This production was programmed at the 2022 Vault Festival, and Think-it was producing this to help and support Ellen's team. Unfortunately the 2022 Vault Festival was cancelled due to rising cases of COVID.

However, we are still supporting Ellen with the next steps of this production's journey.

ENGAGEMENT FIGURES

Artists, Creatives & Specialists

24

375

Participants

Audience (Live)

75

156

Audience (Broadcast, Online)

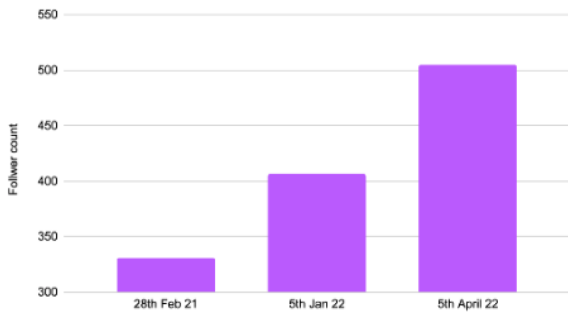
SOCIAL MEDIA STATISTICS

AS OF 06/04/22



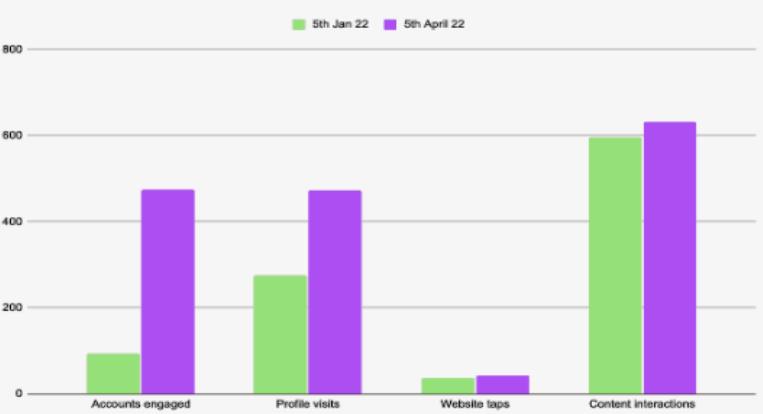
Instagram

Instagram Follower Count

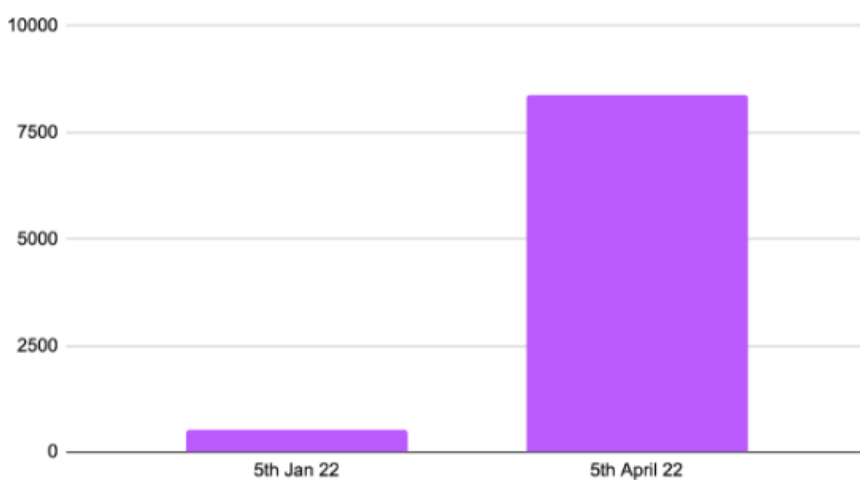


• Follower count increased by 53%

• Accounts reached increased by 1,662%

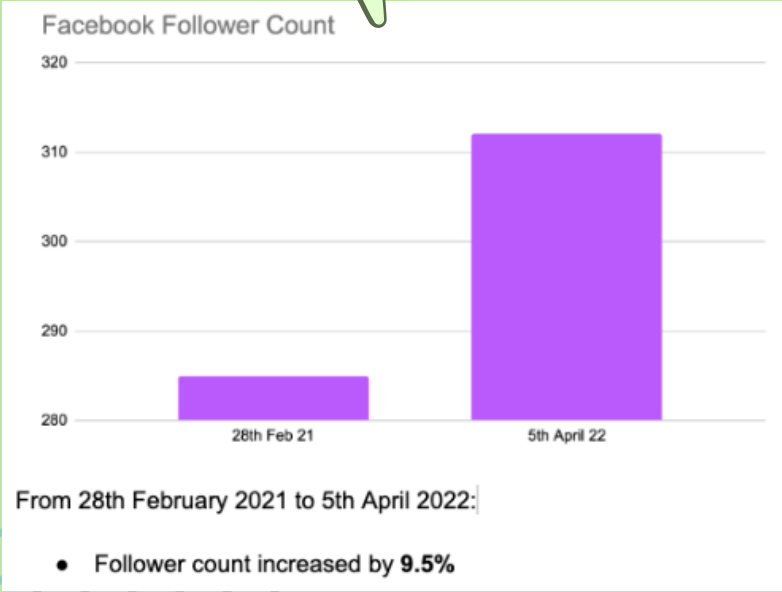


Instagram: Accounts Reached



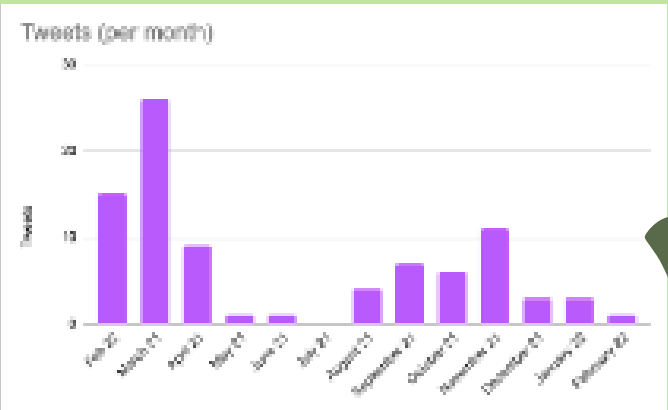
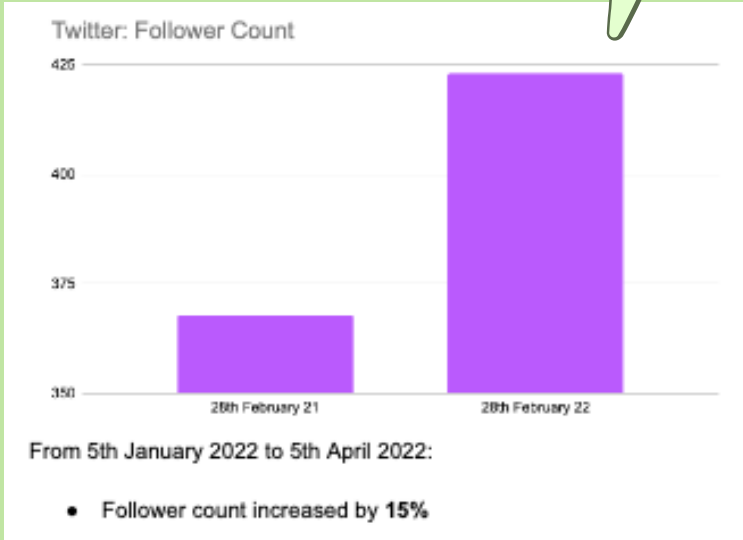
Since adding a Social Media Lead (the fantastic Annie) to our team, our overall reach online has skyrocketed!

Facebook



Twitter

AS THE AMOUNT OF PROJECTS FOR THINK-IT HAVE INCREASED OVER THE PAST YEAR, THE TEAM HAVE HAD LESS TIME TO GENERATE SOCIAL MEDIA CONTENT. THESE GRAPHS JUSTIFY OUR DECISION TO EMPLOY SOCIAL MEDIA HELP FOR 1 HOUR A WEEK FROM MARCH 2022. MORE SOCIAL MEDIA HELP CAN INCREASE BUSINESS GROWTH AS IT WILL ALLOW THINK IT TO BE POSTING MORE REGULARLY.



As shown in the graphs above, when there is a peak in the amount of tweets per month, there is a peak in impressions and profile visits. Therefore a larger output of Twitter content per month results in a wider brand exposure

OUR PARTNERS & SUPPORTERS



SUPPORTED BY



Over this year we have been lucky for so many things, but none of this work could have happened if not for...

The people we get to work with: Ageing Without Children | Barrel Organ Theatre Company | Door 84 | Helmsley Arts Centre | Kyra Women's Project | NDB1 | NSDF | Pocklington Arts Centre | Pocklington Scout Hut | Shambles Market | Traverse Theatre | We Are The Groves | Wolds Pride | WonderFools | York Mind | York Samaritans

And our funders: City of York Council | Culture & Wellbeing York | East Riding of Yorkshire Council | I AM Fund | Make It York | Pocklington Rugby in the Community | Two Ridings Community Grant | Ways to Wellbeing | York CVS

And as always, a massive thank you to our participants, members, team, community, our friends, and families - you are what keep us Thinking!

ACCOUNTS

Think-It Theatre LTD						
Total Receipts & Payments Account						
	Total	Unrestricted	Ways To Wellbeing	Active Towns (Pocklington)	I AM Fund	Two Ridings Foundation
+ Receipts						
Grants	12,771.00	-	2,865.00	550.00	7,356.00	2,000.00
Donations	28.53	28.53	-	-	-	-
Fundraising	-	-	-	-	-	-
Commissions	2,564.23	2,564.23	-	-	-	-
Member Fees	210.00	210.00	-	-	-	-
Sponsorships	-	-	-	-	-	-
Reimbursement (IN)	384.41	384.41	-	-	-	-
	15,958.17	3,187.17	2,865.00	550.00	7,356.00	2,000.00
Payments						
Freelance Fees	4,260.00	1,970.00	1,500.00	30.00	760.00	-
Marketing	-	-	-	-	-	-
Equipment	491.61	190.00	301.61	-	-	-
Travel	13.50	13.50	-	-	-	-
Venue Hire	857.00	60.00	275.00	126.00	396.00	-
Phone and Website	89.07	89.07	-	-	-	-
Insurance	-	-	-	-	-	-
Resources	551.88	92.15	381.04	68.70	9.99	-
Printing and Postage	402.84	14.94	128.08	57.41	202.41	-
Refreshments	148.37	-	33.22	62.31	52.84	-
Running Costs	518.40	128.40	219.00	99.00	72.00	-
Reimbursement (Out)	363.83	343.76	20.07	-	-	-
	7,696.50	2,901.82	2,858.02	443.42	1,493.24	-

Net receipts / (payments)	8,261.67	285.35	6.98	106.58	5,862.76	2,000.00
Transfer	-	-	-	-	-	-
Balance brought forward	-	-	-	-	-	-
Balance carried forward	8,261.67	285.35	6.98	106.58	5,862.76	2,000.00
Made up of:						
Current account	8,261.67					
	8,261.67					

Think-It Theatre LTD

Think-It Theatre LTD			
Total Receipts & Payments Account for the year ended 28/2/2022			
	Unrestricted	Restricted	Total
Receipts			
Grants	-	12,771.00	12,771.00
Donations	28.53	-	28.53
Fundraising	-	-	-
Commissions	2,564.23	-	2,564.23
Member Fees	210.00	-	210.00
Sponsorships	-	-	-
Reimbursement (IN)	384.41	-	384.41
Total receipts	3,187.17	12,771.00	15,958.17
Payments			
Freelance Fees	1,970.00	2,290.00	4,260.00
Marketing	-	-	-
Equipment	190.00	301.61	491.61
Travel	13.50	-	13.50
Venue Hire	60.00	797.00	857.00
Phone and Website	89.07	-	89.07
Insurance	-	-	-
Resources	92.15	459.73	551.88
Printing and Postage	14.94	387.90	402.84
Refreshments	-	148.37	148.37
Running Costs	128.40	390.00	518.40
Reimbursement (Out)	343.76	20.07	363.83
Total payments	2,901.82	4,794.68	7,696.50
Net receipts / (payments)	285.35	7,976.32	8,261.67
Transfer	-	-	-
Balance brought forward	-	-	-
Balance carried forward	285.35	7,976.32	8,261.67

	☰ = +		
Made up of:			
Current account	8,261.67		
	8,261.67		
Checks - this should equal zero	0.00		