

A woman with a headband is singing into a microphone, wearing a dark shirt and a light-colored shawl. She is surrounded by a crowd of people who are cheering and clapping. The background is a city street at night. The entire image has a purple and blue color overlay.

ROUND HOUSE

ANNUAL REVIEW

2018 / 2019

NEXT GENERATION



Simon Turner
Roundhouse Chair

The Roundhouse has a rich history and a wonderful track record of inspiring and developing the next generation of artists and emerging talent. We now work with almost 6,500 young people (aged 11-25) from all over London each year with creative and life skills, many of whom have fewer opportunities, building their confidence and transforming their career prospects.

But our aim is to work with at least 10,000 young people a year by 2023 and critically we want to extend that reach to those aged 25 to 30 years old: a key demographic as 25 is often seen as a cliff-edge for some young people – just as they are finding their feet – youth services stop but we want to keep them engaged in the creative industries. To meet these ambitious goals, we've drawn up plans for a state-of-the-art new Campus Building, which, when successfully funded, will provide us with the space and facilities to deliver our life-changing work.

This will be far more than just bricks and mortar, however. It will represent the hopes and dreams of young people who possess a powerful creative spark. Young people, whose lives could be richly enhanced and whose futures could be brighter than they ever possibly imagined. I would like to take this opportunity to thank all of our incredible supporters and donors for their vital support over the last year and I hope you will join us on the years ahead as we take this bold leap forward.

“

I want to learn how change is made so I can make change in the future.

”

RACHEL, YOUNG TRUSTEE

When I first became involved in the Roundhouse, I didn't even know it was possible to become a Young Trustee! I learned about the position when I joined the Roundhouse Youth Advisory Board (RYAB), a group of young people who act as consultants for the organisation.

My goal is to be the voice for the young creatives who call the Roundhouse home and I want to learn how change is made so I can make change in the future. I would like to be the kind of leader that is always willing to learn, that encourages others, listens more than they speak and inspires others to work as hard they can.



“

Walking into the Roundhouse has changed my life in more ways than I can count.

”

TATUM, YOUNG TRUSTEE

I always assumed a board of trustees wasn't a place for me. The Roundhouse are active in giving young people a platform and validating their input. I knew it would be a safe space for me to take a step up and help me form my voice as a change maker.

As a person with a physical disability, every time I get somewhere new I have to analyse the space, making sure it is safe for me. Unfortunately it often isn't. I want to be part of the evolution of the arts and push for diversity and inclusion. People with disabilities mostly feel that society disables them, rather than actually feeling disabled. We are sick of going to venues, events and work spaces and it not being accessible. I hope that being a Trustee will help me master the tools I need to eradicate stigma, injustice and spread awareness.

Walking into the Roundhouse has changed my life in more ways than I can count. I hold it so highly in my heart and want other young people to benefit the way I have.



DIVERSE PARTICIPATION



Marcus Davey, CBE
Chief Executive and
Artistic Director

As the world around us continues to change, and at times society feels more divided than ever, we use our space to bring people together. For the shared experience of a gig or performance, or for the collective learning in our studios, where diverse communities are built between young Londoners.

This year we welcomed a diverse range of people and stories to our stages, from Hive City Legacy to the Guilty Feminist live podcast, Akram Khan to In the Round, and we collaborated with 14-18 NOW on a groundbreaking digital project.

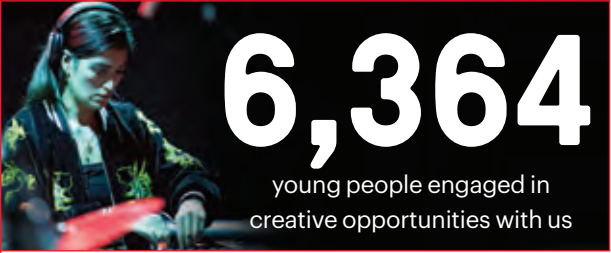
All across the world, young people are mobilising to make our leaders sit up and listen. And in our studios we encourage young people to find their voice, and make a change in their community, and the world.

As the figures here show we are opening up opportunities to all young people, especially those who are often underrepresented in the sector. They have vital stories to tell and through their art they are finding their voice.

I would like to thank all our creative, business and artistic partners, our Youth Advisory Board members, young trustees and all the other people whose dedicated work makes the Roundhouse what it is today.

OUR IMPACT

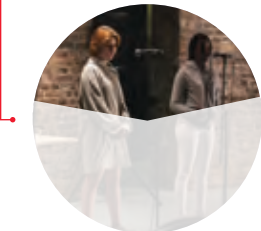
Our work with young people engaged more people from lower socio-economic and culturally diverse backgrounds than ever before, as we aimed to reflect London's demographics.



58%
of these came from areas
ranked most deprived, an
increase of 5% on 2017-18.



41%
are BAME, in line with 40% of
Camden residents.



44%
come from Camden.
Though young people come
to us from across London,
we aim to be a pillar of the
Camden community.

“
I found my voice on the Roundhouse’s
Wax Lyrical project.

” SOPHIA, WAX LYRICAL PARTICIPANT

My strengths have always been singing, performing and songwriting so I never thought in a million years I’d do spoken word. But being around so many other young, talented creatives really made me want to push myself and improve my writing.

The tutors and staff on the course really helped keep me grounded and coming back, because I was going through such a difficult time in my personal life. I genuinely didn’t think I’d make it through. But they checked in with us, overseeing our wellbeing as well as where we were creatively.

With this support, writing really clicked for me and since then, everything has been going really well. I was also selected to be on the Roundhouse Youth Advisory Board, representing the voices of young people at all levels of decision making. The Roundhouse is a second home to me. It gives me a place of belonging, where I feel safe and looked after. It has allowed me to realise my potential, and believe that I can really achieve anything that I want to achieve.



Look out for our full report detailing the impact we make: coming soon.

OUR AMBITION

NEXT GENERATION CAMPAIGN

The Next Generation Campaign is a £15 million investment in the Roundhouse estate, enabling us to continue to innovate, take risks and to both diversify and develop the artistic talent of the future.

The Campaign will enhance and expand the Roundhouse’s creative programme for young people, engaging at least 10,000 young people each year from 2023, and tackling the critical lack of diversity in the creative industries.

You will see in this annual review that we have started to pilot programmes that will form the activity in the Campus Building. This has included a Co-Working Hub pilot to inform the Centre for Creative & Digital Entrepreneurs and our new Self-Made series of masterclasses for young creatives.

Our target, funds allowing, is to start construction of the Campus Building at the end of 2020 and open its doors in 2022.

We are extremely grateful to the Norman Trust for their support of this campaign, for gifting the land that the Campus Building will sit on, and to all the generous donors who have supported this campaign so far.

To find out more email Joanna.Newell@roundhouse.org.uk

WHAT WE'LL DELIVER

- ✓ A new Campus Building which comprises:
 - Three new studios to grow our existing creative programme for 11-30 year-olds
 - A new Centre for Creative & Digital Entrepreneurs that will support 18-30 year-olds to build careers in the creative industries, giving them the time and tools they need to succeed
- ✓ A new commercial office floor (completed in 2018; see page 30) that will generate rental income funding the running costs of the Campus Building; making the development financially resilient
- ✓ A new seating structure in our main space that will generate additional income and continue to diversify our revenue streams



CO-WORKING HUB PILOT

In preparation for the activity in our Campus Building, we piloted a free co-working space for young people aged 18-30. In doing this, we aimed to widen our reach, and begin to support and understand the needs of creative entrepreneurs and freelancers. We worked with our community partners, and cultural and social networks to promote the opportunity. Participants worked across a variety of sectors including fashion, film, design, photography and publishing.

Alongside giving them access to desk space and facilities, we offered additional support tailored to the needs of the members and their businesses. This included masterclasses covering taxes, copywriting and a 'Dragon's Den'-style pitching event.

We have learnt so much from this pilot which will inform our planning for Campus, and we are continuing to test and trial initiatives with the participants over the coming months.

“ I can't overstate the value of this pilot enough, it's been a real catalyst for my career.

” GEORGIA, CO-WORKING HUB PILOT PARTICIPANT

OUR MEMBERS

- 55% lived in the areas ranked the most deprived in the UK
- 55% BAME
- 65% Female
- 35% Male

WHAT THEY SAID

- 93% said it improved their confidence
- 100% said they found the hub to be inclusive and diverse
- 87% said it improved their ability to articulate their business



“

I was surprised at how much I had been fighting against people trying to help me. I’ve learnt to trust in the support that is on offer and in myself.

”

WAX LYRICAL COURSE PARTICIPANT



OUR REACH

Through taking part in our projects and creative opportunities, young people are given the chance to fulfil their creative potential, grow in confidence and develop the skills needed to enter the creative industries. Here is an overview of the ways that young people engaged with our programme this year.

OUTREACH

- 1,505 engaged through our education programme
- 451 young people engaged in creative tasters and developers sessions in our community
- 350 engaged through community festivals & events
- 43 through NEET (not in employment, education or training) projects
- 74% of participants from NEET projects went back into employment, education or training within 6 months of the project

INDEPENDENT STUDIO USERS

- 2,943 young people accessed our studios to work on their creative projects independently

PROJECTS OPEN TO ALL

- 1,533 attended open access projects in circus, performing arts, music, broadcast & digital
- 85% of project attendees said it had improved their confidence
- 82% of project attendees said it improved their teamwork

TALENT DEVELOPMENT

- 23 creative freelancers and entrepreneurs took part in our Co-Working Hub pilot
- 266 attended industry focused masterclasses
- 72 18-25s became Roundhouse Resident Artists

GUIDED BY YOUNG VOICES

- 93% increase in number of listeners on our youth led audio platform Transmission Roundhouse
- 19,000 listeners to podcast Project Pleasure, which also won Gold at the British Podcast Awards 2019 in the best sex and relationships category
- 22 were members of our Youth Advisory Board (RYAB)
- 24 young people joined our first Creative Leadership Programme

OUR AMBITION

CREATIVE LEADERSHIP PROGRAMME

We believe that all young people should be able to aspire to a leadership role, no matter what their background. The persistent and widespread lack of diversity in the leadership and governance of our sector will damage the UK's global competitiveness if not urgently addressed.

In January 2019 we created the Roundhouse Creative Leadership Programme. Our inaugural cohort of 24 individuals is a diverse group of people aged 20-25, and over the course of the year they are with us we aim to:

- Provide a range of experiences and opportunities that help the participants to develop their leadership capacities, skills and knowledge
- Develop and instil a level of confidence that facilitates young people having influence on the agendas they want to have an impact
- Facilitate a wider perspective on the Creative Industries and the role diverse leadership has to play in its development
- Develop participants' understanding of their individual strengths as leaders

Creative Leadership Programme sponsored by

**Bloomberg
Philanthropies**



“
I've been able to gain new skills as well as refine existing ones, meet inspiring young people and leaders within the creative industry.
”

ANICK,
CREATIVE LEADERSHIP
PROGRAMME PARTICIPANT

GLOUCESTER ROUNDHOUSE EXCHANGE

We believe that partnership working is one of the best ways to amplify our reach and impact, and is beneficial for both parties. This year we commenced a partnership with Gloucester Culture Trust, Gloucester Guildhall, The Music Works and Strike A Light, in an exchange of ideas, talent and creative programming between London and Gloucester.

The partnership aims to enable more young people than ever before to take part in music, dance, theatre and circus in Gloucester, a city with limited creative opportunities and a high level of multiple indices of deprivation. It also works to develop vital 'behind-the-scenes' skills, such as music creation and producing, programming and arts management.

And, most importantly, young people have been at the heart of everything – increasing skills, confidence and aspirations as the creative leaders of the future.

“
The feedback and support from both the Roundhouse and the Gloucester Culture Trust have been, and will continue to be, invaluable on our journey.
”

JAMIE, CHASING SHADOWS



REACHING OUR COMMUNITY

Our community programme works to reach the most marginalised young people in our city with a particular focus on our community in Camden. We deliver targeted projects that use creativity to explore issues and stories, promoting collaboration and reflecting the diverse cultures that make up our locality. We deliver intensive NEET projects, along with partnership projects with local youth groups, community organisations and charities.



WAX LYRICAL

Wax Lyrical is our six-week poetry and spoken word project for 16-25 year-olds who are not in employment, education or training. The programme supports participants to explore issues and ideas through storytelling, performance and content creation, culminating in a show performed to the public.

This year, to celebrate the multilingualism of London — where over 122 languages are spoken in Camden alone — the project was targeted towards young people with English as an additional or second language.

The group’s final show *Untapped Nation* was a mixed-media promenade piece. A vibrant, poetic protest merging music, spoken word and languages, the show was a celebration of multicultural identity, the intersection of culture and community spirit.

9+ LANGUAGES SPOKEN BY PARTICIPANTS

Including Kurdish, Cantonese, Spanish, French, Hindi, German, Arabic, Flemish, BSL/Makaton

79%

of participants progressed from NEET into EET within 6 months of the project

2

participants now working as Roundhouse Youth Support workers

2

participants sit on the Roundhouse Youth Advisory Board (RYAB)

1

participant now a Roundhouse Young Trustee

“

I’m surprised at how much I actually have to say. I didn’t think I was interested in politics or what my story was, but now I want to change the world through words.

”

WAX LYRICAL 2018 PARTICIPANT

STREET CIRCUS COMMUNITY PARTNERSHIPS

Street Circus partnered with LIFT Youth Hub, Queen’s Crescent Community Association and Kentish Town Community Centre to deliver bespoke projects for young people aged 11 – 19 exploring a range of activities including freerunning, acrobatics, breakdance and ground based circus skills. Participants developed confidence, teamwork and communication skills alongside exploring artistic practice in a fun and supportive environment.

“

You’re not alone in a sense you have everybody around you training and having fun so it’s just great to come here and experience that.

”

LIFT PARTICIPANT

“

It’s a great environment to be in – you get to have fun and get fit.

”

LIFT PARTICIPANT



CARE LEAVERS

We are signed up to the Care Leavers Covenant and are committed to working with organisations supporting this group of young people leaving care. This year:

4

care leavers had places on our NEET programmes

3

achieved a Bronze Arts Award

1

has gone on to be part of Roundhouse Poetry Collective

6

devised a podcast in our Radio Studio

OPEN TO ALL

Our bursary and pastoral support schemes provide vital support to young people who face financial and personal challenges. By ensuring that everyone has fair access to our programme we remove barriers and allow young people to develop their skills, confidence and artistic development.

228

individuals supported through bursary drop-in (a 29% increase since 17/18)

36%

increase in the total amount of financial support given to young people this year

17%

increase in the number of 1:1s with young people from our dedicated Youth Support Workers (328 people)

£75.79

the average Studio bursary

A HOME FOR EVERYONE

Diversity and inclusion is at the heart of everything we do. From our youth programme to our staff, audiences to artists, we have made it an organisational imperative to ensure that the Roundhouse is open to all and reflective of society.

This year the Diversity and Inclusion Working Group (DIWG) was created as a forum to discuss issues and drive change.

DRIVING CHANGE IN OUR SECTOR AND SOCIETY

Sector Sharing event 26 March 2019

When starting out, DIWG learnt a lot from others both in our sector and beyond, so we wanted to bring the sector together to share learnings and help others in our industry drive change. We did this by hosting a sector sharing event, inviting a mix of industry leaders, artists, young creatives and arts administrators to join us for a day of panel discussions and workshops here at the Roundhouse. 115 delegates from across the arts industry attended.

The discussions on the day spanned a range of topics, including inclusive leadership, programming for diverse audiences, the power of telling diverse stories, and making diversity and inclusion business critical.

Guest speakers included Sanjeev Bhaskar (Actor and Roundhouse Trustee), Travis Alabanza (Performer, Writer and Theatre Maker), Adrian Lester (Actor), Lyn Gardner (Theatre Critic), Madani Younis (Creative Director of Southbank Centre). The event left us with food for thought, with interesting provocations laid down by many of the key speakers.



“

Art isn’t art
without diversity,
it’s just a rich
person’s hobby.

”

CHLOË, RESIDENT ARTIST

Case study

VOICE PITCHING SOFTWARE

This year, our Youth Support Team have been working with young people in the studios who are experiencing Gender Dysphoria. As young singers, they identified that it was distressing when their singing voice did not match their emotional and psychological identity. Working with our studios tech team, the team have implemented a voice pitching plug-in, Little Alter Boy, which enables any person to change the pitch of their voice, to match their gender identity and expression.

This software has made a significant impact on the young people who have accessed it: they feel listened to, happier and understood.

A GOLD STANDARD ACCESSIBLE VENUE

STATE OF ACCESS REPORT: TICKETING WITHOUT BARRIERS

On 9 April 2018, live music accessibility charity Attitude is Everything launched their fourth State of Access Report at Roundhouse, inviting representatives from across the music industry to an event featuring speeches, a panel discussion, and networking. The report explores the barriers faced by Deaf and disabled people when booking tickets to live music events, and the practical changes the music industry can make to address them.

As a result of the great work we are already doing in this area, Attitude is Everything used the Roundhouse as a case study in the media surrounding the launch, including features on The One Show, BBC London News, ITV London and National News and Radio 4 Front Row. This showcased us as an accessible and approachable venue, and helped to raise our profile as a primary ticketing agent – keeping us billed as London’s best music venue.

The event also saw the launch of the Ticketing Without Barriers Coalition – a pan-industry taskforce now working to progress industry change and advocate for equal ticketing experiences for Deaf and disabled audiences. As a holder of the charity’s Gold Charter of Best Practice award for venue accessibility, we are proud to be a founding member of the Coalition, alongside 40+ venues, industry bodies and event companies from across the UK. We are now continuing to review and improve our wider customer experience ensuring accessibility for all.



REACHING DIVERSE AUDIENCES, PLATFORMING DIVERSE ARTISTS

Towards the end of their five-year commemoration of the First World War centenary, 14-18 NOW commissioned us to create a work which used digital technology to engage young people with the legacy of the war. We worked with an impressive roster of music and spoken word artists on a collection of eight short films, platformed on a specially-created microsite, which also featured historical context from acclaimed historian and broadcaster David Olusoga. Cause and Effect tackled a range of themes from 1914-18 that have shaped modern history and consequentially the lives and concerns of young people today.

The First World War can feel like ancient history – a distant, grainy event with little relevance to our contemporary world. And yet there are countless connections to be drawn between then and now: between the post-war growth in women’s rights and today’s continuing fight for gender equality; between the rise of the labour movement in the 1920s and the struggle for workers’ rights in the 21st-century gig economy; between the post-war carve-up of North Africa and the ongoing conflicts in the Middle East, and even between the lack of recognition for soldiers and porters from Africa and Asia and the recent ‘Windrush scandal’.

Such subject matter may appear to be a barrier to engagement for young people, but we found it actually served as vibrant stimulus for discourse both online and offline around issues of concern to young people from diverse backgrounds.

LINE UP

88% of artists featured in the line-up were BAME

- | | |
|---------------|------------------|
| AKALA | GAIKA |
| AWATE | BRIDGET MINAMORE |
| NABIHAH IQBAL | AMY TRUE |
| HOLLIE MCNISH | |
| LOWKEY | |



499,761

total engagements with the microsite

161,000

active engagements with the online
subject matter

www.causeandeffect.today

ARTISTIC HIGHLIGHTS

Our artistic programme platforms a range of high quality work from established and emerging talent, always aiming to showcase diverse and under-represented voices.



HIVE CITY LEGACY

In collaboration with the creators behind Australian sensation Hot Brown Honey, an alliance of young femmes of colour were mobilised to shift the paradigm. This riotous shake-up of a show told intersecting tales that confront the experiences of femmes of colour and present a call to arms – make way for the matriarchy!

“ Just watched *Hive City Legacy* and it was such a joy to be surrounded by women who look like me who are on stage and involved in the creative process beautiful collaboration with Hot Brown Honey & such an important show.
@omoeats, Post show tweet

CLUB SWIZZLE

Loose, glorious and irresistibly fun, *Club Swizzle* transformed the Roundhouse into the wildest bar in town. This brand-new show from the creators of the acclaimed *La Soirée* was a melee of outrageous cabaret, air-defying acrobatics and infectious musical revelry.

“ Seen it three times – and if I had a free evening in the coming week I’d be there again!!!
Paul, Post show Facebook post



UNTIL THE LIONS

In January, acclaimed choreographer Akram Khan brought his powerful retelling of a Sanskrit epic to our distinctive 360-degree stage for its final run. Using a hypnotic blend of kathak movement and contemporary dance, the show wowed audiences and played to outstanding reviews across the board.

“ *****

This is what the Roundhouse exists for... it plays host to artistic renegades and trailblazing talents who aren't afraid to go big.
Review from *The Stage*



THE LAST WORD

Our flagship poetry and spoken word festival returned for its fifth year. Over 17 days, the festival celebrated diverse voices and platformed a mix of established artists and emerging talent including Saul Williams, The Guilty Feminist and our annual Poetry Slam competition.



ARTISTIC HIGHLIGHTS

IN THE ROUND

Now in its third year, this unique season of one-off intimate performances brings audiences closer to the music. This season's eclectic line-up featured 70% female artists, covering everything from fado to retro jazz by artists such as Patti Smith, This is The Kit, Ana Moura, Jim James and many more. Each night we showcased the talent of Roundhouse Resident Artists in support spots, providing more professional opportunities.

“ I got to see one of my favourite musicians ever at @RoundhouseLDN for their In the Round series. Thank you Patti for an inspiring night of words and music. @georgia_evns via Twitter



COCOA BUTTER CLUB

Dazzling cabaret created and performed by the best queer performers of colour, serving everything from neo-burlesque and poetry, to voguing, drag and live music.



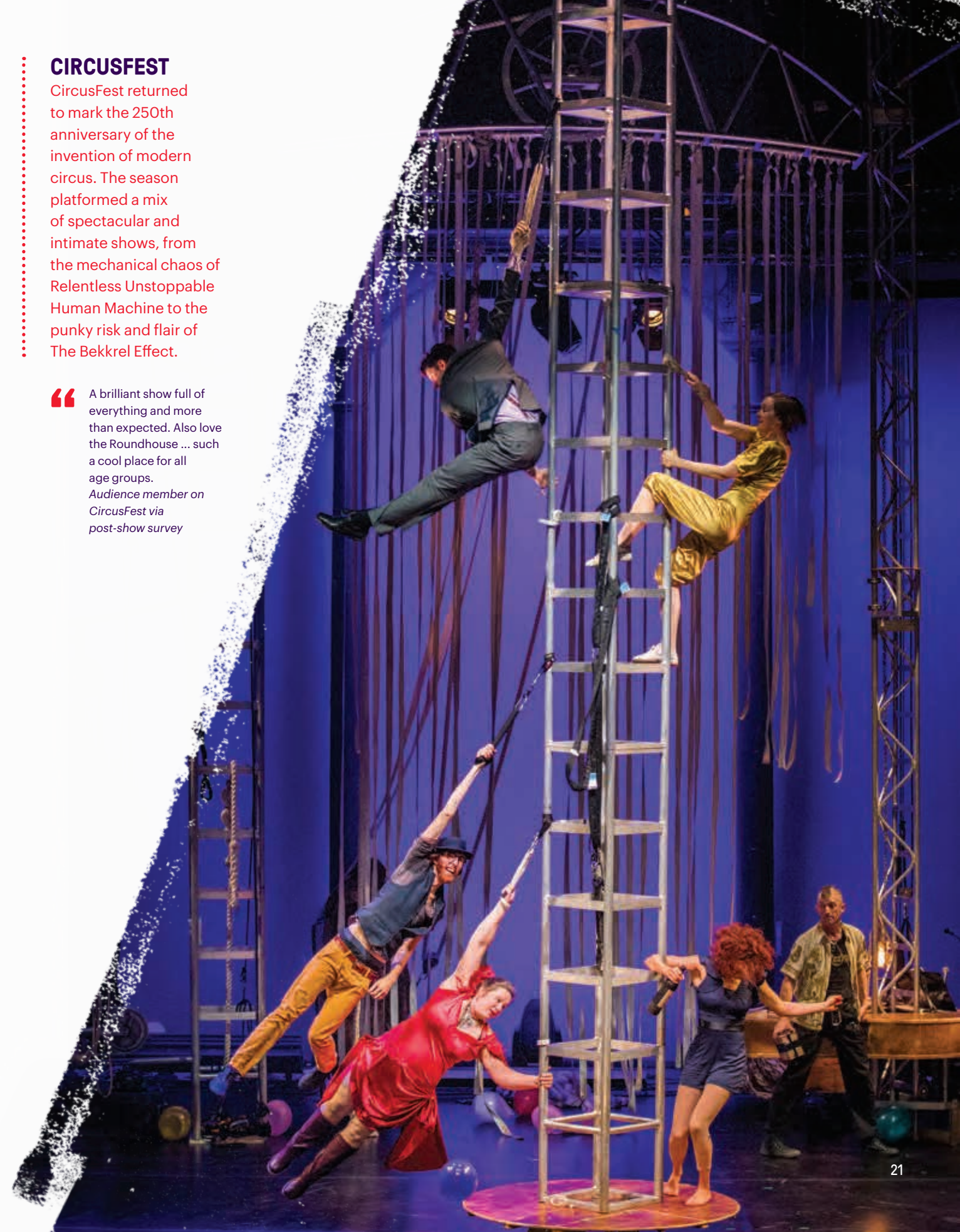
LE GATEAU CHOCOLAT: ICONS

Opera and lycra loving award-winning cabaret sensation Le Gateau Chocolat weaves an eclectic mix of music, from Kate Bush to Pavarotti, to explore the people, moments, relationships and art that shape us.

CIRCUSFEST

CircusFest returned to mark the 250th anniversary of the invention of modern circus. The season platformed a mix of spectacular and intimate shows, from the mechanical chaos of Relentless Unstoppable Human Machine to the punky risk and flair of The Bakkrel Effect.

“ A brilliant show full of everything and more than expected. Also love the Roundhouse ... such a cool place for all age groups. Audience member on CircusFest via post-show survey



GIG HIGHLIGHTS

There is nothing quite like a music show at the Roundhouse. Our unique stage has always been a place where both legends and emerging artists alike have created iconic moments that go down in live music history.

This year was no different. Here are just few highlights from our year in music.



8/6/18
THOM YORKE



11/3/19
FREYA RIDINGS



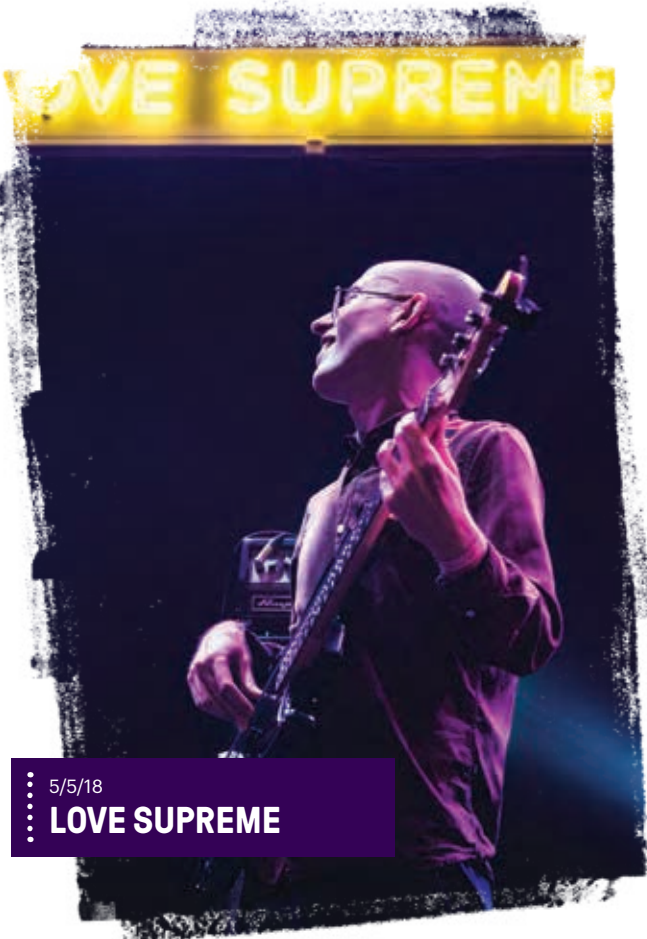
8/6/18
INNERVERSIONS JULY
Jimmy Cliff, Angie Stone, Incognito
& George Clinton



11 & 12/9/18
JANELLE MONÁE



17 & 18/12/18
LILY ALLEN



5/5/18
LOVE SUPREME



30/10 - 3/11/18
PIXIES

YOUR SUPPORT TRANSFORMS LIVES

We can only provide young people with life changing opportunities and space to explore their creativity thanks to the fantastic philanthropic support we receive from people, businesses and grant makers.

Last year, through income from our partners, donors and our grant from Arts Council England, we raised £3.6 million, all of which funded our creative programme for young people, our artistic productions, and cared for our Grade II* listed building.

To keep raising funds we continue to develop and improve our fundraising programme. Over the next few pages we highlight the success of our new innovative approach to corporate partnerships and our record-breaking Gala.

Over the past 12 months we have also been developing a new membership programme in partnership with our members and audiences. It launched in summer 2019... so we look forward to reporting back this time next year.

We truly value everyone who supports us. Thank you. You have made all of the stories in this annual review possible.

£3.6 MILLION

ONE NIGHT 10,000 FUTURES

On 14 March we raised the roof at our star-studded biennial Gala. For the first time in the history of our Galas, we raised over £1 million in support of our charitable work.

Sponsored by Lavazza, the atmosphere on the night was electric with celebrities from the world of music, fashion and art donating money-can't-buy prizes for the live auction. Prizes included an artwork from Sir Antony Gormley, a trip to Miami and a once in a lifetime opportunity to sit on the lighting desk for a Rolling Stones gig.

Comedian Katherine Ryan hosted the evening, which saw world-renowned artists take the stage including Pet Shop Boys, Beverley Knight, Seal, Laura Mvula and the Trevor Horn Band. Alongside them, the evening also saw performances from talented artists who honed their craft in our young creatives programme, including rapper Awate and spoken-word artist Abstract Benna.



Sally Wood, Chair of our Gala Committee, with Gala Host Katherine Ryan



CORPORATE PARTNERSHIPS

Whether it's promoting creative thinking in the workplace, engaging employees to impact social change, or providing platforms that promote positive mental health for young people, we seek to find solutions to the challenges facing our corporate partners. The result is a stronger, more meaningful and engaged relationship that has a positive impact on the young people we support.

iQ STUDENT ACCOMMODATION: BUILDING COMMUNITIES THROUGH CULTURE

In January we partnered with iQ Student Accommodation, one of the largest providers of student housing in the UK.

iQ place the positive wellbeing of their residents at the core of their business. They recently partnered with the charity Relate to produce a study about student loneliness.

Our partnership will help combat loneliness for young people, providing opportunities to network, socialise and encourage positive mental health through creative outlets.



PANMURE GORDON: SHARING SKILLS AND EXPERTISE

In July 2018, we established a new partnership with Panmure Gordon. The core of this partnership is an employee engagement scheme which allows their staff to engage with our young creatives, particularly those who took part in our Co-Working Hub pilot (see p7).

Staff at Panmure Gordon, including their CEO, ran business planning and CV writing workshops, offered 1:1 mentoring and have taken part in business pitching events. This partnership has given the young entrepreneurs we work with invaluable careers advice from business leaders outside of the arts industry. This is a great example of a corporate partnership directly supporting the early careers of the young people we work with.

“The innovation and creative ideas coming out of these young entrepreneurs is such a credit to the Roundhouse and an absolute privilege for Panmure Gordon to be involved with.



” IAN AXE, CEO, PANMURE GORDON

“I wish this could be the norm for young creatives and I feel blessed to have been given that space and support to thrive.

” FEDERIKA, MARSM, WORKSHOP PARTICIPANT

A HUB OF CREATIVITY

Building on our innovative business model (see page 28), we constructed a fifth floor on top of our administration building, which will generate rental income to support the construction of our Campus Building, and fund its ongoing running and maintenance costs, ensuring financial sustainability in the long term.

Construction was completed in September 2018, and we have welcomed Sofar Sounds as our new tenants. We have seen the value in bringing another creative business on site as tenants through Bucks Music Publishing who rent two floors of our administration building. Not only did their rent initially help fund the original construction of the building, they have also become a partner in many of our music programmes and are active supporters of our fundraising through sitting on the Gala Committee to taking part in our challenge event: Ride the Roundhouse. Sofar Sounds curate intimate performances in 438 cities around the world. They have built up a community of artists, hosts, fans and travellers. Their knowledge of the creative industries will be inspirational to our young creatives, and, we hope, will bring more opportunities for them to learn, explore and create.

Works undertaken by JT3 Interiors Ltd www.jt3i.com
Photograph by David Churchill

“We are beyond thrilled to have found our new London home, next to the Roundhouse. We are utterly in sync in our worldview of helping the world's creatives thrive. And this location, full of light and sparkle, suits us to a tee.

” RAFE OFFER, CO FOUNDER AND CHAIRMAN, SOFAR SOUNDS



OUR INNOVATIVE BUSINESS MODEL

Here at the Roundhouse we work hard to raise the money we need to deliver our charitable objectives.

We raise income through a wide range of activity including: fundraising, ticket sales, food and drink sales, merchandise, artistic productions, renting out office space, hiring out our venue and investment income.

Across all these activities we aim to drive the best return on investment with surpluses reinvested in our charitable work.

This mixed-economy business model means we are less reliant on one income stream. This allows us the flexibility to plan ahead, address emerging challenges and seize opportunities.

In 2019/20 we earned £12 million in revenue which, after costs, generated a surplus of £6.7m. Of this £0.5m was transferred to designated reserves for future planned activity to develop the Roundhouse site. The balance of £6.2m **funded our work** in line with our charitable objectives.



OUR SUPPORTERS

THANK YOU TO EVERYONE FOR SUPPORTING OUR WORK

We would like to say particular thanks to the Norman Trust, the Arts Council England and the Paul Hamlyn Foundation for their ongoing support of the Roundhouse. The core support these, and other funders, provide gives us confidence to make long-term plans for our creative programme for young people and our artistic productions, and care for our building. None of which would be possible without their support and the support of all of the people recognised here and those who give anonymously.

NEXT GENERATION CAMPAIGN SUPPORTERS

Mark & Diane Aedy
CHK Foundation
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”

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