

Subject:	The Norden Farm Centre Trust Limited (NFCT)
Reason for briefing note:	Update and summary of progress to the Communities Overview and Scrutiny Panel since the previous report to Panel.
Responsible officer(s):	Suzie Parr
Senior leader sponsor:	Chris Joyce
Date:	9 th June 2020

SUMMARY

Jane Corry, Chief Executive and Artistic Director to present an update to the panel on NFCT. To cover the following:

1. Financial Performance – monthly management accounts are sent to RBWM and will be summarised in the presentation
2. Community Engagement Report – contained under education section in the monthly Director's report which are sent to RBWM and will be summarised in the presentation
3. Box Office Report – visitor attendance numbers in comparison to the previous
4. Annual report and accounts
5. Performance against business plan – end of year management accounts showing actuals vs forecast previously provided
6. Plan for the coming year (here we will look at the operation of the charity in relation to the current health emergency)

1 BACKGROUND

- 1.1 Norden Farm Centre for the Arts Ltd have been running the arts provision in Maidenhead since 2000.
- 1.2 NFCT celebrates its 20th Birthday this year and has continued to operate a varied programme during lockdown.
- 1.3 The centre aims to...offer a wide range of high-quality artistic events and participatory and educational activities that are accessible to all.'
- 1.4 NFCT commissioned a feasibility study on the development of the site to increase corporate hire possibilities.
- 1.5 Changed Funding from RBWM in recent years. (2018-2019 it was £100,000, 2019-2020 their funding increased to £158,000 and in 2020-2021 their funding from RBWM has decreased by £17,000 so £141,000.)
- 1.6 2018-2019 was scheduled after NFCT AGM in November 2019. Due to RBWM rescheduling and COVID-19 it is being reported now

2 DETAILS

- 2.1 Norden Farm Centre for the Arts is a theatre venue in Maidenhead with live events, gallery and café bar.
- 2.2 NFCT creates a diverse programme for residents and visitors
- 2.3 NFCT continues to increase its outreach programme of educational activities and working with vulnerable community groups
- 2.4 Achievement and performance from 2018-2019 Report, measured by attendance to events and in relation to the previous year 2017-2018

total attendance	:	194,602	+2%
total audiences	:	61,889	+6%
film screenings	:	19,996	+5%
participation in educational events	:	39,944	+18%
visits to the café bar	:	51,904	-2%
visits to the gallery	:	28,588	+14%
hires and events	:	12,542	+2%

- 2.5 Highlights from 2018-2019 Report:

- Produced a brand-new successful children's show, The Fir Tree which played to 8,500 people.
- Celebrated the 10th Anniversary (town centre) Lantern Parade.
- Won 'Best Theatre in Berkshire' (Little Ankle Biters).
- Youth Theatre participation in the National Theatre Connections project.
- Supported the production of 'Canary', a show about factory women in the war.
- Hosted the East England Finals as part of the Maidenhead Drama Festival.
- Launched new gardening club – a volunteer's group to help take care of the grounds.
- Installed new upgraded seating in the Courtyard Theatre

3 RISKS

- 3.1 NFCT is reliant on grant funding from the council.
- 3.2 The Centre is near maximum capacity for generating income (from 2019 report)
- 3.3 2018-19 Report states concerns in increased overhead costs, repair costs to essential equipment and facilities and seasonal fluctuation in income. Highlighting the need to take investment opportunities to make the centre sustainable.
- 3.4 COVID-19 impact on the centre's closure and operation

4 NEXT STEPS

- 4.1 Recommend that NFCT present again this year after their AGM in November as a special meeting on 2019-2020 Report