

Save Red Ladder

Supporters' Pack

“Red Ladder is that rare thing within UK theatre – a company that has successfully continued to produce theatre that is energetic, entertaining and angry at a time when it needs to be angry. But more importantly, consistently produces work that speaks to the wide majority of people who don’t consider themselves ‘theatre goers’.

“I have never found myself surrounded by so little bullsh*t as when I worked with Red Ladder, and their down to earth approach to the arts is exactly why this small but mighty company should continue it’s vital role in the cultural landscape of Leeds, of Yorkshire, of the United Kingdom and the bloody world! Red Ladder’s work is important, and Red Ladder is important. To lose them at a point in British history where the fight against everyday inequality and everyday injustice is being lost all around us would be a genuine tragedy.”

– Phill Jupitus

On 1 July 2014 it was announced that Leeds-based theatre company Red Ladder is to lose 100% of its Arts Council funding and be dropped from the Arts Council's NPO. (National Portfolio Organisations).

The cut will be effective from April 2015, and in real terms represents a reduction in funding from £162,000 in financial year 2014/15 to zero. The company's only other current source of core grant in aid is £5000 per annum from Leeds City Council.

Frankly, given the company's fantastic reputation and the sustained quality of work it has put out over the last 46 years, we think this is a load of old tosh... and if you're reading this we're guessing you agree!

Who are we?

We are an independent campaign group - set up by Jane Verity (PR Account Manager at Bonner and Hindley) and Oli Bentley (Creative director of design agency, Split). We have both worked for Red Ladder in professional capacities, but are working for Save Red Ladder as ourselves, as people who feel angry about the injustice of this decision. Watching as we lose one of the best theatre companies the UK has ever had - and will ever have - just isn't an option.

We've put our hand into our pockets, as well as kicked off the campaign... **but we can't do this on our own.**

How can you help?

This campaign will only work if it's taken on by you - the people who care about, follow or support Red Ladder. Whether you're a long term friend, with memories of Red Ladder's radical sixties roots, or a new fan - someone who watched Wrong Un' earlier this year at one of the 40 venues it toured to across the UK - we need you now, more than ever before.

And we're not just after your money, honest!

Since this news hit us last Tuesday, we've been overwhelmed by offers of help in lots of different forms, from professional fundraising support to people organising cake sales on our behalf - and this document is designed to outline what we need, and what you can do. But it's not exhaustive - if you have your own idea, get in touch, and we'll do our very best to support you.

What's the aim?

Our overall ambition is to raise £80,000 - half the amount of Red Ladder's NPO funding for 1 year, and the amount of money allowed the company to commission, develop, produce, build, cast, rehearse, direct and nationally tour a full show. (See page 8 for full details)

We also want to use the campaign to show what fantastic support Red Ladder have and create an archive to show funders and investors how valuable Red Ladder is to the community.

We want the campaign to focus on the positives, on the fantastic support we have and on the great work Red Ladder do, and crack on and get finding solutions to the challenges they now face.

Thanks so much for your support so far... Now - let's Save Red Ladder!

Oli and Jane
@SaveRedLadder

PS: Although they didn't ask us to do this (and we didn't give them much of a choice anyway!) we want to confirm that Red Ladder endorse this site and that all donations are linked to the official Red Ladder Local Giving page (Charity no: 1037653)

SaveRedLadder.co.uk
@SaveRedLadder #GisATenner

“We are bitterly, bitterly disappointed – but this is not the end for Red Ladder. We put in what we believed was a hugely exciting programme of work to 2018, and it is disappointing to know that those plans will not now come to fruition, at least not in the form we envisaged.

What we do know is that we cannot and will not see this decision as a vote of no confidence, and that we will find a way to continue through our own passion and dedication to making theatre that represents the dispossessed, tells stories of the injustices of our world and changes lives. We have an army of twitter followers, friends, supporters and fans and we will survive this.”

– Rod Dixon
Artistic Director of Red Ladder

How Can I Help?

- The Basic Stuff
- Want to do more?

Step 1.

#GisATenner

If all of Red Ladder's Twitter followers gave £10, we could raise the equivalent of half of their NPO funding overnight. (Though of course all donations, however small, are very gratefully received)

Step 2.

Share Online

This campaign relies on everyone helping to spread the word –We need people to tell their friends and family, share posts and images for supporters and all help each other out in spreading the word.

Step 3.

Share Your Experience

We've heard so many fantastic stories and accounts from people who have seen and loved Red Ladder's work over the years – please, tell us yours and encourage others to do the same.

The more reasons we all share, the more people can see just how important it is we SAVE RED LADDER!

Want to do more?

Other things you can do to help...

- Approach people with a personal letter/email/chat/tweet about the cause and request their help - from politicians or “movers n shakers” to your mates – we need to all work to spread the word and a personal message or request for support is one of the most effective ways to do this
- Pose with our megaphone (or find someone that will!) telling us why you want to save Red Ladder. Tweet us @SaveRedLadder or you'll find the megaphone on tour with Red Ladder
- Share images or stories from your experiences with Red Ladder online
- Write a blog post (if you run a blog) or ask someone to
- Set up a fundraising event (or look out for others). If we can help providing visuals for promotional material please just give us a shout on saveredladder@gmail.com
- Do you have a specific talent or work in a specific industry? Maybe you're a T-shirt Printer or a digital marketer, have experience organising events or work with a school group who want to help. If so, please just let us know what you want to do to help and we'll do our very best to support you – Give us a shout on saveredladder@gmail.com
- Make some noise! (Be it online, on the street or outside the offices of your local politicians. See our letters templates below or get in touch with us for ideas on stunts and protests.
- Write a letter to the Yorkshire Evening Post. Title your letter 'Save Red Ladder', and email it to eped@ypn.co.uk or post to 'Letters Page, Yorkshire Evening Post, No.1 Leeds, 26 Whitehall Road, Leeds, West Yorkshire, LS12 1BE

Can you volunteer?

- **Help us in the office:** We have a few regular jobs that need doing in the office in Leeds – From helping with the admin and sending thank yours to getting out and about with our Red Megaphone to the good folk of Leeds.
- **Help us on the Road:** We are currently on tour with a number of shows (for dates see: www.redladder.co.uk). If you live outside of Leeds but want to help us out by representing Save Red Ladder on the road at one of our shows, helping to raise donations, then please give us a shout!
- **Only have a few spare hours?** If you have just a few hours you can give as a one-off bit of help that would be great too.

If you feel you can volunteer in any of these ways (or others!) please contact us on: saveredladder@gmail.com

SaveRedLadder.co.uk
[@SaveRedLadder](https://twitter.com/SaveRedLadder) [#GisATenner](https://twitter.com/GisATenner)



We're asking people to get behind our red megaphone to [@SaveRedLadder!](https://twitter.com/SaveRedLadder)



We'll be making 'e-postcards' to share online of the best reasons to SAVE RED LADDER

Our Aims

What we're hoping to achieve

What's The Aim?

Our first ambition is to raise Red Ladder £80,000, chosen to reflect the amount we could raise if each of their Twitter followers were to #GisATenner – and also roughly the cost of one uk tour.

However – It's not all about the dosh! We recognise not all over you have money to burn, so we also want to ensure the long term outcome of the campaign is to show what fantastic support Red Ladder has, creating an archive to show funders, investors and possible major donors just how valuable Red Ladder is to the community and how important its work is to people.

By doing this, the long term ambition is to help Red Ladder replace the lost £160,000 per annum. This amount of money allowed the company to commission, develop, produce, build, cast, rehearse, direct and nationally tour two new shows each year.

What does a tour cost?

£80,000 sounds like a lot of money, so we asked Red Ladder to show us how it breaks down*:

Director	3,492.00
Designer	3,271.00
Lighting Designer	2,531.00
Movement/Choreography	1,735.00
Design & Rehearsal Travel & Accommodation	750.00
Writer	8,262.00
Wages/Ni - Actors/SM	33,110.00
Set/Props/Costumes including set builder	5,000.00
Video	150.00
Lighting	150.00
Music/Sound	150.00
Equipment Hire	100.00
Rehearsal Space	2,000.00
Allowances	4,500.00
Accommodation	7,564.80
Travel	655.60
Fuel	1,000.00
Auditions	500.00
Miscellaneous	1,000.00
SUB TOTAL	75,921.40
Marketing	
Design	1,250.00
Print	1,000.00
Distribution & postage	500.00
Photography	1,000.00
Advertising	250.00
Press, PR & Marketing	3,250.00
Resource Pack inc website	750.00
SUB TOTAL	8,000.00
CONTINGENCY @ 2.5%	2,098.04
TOTAL EXPEND	86,019.14

*Figures are based on four weeks rehearsal and technical time for an eight week tour, with a cast of four and one technician and are obviously variable depending on cast size, tour length etc. All figures comply with ITC / Equity minimums for 2014/15.

Running costs

On top of this Red Ladder currently pays two full time members of staff, Artistic Director Rod Dixon and Producer Chris Lloyd and rent an office in Leeds which costs £10,000 a year. Obviously these are costs which can be reduced in the long term, but for Save Red Ladder to truly save Red Ladder we need to take into account that a theatre company needs permanent staff and a permanent home.

SaveRedLadder.co.uk

[@SaveRedLadder](#) [#GisATenner](#)

Resources

Press release 1

@saveredladder | #GisATenner | saveredladder.co.uk | www.redladder.co.uk

RED LADDER SUPPORTERS SET UP #GisATenner CAMPAIGN TO SAVE UK'S LEADING RADICAL THEATRE COMPANY

On Tuesday 1 July it was announced that the UK's leading radical theatre company **Red Ladder** is to receive a 100% cut to its Arts Council funding.

On Wednesday 2 July a team of independent supporters set up a campaign to save the UK's leading radical theatre company. Tweeting from @saveredladder a team of supporters including a local design agency has launched an online fundraising campaign in association with online giving platform Localgiving.com to raise back the £160,000 required to cover the full production budget for two UK tours.

The #GisATenner campaign is based on the fact that if each of Red Ladder's Twitter followers gave £10 that would be £80,000. That's one whole touring show rescued.

Less than 48 hours after its launch the campaign has attracted high profile attention, including donations from actor Sam West and many Red Ladder associate artists, venues and ACE officers, as well as an anonymous donation of £800.

The campaign is working with online fundraising platform Localgiving.com, which is offering its support to the cause. Localgiving.com provides a place for small and local charitable organisations to raise funds online, benefit from automated Gift Aid and access match funding opportunities. Its annual match fund campaign, Grow Your Tenner, will be launching later this year, matching online donations pound-for-pound up to £10 and enabling Red Ladder supporters to maximise the value of their giving.

On the cut, Red Ladder's Artistic Director **Rod Dixon** comments:

"We are bitterly, bitterly disappointed – but this is not the end for Red Ladder. We put in what we believed was a hugely exciting programme of work to 2018, and it is disappointing to know that those plans will not now come to fruition, at least not in the form we envisaged. What we do know is that we cannot and will not see this decision as a vote of no confidence, and that we will find a way to continue through our own passion and dedication to making theatre that represents the dispossessed, tells stories of the injustices of our world and changes lives. We have an army of twitter followers, friends, supporters and fans and we will survive this."

Marcelle Speller OBE, Executive Chairman of Localgiving.com and 'Secret Millionaire' comments:

"Cuts in funding are always disappointing for the organisations affected, but Red Ladder's response is truly inspiring and a great example for us all. We believe that it is vital will be able to maximise the value of their giving by donating through the campaign. Grow Your Tenner and already in the bag, that organisations in these situations are provided with the support needed to start independently fundraising online and ensure their future sustainability. We're excited to be supporting Red Ladder's campaign and are confident that Localgiving.com will give the theatre group's fundraising the springboard it needs."

Red Ladder champions new writing, particularly that which challenges or agitates. It is a radical theatre company with 46 years of history; acknowledged as one of Britain's leading national touring companies producing high quality theatre contributing to social change and global justice.

Founded in 1968 in London, the company's history is rooted in the radical socialist theatre movement in Britain known as agitprop. The company moved to Leeds in the 70's and is still based in the city.

To help the cause follow @saveredladder, use the #GisATenner hashtag, visit www.saveredladder.co.uk or donate directly via www.localgiving.com/redladder.

Red Ladder's show We're Not Going Back is currently UK tour.
For tour dates and tickets visit www.redladder.co.uk.

ENDS

For information on Red Ladder please contact Jane Verity: 07854 759 480 / jane@bonnerandhindley.co.uk

Press release 2

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PHILL JUPITUS AND PAUL HEATON LAUNCH 'SAVE RED LADDER'

Red Ladder supporters Phill Jupitus and Paul Heaton got behind the 'Save Red Ladder' big red megaphone yesterday for the official launch of www.saveredladder.co.uk.

Following the announcement on Tuesday 1 July that the UK's leading radical theatre company Red Ladder is to receive a 100% cut to its Arts Council funding, a team of independent supporters have set up a campaign to save the company.

The campaign's website goes live today (Friday 11 July 2014), although early donations to online platform www.localgiving.com/redladder already total almost £5000, with the campaign's twitter account reaching over 1000 followers in its first week.

The #GisATenner campaign is based on the fact that if each of Red Ladder's Twitter followers gave £10 that would cover the full production budget of one UK tour (£80,000), and half of the £160,000 that the company had cut. The company's only other current core grant in aid is an annual £5000 from Leeds City Council.

Phill Jupitus, who starred in Red Ladder's 2012 show, *Big Society*, comments:

"Red Ladder is that rare thing within UK theatre – a company that has successfully continued to produce theatre that is energetic, entertaining and angry at a time when it needs to be angry. But more importantly, consistently produces work that speaks to the wide majority of people who don't consider themselves 'theatre goers'.

"I have never found myself surrounded by so little bullsh*t as when I worked with Red Ladder, and their down to earth approach to the arts is exactly why this small but mighty company should continue it's vital role in the cultural landscape of Leeds, of Yorkshire, of the United Kingdom and the bloody world! Red Ladder's work is important, and Red Ladder is important. To lose them at a point in British history where the fight against everyday inequality and everyday injustice is being lost all around us would be a genuine tragedy."

Paul Heaton, formerly of *The Housemartins* and *The Beautiful South* comments:

"I'm behind this because people need theatre, people need the arts. We must not let culture become the sole domain of the haves and not the have nots."

Hull Truck founder Mike Bradwell added:

"Red Ladder have made real, bold, popular theatre for over 40 years and taken it to hundreds of thousands of people, especially those who don't like theatre.

They are political, they are provocative and they are necessary- even more so now than ever.

It is a scandal they have been cut. We should all fight this decision."

Nick Stimson, Writer of Red Ladder's show *Promised Land* added:

"A healthy society and a healthy theatre needs its awkward customers - theatre companies who ask difficult questions, whose work is driven by commitment, who speak for those whose voices are not heard elsewhere. Red Ladder is just such a company. Its continued existence is essential."

The campaign includes three simple things that supporters can do to donate and spread the word, as well as a full pack of resources for those who want to do more.

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ENDS

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