


From: Roxy Potts Roxy.Potts@hgf.org.uk 
Subject: Re: In Harm's Way Feedback
Date: 22 January 2024 at 20:30
To: hello@upfronttheatrecompany.co.uk

RP

Hi Rosie - sorry as I was in meetings!

I can confirm the significant partnership between Inner Spark and Upfront Theatre Company, a key collaborator in our Inner Spark programme which is funded by the Goyal Foundation.

Upfront Theatre Company holds a crucial role within the Inner Spark initiative, and I am pleased to confirm the strength of our working relationship. Both organisations share closely aligned values, and our collaboration has proven to be exceptionally valuable. The workshops facilitated by Upfront have garnered positive feedback from schools, highlighting their unique impact on student engagement, distinct from any other educational approach.

We deeply value the partnership with Upfront and express our gratitude to Rosie and the entire team for their outstanding contributions. Their commitment to our shared values and the innovative approach they bring to our programmes make them an integral part of the Inner Spark.

We look forward to continuing our successful collaboration, confident that together we can create meaningful and lasting impacts on the communities we serve.

Anything else you need Rosie?

ROXY POTTS

Head of Programmes and Partnerships –
Goyal Foundation and Hallmark Care Homes Foundation

07388 815 335 | Roxy.Potts@hgf.org.uk



goyalfoundation.org.uk



Goyal Foundation



@HemrajGoyalFDN



hallmarkfoundation.org.uk



Hallmark Foundation



@HallmarkFDN

From: hello@upfronttheatrecompany.co.uk <hello@upfronttheatrecompany.co.uk>

Sent: 22 January 2024 17:19

To: Roxy Potts <Roxy.Potts@hgf.org.uk>

Subject: Re: In Harm's Way Feedback

Hiya Roxy

I'm just about to submit the Arts Council app. - please would you be able to send over a quick note confirming that UpFront is a key part of the Inner Spark programme / anything to confirm the working relationship & our values align.

Also, any supporting media (flyers/vids etc) - I'm including a link to the website but please do send over anything else that could strengthen the application. I'm pushing the numbers that we would reach - not only through our tour - but by the cross-fertilisation to partner providers.

On that note, I haven't had a chance to do the sums and put together an 'workshop only' option which could be part of the ad-hoc Inner Sparks programme. I've attached our price list to give you an idea of what we charge per workshop but I will come up with a specific package for you.

Best wishes,
Rosie

Rosie Ward
Director - UpFront Theatre Company
hello@upfronttheatrecompany.co.uk
020 3858 7976
www.upfronttheatrecompany.co.uk

On 10 Jan 2024, at 20:53, Roxy Potts <Roxy.Potts@hgf.org.uk> wrote:

Hi Rosie,

Happy New Year! I trust this message finds you well.

Regarding the recent feedback, it's great to see that it has all been positive. The key focus moving forward is to consistently gather feedback from both students and teachers.

Cross-fertilization within the Inner Spark brand. As you know our aim is to reach one million young people over the next five years. Well, we recognise we can't do that without working together. As we grow, our delivery partners grow and some access to schools that others may not. In a world where teachers are inundated with information, our goal is to avoid overwhelming them with multiple, free offers. Instead, each relationship owner presents their workshops, but we also encourage others to offer workshops to different year groups.

In practical terms, a teacher selects the workshops they want for each year group. Inner Spark then supports the entire school, extending our impact beyond one- or two-year groups. We successfully piloted this concept with a couple of schools, including Mulberry and the Elms, which I understand has now secured a booking with Upfront. The essence is to function as one team, collectively supporting the entire school with the complete Inner Spark offering.

I'd like to note that if a school qualifies for free workshops, they can have one workshop per child, per year group in that same year. However, if they wish to have multiple workshops for the same group of students, they will receive one free visit, and subsequent visits would be paid. This helps us maintain a broad reach while ensuring fairness. If different year groups are involved and meet certain criteria, we can provide workshops for free.

I'm in the process of finalizing a brochure, awaiting review by a designer. Once completed, I'll share it with you for distribution to teachers.

Regarding the pricing for schools that are 100% fee-paying, could you please share your current charging structure?

Finally, we have had a few queries come up around funding structures. Therefore moving forward for external schools/involvement if anyone asks about funding, could you please say this workshop is Funded by the Goyal Foundation as part of the Inner Spark programme. Then any social media posts or workshop engagement you tag or mention Inner Spark. Does that all make sense? I am working on a clear agreement to share with some of the other delivery partners so, if helpful I can draft one for you to?

Apologies for the long email but hopefully that is all clear - any questions just let me know!

Many thanks,
Roxy

<Outlook-2vsdtdih.png>

From: Stephen Burke <stephen.burke@haf.org.uk>

Sent: 10 January 2024 17:42
To: hello@upfronttheatrecompany.co.uk <hello@upfronttheatrecompany.co.uk>
Cc: Roxy Potts <Roxy.Potts@hgf.org.uk>
Subject: RE: In Harm's Way Feedback

Thanks Rosie – happy new year

All is looking good for your spring tour.

Please invoice the Goyal Foundation and email to me.

Roxy can respond in due course re feedback etc.

Thanks
Stephen

STEPHEN BURKE
CEO – Goyal Foundation and Hallmark Care Homes Foundation

07960 136 357 | Stephen.Burke@hgf.org.uk

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goyalfoundation.org.uk

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Goyal Foundation

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@HemrajGoyalFDN

<image002.png>

hallmarkfoundation.org.uk

<image003.png>

Hallmark Foundation

<image004.png>

@HallmarkFDN

From: hello@upfronttheatrecompany.co.uk <hello@upfronttheatrecompany.co.uk>
Sent: Wednesday, January 10, 2024 3:24 PM
To: Stephen Burke <stephen.burke@hgf.org.uk>
Cc: Roxy Potts <Roxy.Potts@hgf.org.uk>
Subject: Re: In Harm's Way Feedback

Hi Stephen and Roxy

I hope you both had a wonderful festive break and 2024 has started well?

Bookings are looking good for Before Anyone Else Spring Tour, which will be touring 15th Feb to 6th (possibly 8th) March - we have had loads of interest and I know Elodie is in the process of putting the tour schedule; Elle please could you send over the schedule/numbers as they stand when you get a moment.

Rehearsals start for Before Anyone Else in February; Stephen, could I send over the invoice at the end of January? Are the details the same or is it via Inner Sparks Now?

Roxy/Stephen - I hope you could see from the feedback that the play was well received. Were there any thoughts/feedback you had from the Autumn tour and would you like to have a catch up before things kick off? A few notes we made:

- Student feedback response - good & student video feedback/ voice note feedback where photo consent not given obtained from every school

- Teacher feedback - room for improvement: we have made some changes to the format of our teachers feedback form to ensure every school is providing feedback & actors will have QR codes for teachers to fill out then & there

- Cross-fertilising Inner Spark marketing to schools - what would you like us to do?

2024/2025 Tours

In Harm's Way Aut24, 30-Sep to 18-Oct

Before Anyone Else Spr25, 27-Jan to 14-Feb

Targets, per tour:

20 Free of charge

5 Half Price

Free = +25% FSM

*Half price = 15-24%FSM

*There has been an increase in Equity Minimum/London Living wage, so we have included some half price slots to cover the deficit but continue to offer the 20 free slots for 25%+ FSM schools.

I am also resubmitting our Arts Council application for the 24/25 programme, which would double the numbers; any supporting documents/expected match funding confirmation that you could provide would be very helpful.

I look forward to catching up with you both,
Best wishes,
Rosie

Rosie Ward
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Follow us on Twitter @UpFrontThCo

On 14 Dec 2023, at 17:04, Stephen Burke <stephen.burke@hgf.org.uk> wrote:

Thanks Elodie

Roxy will explain if she hasn't already done so with Rosie...

Many thanks and have a great break over Christmas

Stephen

<image001.jpg>

From: hello@upfronttheatrecompany.co.uk <hello@upfronttheatrecompany.co.uk>
Sent: Thursday, December 14, 2023 5:00 PM
To: Stephen Burke <stephen.burke@hgf.org.uk>; Roxy Potts <Roxy.Potts@hgf.org.uk>
Subject: RE: In Harm's Way Feedback

Hiya Stephen,

Sorry for the delay in getting back to you - your email slipped through my net.

In terms of cross-fertilising, what actions would you like us to take exactly?

Kind regards,
Elodie Bass
(they/them)

Upfront Theatre Company
www.upfronttheatrecompany.co.uk

Twitter: @UpFrontThCo
Facebook: @UpFrontTheatreCo
LinkedIn: UpFront Theatre Company

From: Stephen Burke <stephen.burke@hgf.org.uk>
Sent: Monday, November 27, 2023 11:29 AM
To: hello@upfronttheatrecompany.co.uk; Roxy Potts <Roxy.Potts@hgf.org.uk>
Subject: RE: In Harm's Way Feedback

Many thanks Rosie and thanks to all your team. We'll get back to you once we have

digested.

We are finalising Inner Spark budgets etc for 2025. When is your spring tour planned?

It would also be useful to cross-fertilise Inner Spark marketing to schools that you have performed in thanks to HGF funding. Please can you share details with Roxy?

Many thanks
Stephen

<image001.jpg>

From: hello@upfronttheatrecompany.co.uk <hello@upfronttheatrecompany.co.uk>
Sent: Monday, November 27, 2023 11:13 AM
To: Stephen Burke <stephen.burke@hgf.org.uk>; Roxy Potts <Roxy.Potts@hgf.org.uk>
Subject: In Harm's Way Feedback

Hi Stephen and Roxy

I hope you had a lovely weekend. I am attaching the feedback (as it stands) from the most recent In Harm's Way Tour.

[TEACHERS FEEDBACK REPORT](#)
[STUDENT FEEDBACK REPORT](#)

We are still waiting for feedback from over half of the schools (despite us saying it is a stipulation of the free performance) but Elodie is continuing to chase.

Moving forward, we will ask the actors to try and get the contact teacher to complete it at the time and they can have QR codes on their phones.

We got lots of responses for student feedback - the schools were circulating them to their students and while I know it does work better if you can get them complete it there and then, we don't use any tech which makes it tricky to include it as part of the production.

Please do let me know if there are any suggestions/amendments you would like us to make to the forms.

Best wishes,
Rosie

Rosie Ward
Director - UpFront Theatre Company
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