

Theatre anywhere for everyone

Award-winning
MIKRON
Est. 1972
THEATRE COMPANY

by canal, river and road

ANNUAL REPORT

2017

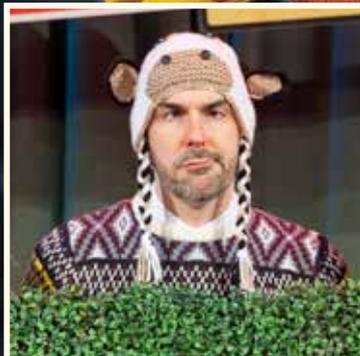
Our mission is to deliver professional theatre to people's doorsteps

Mikron's productions are a winning mixture of the novel and the familiar
The Reviews Hub



2017 saw us secure our place in Arts Council England's National Portfolio (2018-22)

Officially one of England's leading arts organisations; this funding takes Mikron to our 50th year of touring!



"The Perfect Quartet" ★★★★★
Yorkshire Post
"Jolly, charming and good-hearted show"
British Theatre Guide

"The cast ride a crest of a wave by the finale, aided no end by the wonderfully witty lyrics and sprightly compositions of musical director Rebekah Hughes"
York Press

"Mikron's productions are a winning mixture of the novel and the familiar"
The Reviews Hub

2017 Season facts and figures



2 new commissioned shows

84 SHOWS with an audience of 7859

97 average audience size

67 SHOWS with an audience of 6809



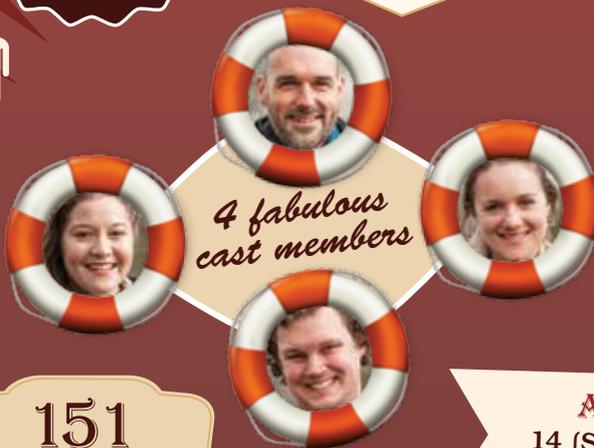
14,668 AUDIENCE TOTAL



(6% increase on 2016)

81%

average venue capacity



4 fabulous cast members

151 PERFORMANCES

83 local authorities

43 SELL OUT SHOWS

79 'Pay what you will' shows (52% of the tour)

AUDIENCE SIZE RANGE

14 (Slaitwhaite Good Companions) ---> 250 (Rowbarge, Woolhampton)

2 in-kind partners:



..... Site specific venues



10 RNLI hosted shows
734 people attended

"It's really exciting that Mikron Theatre Company is touring a play about our lifesaving charity. The RNLI was founded in 1824 and our volunteers have a rich tapestry of inspiring stories to tell. We're delighted that the play will spread the word about the RNLI and its history. We are also very grateful that Mikron will donate

50% of box office takings from shows hosted at RNLI venues, this will help us to continue our vital work of saving lives at sea."

Amy Casbolt, Community Fundraising Manager

"Sticking my neck out with my Best Foot Forward!

When I learned that rather than being a fly on the wall TV hype it was an Arts Council funded theatre company that tours by narrowboat, I knew it was worth a closer look.

A few meetings with the team at Mikron Theatre and you couldn't help but fall in love with the idea and have complete trust in their intentions. "The Women's Institute loved us" is probably one of the most reassuring things you can hear.

As a marketing exercise: we are loving the warmth generated by this sympathetic, warm and incredibly precise rendition of the transformation, trials and tribulations of YHA. The media value of the positive PR and coverage is beyond our expectations and dwarfs our budgets.

As an engagement exercise: everyone that has seen the show has felt re-energised and delighted that our story is being told by these great performers.

As a learning exercise: you never know until you try and sometimes you just need to stick your neck out. Who else can say that they have a theatre production in their marketing mix."

Joe Lynch, Commercial Director, YHA England and Wales

13 YHA hosted shows (816 people attended)

The statistics for our 2017 season tell a story of two new shows, 151 performances (41 of them sell-outs) and audience figures up 6% from 2016.

More than that, 2017 was a story about 'the Mikron family'. How Marianne, Pete and the wider creatives worked so well together to create brilliant shows.

How so many people pulled together when things were difficult: the actors, the office management team, the Trustees and our ever-wonderful long-term supporters and new audience members alike.

The RNLI were great to partner with and afforded us beautiful Lifeboat station venues. The YHA provided great support in terms of travel and marketing and equally wonderful venues. It was a story with many highs but also some lows.

Tyseley, our lovely historic narrowboat, suffered an engine failure in late Spring (just as the waterways tour was starting). But disaster saw generous financial and logistical support flood in from friends old and new. And having taken part on the 2-day fundraising walk to Haworth YHA, I can attest to the brilliant support we had both online and in person from stalwart Mikron supporters and new audience members alike. Very humbling.

2017 saw the very sad loss of James Sykes, our Chair of many years. James's gentle humour, enthusiasm for Mikron and the wider world of theatre and his ever-thoughtful advice is missed by all of us.

I'm glad that James saw our part in the national arts sector being recognised when we gained the honour of becoming an NPO, being welcomed onto Arts Council England's National Portfolio.

With two new shows and inclusion as an NPO from April 2018, our 47th season will be an exciting one for us all.

MARK KELLY, Acting Chair

Our Vision

Theatre anywhere for everyone, by canal, river and road

Our Mission

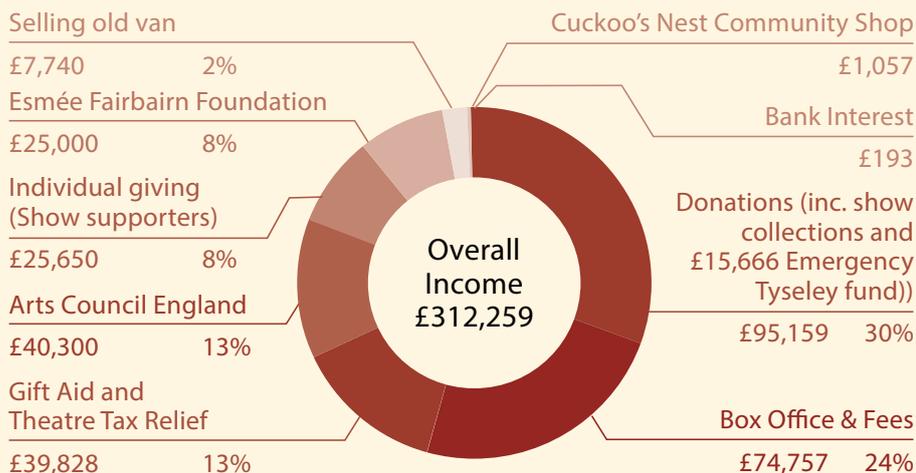
Our mission is to deliver professional theatre to people's doorsteps, in relaxed environments. We're committed to nurturing emerging artists, and commissioning new writing.

Our Values

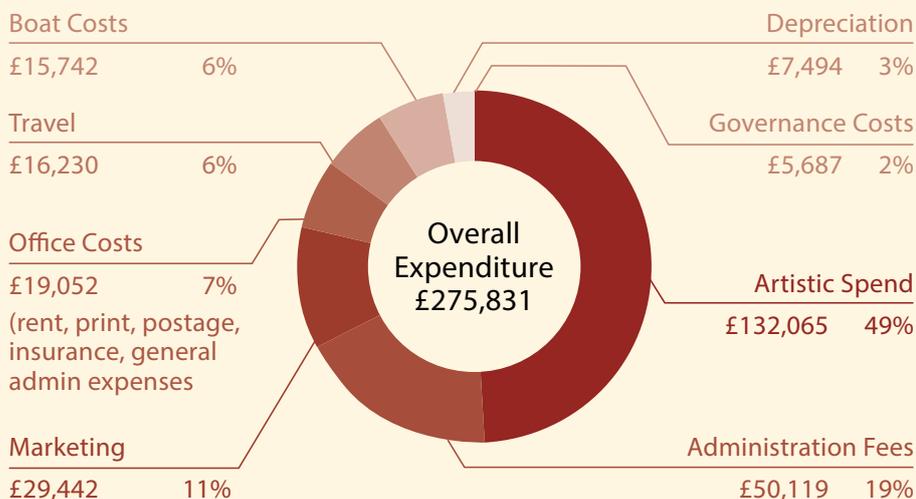
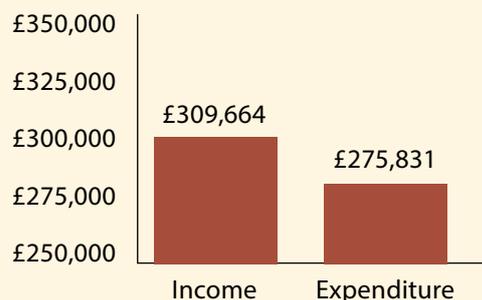
Mikron is committed to:

- Nurturing new talent
- Making theatre accessible to all
- Enabling communities and venues to host events
- Telling stories about uniquely British things
- Respecting and listening to both our workforce and audiences
- Ethical procurement as locally as possible
- Exploring Britain's heritage, zeitgeist moments in history, concerns or issues of the day, to produce plays with a social conscience
- Forging partnerships with like-minded organisations

Income and Expenditure 2016/17



Income/Expenditure



Financial Supporters: Arts Council England, Esmée Fairbairn Foundation and York Coaching & Development.

Our surveys said

87% were likely to recommend Mikron to a friend compared to national data for those attending theatre of 64%

93% rated the whole Mikron experience as 'good or very good'

93% rated both the value for money and the quality of the experience as 'good or very good'

The 2017 Mikron Team

Marianne McNamara - Artistic Director
 Pete Toon - Producer
 Rachel Root - General Manager
 Taru Sinclair - Press and Fundraising
 Jo English - Production Manager
 Rebekah Hughes - Resident Musical Director
 Kate Morton - Designer
 Stefan Escreet - Director 'In at the Deep End'
 Maeve Larkin - Writer 'Best Foot Forward'
 Laurence Peacock - Writer 'In at the Deep End'
 Kieran Buckeridge - Composer 'Best Foot Forward'

Trustees

James Dyson Sykes* (Chair)
 Jeff Button
 Kate Button
 Janet Green
 Mark Kelly (Co-Chair)
 John Liley
 Ian McCarthy
 Dr Alistair MacDonald
 Sue Prickett

Patrons

George Monbiot
 Prunella Scales
 Timothy West

Acting Company

Craig Anderson
 James McLean
 Rose McPhilemy
 Claire-Marie Seddon

*James passed away in September 2017. He had served on the board for nearly 20 years and will be missed by us all.

This year in pictures



Emergency!

In late spring we had an engine failure on Tyseley, our trusty narrowboat.

We knew there was work required on the engine, but we hadn't planned for the severity and urgent timing. Seeing Tyseley on a truck is something we're not keen on repeating anytime soon.



Thank you!

Not to dwell on the bad, we must celebrate the good. We were humbled and heartened with the fundraising campaign we ran from Mikron HQ. The Tyseley fund met the entire costs of the boat transport, engine parts and labour. We could not have done this without the help of both our Mikron supporters and the generous discounts and schedule changes from all the suppliers. Special thanks must go to Red Hill Marina, Russell Newbery and of course the team at Debdale Wharf Marina.

The costs came to **£13,943.35** and we raised **£15,666.00**. The surplus will be used on the refurbishment and ongoing maintenance of Tyseley.

Cast shots:
www.peterboydphotography.com

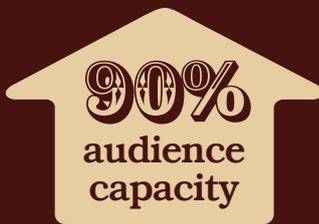


What we're planning for 2018


13,000
ANTICIPATED
AUDIENCE
FIGURE

80
different
local
authorities 

130
SHOWS

90%
audience
capacity 

2 Brand new shows

'Get Well Soon'

Written by Mikron newcomer
Ged Cooper

All is not well at St Monica's Hospital. They're on life support; facing bugs, bed-blockers and a battle to save A & E. With tunes, transfusions and titters, join Mikron as we make a surgical strike on the state of our NHS.

'Revoluting Women'

Written by **Vashti Mclachlan**

Telling the suffrage story through the eyes of a less well-known Pankhurst, Sylvia. Full of political satire, song and more suffrage societies than you can shake a stick at!



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



York Coaching & Development
www.yorkcd.co.uk



[mikrontheatre](http://mikrontheatre.com)

www.mikron.org.uk

Mikron is a non-profit making company limited by guarantee, registered in England No: 1055043 and registered as a charity No: 265169
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