



# **Voices of the Amazon**

**Reaching out to schools and charities**

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# The task

- To giveaway 2000 tickets to schools and charities in London
- To create a positive feeling around the show & tap into new audiences
- Support our aim to make dance musicals that are more widely accessible

# The campaign

- Emailed over 2056 contacts at Central London schools offering free tickets for parent, kids & teachers.
- Telephone follow to schools in the Sadler's Wells areas
- Contacted youth and environmental charities
- Reached out to London's volunteer communities

# Results were amazing

- 2088 parent, kids, teachers and volunteers
- 16 London Primary Schools
- 7 London Secondary Schools
- 8 Children's Charities
- 3 Environmental Charities
- 155 Grenfell Volunteers (British Red Cross).
- 436 Jo Cox foundation volunteers



THE JO COX FOUNDATION

GREENPEACE



SADL  
ERSW  
ELLS



# resoundingly positive feedback

***"We brought a large group of children and they were on their feet at the end....its ignited a real love of dance. It was an amazing show and we felt very privileged to be there."***

Lauren Seager-Smith, CEO KidsScape

***"Thank you so much. Seven Mills is a school with very high proportions of Pupil Premium children (pupils deemed to be socially disadvantaged). These kids would never have the chance to go to Sadler's Wells."***

Mike Hirst, Headteacher, Seven Mills Primary School (London E14)

***"I've had some very positive feedback from Red Cross Volunteers. Their work is extremely challenging at times and often thankless and so the generosity of the show's creators and of the theatre has meant a great deal to them not only for its kindness but also because they feel it recognises the contribution they make."***

Charles Marshall, Senior Community Fundraiser British Red Cross

***" It was great..our group consisted of ages 8 to 72 and all loved it."***

Lucy Bonnerjae, Woodcraft Folk London

***"Fantastic music, singing and amazing dancing, gorgeous colourful costumes. Wonderful show!"***

Jurgita Barton, Parent

***A true visual treat. The Children were enthralled.***

Rene Africa, Deputy Hreadteacher, St. John of Jerusalem C of E Primary School

# Survey findings

- 60% of school carry out 1 trip to theatre per year. 20% carry out between 2-4 and 20% over 5 times.
- 90% of respondents did not know about VOTA at Sadler's Wells
- 93% of respondents had not taken a class to Sadler's Wells before
- 83% stated that there has been a reduced focus on Dance and Music at school over past 5 years period
- 100% stated that funding was the main obstacle to schools going to theatre
- 100% felt positive towards the Sadler's Wells brand following the offer
- 100% would take up the offer again ... "Oh my goodness yes"

# Feature of our shows

- Workshops and digital content
- Sadler's Wells & Sisters Grimm access a new audience and generate awareness
- SW / SG brand halo effect
- Low cross over with potential paying audience
- Developing a love of dance, musical theatre amongst young people
- Creates a buzz amongst audience

