

CREATIVE BUSINESS... HOPE IN HELL THEATRE CHECKLIST



June 30, 2017

Deadline

100% COMPLETE

## CHECKLIST

## APPLICATION INFORMATION

EDIT

Hope in Hell Theatre

Question	Answer
Country *	United Kingdom
Give us your high-level pitch *	Level playing field for theatre in Sheffield
Address of Company *	6 Downside, Lewes, East Sussex, BN7 1EE

## CREATIVE BUSINESS... HOPE IN HELL THEATRE CHECKLIST

Describe your business \*

Hope in Hell Theatre will be a new venue for performing arts in Sheffield, with a specific focus on making the arts accessible to everyone, regardless of their experience level or financial capabilities. We believe that everyone should have the opportunity to have their voice heard, and that theatres should take risks in programming work from new companies and writers. Our aim is to have the venue constantly in use and open, for community groups, rehearsals, university groups, touring productions, residencies - anyone who wants to use the space, can. Sheffield currently has one main theatre, The Crucible, which is a large receiving house. The productions there are very good, but the tickets can be expensive, and the theatre faces the same exclusivity problems as others around the country. Sheffield also has two smaller scratch performance spaces, Theatre Deli and DINA Venue. Both of these spaces have expensive hire rates, and limited capacity for new/emerging performers. Hope in Hell Theatre will fill this gap, and work explicitly to create an arts network for theatre creatives, dancers, musicians and other performing artists in Sheffield. Our policy is that every show, performance and proposal will be accepted if it is physically possible to do so. The theatre itself will be a 50-70 seater black box, in a converted shop or entertainment site. We expect to be offering a basic lighting and sound setup from the start, with the aim to improve as the company grows. We will have rehearsal and desk space available for hire, and a bar for performance nights. We will be using a "split hire" agreement for performers, removing any up front cost for them, though we will use a guarantee system for first time hires to ensure we meet our financial targets. The Hope in Hell mission statement is: To offer an affordable and nurturing environment for both theatre-makers and audiences, and to work with the local community to encourage participation

Which industry are you in? \*

Performing Arts

## CREATIVE BUSINESS... HOPE IN HELL THEATRE CHECKLIST

Which type of product are you building? *	Local Business   Service
Which milestones have you reached to date? *	Core business concept defined
If "Other", please specify	
Which fields/tags are your startup involved in? *	Social Enterprise   Services   Culture   Events   Performing Arts   Creative Media   Accessibility   Sharing Economy
Company Logo *	<a href="#">HiH Black.png</a>
If other(s), please specify:	
Do you have a website for your business? Please share the address.	hopeinhell.org
URL Pitch	
Picture of Product, Service or the Essence of your company	
Start up year *	2017
Who is on your team? *	Miranda Debenham - Founder Currently the main person involved in Hope in Hell. Expected to be venue manager once open, Skills include arts marketing, events management, theatre productions, general organisation Tim Norwood - Future Board Member Currently involved in advising and guiding the business concept and budgeting process. Will become a board member once company is incorporated. Key skills include local networking, theatre direction and fundraising. Ben Parker - Future Board Member Currently involved in advising and steering the company creation process. Expected to become a board member once company is incorporated. Key skills include budgeting and finance management, fundraising and legal knowledge.
Do you wish to participate in the Investors Pitch? *	Yes

## CREATIVE BUSINESS... HOPE IN HELL THEATRE CHECKLIST

What makes your business unique and what are your competitive advantage(s)? \*

Our USP is our "Yes, and" culture, and all that it implies. By making artists the centre of our business practice, we are ensuring that we can give them the best offer at the most accessible price, and that we can give them the support they need to fulfil their potential. Our approach will ensure engagement with the local community in Sheffield, giving us crucial word of mouth marketing and PR, both from an audience perspective, and within the artistic community.

Please describe the specific problem that your product or service solve for the customers and the importance of this? \*

Theatre in Sheffield is stifled by lack of available space, and lack of communication across the industry. New creatives find that their work is either rejected because they don't have past reviews to prove artistic merit, or impossible to stage because the costs are prohibitive. There is also an absence of networking events, training or communication within the industry, and no focus on increasing diversity or community engagement. It is absolutely crucial to the future of the creative industries in Sheffield that this changes - without young, new creative practitioners, we will be left with a narrow and dying arts industry in the future. Hope in Hell believes fully in open and transparent theatre, where anyone can engage either as a performer or an audience member. We will have a "Yes, and" culture, encouraging unusual and diverse work, and trying to ensure that no one faces a financial barrier or artistic gatekeeping when trying to bring new work to the public.

## CREATIVE BUSINESS... HOPE IN HELL THEATRE CHECKLIST

<p>Who are your customers and how do you value your relationships with them? *</p>	<p>We have two types of customer - artists and other space hirers, and audience members. Our hiring customers will be diverse - we expect to have community groups and classes alongside rehearsals for local and touring productions and one off events. We will be reaching out to local youth groups, drama groups, and the university societies to ensure that the space is always in use. These customers will provide about two thirds of our revenue. Our second group of customers is audience members. We will reach them through direct marketing, social media brand awareness and word of mouth. We expect them to generate revenue through membership subscriptions, ticket sales and bar sales. They will account for about one third of our revenue.</p>
<p>Describe the situation in the market you are operating in and how you see it evolve in the future in terms of competition? *</p>	<p>Sheffield currently has one main theatre, The Crucible, which is a large receiving house. The productions there are very good, but the tickets can be expensive, and the theatre faces the same exclusivity problems as others around the country. Sheffield also has two smaller scratch performance spaces, Theatre Deli and DINA Venue. Both of these spaces have expensive hire rates, and limited capacity for new/emerging performers. In the future, we think new niche venues may emerge, especially pop-up venues, but that they will be difficult to sustain - we are seeing this happen at the moment outside of the centre of the city. We expect Theatre Deli to eventually close, following their usual business model, and we hope to be working alongside DINA Venue who have a different customer group to us. The market in Sheffield is currently very open to new businesses, without many competitors and no other space offering the same deal as we will be.</p>
<p>Are you currently generating revenue? *</p>	<p>No</p>

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Which steps are taken to secure IPR and other rights? *	All our created content is copyrighted, but we have limited IP as this is a physical/services business. We have templates created for future productions and creative product contracts, and have sought advice from West End producers.
Is your business scalable and in what way? *	Hope in Hell is scalable - we hope to be able to move location to a bigger space after 2-3 years, once the business is proven viable. The bigger space will give us more potential for profit, as every seat available increases profit margins (productions having a fixed cost). We may also look at taking the same model to a different city in the North, possibly Barnsley or Doncaster, as these cities already have active arts scenes which we can tap into. They have the same issues as Sheffield in terms of space availability, so we expect the model to be fully transferrable.
What are your motivations to apply to Creative Business Cup? *	Firstly, to gain networks and advice on our business concept and pitch - we are not experienced entrepreneurs, and want advice on how to convey our passion for this business. Secondly, we are looking for capital investment, and would like the chance to pitch for this, or to win it in the cup. Thirdly, we are excited to meet other creative businesses and see how we could work together in future!
Have you raised any funding so far? *	No

## YOUR PERSONAL DETAILS

EDIT

Question	Answer
Name of Contact Person *	<b>Miranda Debenham</b> Miranda Debenham
E-mail Address *	<b>Miranda Debenham</b> mirandadebenham@gmail.com

## CREATIVE BUSINESS... HOPE IN HELL THEATRE CHECKLIST

Phone Number *	Miranda Debenham 07944218478
Where have you heard about Creative Business Cup? *	Miranda Debenham Twitter
If 'Other', please specify	Miranda Debenham

## YOUR TEAM

EDIT

Team Members	Role	Accepted	Completed
Miranda Debenham	Team Lead		

SUBMIT APPLICATION



