

General

- This period has been very successful in terms of visitor and participant numbers, attendance is broken down as follows:-

Attendance	
Total Attenders	750,619
Theatre Attenders	461,826
<i>Theatre Attenders (Salford)</i>	79,634
Gallery Visitors	62,822
Learning & Engagement Participants	21,056 School theatre attendance: 23,524 Our First Lowry: 211
<i>Learning & Engagement Participants (Salford)</i>	9,021 School theatre attendance: 3,577 Our First Lowry: 211

- Public revenue funding during the period was 5.1% of total income (1.5% Salford City Council, 3.6% Arts Council England). In addition the sum of £274k was received as a capital contribution from Salford City Council. The extant 4-year funding agreement from Arts Council England runs until March 2022 and provides £860k of revenue support per annum.
- Total employees from Salford increased by 1% on last year. Direct employment figures over the period were:-

Employment	
Total number of Employees	524
<i>Total number of Salford Employees</i>	143
Total volunteer hours	23,933
<i>Total volunteer hours (Salford)</i>	7408

- 2016/2017 marked the first full financial year following the major capital project of 2015. The project saw a programme of capital interventions focussed on operational cost savings through a major energy efficiency project, and generation of additional income, through the expansion and redevelopment of our Hospitality offer. All aspects of the project were aimed at improving the sustainability of both the financial model and the organisation's artistic ambition. As a result of financial improvements an annual Artistic Development Fund has been created to support the key strategic artistic objectives contained within the Business Plan. During the period August 2017 to July 2018, the sum made available for the development of strategic artistic objectives increased by 15% on the previous year and contributed towards the costs of the second Week 53 Festival held in May 2018.

Theatres Programme

- It's been a tremendously successful 12 months across our three Theatres. We've hosted several major commercial productions – including *Cabaret*, *Matthew Bourne's Cinderella*, the return of the National Theatre's production of *War Horse* and *Elf* at Christmas which played to audience of over 78,000 people. As well as a hugely successful West End transfer of *Mary Stuart*.
- Our programme also showcased an amazing selection of International work including Acosta Danza's *Debut*, *Slava's Snow Show*, *Accrobuffos' Air Play*, Ballet British Columbia, a Flamenco Festival featuring Jesús Carmona and Rafaela Carrasco, and Tara Arts' *The Game of Love and Chai*.
- The Lowry Studio is now the leading venue for new writing in the North West - we presented nearly 70 performances from young companies and performers from Salford and further afield. We also helped our Associate and Developed With Companies tour more productions to more places than ever before.
- In addition to our core programme of Signed, Audio Described and Captioned performances, we also presented a series of relaxed performances for audiences on the autistic spectrum, our second dementia-friendly performance and we also presented *Up 'n' Under* - a show cast with Deaf and hearing actors using British Sign Language and spoken English to delight all audiences.
- During September 2017 we presented Paines Plough's pop-up theatre *Roundabout* in Little Hulton – the second year of a three year relationship which will see us take high quality professional theatre into three different areas of Salford – presenting professional drama alongside comedy and community events.
- Families and young people remain a key priority – over the course of the year we presented 355 performances of 45 different productions specifically targeted at families and young people with an audience of 156,957.
- During the period we have continued to grow and develop Our Lowry scheme, our free and discounted ticket scheme exclusively for Salford residents. Membership of the scheme and usage is broken down as below:

Breakdown of postcodes for those signed up to the Our Lowry scheme: Updated for 2017-18:

Postcode	Ward	Count	% of Database
M27	Worsley	4,817	21%
M6	Langworthy	4,282	18%
M28	Walkden South	3,573	15%
M30	Barton	2,988	13%
M44	Cadishead	1,853	8%
M7	Broughton	1,620	7%
M5	Langworthy	1,574	7%
M50	Weaste and Seedley	1,325	6%
M38	Little Hulton	557	2%
M3	Ordsall	566	2%
WA3	Cadishead	1	0%

M29	Boothstown and Ellenbrook	15	0%
M8	Broughton	4	0%
M17	Langworthy	1	0%
Other		25	0%
Total		23,201	

Total New Our Lowry Members (September 2017 - July 2018)	1,495
Total Our Lowry Tickets (September 2017 – July 2018)	13,550
Total Our Lowry Bookers (September 2017 – July 2018)	5,609

Quays Culture

- The Lowry continue to lead the strategic public realm art programme Quays Culture, on behalf of the Quays Partnership of The Lowry, Salford City Council, Peel Holdings and the University of Salford. This includes a MOU between Salford City Council, Arts Council England and the Quays Partnership.
- Quays Culture remains the most visible success of the partnerships collaborative working, with six years of high profile, large-scale art events in the public spaces of Salford Quays.
- The artistic programme now attracts regular international partnering, with a new collaboration agreement in summer 2018 between Quays Culture and Canada’s major festival organisation from Montreal - Quartier Des Spectacles. This will see a joint international artwork co-commission in 2018 that will premiere at Salford Quays before touring to Canada. We remain a founding partner of the UK’s only Northern light festival network – Lighting Up the North (LUTN).
- Artistic and audience highlights for this year included the now established annual winter light festival Lightwaves with a new commission by international author and poet Jackie Kay, and in summer 2018 a huge outdoor stage took over the MediaCityUK piazza to present an electrifying performance Change by UK company Montionhouse.
- Over 340,000 members of the public enjoyed our events, we exhibited artworks and performances from 30 artists, involved 1,600 participants and attracted national and regional broadcast TV coverage in additional to radio, print and online – examples BBC TV & Radio, Telegraph, Times, Regional TV news, MEN and other regional news outlets.
- Additionally we toured five of our new artwork commissions to other light festivals, enabling a national and international platform for art created here at Salford Quays.

Visual Arts

- The Lowry’s permanent display of the LS Lowry Collection has continued to be extremely popular with visitors and tourists from Salford and beyond, as well as schools and college groups. We received 2 new works into the Collection via a bequest – *Yachts 1912* and *Group of Figures c1950* - and these join a number of loans from private collectors that are on display.
- August 2018 has been dedicated to our annual *Lowry Non-Stop* programme of free, family, drop-in visual arts, drama and dance activities in the Lowry Galleries every day of the month. Combined with children’s productions in our Quays Theatre, and kids meal deals, *Lowry Non-Stop* has been designed to provide families with a complete offer in the summer holidays.

- As part of The Lowry's ambitious digital visual arts programme, we mounted *humansbeingdigital*, an exhibition by artists from Britain and around the world, including South Korea, North America, Germany, France and Spain. Each work was designed to prompt an emotional response from visitors – from unease to joy. This, and other digital exhibitions at the Lowry are part of our commitment to engaging audiences, especially Salford audiences, with creative digital work in the wider context of MediaCityUK.
- This included the latest in our *Edit* series of shorter installations, workshops and interventions. *> thread { }* are a Salford-based collective of digital and textile artists who were commissioned by The Lowry to create a new work in collaboration with a group of young people from our Youth Employability & Skills (YES) Programme. Working together at Islington Mill, these young people were introduced to a range of creative skills, with their final artwork being exhibited in the Lowry galleries. The participants then hosted their own private view for families and friends.
- As part of the *Week 53* Festival, themed around 'coming of age', The Lowry, in partnership with the Victoria Miro Gallery, curated a major new exhibition by Chantal Joffe, one of the most important and respected artists working today. Featuring new and existing work by Joffe, the exhibition also included a number of works by German Expressionist painter Paula Modersohn-Becker, who, like Joffe, regularly painted herself nude and pregnant. The exhibition made a significant contribution to debates around the female body, sexuality and motherhood, and received a significant national press profile.
- A huge and ambitious digital installation, also commissioned for *Week 53*, was shown across The Lowry's foyer spaces. Belgium artist Tom Dekyvere accepted The Lowry's invitation to respond to our building by creating an immense artistic representation of the brain's nervous system. By day *Nervous* was a stunning and complex installation strung across our public spaces; by night its interactive technology enabled the public to use their own brain waves to alter the lighting and personalise the artwork.
- In addition, The Lowry collaborated – again as part of *Week 53* - with Islington Mill to show the work of four emerging Salford-based artists in and around the foyer and circle level public spaces. This represented the start of what is planned to be a long-term creative relationship with Islington Mill.
- The Lowry also continued its long-running relationship with Venture Arts, the Hulme-based visual arts organisation that works with learning disabled artists to create new contemporary art. Their annual exhibition in our Circle Bar Cases was impressively curated and mounted, and seen by thousands of Lyric Theatre attendees in Autumn 2017. Over the summer, we have also re-displayed Rae Smith's extraordinary *War Horse* panorama, to accompany the return of the National Theatre's production. This will remain in place until after the Armistice Centenary in November 2018.

Learning & Engagement

- The Lowry's work with local communities continues to engage people from across Salford with a specific emphasis on young people. The Lowry continues to build on relationships with Neighbourhood Managers and work closely in partnership with local agencies in the city. During the period a number of outreach initiatives have been delivered across Salford, including:

Salford-wide:

- Our First Lowry – this scheme targets Salford families with a child aged 5 or under and provides supported trips to see family friendly productions at The Lowry three times per year. In the first year of the scheme (15-16) 174 families were invited to attend three shows here at The Lowry, with the aim that they would become independent theatre goer once their involvement with the scheme had ended. In the second year (16-17) we engaged 176 families and in the third year (17-18) we engaged 211 families.
- The first 2 visits were free of charge, and the final visit was a cost of £2.50 per ticket.

- All participants of the scheme are automatically enrolled in Our Lowry, so they continue to receive discount tickets and offers from The Lowry
- A total of 51 participants (29%) from Our First Lowry (15-16) booked another event at The Lowry within a year of their involvement in the project ending (end Feb 15 to beginning Feb 16). Two years on, 31 participants (18%) are still engaged with us.
- 16 participants (9%) from Our First Lowry (15-16) went on to book at least one family show or participatory family activity. Two years on, 13 participants (7%) went on to book at least one family show or participatory family activity.
- Moving into the fourth year (18-19) of the scheme we now have 134 families signed up. The first show will be *What the Ladybird Heard* (Aug 18), the second will be *Stick Man* (Dec 18) and the third show it yet to be confirmed (Feb 19).

Breakdown of postcodes for those signed up to Our First Lowry: Updated for 2017-18

Postcode	Count	% of Database
M3 (Blackfriars, Greengate, Trinity)	2	1%
M5 (Ordsall, Seedley, Weaste)	5	2%
M6 (Pendleton, Claremont, Irlam O' Th' Height)	34	16%
M7 (Higher Broughton, Lower Broughton, Kersal)	14	7%
M27 (Swinton, Clifton, Pendlebury, Wardley, Agecroft)	48	23%
M28 (Worsley, Walkden, Boothstown, Mosley Common)	46	22%
M30 (Eccles, Monton, Peel Green)	38	18%
M38 (Little Hulton)	12	6%
M44 (Irlam, Cadishead)	9	4%
M50 (Salford Quays, MediaCityUK)	3	1%
Total	211	

- Free Tickets – we provide free tickets for selected performances to targeted groups in Salford. This year these groups have included Salford Young Carers and Adult Carers, Ordsall Community Arts, St.Clements Church Ordsall, Oasis Academy, UTC Media City, Harrop Fold High School, The Mustard Tree, Looked After Children and Care Leavers, Salford Foyer, Salford Young Parents teams, Next Step. These free tickets have given access to Salford children, young people, families and adults to a wide range of productions at The Lowry including musical theatre, dance, circus, drama and children's theatre.
- Children with disabilities and their families - we are now in our fourth year of the Booth Charity Family Scheme, which targets families in Salford with a child who has a disability. This scheme, funded by the Booth Charity, allows us to provide 3 free theatre trips and associated arts activity over the year for 20 families. We had 32 families engaged in 17/18. The shows were *Jungle Book*, *Around the World in 80 Days*, and *Little Mermaid*.

Central Locality (Ordsall/Langworthy/Weaste/Seedley/Claremont/Irwell Riverside/Broughton/Kersal):

- The Lowry has continued to deliver a dance outreach programme in Ordsall, based at Oasis Academy for young people with an interest in dance as a way to remove barriers to accessing this opportunity at The Lowry itself. The Lowry continues to also hire the dance spaces at Oasis

Academy frequently throughout the year and held its annual recruitment days for the Centre for Advanced Training in Dance there.

- We continued our work this year with young parents in Salford, working in Salford Foyer in Weaste, throughout the year to support young single mums to have access to free theatre tickets and the opportunity to take part in creative play workshops with their children.
- We continue to work with Belvedere Sure Start Centre on the delivery of our Young Parents Project. The group have recently attended a number of performances and workshop opportunities throughout the year.

West Locality (Little Hulton/Walkden/Worsley/Boothstown):

- Roundabout, Little Hulton- In September 2017 The Lowry took the *Roundabout*, a beautiful pop-up professional theatre from internationally acclaimed theatre company *Paines Plough* to Peel Park in Little Hulton. Over 4 days Theatre Company *Paines Plough* performed three brand new professional plays to the people of Little Hulton alongside a programme of community activities and events which had been programmed in partnership with a local steering group of local organisations and representatives.

The local community shared this unique and intimate pop-up theatre, with professional artists to present their own creative ideas and community events in this incredible venue. Combining comfortable seating and a great view of the actors with cutting edge sound and lighting technology Roundabout was an unmissable theatrical experience.

As part of this event the local community programmed a new festival called 'Little Hulton goes Large' which took over Peel Park with a range of family friendly activities and events. The Roundabout in Little Hulton was a huge success.

South Locality (Irlam, Cadishead, Winton, Barton, Eccles):

- Following Roundabout in Eccles The Lowry has continued to engage with Eccles Neighbourhood team, to support residents to access on-going programmes at The Lowry including Our Lowry, workshops and courses and projects for young people.
- As part of The Lowry's bi-annual cross arts international festival 'Week 53' The Lowry worked in the Dance House in Eccles for 4 months with local children and young people. These children worked alongside French dance company *Shonen* to prepare for a performance of *School of Moon* at The Lowry as part of the festival in May 2018.

North Locality (Swinton/Pendlebury):

- The Lowry continues to work closely with Schools in Swinton and Pendlebury to use creative to support the curriculum.
- We have received a number of referrals for young people in these areas onto the YES programme (Youth Employability and Skills) and many young people on our targeted projects (including young carers and Looked After Children) live in this area.

Key highlights from our Salford wide Major Projects during the period were:

- Young Carers- The Lowry continues its 7 year partnership with Salford Young Carers Service to use arts and culture as a way for young carers to express themselves, for hidden young carers to become identified and to raise awareness of the issues they face. In November 2016 The Lowry produced and premiered *Who Cares*, a play which tells the real stories of 3 young carers from Salford. Based on a year of interviews with 4 young carers in Salford and their families, friends, teachers and local MP's/councillors the work highlights the reality facing some young people who - often under the radar of social services, their schoolteachers and friends – provide care to family members with a physical disability, an illness, a mental health issue or a drug or alcohol dependency.

During this period we then toured this play to 27 schools and youth settings across England, taking the stories and real voices of Salford Young Carers to over 4000 children, young people and professionals. The play was supported by a wrap around education package of resources for teachers and youth workers aswell as workshops and activities. In each area the local young carers service supported the performance to offer initial and on-going support to any newly identified or existing young carers who accessed the performance.

The young carers from Salford visited the play on tour in several country-wide locations to speak to other young people and professionals about the political challenges and opportunities for young carers nationally. The play launched in Salford at The Lowry to an audience of invited guests and stake holders before touring to over 4000 people and then ending at the House of Lords in Westminster to an audience of MP's and political decision makers. At this very special event, the young carers from Salford spoken openly and passionately about the challenges of caring and asked for political support to improve their lives. This event was supported by Cllr Stone as well as MP's Rebecca Long-Bailey and MP Barbara Keeley as well as Salford Young Carers Service and The Gaddum.

During this period another group of young carers from Salford have also began to work with Physical Theatre company 'Knotted project' at The Lowry to explore mental health and wellbeing through physical performance. They will continue to work with these artists at The Lowry into next year before performing their work at The Lowry in Spring 2019.

- Looked After Children & Care Leavers- The Lowry is committed and passionate about its role in contributing effectively to the Care Leavers Covenant. The Lowry works in a sustained and bespoke way with Looked After Children and Care Leavers in Salford. The Lowry's commitment to children in the care of Salford is a strategic priority for the organisation to ensure that, as vulnerable young people in the city, they are given priority access to the arts as well as employability, education and personal development opportunities through the work of the charity. This year 15 Looked After Children from Salford have taken part in a creative programme at The Lowry which has engaged them in a range of creative activities working alongside professional artists to learn new skills and to gain qualifications, improve health and wellbeing and decrease isolation. In November 2017 these young people took over the Quays Theatre at The Lowry to present their own creative work titled 'Discernment'. The young people made films, theatre, music and comedy which aimed to address and challenge the preconceptions of 'young people' in today's society. Young people performed to an audience of 400 guests alongside professional artists and performers including author and comedian Sophie Willan.
- This year The Lowry launched a new programme for young people experiencing homelessness in Salford. Working in partnership with Salford City Council, The Lowry is working with young people based at Salford Foyer and Liberty House to create a pop up installation called 'Put Big Light On' which is an interactive resource which will tour around Greater Manchester in 2018/19. These young people will work with professional artists from The Lowry and Walk the Plank to design and build the popup installation. During this project they will gain new skills (welding, design, joinery) as well as develop

social skills, confidence and reduce isolation as they work as a group. All young people engaged in this project will be offered the opportunity to achieve a qualification and will be supported to develop employability skills, a CV and interview skills to re-engage with education/employment.

The pop up installation will offer creative activities, resources such as hygiene bags, food, cooking facilities, a library, seating and shelter and artist led engagement opportunities. In addition to Salford City Council The Lowry is working closely with Mustard Tree, Centrepunkt UK, Albert Kennedy Trust and the International Arts and Homelessness festival (supported by Andy Burnham's office) to engage young people experiencing homelessness across GM.

- Young Parents- The Lowry continues to work closely with the Young Parents team and Teen Pregnancy Service in Salford to use creativity as a way to support young parents to develop confidence in parenting skills, play and storytelling to develop an early interest in reading. This year The Lowry has continued to deliver a creative programme of activities in Salford Foyer with young single Mums and in Belvedere Sure Start centre and Little Hulton Sure Start centre with young parents.
- Youth Employability & Skills (YES) Programme – The Lowry's Youth Employability & Skills (YES) Programme is a high quality creative employability scheme which uses the building, resources and people of The Lowry to support NEET / at risk young people, aged 13 – 25, from Salford back into education or employment. This programme is supported by Salford based organisation 'Cargill' to deliver bespoke creative and work-based learning opportunities for targeted young people. These opportunities range from first access visits, such as world of work backstage tours through to longer term work placements. We focus on personal development, building transferable skills including confidence, communication and future planning. Our YES projects and placements also focus on work related learning, equipping young people with practical skills and helping them to become work ready or progress onto other training. There are group opportunities, suitable for PRU's, alternative education providers, access groups or other groups of young people who need additional support to engage in education, training or employment. This year we engaged with 365 young people from Salford through this programme.

At the Tier 3 level of this programme we work with smaller groups of young people in a deeper and more sustained way. During this period at Tier 3, 17 young people who were not in employment, education or training or at risk of disengagement from education worked with The Lowry in a more intensive way by undertaking long term placements based in real jobs across the organisation. This year 90% of those young people moved into further education or employment following their involvement in the scheme, 2 of which were employed directly by The Lowry as members of staff following their training.

- Through our Creative Learning Programme we offer a full range of opportunities connected to the early years, primary, secondary, FE/HE curriculum. Alongside Lowry-focussed visual art and drama workshops we offer a formal learning programme connected to our Theatres and Galleries programme as well as delivering bespoke opportunities. In June and July 2017 we worked with North West Drama Services to enable 18 Primary Schools (7 from Salford) to take part in the Children's Shakespeare Festival to provide engagement for 991 school pupils to perform Shakespeare live on stage to an audience of 500 people.
- All Salford schools receive subsidised workshops every year and engagement is broken down as follows for the period:

Formal Education	
<i>School pupils attending</i>	11,042
<i>Salford school pupils attending</i>	5,413

Julia Fawcett

1st September 2018