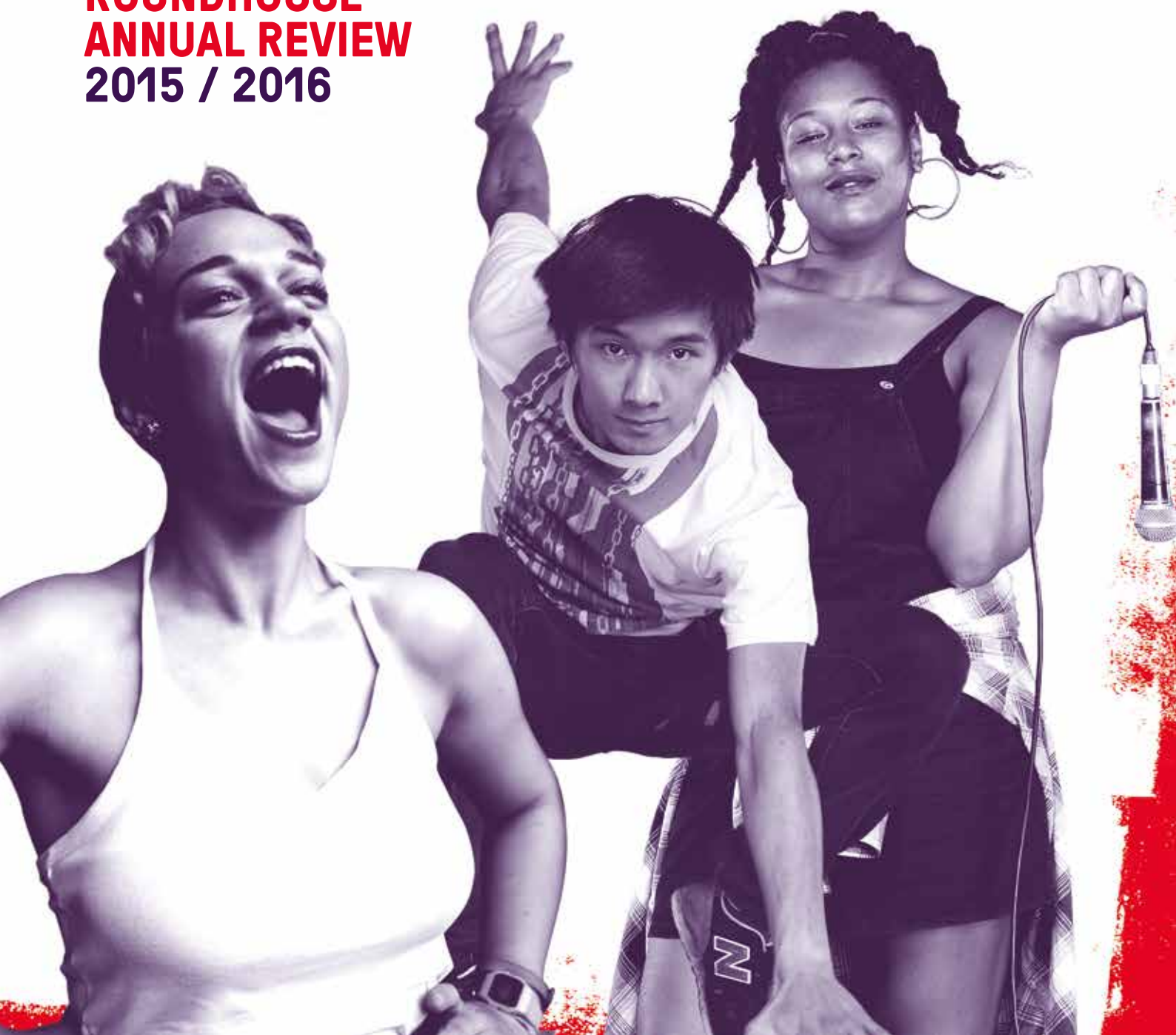


ROUNDHOUSE  
SOUND

**ROUNDHOUSE  
ANNUAL REVIEW  
2015 / 2016**





# CREATIVITY DRIVES CHANGE

Since becoming Chair of the Roundhouse Board in 2010, I've seen this ambitious organisation evolve, push boundaries and continuously transform young lives.

In the last year, we took time to reflect on who we were when we reopened 10 years ago, what we've achieved and who we want to become. Everyone from the exceptional Roundhouse staff, to young people, to industry figures fed into this important piece of work to discover what the Roundhouse of today means to so many people. It led to the creation of the vibrant new brand you see today. A brand which puts young people centre stage – telling the often untold stories of the young creatives who make the Roundhouse such a unique organisation.

We operate an innovative financial model which incorporates our commercial activity – the rental of our main space for music gigs and events, plus the associated bar, catering and box office revenue. This financial year we enhanced this model with the creation of our award-winning new office building which allows us to generate further income by leasing two floors to our tenants Bucks Music. The income from these various streams in addition to the support from the Arts Council and the £2.3million generated through fundraising provides vital support for our youth programme that allows thousands of 11–25-year-olds to develop their skills and confidence through creativity – in music, media or the performing arts. Finances generated also help us to produce world class performing arts events and maintain the iconic Grade II\* Listed building that we all love.

As we celebrate the 10th anniversary of the Roundhouse reopening as an arts venue and the 50th anniversary of the Roundhouse, I would like to take this opportunity to thank Marcus Davey and all the Roundhouse team for their unwavering commitment to this incredible organisation. I look forward to seeing what the next 10 years bring.

**CHRISTOPHER SATTERTHWAITE**  
Chairman





# LOOK HOW FAR WE'VE COME

The Roundhouse has embarked on a journey of discovery, rejuvenation and reflection in the past year as we celebrate 50 years since we opened as an arts venue and 10 years since Sir Torquil Norman reopened our newly renovated building.

This year, I am incredibly proud to acknowledge what has been achieved throughout this time. Without the incredible colleagues, supporters and artists we would not have been able to become the world renowned organisation we are today.

Each year we take pride in upholding our three core charitable aims: to provide creative opportunities for young people, to nurture and grow our Artistic Programme and to maintain our beautiful heritage building. As we celebrate 50 years of our prestigious music and arts venue, we are aware of our duty to maintain this iconic landmark, to ensure it not only stands for another 50 years, but continues to programme and platform some of the country's most innovative artistic work that puts young people at its heart.

The Roundhouse is not just a glorious Grade II\* Listed building, it is the board of trustees, the staff, advisors, the 11-25s, the wonderful volunteers, the artists and the casual teams who all share a common goal and vision.

“ We create to transform lives.  
We create to change our society  
and in our own small way to build a  
better world. We may be known as  
a spherical house but to many we  
are a creative and cultural home. ”

*On Mass* is a significant example of our work bringing about change for young people from a variety of backgrounds, and indeed countries, across the world. As part of our international work, we collaborated with organisations in the Ukraine, South Africa and Nigeria as well as local partners in London to provide training and workshops for young musicians and performers in their local area. The project culminated in a spectacular sold-out performance at the

Roundhouse as part of the EFG London Jazz Festival at the Roundhouse featuring award-winning jazz musician Jamie Cullum which was streamed to a global audience.

The Roundhouse's brand new music series, *In the Round*, offered young emerging musicians the chance to perform in our iconic main space as support for celebrated artists across all genres including Rokia Traoré, Keaton Henson and Mulatu Astatke. Seeing these young musicians and artists use our unique space was a thrilling moment I shall never forget.

All the Roundhouse produced work we present actively includes young people in the creative process.

Looking back at just some of our most recent highlights only further cements the endless potential we have as an organisation and seeing the enthusiasm and dedication of our committed staff only spurs me on to fulfil our ambitions.

I would like to take this opportunity to thank everybody who has supported us this year, and indeed over the past 10 years, to enable us to continue to transform lives.



**MARCUS DAVEY OBE**  
Chief Executive and Artistic Director







## WE CREATE TO TRANSFORM

As we approached the 10th anniversary of the Roundhouse as a charity for young people, we saw an opportunity to develop our identity so that we could more effectively communicate our wide range of activities. We also knew we needed to lay strong foundations for our future work.

We carried out some discovery work to interrogate perceptions of the Roundhouse within our three key competitive markets (as a youth charity, performing arts organisation and music venue) and identify our key opportunities for growth. Roundhouse staff are incredibly passionate about the work we do with young people, but we realised that we needed further clarity in the way we talk about our work, and embrace the combination of charitable, commercial and creative elements of the organisation.

We emerged with a strong sense of purpose and a drive to make the profile of our charitable work as high as the venue. Our new brand system enables us to incorporate young people's stories across all touchpoints with audiences, ensuring that the impact of our work is clearly communicated.

The Roundhouse is a hub of inspiration where artists and emerging talent create extraordinary work and where young people can grow creatively as individuals.

We believe in the power of creativity to change lives.

By giving young people the chance to engage with the arts through our music, media and performance projects, we inspire them to reach further, dream bigger, and achieve more.

WE DO THIS  
BECAUSE WE  
BELIEVE  
CREATIVITY  
GIVES US FREEDOM,  
HOPE  
AND HAS THE POWER  
TO TRANSFORM.

## 2015-2016 IN NUMBERS

### OUR PROGRAMME

We hosted **321** performances

**147** incredible volunteers assisted with stewarding at performances

**344,109** people attended a range of ticketed events throughout the year

**47,587** bought a ticket for £15 or less via our Box Office

**17,305** watched the world premiere of Akram Khan Company's *Until the Lions*, our acclaimed co-production with Sadler's Wells

**12,391** attended our brand new music series *In the Round*

**59,614** bought tickets for the first time. The most common name of these first timers is.... David!

### YOUNG CREATIVES

**3,535** individual young people engaged with the Roundhouse

**56%** experiencing some form of disadvantage

**1,561** Emerging Artist Members

**894** young people accessed tailored community and schools projects

**1,410** experienced our open access programme

Membership to our 'Get In' scheme which offers ticket buyers aged 16-25 years access to £5 tickets has increased by more than 500% to **5,691**

### DIGITAL

**2.7m** visits to roundhouse.org.uk

**466,721** views on Roundhouse's YouTube channel

**1,446,947** minutes watched on Roundhouse's YouTube channel

Poetry Slam Final 2015 had **7,644** views live on YouTube and on demand

**58** Roundhouse Radio presenters aged 11-25, presented **1,800** radio shows. Roundhouse Radio aired **5** outside broadcasts from Green Man, Glastonbury, Camp Bestival, Bestival and Camberwell

### REVENUE

**£974,713** core grant from Arts Council England

**£10,680,809** raised in private revenue

**£984,033** paid to HMRC in National Insurance and VAT



OUR WORK WITH YOUNG PEOPLE

# THE VOICE OF THE NEXT GENERATION

Over the last 10 years we've helped transform the lives of thousands of young people through creativity. Whether it's helping someone get into education, or out of a rut or supporting their early career in the arts. Whatever the spark, we nurture it into a flame that can change everything.

Each year we help over 3,000 11-25-year-olds realise their creative potential through opportunities in music, media and performing arts. Young people not only feature in but also inspire the work we do as part of our Artistic Programme. In 2015, artist Penny Woolcock used the stories of young people she was introduced to through the Roundhouse as inspiration for her installation *Utopia*. We firmly believe that all young people should have access to the arts, regardless of class, gender, ethnicity, disability and sexuality – we are open to all. Young people from our local area, the whole of the UK and the rest of the world all engage with the Roundhouse. Through opportunity, integration and collaboration we create diverse and inclusive communities of young artists and professionals.

## ROUNDHOUSE YOUTH ADVISORY BOARD

Young people are intrinsic to the decisions we make here and we place their voices at the heart of what we do. They always have a direct link with decision makers to discuss the matters that mean the most to them and their fellow artists.

The Roundhouse Youth Advisory Board (RYAB) is a great example of this. RYAB is made up of a group of 16-25 year-olds who meet every month to share ideas, review feedback and work to instigate positive change and exciting ideas within the Roundhouse.

“I wanted to join RYAB as I felt it was a massive opportunity for me to dive deeper into the Roundhouse. I started out making my podcast in the studios and I wanted to find out the ins and outs of the organisation. This year RYAB got to play a major part in the Roundhouse’s rebrand – it was really great to feel involved in the process and have our voices heard.”

Muyiwa Adigun, RYAB Member



DJ DROP-IN SESSIONS



ON TRACK MUSIC PROGRAMME



SUMMER HOLIDAY MEDIA PROJECT FOR 11-16 YEAR OLDS

### REACHING THOSE MOST IN NEED

#### TASTER SESSIONS

500 x 11-25s from schools, community organisations and pupil referral units try something new

#### REGULAR SESSIONS

200 x 11-25s from schools, community organisations and pupil referral units develop their skills

#### INTENSIVE PROGRAMMES

50 x 16-25s not in employment or education realise their potential

### OPEN TO ALL

#### TERM-TIME & HOLIDAY PROGRAMMES

1,600 x 11-25s enjoy tutored opportunities, from beginner to advanced level

#### EMERGING ARTIST MEMBERSHIP

1,100 x 13-25s access Roundhouse Studios and equipment

#### ROUNDHOUSE GIGS & SHOWS

16-25s access cheaper tickets and get inspired by professional work

### INDUSTRY OPPORTUNITIES

#### SEMI-PRO & PRO EXPERIENCES

400 x 11-25s work on festivals, events and productions

#### RESIDENT ARTISTS

Individual artists and groups aged 18-25 benefit from ongoing opportunities and support through professional development

#### EMPLOYMENT

8 x 18-25s on traineeships and apprenticeships

#### GOVERNANCE

2 x 16-25s on our Board of Trustees and 20 on the Youth Advisory Board



# RESIDENT ARTISTS

Our Resident Artists Programme offers support and opportunities for emerging artists aged 18-25 to transition over the course of a year into the creative industries. Working across many areas, including performing arts, music, radio, circus and cabaret, our Resident Artists are part of the Roundhouse team: supported by us, they are ambassadors for our work. They are a core part of the Roundhouse Artistic Programme.

“The Roundhouse is always open. When everywhere else ignores you it lets you be visible. It’s prestigious but you feel at ease here because you know it’s open to you. I still know people to this day that I met in 2006. Roundhouse gives me freedom to be creative.”

.....  
**Awate**  
.....

Awate joined the Roundhouse 10 years ago. He is now a Resident Artist and professional musician.

“Roundhouse helped me turn a corner so I was able to achieve my dream of having a career in radio. Without the Roundhouse I would not be where I am today. Eight years ago I came out of uni a very unhappy person with my aspirations down the drain. Roundhouse gave me the opportunity to take on a radio show on Roundhouse Radio, then a paid traineeship to run the station; my first proper job in the sector I thought I’d have to leave behind!”

.....  
**Elise**  
.....

Elise joined the Roundhouse in 2010, had her own show on Roundhouse Radio, and since then has worked for BBC Radio 1/1Xtra, Global Radio and Sony. Elise was a Resident Artist 2010-2012

“I felt like I was going in circles before I came to the Roundhouse. Where I’m from, there are barely any young people who have exposure to the arts. There is a load of talent with a lack of guidance and nurturing; I was no exception. The first time I got involved with the Roundhouse was with a project called Wax Lyrical. It changed my life. It gave me confidence in my art and enhanced the addiction I have for mastering my craft. The performance opportunities so far have been unreal. At the Roundhouse the ongoing support is genuine and I can feel the sincerity and love in every interaction I have with the staff.”

.....  
**Benna**  
.....

Benna, Spoken Word performer and Roundhouse Resident Artist.

“I’ve met incredible people here. My creative family. We all have energy and love, and our music careers are taking off thanks to the strength and encouragement we get at the Roundhouse. I couldn’t be more proud of my fellow artists.”

.....  
**ArA**  
.....

ArA is one of our Resident Artists, and has performed at Roundhouse Rising, our annual festival of the most exciting emerging music around.

## QUICK FACTS:

In the last year, our Resident Artists have featured in the following Roundhouse events: Camden Beach, *In the Round*, Poetry Slam, Roundhouse Rising and *The Last Word Festival*.

Off-site, we’ve helped Resident Artists gain industry experience at Lovebox, Bestival, Camp Bestival, Wardstock and Wychwood.

Resident Artists have had around 105 performing opportunities across music and performing arts. We also offered another 90 opportunities for DJs.

## THE FUTURE:

Our plan is to further integrate Resident Artists into the Roundhouse Artistic Programme by increasing the number of opportunities available. We would like to facilitate more professional collaborations and continue to provide pathways into various industries.



# THE REACH OF OUR WORK

At the Roundhouse, we believe the arts should be available to everyone regardless of personal, social or economic status. To ensure our work breaks out into all areas of the community, we've worked hard to establish great partnerships with local schools and pupil referral units as well as youth services including Connexions, Youth Offending Teams, local community centres and clubs to bring the arts to everyone.

## List of schools worked with in 2015/16\*

Acland Burghey, Camden  
Camden Centre for Learning PRU, Camden  
Camden School for Girls, Camden  
La Sainte Union School, Camden  
Hampstead School, Camden  
Haverstock School, Camden  
Parliament Hill, Camden  
Regent High School, Camden  
Royal Free Hospital School, Camden  
UCL Academy, Camden  
William Ellis School, Camden  
City and Islington College, Islington  
City of Westminster College, Westminster  
St Marylebone School, Westminster  
St Thomas More, Westminster  
Frederick Bremer School, Walthamstow  
Garrett Park Special School, Wandsworth  
The Brit School, Croydon  
Queens Park Community School, Brent  
The Complete Works PRU, Bermondsey  
Southgate School, Enfield  
Middlesex University, Hendon  
Stoke Newington, Hackney  
Bridgwater College, Somerset  
Dacorum Education Support Centre PRU, Hertfordshire

\*through delivery of long term partnerships, taster workshops, careers sessions, tours, work experience placements or assemblies

## OUR WORK WITH SCHOOLS

At the Roundhouse, we recognise the decline in the number of young people taking arts subjects at school. We believe curiosity, imagination and creativity are vital in the classroom where young people begin to shape their future selves.

We work closely with teachers via our free Education Network to encourage education professionals to share knowledge, develop skills and seek advice on creative projects and opportunities for students. We also offer a range of taster sessions, bespoke workshops and long term projects to secondary schools, colleges and pupil referral units.



“The best thing about working with the Roundhouse has been gaining access to the very best contemporary artists and companies both within a local world-class arts venue and the school environment. We have also been able to signpost students to the Roundhouse's extra-curricular provision so that they can develop their creative talents independently of school.”

Regent High School, Camden

## OUR WORK IN THE COMMUNITY

We offer lots of opportunities for community organisations from across London to work with the Roundhouse. From taster sessions to tailored workshops and long term projects, we help voluntary and youth sector professionals to get their young people involved in music, media and performing arts whilst learning teamwork and other interpersonal skills.

“Roundhouse Street Circus has made a huge impact with Queens Crescent Community Association members during the past number of months. The sessions have engaged a very wide range of young people in consistently large numbers. Street Circus has been particularly successful in engaging young women and has served to focus and motivate a number of particularly challenging young people.”

Youth Manager, QCCA



## CASE STUDY: QUEENS CRESCENT COMMUNITY ASSOCIATION

Queens Crescent Community Association is a community based organisation which aims to improve the quality of life in the local area through community based projects. It is a registered charity, which caters for all residents in Camden. The Roundhouse's relationship with the organisation is over 10 years old.

Most recently we have been working with the organisation to provide regular weekly freerunning sessions at Queens Crescent Community Association Youth Centre as a part of our Street Circus programme. The aim of these sessions is to engage young people to develop greater physical literacy, build emotional strength and self-confidence, and to build capacity for working together to achieve shared goals.

Through *Light Up*, a free outdoor performance on Queens Crescent Estate devised by 11-14 year olds, we were able to integrate our work in the community within our Artistic Programme and *CircusFest* 2016.

- 103 individual young people, aged 11-14, have attended the weekly session between April 2015-2016
- 100% of these are from our target group in terms of high deprivation
- 28 individual young people took part in 3 different performances



# ARTISTIC PROGRAMME HIGHLIGHTS

## APRIL – MAY

Each year the Roundhouse presents a pioneering programme of live music, theatre, spoken word, installations, circus and cabaret. We work with a range of commissioning partners and world renowned artists to bring inspirational performances to our home in Camden. Young people are at the heart of our work, whether it's influencing our programming decisions, collaborating with artists or becoming part of a performance or installation. We make their voices heard.



“A sexy tangle of muscular limbs”  
★★★★★  
Evening Standard on *Circolombia*



“An adrenalin-fuelled mix of strength, skill and daring – a great night out”  
★★★★★  
Time Out on *Circolombia*





# JUNE – AUGUST



“Powerfully political...  
visually astounding”  
NME on Penny Woolcock's UTOPIA



“A place where your voice, normally drowned out  
by life's pandemonium, can be heard”  
★★★★★  
The Times on Penny Woolcock's UTOPIA



“We get exactly what we came for: all fourteen  
of *Psychocandy's* glorious compositions, in their  
original running order, recreated before our eyes.”  
Louder Than War on *The Jesus and Mary Chain*





# SEPTEMBER – NOVEMBER



JAMIE CULLUM AT ON MASS

“The night erupted with young musical talent”

The Upcoming on On Mass



APPLE MUSIC FESTIVAL: TAKE THAT



KYGO



APPLE MUSIC FESTIVAL: FLORENCE + THE MACHINE

“Increasingly, some of the most interesting theatre is being made by and with young people, and this show is part of that trend”

The Guardian on *The Happiness Project*



APPLE MUSIC FESTIVAL: THE WEEKND



THE HAPPINESS PROJECT



APPLE MUSIC FESTIVAL: ONE DIRECTION



THE HAPPINESS PROJECT



# DECEMBER – MARCH



PEUT-ÊTRE THEATRE'S THE LITTLE BIRD WHO STAYED FOR WINTER

“A perfect theatrical experience for any youngster. Immersive, visually spectacular.”

A Younger Theatre on Peut-être Theatre's *The Little Bird who Stayed for Winter*



THE DARKNESS



KEATON HENSON AT IN THE ROUND

“His intimate songs were perfectly suited to the venue's all-seated *In the Round* series”

★★★★★

Evening Standard on Keaton Henson at *In the Round*



AKRAM KHAN COMPANY'S UNTIL THE LIONS

“Lean, thrilling and beautiful”

★★★★★

The Guardian on Akram Khan Company's *Until the Lions*

“A mesmerising performance”

★★★★★

Telegraph on Rokia Traoré at *In the Round*



ROKIA TRAORÉ AT IN THE ROUND



SCOTTEE'S CAMP



# OUR SHOWCASE OF YOUNG PERFORMERS FROM ACROSS THE GLOBE

# ON MASS

On 15 November 2015, 280 young music artists from around the world joined forces with UK industry professionals, including multi-award-winning jazz artist **Jamie Cullum** and Roundhouse Associate Artist **Tim Exile**, for a thrilling night of performance entitled **On Mass**.



The international young musicians – selected following week-long workshops led by professional British and local musicians in their home countries – participated in a series of collaborations over the course of a week in which they gained valuable exposure to the London music scene.

We worked with partner organisations in the **Ukraine (Shelter+), South Africa (Little Giants), Nigeria (Muson Centre)** and **London (Kinetika Bloco, The Roundhouse Choir, Wax Lyrical, The Roundhouse Audio Collective, Queens Crescent Freerunners and William Ellis Big Band)**.



Featured as part of EFG London Jazz Festival, the project was supported by SA-UK Seasons 2014 and 2015, a partnership between the Department of Arts and Culture, South Africa and the British Council, TANDEM Exchange Ukraine and British Council Ukraine. It was also part of UK/Nigeria 2015-16, a celebration of Nigerian art. Roundhouse is committed to producing *On Mass* bi-annually and we look forward to the next performance in November 2017.

## ON MASS IN NUMBERS:

**105** young artists (16-25yrs) from Ukraine, South Africa and Nigeria took part in international week-long projects in their home countries

**280** young artists performed in our main space alongside Jamie Cullum and Tim Exile: from London and the three international partners

**1,000** in live audience

**6,116** views of the live stream and on demand via YouTube

“I don’t think I’ve ever been in anything quite as brilliant as this – a timely reminder of the power of art to unite people.”

Jamie Cullum, Jazz Musician, UK



# OUR BRAND NEW MUSIC SERIES

# IN THE ROUND

Our brand new series of intimate music performances, *In the Round*, utilised the legendary main space in a rarely seen fully seated concert set-up and gave audiences a unique opportunity to see some of the world’s leading artists perform up close within the venue’s iconic architecture.



CAMILLE O'SULLIVAN



JOHN CALE

Artists included Mercury Prize nominated singer-songwriter **Gaz Coombes**; Scottish musician, producer and record label owner **Edwyn Collins**; Spacebomb record label and studio founder **Matthew E White**; Irish, musician, singer and actress **Camille O'Sullivan**; Ethiopian jazz cult figure **Mulatu Astatke**; iconic singer, songwriter and actress **Marianne Faithfull**; The Velvet Underground founding member and one of the most influential figures of the avant-garde and rock worlds **John Cale**; London poet and singer, **Keaton Henson**, punk favourites **Scritti Politti** and multi-award winning Malian singer, songwriter and multi-instrumentalist **Rokia Traoré**.



KEATON HENSON



MULATU ASTATKE

*In the Round* offered an incredible opportunity for young emerging artists to perform as support for our headliners. These young artists all came through the Paul Hamlyn Roundhouse Studios – our creative space for young people. Artists included: **Jake Houlsey, Shao Hao, Tuval, Isobel Rogers, Eden Roxx, Carmody, Rive, Blueyes, WondR WomN** and **Pocketclub**.

“Smiling survivor is back on song”

★★★★

Evening Standard on Edwyn Collins

“O’Sullivan is hypnotic”

Guardian on Camille O’Sullivan

“A truly memorable show”

★★★★★

Guardian on Mulatu Astatke

“The rock icon was on imperious form, combining decadent anecdotes and moving songs”

★★★★

Telegraph on Marianne Faithfull

## IN THE ROUND IN NUMBERS:

**12,391** tickets were issued

**10** performances featuring **33** young emerging artists

**58.9%** of bookers were first time attendees at the Roundhouse

*In the Round* will become an annual music series with the next gigs taking place in January and February 2017.





## FUNDER CASE STUDY: MASONIC CHARITABLE FOUNDATION

Youth Support Worker Angus Scott-Miller oversees many of the Roundhouse's programmes for young people not in full time employment or training, some of whom have been in prison or homeless. Angus' role is vital in coordinating the youth support team, visiting schools and pupil referral units and he provides pastoral support to over 200 young people per year.

“For a young person to trust you, you've got to build a relationship and once you have that, they will want to come to you for advice. I just listen, try to understand and help.”

Angus Scott-Miller

His role is part-funded by the Masonic Charitable Foundation; the foundation has been supporting us with a grant since 2011. It is one of the largest grant-making charities in the country and is funded entirely by the donations of Freemasons and their families.

“We decided to support the Roundhouse due to the wide range of opportunities that the organisation offers for disadvantaged young people. Our head office is located in the same London Borough as the Roundhouse, so it was the perfect opportunity to support a charity on our doorstep.”

Les Hutchinson, Chief Operating Officer at the Masonic Charitable Foundation

## OUR CREATIVE PERFORMANCE STUDIO SACKLER SPACE

In August 2015 The Sackler Trust awarded the Roundhouse a three year grant towards the Roundhouse Studio Theatre and its programme of work (now named The Sackler Space). This alternative performance venue enables us to continue to showcase exciting established and emerging artists as well as developing the artistic talent of young people coming up through our own Creative Programme.

Support from the trust has not only enabled us to transform the space into a hub for the artistic development of new and emerging artists but also for programming original and exciting work, expanding our festival offering and engaging with wider audiences and local families.

“The Sackler Space plays a vital role in our artistic programme, enabling emerging artists to get the time, space and resources to develop themselves as performers, experiment and share their work.”

Rachel Nelken, Roundhouse Senior Producer



## KEY USAGE IN THE PAST YEAR HAS INCLUDED:

**Youth Festivals:** *Roundhouse Rising* and *The Last Word*.

**Artists' Development:** *OnTrack* and *Words First Live*.

**Other Artistic Highlights:** *The Happiness Project*, *Camp* and *The Little Bird who Stayed for Winter*.

## OUR SUPPORTIVE FAMILY ROUNDHOUSE MEMBERS

The Roundhouse relies on donations from generous individuals, trusts and companies to raise the annual £2.3 million needed to support our work with young people. Around a quarter of that income is raised via the Roundhouse membership scheme. Membership fees range from £50 to £10,000 and the scheme allows members to contribute towards the work that we do transforming the lives of young creatives. To thank members for their support they receive a selection of fantastic benefits including priority booking for gigs, access to our members' bar and invitations to exclusive members' events, dependent on their level of support.

In addition to priority booking, members are invited to regular events which have previously included a Members' Christmas Party, exclusive talks, demos and regular backstage tours.

“The Roundhouse is absolutely terrific at delivering a lasting impact on young people's lives. It's so rewarding to see the impact they have made.”

Jenn and Ed are Producing Circle Members.



## PRODUCING CIRCLE MEMBERSHIP

£5000 supports the commissioning and production of new artistic work by the Roundhouse.

## LEGEND MEMBERSHIP

£1500 supports an unemployed young person to receive intensive training in broadcasting leading to work experience in the main space.

## ICON MEMBERSHIP

£500 gives an up-and-coming artist a week in our recording studio working.

## HEADLINER MEMBERSHIP

£150 gives young people opportunities for artistic development by working with industry professionals across a host of special creative projects.





**Created by Urban Space Management**

**Made from 72 upcycled shipping containers**

**153 windows and doors**

**Has 120 PV Panels on the roof**

**6 month construction period**

**Winner of London Planning Award for Best New Place to Work**

**Winner of New London Award in the Office Buildings category.**

## AN INNOVATIVE BUSINESS MODEL OUR NEW OFFICE

We have always had an ambition to develop our building footprint by creating additional capacity on our yard site and after being given notice at our rented administration building, we were presented with a perfect opportunity to realise this. Working in a very limited timeframe, we needed our new office building to be cost-efficient, accessible, house all Roundhouse desk-based staff and be sustainable.

We worked with Urban Space Management (USM) to construct our new building using recycled shipping containers. Using this method also reduced our costs to approximately half that of a traditional building development.

Within the new building design, we incorporated two floors which could be leased out in order to generate income to help support the charitable work we do.

### SUSTAINABILITY

In order to ensure the project was as sustainable as possible, we added solar PVs and included cycle storage facilities and showers to encourage cycling to work, whilst USM reused some container sections from previous projects, such as the Olympic Broadcast Studios for London 2012. The building has received an energy performance rating of A, which surpasses the benchmark for newly built buildings.

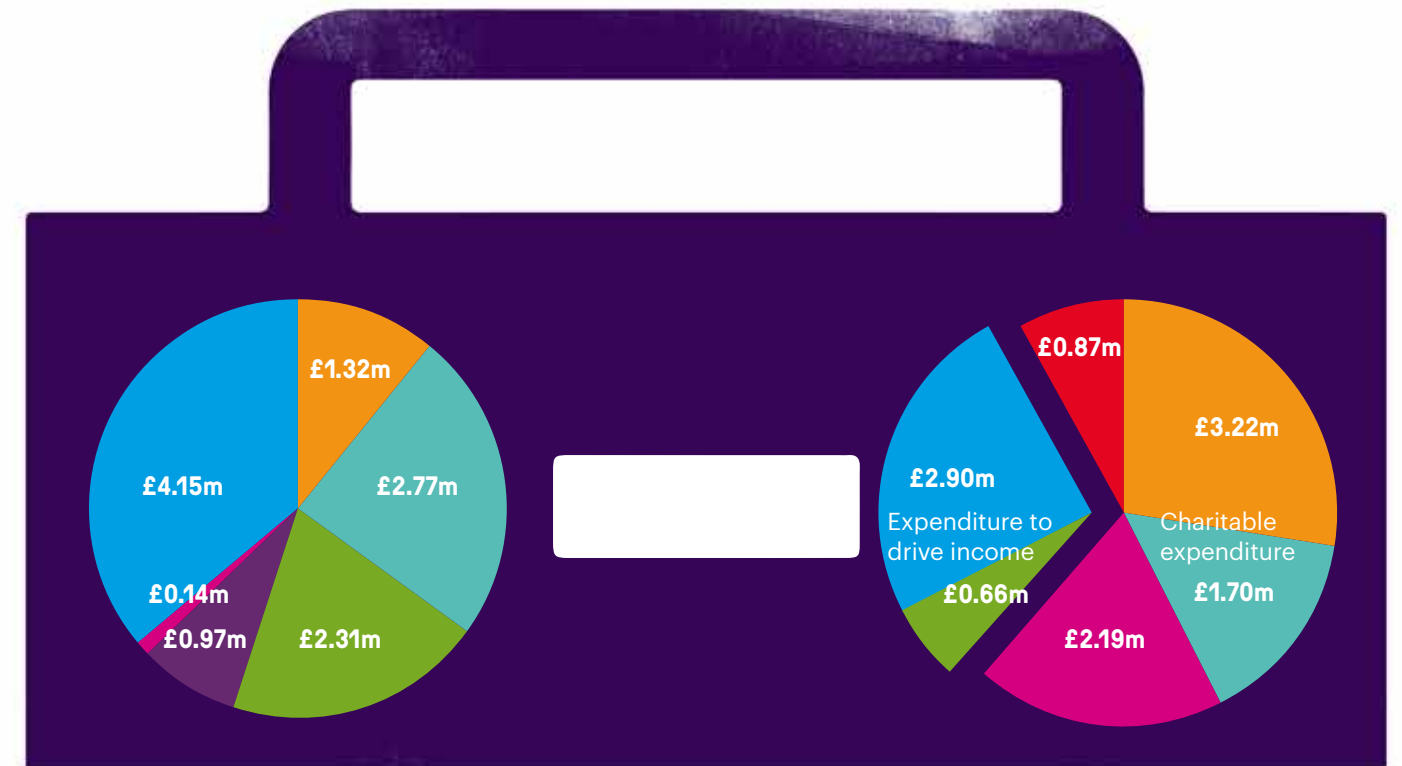
### CREATING A VIABLE FINANCIAL MODEL

To be certain this project would be financially viable, we developed an innovative funding model combining a loan with donations from Trusts and major donors, as well as a capital contribution from Arts Council England to fund the £3 million build. The income from our now leased tenant floors will initially go towards paying back the loan over four years before it is then directed towards providing further support for our charitable work.



## FINANCIAL OVERVIEW

The Roundhouse maintains a mixed but integrated financial model which derives income from several key areas and activities. Our diverse funding stops us being reliant on one income stream and allows us to plan ahead in order to fulfil our charitable aims of **providing opportunities for young people, developing our varied Artistic Programme** and **maintaining our Grade II\* Listed building**.



### INCOME

- Roundhouse Artistic Programme
- Music Hires
- Fundraising & Investments
- ACE core funding
- Our work with Young People
- Trading & other Hires

### EXPENDITURE

- Roundhouse Artistic Programme
- Music Hires
- Fundraising & Investments
- Our work with Young People
- Trading & other Hires
- Looking after our Grade II\* Listed building

**OUR FUNDING IS DIVERSE, AND FOR EVERY 90P OF CORE ARTS COUNCIL SUBSIDY, WE GENERATE £10 OF ADDITIONAL INCOME.**



# SUPPORTERS

## SUPPORTERS OF PROJECTS AND CORE COSTS

The Andrew Lloyd Webber Foundation  
Arts Council England  
ASOS  
The Atkin Foundation  
The Baskin Foundation  
Bloomberg  
The Buddy Holly Educational Trust  
The Ernest Cook Trust  
Ex-Animo Foundation  
Farah  
Fidelio Charitable Trust  
Greene King  
The Joe Strummer Foundation  
Kopparberg  
Lavazza  
M·A·C Cosmetics  
Richard & Philippa Mintz  
Nando's  
The Norman Trust  
Origin Housing  
Paul Hamlyn Foundation  
PRS for Music Foundation  
Pusser's Rum  
Rachel Charitable Trust  
Masonic Charitable Foundation  
The Runciman Charitable Trust  
The Sackler Trust  
Stoli  
Universal Music Group  
Wellcome Trust  
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