



STARBURST FOUNDATION

AGM REPORT

See attached AGM minutes. The meeting took place at Court Moor Secondary School Hall.

Theatre Division Report:

Objectives and Activities

The Theatre Division of Starburst Foundation exists to promote the enjoyment of the arts to the local community, train future performers, technicians, and creatives, and raise money to fund life-enhancing equipment for disabled children in the local area. In 2021/22 we aimed to meet these objectives through two primary activities: a summer production and a Christmas pantomime. Alongside these activities, the theatre division planned to use social media and local events to publicise our activities and the activities and objectives of the whole foundation.

Achievement and Performance

Summer 2021

Due to the ongoing COVID-19 pandemic, Starburst were unable to stage a summer production in 2021. We maintained a presence on social media, and used the time saved on summer production planning to ensure we had robust planning in place to counter the uncertainty around Panto 2021.

Panto 2021

With the uncertainty and higher financial risks of staging a multi-thousand-pound production during a pandemic, we were extremely cautious during the planning stages of Sleeping Beauty. However, after successfully auditioning over 100 people, rehearsals were underway!

The production sold **5163 tickets** equalling **£69,922**. When combined with show fees, front of house, matched donations, and charity show tickets, Sleeping Beauty took **£82,808.10**, with a total profit of **£27,610.77**. This goes to show that Starburst continue to produce high-quality productions year on year, helping to raise money for local children and bringing the arts to the local community. Sadly, due to circumstances beyond our control and despite rigorous testing, cleaning, and risk management, a significant number of cast and crew members tested positive for COVID over the duration of the run. However, thanks to the resilience of everyone involved, and daily

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zoom meetings with the producers and creatives, we managed to perform 28 shows out of a scheduled 30. In the unbelievably trying circumstances this is an enormous success for Starburst. It is also worth noting that we had far more resilience and far fewer performances cancelled than most professional theatre companies in the country. As per our objectives, we utilised local events to promote the work of the company and the theatre division's activities. These events included Yateley Manor Christmas Fair, Farnham Christmas Light Switch-On, and Fleet Festivities. Due to inclement weather Farnborough Frost Fair, which we were due to perform at, was cancelled by the organisers.

Throughout the process of every production, we learn valuable lessons that are taken forward, ensuring the theatre division is always evolving and aiming to beat the success of the previous show. We do this through regular meetings and check-in, and most importantly by a debrief meeting once the production has closed. This allows each department head to talk through their successes and lessons they have learned.

We would like to take a moment to whole-heartedly thank everyone that made panto possible. From production and creative, to tech and chaperones, Front of House and band, and everyone that stepped on stage. Without everyone donating their time and expertise to create a brilliant show, we would not have had such an overwhelmingly positive response from our audiences. Individuals stepped into roles at a moment's notice, both on and off stage, and the whole company pulled together to ensure we could mount a production each day.

Academy Division Report:

Objectives and Activities

Starburst Theatre Academy (STA) is a musical theatre academy currently based in Fleet.

The Academy aims to reach out to various children including disadvantaged children from difficult backgrounds who would not normally undertake the arts due to domestic circumstances. It also aims to give high-quality training using professionally trained teachers and working professionals. We embrace all abilities, and promote the values of passion, integrity, respect, responsibility, honesty and resilience in all our students.

We give students the opportunity to learn and develop skills in singing, acting and dancing, and to use these skills in an annual performance, as well as the opportunity to audition for roles in our own award-winning shows, most notably the Fleet pantomime which the Starburst Theatre Division produce each year.

Whilst we have seen an increase in student numbers this year, our key aims going forward are to increase these numbers to ensure a constant stream of talent filters through the Academy and into our theatre productions, and that the profits of this increase are used to benefit the primary goal of the Foundation: to raise money for the equipment and support of disabled children in the local area, and to raise funds for a Starburst HQ that can house the needs of all our divisions.

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To do this, we aim to:

- Create an Academy Marketing Sub-Committee to increase our social media and online presence. This will be overseen by the Marketing Director and linked to the wider Foundation to ensure cohesion.
- Increase our physical presence in local schools and communities through workshops and county events such as fetes and community activity days.
- Restart our adult classes as these have not been possible since moving out of our Aldershot premises. Tap, Jazz, Ballet and Choir are current avenues we wish to explore.
- Speak to the local council regarding reaching out to underprivileged children who would not usually be able to access the arts and would benefit from a scholarship to the Academy.

Achievements and Performance

The COVID-19 pandemic made many of the usual Foundation fundraising avenues such as theatre and the charity ball not possible. Due to the dramatic surge in online learning within education, the Academy was able to continue throughout much of the pandemic and continued to raise funds for the Foundation, allowing the charity to stay operational. Between March 2021 and February 2022, STA had an income of **£16,745**, with a profit of **£11,478**.

We currently have 34 students enrolled in the Saturday school programme: 6 in our 6-8yrs, 16 in our 9-12yrs, and 12 in our 13+. Classes are separated by age to instil confidence in our performers alongside their peers, whilst allowing for teaching of technique to be differentiated, ensuring personal growth happens organically.

Students returned to physical lessons in March 2021 in Yateley Village Hall and spent the remainder of the term working on technique and skills development. During this time, we recruited a teaching assistant to further support the students. Students used this time to create a showcase of their work which was performed to parents in June. Since September 2021, the Academy has been based at Court Moor School in Fleet, and the first term of this academic year was used to consolidate skills whilst focusing more heavily on the integration of skills.

Since January 2022, students have been working on a different musical every three weeks, implementing the performance and integration skills learned. By July, the students will have created a medley of musicals including Annie, Everybody's Talking about Jamie and Bugsy Malone, to be performed as their annual showcase. A venue for this is still to be confirmed.

It is fantastic to see that the Academy is already feeding fresh talent into the Theatre Division of the Foundation, with eleven of our students cast in Fleet Pantomime 'Sleeping Beauty', and several auditioning for the upcoming summer show 'Legends of Music'.

I would like to say a huge thank you to our students, families, teachers, trustees, and the wider Starburst community for their continued support of the Academy and the Foundation as a whole. We look forward to another year of growth and fun!

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Volunteers Division Report:

Objectives and Activities

We have been trying to align all areas of starburst and become more of a cohesive unit rather than being the theatre, charity (now known as applications) and academy being separate entities.

With that in mind we thought it was time to change the 'members' role 1) because we don't actually have members (in the sense of paying a membership fee) and 2) because historically the role has predominantly looked after cast members and theatre volunteers and we feel that there needs to be a role that encompasses every single person that gives their time in any way to the Starburst Foundation. For that reason there is no longer a Members Manager and a new role has been created called the Volunteers manager.

This person will oversee every volunteer within starburst, from cast members to ball organisers and we hope that it will mean that those who aren't under the 'theatre' umbrella will feel more included and part of the foundation as a whole.'

Marketing Division Report:

Objectives and Activities

The Marketing Department has the objectives to be delivering an exposure of the Starburst Foundation with regular coverage of the applications, events and theatre departments. The Starburst Theatre Academy have stood alone with their marketing up until now but the objective is that the Marketing department will see a move to incorporate a uniformity across the entire brand. Marketing has been through hard marketing i.e. Banners, flyer distribution with partnerships and also press coverage. There has also been consistent engagement through our most popular social media platforms, FaceBook and Instagram. The objectives for 22/23 to grow those engagements and strive for further reach and exposure in all areas of the foundation.

Achievement and Performance

It has been difficult to judge performance on a year on year basis as for the past 2 years it has not been consistent and there was no data at the start of the term for myself. This said, we have seen a growth in social media engagement over the past 24 months and this has been vastly organic without the need for financial investment. The only production during the past 2 years has been the latest pantomime. This saw a growth in ticket sales on previous years but without the tools to measure the motivations of the audience, we cannot assume this is due to the exposure of the production through marketing. This could be purely on an audience desire to see a production after the closures or many other reasons.

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Fundraising and Grant Division Report:

Objectives and Activities

Purpose

The purpose of the Fundraising section of The Foundation is to research, support, facilitate and analyse any fundraising projects that the three divisions of The Foundation have.

Strategy

The Foundation's fundraising this year has been financed largely by itself: Theatre and Academy, and the passion of its board of Directors, supporters and volunteers. After the Covid19 upheaval and interruptions we have been able to resume fundraising again. We have also begun to investigate grants and fundraising bids and this area will continue to be researched. I am hoping that, with the help of a fundraising committee, we will be able to access a broader range of fundraising and maximise the support that we have, utilising a range of providers and options that will not add to the volunteer burden.

Hurdles to Overcome

In order for the Foundation to grow and have a secure future, we need to find a HQ premises that will allow the Foundation to all function under one roof, thus reducing rental, storage and transporting costs. This will also give us a local community presence beyond word of mouth.

The Academy and Theatre have been affected for the last two years by the Covid19 pandemic. Although they have been able to continue somewhat successfully, and still provide The Foundation with funds, through the hard work and determination of all those involved, it has hindered their growth.

I would like to look at ways of increasing our fundraising projects, by asking and researching the answers to:

- How can we maximise the opportunities and efforts of our volunteers?
- When people give up their own personal time and efforts for The Starburst Foundation, how can we thank them, for not only the hugely appreciated monies raised, but also their support?
- Are there ways of fundraising that are not so0 time and effort consuming?
- Are there local or national initiatives, unknown to us, that will support our charity in all 3 of its divisions?
- Many fundraising opportunities are rooted in employment, are there ways of contacting our support network, to identify if these pathways are available to us? Match funding, (Banks) volunteer grant, (company) local community charity support, (Ford) charity sponsorship or volunteer suggestion. (supermarket chains)

Proposal for Fundraising for 2022/2023

- Setting up a fundraising pack that can be used across the board of different types of fundraising. Possibly having professionally printed.

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- Work with marketing to discuss ways of promoting charity awareness. (HIWCF advice)
- Using researched letter templates for requesting, supporting and following up fundraising.
- Research grants and bids available to The Foundation from national charity initiatives.
- Collaborating with Division Directors to access grants and bids, specific to their area.
- Look at ways of meeting charity objectives in divisions to meet access requirements. (scholarship details) Also how can these incentives be recorded to ensure their authenticity?
- Fundraising being involved at Foundation level for all division projects and events with a view to gain funding before or during to maximise outcome and opportunity.
 - lottery funding of shows
 - inclusive performance funding
 - raffle prizes and advertising
 - christmas lights: stall in Fleet Festival
 - performance to other groups outside of theatre/academy
 - Summer Ball sponsorship
 - recognition awards by donors and contributors to volunteers
- Look for and listen to fundraising ideas from support network.
- Contact local large companies looking for corporate sponsorship or donations.
- Support volunteer fundraising to ensure potential of activity, volunteer understanding of Foundations objectives, and overall recognition of The Foundations Policy on Fundraising and Donations with pack and information on areas such as Enthuse. Create a positive support network for fundraisers throughout the whole fundraising process.
- Identify and contact local companies for networking opportunities. (i.e. local dance wear provider for scholarship child)
- Look for ways of how to reciprocate any support given to create a positive goodwill towards supporters. (Dominoes Pizza delivery in panto performance)
- Identify and apply to local schemes run by supermarkets and businesses for trickle fundraising. Create awareness of project if application is successful.

Achievement and Performance

Fundraising Projects 2021/2022

- Sleeping Beauty Panto
- Academy Virtual Summer Show
- Front of House for Sleeping Beauty
- Pantomime Raffle
- Summer Ball pushed forward to 2022/2023
- Volunteer Fundraising: Mike and Mike Bike Ride
Denise Fitzpatrick–Cox Walking Challenge
Halloween Pumpkin / Cake sale

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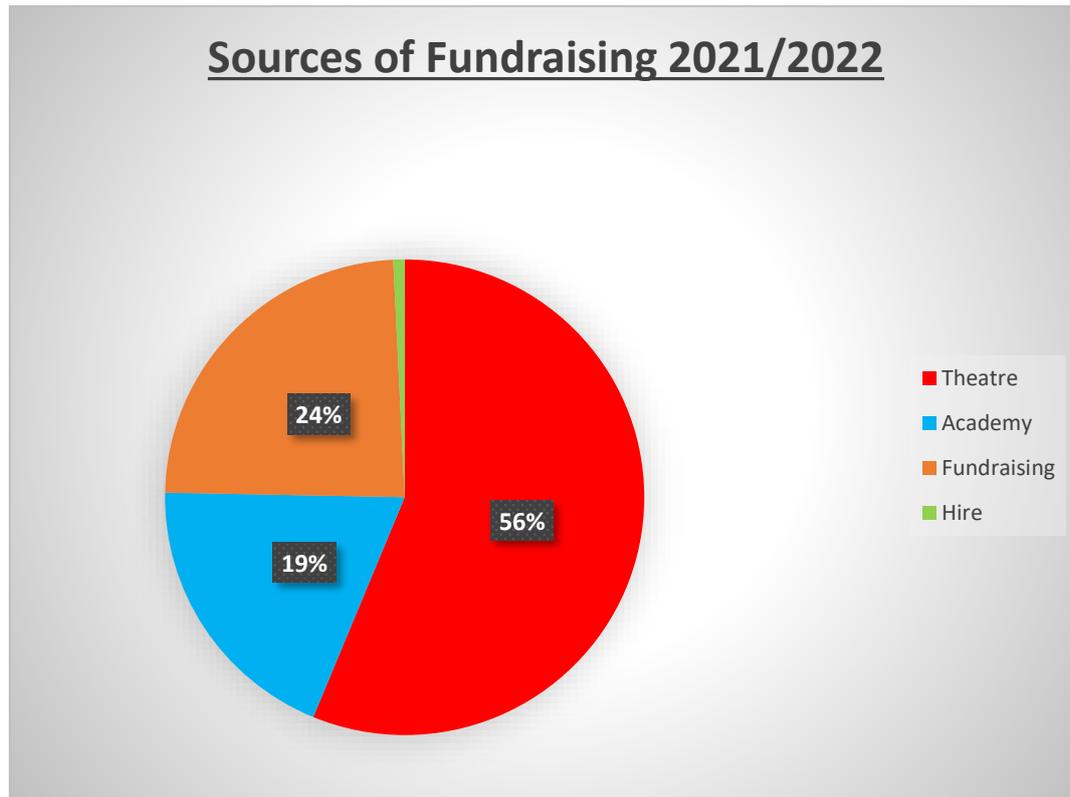
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Grants and Bids

HIWCF: The Charles Burnett Foundation Grant	£15,000	Jan 2022	tbc
HIWCF: Including Communities Strategic Fund	£7000	Feb 2022	tbc
HIWCF: Arts Council Jubilee Fund	£3000	Feb 2022	tbc

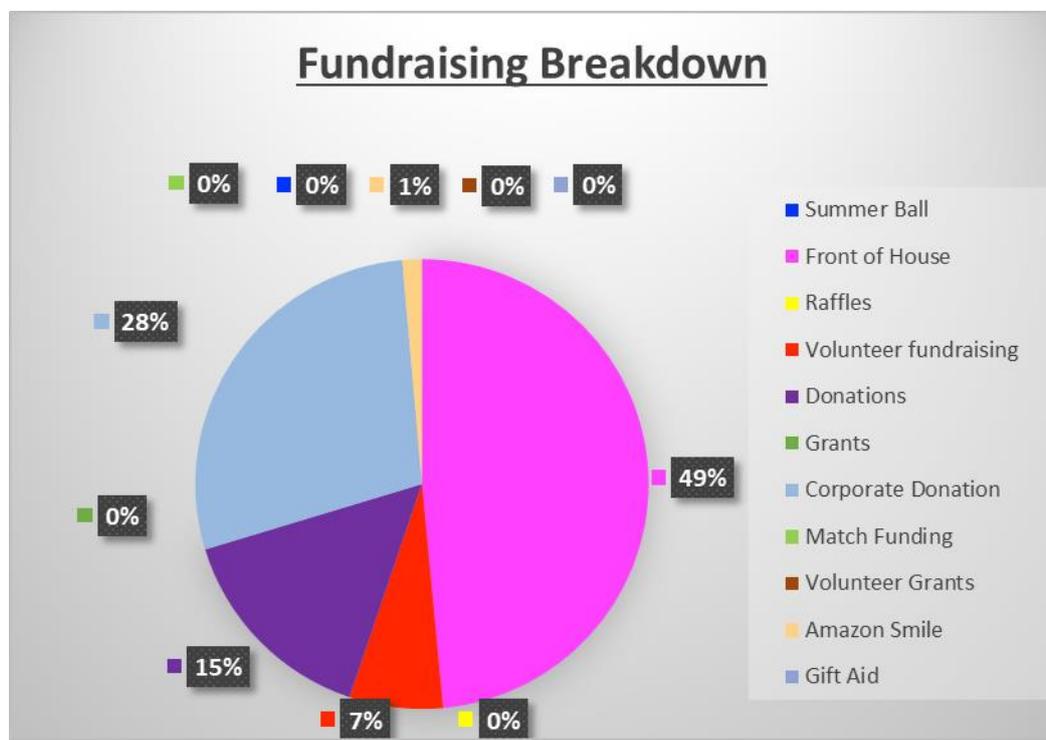
Analysis



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Application Division Report:

Objectives and activities

To assist local children with special needs, disabilities, and life-limiting illness, to achieve their fullest potential in their day to day lives.

Our sole objective is to gift items of equipment (often bespoke or specialist) for children with special needs, disabilities, and life-limiting illness

During the reporting period we funded 5 applications with a total of £4,129 worth of items gifted to the organisation or child.

	Description	Cost
Beneficiary 1	Multiple sensory items were gifted to enable a school to set up a 'sensory circuit' for children with special needs such as ADHD and learning needs, and anxiety caused by their conditions. The sensory circuit enables the children to have sensory breaks (when experiencing significant sensory overload in class) to assist them to be calm and focus and engage when learning.	£656.16
Beneficiary 2	Child has Sturge Weber Syndrome which causes seizures. Having already undergone brain surgery, the child will need regular trips to hospital and treatment and development is delayed. Gifted a special needs	£601.83

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	pushchair - to allow for the child's length and weight - which enables the child to be more physically supported and comfortable when travelling.	
Beneficiary 3	The Child has ASD and fine motor delay requiring the highest level of support alongside speech and language delay marked sensory difficulties, selective eating, and self-care delay. Child has no sense of danger and is very physically able and able to unbuckle from traditional pushchair harnesses putting him at risk from traffic etc. A specialist child's wheelchair was gifted to enable the child to stay safe outside of the home environment enabling him access to wider activities.	£2,232.00
Beneficiary 4	Child has autism. We gifted multiple small sensory items to enable their parents to use them on the Attention Autism stage 1-4 course for the child. The course helps teach the child to focus, sustain and shift his attention working 1:1 with an adult benefiting their long term attention development.	£120.58
Beneficiary 5	Child has ASD, ADHD and hypermobility and is constantly in pain with his knees and ankles. We gifted a special needs pushchair as the child has no sense of danger and is too big for a normal pushchair and can escape easily. The item will help keep the child safe and comfortable when outside the home environment and minimise the risk of him harming himself. We also gifted a new sturdy bed as the child had broken his existing one due to hyperactivity and behavioural tendencies, including sleep anxiety, linked to his condition.	£518

Achievements and performance

During the reporting year, a total of £8,152 was generated in donations or income that directly supports the application process. These included:

- Personal donations, through sponsored events, from members of the public
- Donations generated through Amazon Smile and PayPal Giving
- Corporate donations from local colleges, businesses, and other charities
- Profit from internally organised cake sales, competitions, and front of house during Starburst Foundation production of Sleeping Beauty in December 2021.

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