

STRATEGY
2021



SHOREDITCH
TOWN HALL
OLD STREET, LONDON, EC1

SUCCESSES TO DATE

SINCE 2013, WE HAVE:



450,000

WELCOMED OVER 450,000 **PEOPLE** TO THE BUILDING FOR OUR CULTURAL, LIVE EVENT AND COMMUNITY PROGRAMMES



12,000

GIVEN OVER 12,000 **FREE OR SUBSIDISED TICKETS** TO LOCAL RESIDENTS, SCHOOLS AND COMMUNITY GROUPS FOR OUR CULTURAL PROGRAMME



£1.2M

DEVELOPED OUR INDEPENDENT, NON-SUBSIDISED FINANCIAL MODEL, INCREASING CORE **TURNOVER** FROM £400K TO £1.2M



35

COMMISSIONED 35 **NEW PIECES OF LIVE PERFORMANCE**



Shoreditch Live
Credit: Cesare de Giglio



62

DOUBLED THE **CORE STAFF** TEAM TO 12 ALONGSIDE ESTABLISHING A **CASUAL STAFF** TEAM OF 50



7

BEEN A HOME TO 7 **LOCAL BUSINESSES**, INCLUDING THE MICHELIN STARRED THE CLOVE CLUB



110

WORKED WITH AND SUPPORTED OVER 110 **ARTISTS AND LOCAL COMMUNITY GROUPS** EVERY YEAR



1,500

HOSTED OVER 1,500 DIFFERENT **LIVE EVENT HIRES**



312

PRESENTED AND PRODUCED 312 **DIFFERENT PRODUCTIONS** ACROSS THEATRE, DANCE, MUSIC, COMEDY, CIRCUS AND TALKS



86%

GROWN BUILDING OCCUPANCY FROM 15% TO 86%



29,500

COMMITTED JUST OVER 29,500 **HOURS OF IN-KIND SPACE TO ARTISTS** AND LOCAL COMMUNITY GROUPS TOTTALLING A FINANCIAL VALUE OF JUST OVER £1M



£4.1M

INVESTED (SINCE 2000) £4.1M IN THE **PRESERVATION AND DEVELOPMENT OF OUR GRADE II LISTED BUILDING**



Cartier: High Jewellery Launch
Credit: 6up Productions



STRATEGY 2021-26



Ockham's Razor
This Time
Credit: James Berry Photography



curious directive
Gastronomic
Credit: Ali Wright

OUR VISION

TO BE A LEADING VENUE OF PIONEERING CONTEMPORARY CULTURE AT THE CENTRE OF CIVIC LIFE IN SHOREDITCH AND EAST LONDON.

OUR MISSION

TO PRESERVE, RESTORE AND DEVELOP OUR LANDMARK GRADE II LISTED BUILDING, AND TO ANIMATE IT WITH A FORWARD-THINKING PROGRAMME OF INSPIRATIONAL CULTURAL, LIVE EVENT AND COMMUNITY ACTIVITY, HARNESSING THE TOWN HALL'S HISTORY AS A CIVIC CENTRE FOR DISCUSSION, DIALOGUE AND DEBATE, WHILST REMAINING RELEVANT AND ACCESSIBLE TO 21ST CENTURY COMMUNITIES.

OUR ENABLERS

BUILDING

Shoreditch Town Hall's physical building is one of the organisation's greatest assets. We must continue to restore and develop it with a sympathetic eye towards preservation and heritage whilst ensuring it's fit for purpose in a 21st century context.

IDENTITY

Our identity, how we present ourselves, and the way in which we talk about what we do, must embrace clarity, direction and ambition in order to ensure we reach a broad and diverse range of people.

PEOPLE

Buildings only survive by the people who populate them. We must celebrate and champion the work of our staff, trustees, volunteers, associates and advisors, as well as the many external stakeholders, friends and collaborators who continue to contribute so valuably to the organisation.

RESOURCES

We must continue to use our resources effectively and efficiently, ensuring our business and financial models constantly remain reactive, malleable and open to diversification in order to ensure long-term resilience and stability.

2021
2026



Kneehigh's Ubu!
A Singalong Satire
Credit: Richard Gray

OUR VALUES

ADVENTURE

We embrace an adventurous spirit, relishing in the unexpected and the new. We constantly champion a risk aware rather than risk averse approach.

COLLABORATION

We believe that collaborating with people from all backgrounds and walks of life is the key to success. We value open, transparent and robust relationships.

ENTREPRENEURIALISM

We pride ourselves on our independency and efficient use of resources. We strive to be entrepreneurial, creative and innovative in everything we do.

PROGRESS

Just like our founders, we are a flexible, forward-thinking, progressive organisation that explores new ideas, relishes experimentation, and challenges outdated models.

QUALITY

We strive to promote the highest quality in everything we do, whilst remaining open to who interprets and defines this.



Jasmin Kent Rodgman
TRIPTYCH
Credit: Richard Moore

OUR PRINCIPLES

ACCESSIBILITY & OPENNESS

We believe that we should champion an open, welcoming and inclusive approach to everything we do, always embracing difference and remaining accessible. Over the next five years we will reduce the physical and psychological barriers people face when accessing our building and the work we do, in order to extend our reach and impact as far and wide as possible.

DIVERSITY & REPRESENTATION

We believe that our programmes, workforce and organisational culture should genuinely reflect the range of backgrounds, perspectives and cultures that make up the communities we serve in Shoreditch, Hackney and beyond. Over the next five years we will develop a more inclusive environment and language, and a more diverse workforce, that further promotes the fact that Shoreditch Town Hall is for everyone.



Missing Live Theatre
Credit: Katherine Leedale

ENVIRONMENT & SUSTAINABILITY

We believe in reducing our carbon footprint and the negative impact we have on the environment. Over the next five years we will develop a rigorous approach to understanding, measuring and improving our environmental performance. We will work with our staff, associates, and external specialist partners to ensure that we remain environmentally responsible and embed sustainable practices throughout our work.

HERITAGE

We exist because of the landmark Grade II listed building we inhabit, and which we have a duty to preserve. Over the next five years we will continue to evolve and develop our physical building. We will embrace its architecture, aesthetic, past stories and general history to inform and inspire our activities and work. We will continue to celebrate and populate this important heritage asset for many more years to come.

OUR STRATEGIC PRIORITIES

1 A WELCOMING HOME

We will continue to preserve, restore and develop our landmark Grade II listed building, championing our unique history, heritage and architecture, whilst enhancing our accessibility, openness and use in a modern-day context.

2 OUR PROGRAMMES

We will maintain and strengthen an inventive, popular and eclectic programme of cultural, community and live event activity, animating our unique spaces, and positioning the Town Hall as a leading venue of contemporary culture - one that educates, enriches and inspires locals and visitors alike.

3 PROFILE & CLARITY

We will build on the Town Hall's existing brand and profile, utilising digital platforms, press exposure and innovative communication strategies to develop a clear and strong identity that celebrates representation, inclusion and excellence.



KILLER by Philip Ridley
Credit: Matt Humphrey

4 FORGING CONNECTIONS

We will ensure the Town Hall is at the centre of civic life in Shoreditch and East London, nurturing new and existing relationships with local residents, businesses, schools and community groups, whilst developing diverse and loyal visitors, partners, funders and collaborators from Hackney and beyond.

5 DEVELOPING TALENT

We will nurture and develop new and existing talent, ensuring the Town Hall is an inspirational learning and development hub that provides transformative opportunities to, and celebrates the skill and energy of, our staff, artists, and young people.

6 RESILIENT GROWTH

We will develop the Town Hall's business model, income streams, environmental sustainability and good governance in order to strengthen our independency, malleability and long-term resilience, ensuring the organisation is enjoyed for generations to come.



The Deliveroo Restaurant Awards
Credit: Proud Robinson + Partners



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Registered Charity: 1069617

Image: Shoreditch Live
Credit: Cesare de Giglio

Front cover image:
Out of the System
CRXS PLATFXRM
Credit: Camilla Greenwell

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