



## Mission Statement

We will continue to advocate and produce high quality accessible Circus performances across a wide creative brief focusing on touring, growing and communicating with our audiences, enriching lives and environments by engaging regularly with all stakeholders.

## Values and Objectives

- 1. Our creative values** focus on enriching our creators, artists and audiences' lives. Happiness is a key objective. We continue to break down barriers of prejudice around travelling peoples. We believe everyone is welcome. We continue to achieve this by curating world class artistes from around the world, not being bound or restricted by stereotypes or perceptions. Ensuring egalitarian self-expression within the creative process. Actively encouraging and nurturing self-expression and sharing training techniques and presentation styles. We will continue our research and development around the world in circus schools, festivals, events and shows and cabarets. Research and development for the 2021 production puts collective cross platform working without verbal narratives with enhanced musical and technical led innovative performance as the goal.
- 2. Our Audience is valued.** Our audience are the driving force behind the Circus. They determine the amount of money they are prepared to pay for a ticket and whether the Circus is relevant. We undertake research in this area through social media, one to one questionnaires, third party online research and our own data collection. This research determines our targets and goals. We will continue to research who is visiting and why and who is not. Knowing our current and potential audiences will give us answers. Our aims are to build on our local relationships, improve our social media offering with interactive opportunities and train our artistes in working more closely with the ethnic minority groups they form part of. To maintain and increase our audience with focused and measured projects is our goal alongside sensitive, targeted and bundled pricing. We bring to our audience's positive role models, a sense of collaborative working (a family), diverse multicultural environment. We intend to continue and expand in this worthwhile area as it is probably one of the first places a child will encounter an environment of differing colour, creed, gender and disability.

- 3. Our economic values** focus on ensuring a financially viable well governed organisation. Our objectives are to continue producing high quality Circus at low value tickets to those who cannot afford and for the Circus to tour in Big Tops within areas of deprivation. Ensuring our purchasing is concentrated within the locality where possible. We will be modelling by venue multiplier effects to CEBR classifications. To continue to raise money for local charities and our goals are to develop these relationships year on year. We will continue to monitor and improve research in this area. A work in progress is to fully engage in a dynamic ticketing model. We partner with The Lowry in Manchester ticketing system and have an ongoing communication and share research on sales patterns and audiences. Our specific audience research aim in 2020/21 (alongside all ongoing research) is grandparent and grandchildren visit analysis.
- 4. Our touring and social values** are dramatically envisaged in the mind's eye of a Circus Tent at juxtaposition to an inner-city environment. We are committed to touring into inner-cities and poorer rural areas. We are bringing excitement and wonder to people living in these areas who may not have ready access to performances of any kind. We engage and will continue to review our practical on-site arrangements for people with disabilities. We have disabled access and have held relaxed performances and impaired performance assistance. We have targets around engagement with local organisations, charities, clubs. These include social media interaction with diverse communities within the area., artiste visits to hospitals, hospices, schools. Fundraising for local charities or participating in local charitable events i.e. litter picking. Providing school resource packs and updating to the national curriculum. Each venue has a tailored approach which is updated on a 12-monthly basis.
- 5. The value of respecting our Past** is important to us as a commemoration of our identity as a significant and unique part of the Nations experience. We will continue to pursue the printing of a book on Gandey Circus History and direct students to the History Home page on our web site which will be continually updated as a living History page.
- 6. Our Circus Team and Diversity values** are the fundamentals of Circus. They always have been and always will be within Gandeys. Diversity within the team and communication with our audiences increases our reach into diverse sectors encouraging reflection and discourse. Circus is egalitarian allowing everyone to have equal billing regardless of race, religion or sexuality. There is a significance of the circular seating arrangements, resulting in the audience actually becoming a part of the spectacle and a member of a whole. We train and encourage training in all aspects of Circus life and continue to work towards improvement in this area. Collaborations with other creatives are an objective building on the collaborations we are working on at present. Throughout 2020/21 we will continue to learn and offer training opportunities to encourage young people to include specifically, a marketing apprentice, training towards social media qualifications and a creative director scholarship at Bath University. We continue to think outside the box and share ideas.
- 7. We value our Environment policy** and look towards the Uk Governments aims of net zero greenhouse gas emissions by 2050 by exploring the benefits of plug in vehicles/new technologies and different fuel types for the fleet transport; reusing and recycling more products and upcycling where possible; considering the benefits of changing energy supplies on site, at the warehouse and yard, and the office ; we are considering schemes to offset

greenhouse gas emissions such as planting trees; raising energy awareness within the team. One person within the team has responsibility for this area and shares ideas within an annual report. Due diligence is measured against our account with Julies Bicycle, an environment and climate change charity.

- 8. Science and Technology are recent values** to us all. Rapidly we have embraced these areas as tools to assist us become relevant to our younger audiences and drive their interest in the creative side of the performances; social media technology has given us access to young persons activities and sports inviting them into the world of Circus through exciting and memorable postings; training within the organisation will continue allowing younger members of the team to produce videos and social media blogs/posts relevant and focused to the communities we are targeting; financial accounting technology; warehousing and freight management systems; light and sound technology to include effects and tracks; modern circus Big Tops and seating ensuring comfort and more recently safe environments with respect to Covid 19. We will continue to monitor and trial innovative approaches in technology and science to enhance our operations.
- 9. International Development Values** are an important part of the organisation. We are proud to be part of a British heritage which is renowned globally. Circus around the world is admired as an art form and is a symbol of multicultural cooperation and the Circus is desirable to many countries because of its non-language base and ability to perform within its own Big Top. Not requiring any sophisticated performance structure and visiting areas with less accessibility provides, as in the UK, social and economic benefits. Globally, it is still the case that countries rely on the integrity of British companies to produce good quality product and to comply to contractual terms. As a result, Gandeys have performed successfully with productions all over the world. Our future aims include building relationships with the Department for Trade and the Embassies in the countries we perform in.