

ATG

ENTERTAINMENT

GLOBAL CORPORATE SOCIAL RESPONSIBILITY REPORT 2023-24

Practicing Global Citizenship
Through Local Actions

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INTRODUCTION



When I think about ATG Entertainment and what makes it special, I think about its unparalleled scale, the excellence it represents onstage and off, and about the deep sense of responsibility it demonstrates to our industry, our communities and our planet.

At ATG Entertainment, corporate social responsibility (CSR) is embedded in our daily work, affects the way we make decisions, and manifests in many areas of our business.

The action of giving back benefits stakeholders far beyond the four walls of our theaters. It takes the interests of the diverse communities we represent into consideration. And it constantly reminds us of the environmental footprints we are leaving. This is our first issue of a global CSR report, where we highlight CSR success stories from all three territories we operate, shine a light on the people and teams who are delivering such important work and the technology we are leveraging to help us achieve these goals.

Alongside award-winning productions and best-in-class hospitality, I am equally proud of the impact we are making on the local, national and international level through these trailblazing CSR initiatives.

Ted Stimpson,
Global Chief Executive Officer



Live entertainment is a people business. What our people bring to work every day – ambition and aspiration, commitment and passion, positivity and the belief in what we do makes a difference – fuel our growth.

While we do not have a department dedicated to corporate social responsibility (CSR), CSR is in the DNA of ATG Entertainment. This report contains only a selection of the kinds of work that are part of the fabric of our organisation.

We share the tears of joy when a young person first experiences the magic of live theater in Bristol. We are proud to see the big smile on a neighbor's face when they are enjoying a plate of hot food on Thanksgiving Day in Brooklyn. We march down the Cologne Pride parade to celebrate unity and equality, and we recycle glassware at our theaters to restore eroding coasts in New Orleans. The actions we are taking, large or small, make a positive impact to the communities we serve and to the world in which we live.

I hope you enjoy reading this year's report. If you have not already, please join your fellow ATGEers to bring the change you would like to see.

Sofia Fleming,
Chief Human Resources Officer

Practicing Global Citizenship Through Local Actions

At ATG Entertainment, we practice global citizenship through our worldwide network of venues, teams and live events.

We are members of multiple, diverse groups on an international scale, and our actions benefit communities beyond our own.

Being globally minded fuels our local actions.

We turn our expertise and our passion into creative ways of giving back to our communities, with an authentic sense of care.

ATG CSR STRATEGIC APPROACH

ENTERTAINMENT



Diversity, Inclusion & Belonging

We strive to improve and promote diversity, inclusion and wellbeing for our communities – our audiences, artists and staff alike. We champion the sense of belonging on stage and off, within and beyond our theaters.



Next Generation

Through our flagship Creative Learning program, we work to introduce tomorrow's audiences to the joys of live entertainment and to nurture the next generation of industry talent.



Environment & Sustainability

Our business creates memorable experiences for people but also leaves a footprint on the planet. Through everyday choices and civic actions, we consider the most sustainable options for our work and reduce environmental impacts.

For us to nurture, protect and promote

OUR COMMUNITIES

OUR INDUSTRY

OUR PLANET

In the following pages, you will read about how our work in the past 12 months reflected our strategic focus of corporate social responsibilities, and how we strive to align with the United Nation's [17 Sustainable Development Goals](#) (SDGs).

DIVERSITY, INCLUSION & BELONGING

This past year, we continued to build momentum around initiatives that cultivate and promote diversity, inclusion, equity and access within our working environment. We encouraged fellow ATGEers to:

- **EDUCATE** ourselves and each other through internal emails, trainings and talks.
- **CELEBRATE** diversity through a range of historical/cultural/religious events throughout the year.
- **CHALLENGE** ourselves and others to think differently and promote a culture of inclusion.

Together, our local, national and international activations reached and impacted thousands of people working within the company.

We are proud to continue our journey towards building a truly diverse, inclusive, equitable and accessible workspace, and live up to our mission: **“A Stage for Everyone.”**

UK IDEA Committee Co-Chairs



Aamar Butt



Meg Conway



Daniel Crow



Alexandra Snell

US IDEA Executive Committee



Trinity Burton



Jordan Gatenby



Dominique Saunders



Erica Schwartz



Sally Shen



Justin Sullivan

German Trust Committee



Katharina Burow



Ralf Durski



Lilia Faizova



Svenja Küppers-Heinrich



Alev Topal



Juri Andrea Staedter

UK IMPACTS IN NUMBERS

WOMEN'S NETWORK

300+ staff engaged

6 virtual talks

2 Women's Hours



GLOBAL MAJORITY NETWORK

1,500+ employees

100+ Anti-Racism Awareness workshops



90+ attendees at Neurodiversity at Work series & first joint network event with the Pride Network – 'Somewhere Under the Double Rainbow: Exploring Intersectionality'



**ATG IDEA Committee
Pride
Network**

150+ attendees

12 Network meetings

2 online Pride Network talks



US IMPACTS IN NUMBERS



16 *active committee members*
across all 7 US markets

12 *historical, cultural, religious*
occasions celebrated annually

15 *company-wide educational emails and calls to action*
connected to the 12 special occasions mentioned above

33 *local/national activations, including team*
outings and office decorations, potlucks,
workshops and speaker series, community
outreaches, job fairs and panel discussions

3 *virtual wellbeing workshops*

more than
\$150,000
donated or raised to *support*
charitable organizations



GERMANY IMPACTS

IN NUMBERS

3 company-wide 'learn & grow' workshops that included both online and in-person modules



12 months of awareness training and policy development

official partner of Cologne Pride
with

300+
employees attending

UK EMPLOYEE NETWORKS HIGHLIGHTS



UK Women's Network delivered a string of successful talks featuring guest speakers, making progress on various internal policies, and advancing ATGE's Period Dignity scheme.

As an important part of ATGE's Period Dignity program, the network launched a partnership with ethical eco-company Grace & Green, with sustainable period products newly available for free in ATGE UK venues and offices. As a result of the partnership, over 18.5k free period products were provided for menstruating ATGE staff.

The network has also sought to improve ATGE workplaces through updating policies and procedures, in particular for those returning to work after maternity leave. The Return-to-Work Checklist was published in November 2023 as part of the checklist for parental leave, and covers subjects such as phased work

return, handovers and 1:1s, and buddy systems/coaching for a more comfortable transition. Additionally, ATGE's Breastfeeding Policy was created, with information concerning lactation breaks, spaces to breastfeed at work, and flexible working.

Provided over 18.5k free period products for menstruating ATGE staff via Grace & Green partnership



Internally, the Pride Network has supported a number of venues in accessing or connecting with Trans inclusion training for Front of House and Venue Management staff.

We also launched Pride Network Talks, a series of online discussions and information sharing centering around LGBTQ+ experience in the workplace for all internal ATGE staff. The first talk, LGBTQ+ Awareness, Allyship, Action! focused on Gender Diverse Identities, delivered by David E. Hull-Watters, in partnership with our diversity partner ENEI (Employers Network for Equality & Inclusion).

Finally, over the past 12 months we have been proud to support external charities in their excellent work for LGBTQ+ people, collecting over £50,000 for Terrence Higgins Trust, Mermaids and smaller grassroots organizations via our West End venues.

Raised over £50,000 for Terrence Higgins Trust, Mermaids and smaller grassroots organisations in support of LGBTQ+ community.

UK VENUES

HIGHLIGHTS

Case Study: Scotland's Award-Winning Efforts in Diversity & Inclusion

VENUES

King's Theatre & Theatre Royal, Glasgow, and Edinburgh Playhouse, Edinburgh, UK

WHAT WE DID

Over the last year, both the King's and Theatre Royal, Glasgow, and the Playhouse Theatre, Edinburgh, have been working to improve the diversity of our teams through our partnerships with African Challenge Scotland, the international Student groups at Glasgow University, and Scottish Union of Supported Employment (SUSE).

WHAT WE ACHIEVED

SUSE is the national representative body for supported employment providers, and anyone interested in ensuring that disabled people and those with long-term health conditions, across our country, have the opportunity of a working life. With the help of SUSE, we've undergone an accessibility audit and a digital recruitment review, which involved a number of lived experience testers attempting to apply for jobs at our theaters, and then giving feedback about the various obstacles in their way. This feedback was incredibly helpful and was passed on to the Talent Acquisition Manager. These small changes make a huge difference to our online recruitment portal, making it easier for those with disabilities to apply for jobs with us. The learnings also encouraged us to make changes to our recruitment process, ensuring that it is fair for all.

SUSE has provided us with vast amounts of free training, from Mental Health First Aid training to Deaf-Blind Awareness and Access to Work training. They also helped us learn how to best support our current employees with disabilities. In both Glasgow and Edinburgh, those who have disabilities make up some of our best and most committed team members.



WHAT HAPPENED NEXT

Earlier this year, the Customer Experience teams from both cities were invited to attend the SUSE annual conference. Kat Moir, Glasgow's Deputy Customer Experience Manager, spoke as part of a panel discussion entitled 'Trailblazing Employers', focusing on recruitment, job carving, and creating an inclusive work culture. We also beat seven other organisations to win the 'Employer Champion' award, honouring the steps we've taken to become a more diverse workplace.

Photo credit: SUSE

US IDEA COMMITTEE HIGHLIGHTS

Case Study: Good Fortune Red Socks

VENUE

Smart Financial Centre, Sugar Land, US

WHAT WE ACHIEVED

As the Year of the Dragon Lunar New Year approached, so the tradition of wearing red - particularly red socks - gained significance. This crimson footwear isn't just a fashion statement; it's believed to ward off evil spirits and attract good fortune.

Ancient legends weave stories of a menacing monster named Nián ('Year' in Chinese) that plagued villagers each new year. The clever tactics employed by the villagers to chase away the fearsome creature included using loud noises, bright lights, and wearing the color red.

With the help of the US IDEA Committee, the team at Smart Financial Centre organized a fun office activity of wearing a pair of red socks to attract good fortune on the Lunar New Year's eve. 80% of staff chose to get involved in this age-old tradition and each received a special pair of red socks the day prior. The team celebrated Lunar New Year photo-ready and feeling positive about the year ahead.

LUNAR NEW YEAR

20

24

YEAR OF THE DRAGON



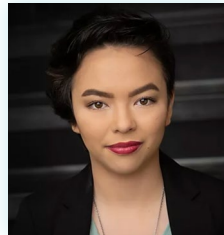
Image courtesy: Smart Financial Centre team

US IDEA COMMITTEE

HIGHLIGHTS

International Women’s Day and Women’s History Month

In some of our most complicated buildings and dealing with some of the most technically heavy shows, it is women who are holding the backstage leadership roles. In celebration of Women’s History Month, the US IDEA Committee organized a panel discussion featuring four female technical directors/production managers from ATGE. Entitled ‘Women in Tech’, we asked the panel to share with us their career stories, their inspiration, and their love for the art of stagecraft during this virtual event.



Other shoutouts for our Women’s History Month Celebration:

- **RELAX AND GET A MASSAGE!** In Detroit, to honor all of the work and contributions that women do for Broadway in Detroit, the Detroit team booked an office masseuse to come in for chair massages for any female-identifying employees that would like to take a breather during their workday. The event opened out to any employee that wished to participate, but priority and first sign-ups went to the female-identifying employees of the company.
- **SINGING THE HEART OF STONE:** In San Francisco, the team at BroadwaySF changed the marquee of the Golden Gate to celebrate International Women’s Day. Down the street, at the Orpheum Theater where the touring production of *Six* is playing, [four Alternate Queens sing ‘Heart of Stone’](#) in BSF’s exclusive ‘Dressing Room’ series, featuring acoustic versions from the show.

“Insightful and informative.”

*“It (the story the panellist shared) happens not just at work but in life. **Hearing another female colleague telling it means a lot.**”*

“It is always inspiring to hear from people who have found their ‘field’, their career – even if by accident.

I appreciated your ‘no fear’ attitude,
your resilience against those who second-guess you - lovely to hear how your teams have your back and redirect any conscious or unconscious bias.”

US IDEA COMMITTEE HIGHLIGHTS

Pride All US venues participated in Pride month celebrations in meaningful ways.



Nine ATGE venues served Pride punches and the proceeds were donated to non-profit organizations that support LGBTQ+ rights including the Trevor Project. Participating venues also added their local flavors: SFC developed a tequila version, Kings launched Love all Day Frosé, and San Francisco served some Frozen Lemonade.

In Sugar Land, many staff wore ATGE Pride T-shirts throughout the month and internal activations brought the team closer together.



The Broadway in Detroit team participated in and sponsored two local Pride events – Ferndale Pride and Motor City Pride.



All our New York venues were active participants in the NYC Pride Parade, and a special shout-out to the Kings team who made a splash by designing and printing the ATGE Pride banner including one that highlights our IDEA Mission statement, “A Stage for Everyone.”



The team in New Orleans designated a Pride Day in the office, which included treats, goodies, and more to celebrate those in the LGBTQ+ community.

US IDEA COMMITTEE HIGHLIGHTS

Case Study: KingsCares Thanksgiving Luncheon

VENUE

Kings Theatre, Brooklyn, US

WHAT WE DID

Since its inception in 2016, the KingsCares community initiative has been making a positive impact in Flatbush through a variety of free and low-cost programs. We collaborate with local nonprofits and businesses to organize events including performances, educational gatherings, and supply drives, all aimed at contributing to the wellbeing of the community.



One of the flagship programs of KingsCares is the annual Thanksgiving Luncheon - free hot food serviced under a heated tent - a celebrated tradition in the Flatbush community. Even during the pandemic years, the team came up with innovative solutions to bring joy, warmth, and comfort to the people in need. This year, with the addition of two new homeless shelters on the block, it was more important than ever to continue this tradition and give back to the community.

WHAT WE ACHIEVED

Kings procured a \$20K donation from Grow America, a community and economic development nonprofit, and supplemented the food budget for students from Erasmus Academy for Hospitality and Tourism to

purchase the ingredients to cook the dishes. We were able to serve over 450 hot meals to those in need. Kings also organizes a coat and warm item drive, encouraging concertgoers to drop off gently used coats or new blankets, socks, gloves, etc., that attendees of the luncheon can grab on their way out.

“On behalf of the business owners, workers, and property owners of our district, we’re thrilled that Kings Theatre has jumped in to host this event again and are grateful for the dedicated students of the Academy of Hospitality & Tourism at Erasmus Campus for planning a culturally-relevant, yet traditional feast.”

Lauren Collins, Church-Flatbush Community Alliance

“I’ve had the privilege of volunteering at the Kings Thanksgiving Luncheon for many years, and today may have been our most vibrant event yet.

I’m grateful for my neighbors, for Flatbush, and for the opportunity to serve you!”
Rita Joseph, Brooklyn Council Member

GERMANY TRUST COMMITTEE

HIGHLIGHTS

Cologne Pride Parade

Cologne Pride is one of the largest gay and lesbian events organised in Germany and one of the biggest in Europe. On July 9, riding in a themed car, over 300 employees of ATG Entertainment Europe, their friends and family, cast and crew of *Moulin Rouge! The Musical* and LGBTQ+ influencers, celebrated truth, beauty, freedom and love with over 1.4 million people participating in the parade. And - through social influencers - we reached an additional 2.5 million users on Instagram and 9.4 million on TikTok, spreading the message even further.

In the months leading up to the parade, we asked employees to submit ideas for the design and messages of posters to be used throughout the event. As an official partner of Cologne Pride, the evening before, the 'Ready to Rouge' party in the Musical Dome, Cologne, was a fun occasion all about diversity and respect for all people.



“TRUTH, BEAUTY, FREEDOM AND LOVE –

I think Pride embodies this like no other.

We stand up for human rights, we are strong together and that’s why we’re here and having a great day.”

Thomas Mehlbeer, CMO, ATGE Germany

BROADENING ACCESSIBILITY & REDUCING BARRIERS

In our UK venues, we provided a total of 385 assisted performances, a total increase of 82 assisted performances from the previous year:



Increase of 31



Increase of 23



Increase of 2



Increase of 26

This year we also began venue collaborations with our Neurodiversity Network, providing focused training prior to the Relaxed Performances at the Apollo Victoria and Fortune Theatres.

In the US, we provided a total of 102 assisted performances across our venues in 2023-2024.

ASSISTIVE TECHNOLOGY

This year we have invested over **£600,000** on upgrading our Assisted Listening offering, purchasing Sennheiser MobileConnect systems for every UK venue, including second spaces. The installation of these has already begun, and will have completed by the end of the Financial Year. We have also purchased the Gala Pro system at the Lyceum Theatre in London for The Lion King, providing on-demand captioning and audio description.

Gala Pro is in operation in eight theaters in the US, including three on Broadway and five regionally.

BROADENING ACCESSIBILITY & REDUCING BARRIERS

TRAINING AND DEVELOPMENT

Access Awareness Training is available as a Train the Trainer course for all employees, and training on the government Disability Confident Scheme is mandatory for all hiring managers. Following the successful launch of our Access Membership Scheme in the UK, mandatory training in this was also created on the Kallidus Learning Platform for anybody required to make bookings, including all Contact Centre Agents and Managers and all Box Office staff in venues. This course is delivered in eight modules.

To date:



AUDIENCE DEVELOPMENT

In the UK, we were proud to partner with [Widgit](#) for our Relaxed Pantomimes this year. To celebrate Widgit's 40th anniversary, we offered them 40 tickets to any of our Relaxed Panto performances. In return, they created bespoke pantomime [symbol resources](#), offering an additional communication aid to those requiring it.

In the US, the partnership with [KultureCity](#) continued. As of 2024, seven of our US venues have been certified as sensory inclusive, where staff receive training on how to recognize guests with sensory needs and how to handle a sensory overload situation. Sensory bags, equipped with noise cancelling headphones, fidget tools, verbal cue cards, and weighted lap pads will also be available to any guests at the theaters who might benefit from these services.

BROADENING ACCESSIBILITY & REDUCING BARRIERS

Case Study: *Harry Potter and the Cursed Child*

VENUE

Lyric Theatre, New York, US

WHAT WE ACHIEVED

In November, our team at the Lyric Theatre welcomed more than 1,500 students and their teachers through [Theatre Development Fund](#) (TDF)'s Introduction to Theater and Dance program. Not only was the matinee performance audio captioned, but there was a Touch Tour set up in the Dress Circle for those who are sight-impaired to experience the show. Staff guided 77 guests through the magical exploration of props and costumes used in the show. This was only the second time a Broadway show has hosted this type of event, so we were thrilled to share this special performance and make theater accessible for all.

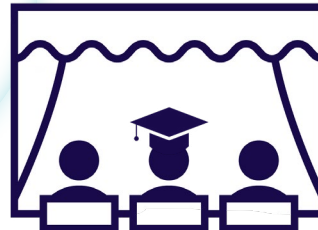
Since 1995, TDF's Introduction to Theater and Dance program has give more than

11,000 students 150 schools

throughout the tri-state area have been connected to workshops, artists, and live performances, all for free

150,000

middle and high school students a meaningful welcome to the performing arts.



NEXT GENERATION

A few words from Hollie Coxon, Group Head of Creative Learning & Community Partnerships



For over 20 years, ATG Entertainment has proudly partnered with local and national organizations to transform the communities served by our venues through our not-for-profit **Creative Learning Programmes**, which bring the transformative power of live entertainment to people from all walks of life.

Through Creative Learning, we unlock the inspiring world of culture, utilizing our venues as vibrant hubs that educate, engage, and empower individuals of all abilities, ages, genders, races, and socio-economic backgrounds. Through our locally driven approach, our goal is to break down barriers to the performing arts, foster diverse talent, and build an inclusive future for the cultural sector.

From award-winning initiatives that shed light on lesser-known industry careers, to drama classes designed for individuals with additional learning needs, to large scale youth performance projects, we provide a vast range of opportunities. These include behind-the-scenes experiences with world-class productions, supported first-time theatre visits to develop audiences of the future, and educational activity that brings culture outside and inside of the classroom as an inspiring resource for learning.

AT ATG ENTERTAINMENT, WE'RE COMMITTED TO

- Opening the doors to live entertainment, as we continue to further our mission to nurture vibrant communities
- Build future audiences
- Cultivate a skilled, dynamic and diverse cultural sector workforce

For a deeper dive into our progress and achievements, explore our [CLCP Annual Review 2024 by ATG Tickets - Issuu](#).

In Numbers

Partnered with and collaborated with

1,200
community &
school groups



200
cross-sector
organisations

Connected with
120,000
individuals

through

3,500
events &
activities



1,145

*future live entertainment
workers participated in
workforce development
activity with staff &
industry professionals*

30,000
tickets

*distributed to first-time
theatre and live
entertainment attendees*

NEXT GENERATION

Case Study 1: Relaxed Young Company

VENUES:

Palace Theatre & Manchester Opera House,
Manchester, UK

WHAT WE DID:

After securing a grant from Manchester City Council to deliver a new project for young people, the Relaxed Young Company program was born. The project aimed to benefit young people aged 13-18 who are on the autism spectrum, providing an opportunity to participate in theater-based workshops, to learn about the industry, develop performance skills, as well as providing an inclusive way to develop transferrable skills for life during the process, including play, public speaking, confidence, collaboration, teamwork and decision making, to support young people in other aspects of

their day-to-day lives.

WHAT WE ACHIEVED:

Our funded program commenced with a familiarization tour to welcome the group of 25, and taster sessions that included drama and musical theater. The sessions were flexible and inclusive, which young people were able to approach at their own pace. The remaining detailed content throughout the 12-week project was primarily participant-led to ensure that participants felt supported and heard.

WHAT HAPPENED NEXT:

We have continued the project by launching a formal youth theater that meets weekly.

Participants have access to ticketed shows at the venue through the group and are now very much at home in the Palace Theatre. They have staged informal presentations of their work to friends and family and are now working on their latest performance project.



“We so hope that you are seeing her progression as a success story for your programme;

she has gained so much confidence in performing since joining you last summer.”

“My son struggles immensely in social situations and especially at school due to his extremely limited verbal expression and dysarthric speech; he has resultingly withdrawn into himself losing much of his adorable verve for life...

This session allows him to feel safe, accepted and acknowledged. When he is at The Palace, it’s as if the spark reignites and

the result is truly MAGICAL.”

Photo credit: Grace Cameron

NEXT GENERATION

Case Study 2: Co-Create: Bristol Access Creative College

VENUE

Bristol Hippodrome, Bristol, UK

WHAT WE ACHIEVED

Sponsored by Rolls-Royce, 25 Access students and three staff were invited to a career event with the creative team from the touring production of *Mother Goose*, joined by the Bristol Hippodrome's Front of House, Tech team and Marketing and Comms managers. The event offered the students a 'journey' through the theater that replicated the customer experience, from seeing the marketing to purchasing tickets, to the visit and then into the performance. Included were tickets to an evening performance of *Mother Goose*.

WHAT HAPPENED NEXT

This was a springboard to the relationship between Access Creative College and The Bristol Hippodrome, leading to further events and now a photography programme with our marketing team for a full academic year, allowing young photography students to gain experience and develop professional relationships and skills, whilst providing the theater with professional quality photography and B-reel footage of key events throughout the year.

Recently the photography students were invited to the press night of *Pretty Woman*, to test their abilities on incoming members of the public and media.

This provided hands-on experience of client relationship building, contract expectations and deadlines as well as quality control for bigger brands such as ATG Entertainment and *Pretty Woman*.

"Thank you so much for all you've done for Access students.

You've made a lasting impact on our learners

- many of them wouldn't have been able to step foot into a theater if it wasn't for the kindness of your teams. Access is very keen to continue this amazing relationship moving forward."

Luke Guest, Business Development Manager, Bristol Access Creative College



Image from Bristol Access Creative College Photography Department

NEXT GENERATION

Case Study 3: Technical Theater Summer School

VENUE

Aylesbury Waterside Theatre, Aylesbury, UK

WHAT WE DID

Twelve local young people, aged between 13-18 years, joined the technical team at Aylesbury Waterside Theatre for the first Summer School of its kind. They took part in lighting, sound and stage management workshops, venue tours and practical sessions, which included rigging cloths and reviewing lighting plans ready for upcoming performances, as well as an impromptu karaoke session when learning about different types of microphones!

WHAT WE ACHIEVED

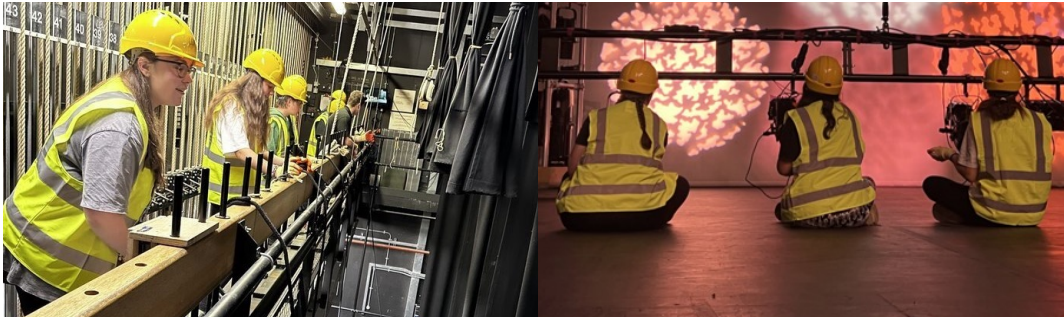
This new Summer School was a chance to give young people the opportunity to develop their skills beyond what can be learnt in the classroom, sharing real industry insight, career paths and training information.

WHAT HAPPENED NEXT

The participants left with numerous resources and information to support them in their ongoing practice, as well as references for university and college applications. The group will also be invited back to further technical theater workshops, as well as the chance to apply for the Work in Theater Course for further insight across departments.

*“It was great to see
all the backstage areas
of the theater,
including the grid and learning
more about the
different technical roles.”*

*“I learnt loads that
can help with my exams
and I really enjoyed rigging the lights.”*



Photos by: Madeline Kimble

NEXT GENERATION

Case Study 4: Storytelling, dancing and acting for all ages

VENUE

Richmond Theatre, Richmond, UK

WHAT WE ACHIEVED

Over the year we've attracted 676 participants across all age groups to our program of guided tours, dance classes, acting workshops and storytime sessions. Eleven expertly guided tours introduced 194 attendees to the magic of this 125-year-old historic building – its past, present and future – on this entertaining, access-all-areas one-hour experience.

For toddlers aged 2-4 years, we staged monthly Twirling Toddlers dance classes, helping children discover more about their own movement and physical development, inspired by storytelling and music. We also hold monthly storytime sessions for babies and toddlers, incorporating British Sign Language (BSL) from a qualified storyteller.

For the over-50s we offer Step into Richmond, our fun and groovy 60-minute monthly movement class for all abilities; 12 sessions ran across the year attracting 107 attendees. And Class Act is our monthly 60-minute acting workshop for older people of any background, novice or amateur dramatics enthusiast. We currently have 39 people enrolled.



“I’ve been to quite a few classes now - absolutely love them and have booked more.

I love how inclusive they are

- a positive experience for people with no or little acting experience as well as for those of us with more experience. They are challenging but not daunting and huge fun every time.”

NEXT GENERATION

Case Study 5: *STARLIGHT EXPRESS* – A musical connects generations

VENUE

Starlight Express Theater, Bochum, Germany

WHAT WE ACHIEVED

On the occasion of the 35th *STARLIGHT EXPRESS* birthday, 35 children aged 8-14 years were able to immerse themselves in the world of Rusty & Co. At a one-day skate workshop with professional coaches Andrew Millar and Brad Corben, they first learned how to properly stand and move on skates. But it wasn't just physical training that was on the agenda; at a meet-and-greet with Rusty aka Max Luca Maus, the kids were able to ask countless questions and learn a lot about the world of musical theater behind the scenes. During skate warm-up, the kids were amazed at how fast the musical's cast can skate. Afterwards all the children got to see the show, full of excitement and new-found passion for live theater.



“It was so cool skating with the coaches

– at first I almost fell over, but Andrew explained everything to us.”

Leon, 8

“That was the best day of my life so far

– I want to be on stage here and if that doesn't work, I want to do people's make-up. I like that.”

Hannah, 9

Photos: copyright WAZ Bochum

NEXT GENERATION

Case Study 6: The High School Broadway Shadowing Program

VENUE

Lyric Theatre, New York, US

WHAT WE DID

The team at Lyric Theatre welcomed 75 aspiring theater students on a Wednesday in December. The participants were high school juniors and seniors, 16-18 years, of diverse backgrounds living in all five boroughs in New York City who were nominated by teachers and selected by Department of Education's Office of Arts and Special Projects. Upon arrival, they attended a three-hour workshop hosted by Lyric Theatre and the production of *Harry Potter and the Cursed Child*. Representatives from Venue Management, Box Office, Stage Management, Marketing, Producing, Company Management, Stage Management, Technical and Design gave speeches describing their personal education/career journey and what brought them to their current position, what a day in their life at work looks like, and examples of unique challenges or interesting events that occur in their work. Attendees later enjoyed the matinee performance of *Harry Potter and the Cursed Child*.

WHAT WE ACHIEVED

The students were so excited to hear from the Lyric managers, department heads, and other speakers about non-performance careers in theater. It was a wonderful and meaningful experience for everyone and the first time it has been held since 2019. It was clear that our enthusiasm for our positions and our journeys to Broadway engaged and inspired the students we met.

WHAT HAPPENED NEXT

This event is a precursor to the annual two-week intensive shadowing program hosted in the spring. Twenty-five of the students who attended this event progressed to this longer program where students are assigned to a production to shadow company and stage managers, visit industry offices, and observe a range of production-related activities.

“By sharing your experiences, you have no doubt motivated many of the students to apply for this second phase of the shadowing program.

Thank you for taking the time and engaging with the students.

Being able to hear about different pathways into the Broadway industry shows our students that there is a place for them in the community and inspires them to become the next generation of Broadway professionals.”

Rachel Oakes, Manager of Education Programs, The Broadway League



ENVIRONMENT & SUSTAINABILITY

A few words from Stuart Beeby, Group Operations Director



Welcome to the sustainability section of our Corporate Social Responsibility Report - a testament to our past achievements, a blueprint for our future endeavors, and a reaffirmation of our commitment to building a brighter, more sustainable ATG Entertainment.

At ATGE, we believe that the magic of theater should not come at the expense of our planet. As the world's leading theater company, encompassing every discipline in the industry and producing multi-award-winning shows, we are passionate about providing extraordinary live experiences to audiences across the globe. However, we also recognize our responsibility in mitigating the environmental impact of our operations.

OUR COMMITMENT TO ENVIRONMENTAL PROTECTION

We are committed to protecting the environment and minimising the ecological footprint of our theaters and productions. Our dedication to sustainability stems from the understanding that our work has both local and global environmental ramifications. Through continuous improvement of our environmental management practices, we aim to reduce negative impacts and foster a more sustainable future for generations to come.

KEY INITIATIVES AND PRACTICES

- **Energy Efficiency:** We prioritise energy efficiency across all our venues and production processes. By investing in energy-efficient technologies and practices, we strive to minimize our carbon emissions and energy consumption.
- **Waste Reduction and Recycling:** We actively seek to minimize waste generation and maximize recycling efforts throughout our operations. From set construction to concession stands, we prioritize recycling and responsible waste management practices.
- **Sustainable Sourcing:** We are committed to sourcing materials and products from sustainable and environmentally responsible suppliers wherever possible. By prioritizing sustainable sourcing practices, we aim to reduce our ecological footprint and support ethical production methods.
- **Education and Advocacy:** We understand the importance of raising awareness and advocating for environmental stewardship within our industry and among our audiences. We strive to inspire positive change and foster a culture of sustainability.

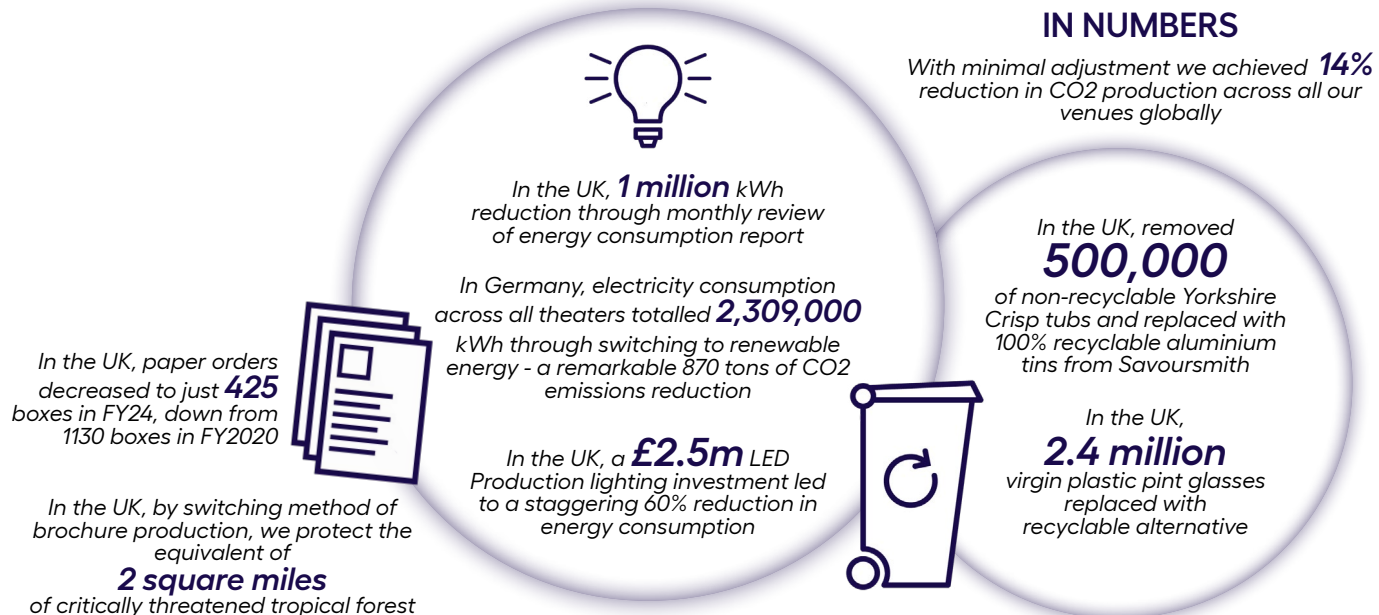
ENVIRONMENT & SUSTAINABILITY

Theater Green Book

As part of our commitment to sustainability, we adhere to the principles outlined in the Theater Green Book. This comprehensive guide provides best practices and guidelines for reducing environmental impacts in theatrical productions. By following the recommendations outlined in the Theater Green Book, we aim to further enhance our environmental performance and contribute to a more sustainable future for the arts.

CONTINUAL IMPROVEMENT

Our commitment to sustainability is an ongoing journey. We continuously evaluate and refine our practices to minimize environmental impacts and embrace innovative solutions. By fostering a culture of sustainability within our organization and beyond, we aim to lead by example and contribute to a more sustainable future for the arts and our planet.



ENVIRONMENT & SUSTAINABILITY

Case Study 1: Clean Energy Powers New Arena

VENUE

Swansea Building Society Arena, Swansea, UK

Swansea Arena is our most intelligent and environmentally friendly building. Opened in February 2022, it has a 78kWp Solar PV system, comprised of 208 solar panels. This system helps to power the venue and illuminate the 90000LED canopy that surrounds the Arena. These lights serve as a captivating visual display and serve to promote the diverse array of events hosted within the venue.

Through the utilisation of solar power, Swansea Arena aims to significantly reduce its carbon emissions.

During 2023, the system generated a total of **66,244 kWh** of clean energy, reducing the venue's carbon footprint by an impressive **18,347kg**, equivalent to carbon sequestered by **1,112** tree seedlings grown for 10 years.



Case Study 2: Building Becomes Smart



VENUE

Majestic Theatre, San Antonio, US

WHAT WE ACHIEVED

To align with our goal of reducing energy consumption, Majestic Theatre in San Antonio implemented a Building Automated System (BAS). This system grants the Majestic team remote access and management capabilities through a central interface and a mobile app, facilitating automation of the HVAC (Heating, Ventilation, and Air Conditioning) system. By leveraging BAS, the theater can seamlessly regulate their HVAC usage. Utilizing sensors and controllers, BAS collects data and dynamically adjusts settings based on predefined rules or algorithms.

This proactive approach not only enhances operational efficiency but also leads to significant energy savings by allowing adjustments to be made in response to real-time building usage patterns. In the first full 12 months of use, we have saved 697,688kWh - this saving is equivalent to greenhouse gas emissions avoided by 20 garbage trucks of waste recycled instead of landfilled.

ENVIRONMENT & SUSTAINABILITY

Case Study 3: Reducing Single-Use Plastic Waste at the Concession Stand

VENUE

Kings Theatre, Brooklyn, US

WHAT WE ACHIEVED

As the pioneer among large indoor venues in the US to champion [Cup Zero](#), Kings Theatre has set a new standard. Offering customers eco-conscious and wallet-friendly reusable cups, it's a small step with a mighty impact.



At the concession stand, guests are presented with a choice: embrace the reusable cup and unlock discounts on future sips or recycle them in specialized bins. These cups then undergo professional sanitization, ensuring a seamless and sustainable lifecycle.

In just under 60 shows, an astonishing 61,000 single-use plastic cups have been diverted from polluting our precious oceans through the Cup Zero initiative.

Case Study 4: Glass Half Full

VENUE

Mahalia Jackson Theater, New Orleans, US

WHAT WE ACHIEVED

The State of Louisiana does not have a glass recycling program. The team at Mahalia Jackson partnered with [Glass Half Full](#), a non-profit organization which recycles glass. Using recycling bins placed inside/outside the theater, the team not only recycles glass from the daily theater operation, but encourages patrons to drop off their own glass bottles and jars from home. Glass that otherwise would end up in landfill is now being converted into sand and glass gravel for multi-purpose ventures such as disaster relief and prevention, coastal restoration, eco-construction, and new glass products.

IMPACT REPORT

7,830lbs
of glass diverted
from landfills

15,650
bottles diverted
from landfills

If we stacked those bottles one on top of the other it would be

44x the length of the Natchez Steamboat

3x the length of Bourbon St.
(from Esplanade to Canal)

ENVIRONMENT & SUSTAINABILITY

Case Study 5: Illuminating Transformation

VENUE

Princess Theatre, Torquay, UK

WHAT WE DID

Last year saw our technical department doubling down on our commitment to sustainability by investing in state-of-the-art LED fixtures for stage lighting. This strategic move aimed to slash energy consumption and promised to elevate the quality of experience for our visiting producers. Among the chosen venues for this illuminating transformation was the iconic Princess Theatre in Torquay. To gauge the true impact of this upgrade, we employed cutting-edge power monitoring equipment, allowing us to compare energy usage before and after the transition.

WHAT WE ACHIEVED

In the realm of large-scale pop concerts, where the lights once guzzled a whopping 30.3kW of power, the new LED fixtures have brought about a staggering 60% reduction, with a mere 9.1kW now sufficing for similar performances. But the triumph doesn't end there. Even in smaller stage productions with limited lighting needs, the savings are nothing short of astounding; comparable shows have witnessed an astonishing 85% drop in energy consumption, plummeting from 19.5kW to a mere 3kW.

The backbone of this transformative initiative lies in the innovative lighting equipment supplied by Flashlight Ltd. From ETC's ColorSource units to Prolights' LED Cyc Lights and Robe's LEDBEAM 150 moving lights, our arsenal of fixtures boasts cutting-edge technology aimed at not only illuminating the stage but a greener future for our industry.

ENVIRONMENT & SUSTAINABILITY

Case Study 6: A Day in the Park

OFFICE

Central Finance, London HQ, UK

PARTNER

[HandsOn London](#) London

WHAT WE ACHIEVED

On a cold but sunny April morning, the Shaftesbury Ave Finance team spent the day clearing Dulwich Park, one of South London's largest green spaces. The team worked hard cutting back the brambles, ivy and bindweed from the rhododendrons, which had previously failed to bloom. Our volunteering effort allowed the garden to continue to be a vibrant relaxing open space, hopefully with more flowers next spring. It was a great teambuilding activity, and not to mention, a good workout too!



CHARITABLE GIVING HIGHLIGHTS

Throughout the last year, we continued our commitment to giving back philanthropically. Our collective donations supported more than 90 501(c)(3) non-profit organizations in the U.S and over 150 subsidized organizations in the UK.

All fantastic organizations that are championing causes such as:



CHARITABLE GIVING HIGHLIGHTS

Case Study: Edinburgh gives generously

VENUE

Edinburgh Playhouse, Edinburgh, UK

WHAT WE ACHIEVED

We worked with three charity partners over the past 12 months: [Vintage Vibes](#), tackling loneliness in the over 60s in Edinburgh; [SiMBA](#), supporting families through baby loss at any stage of pregnancy; and [SAMH](#), Scotland's national mental health charity. We donated over 200 tickets to the partners, and hosted more than 85 charity bucket collections after performances, through which we raised a healthy £10,918.06. We also highlighted these organizations on our social media channels to help raise awareness about their work and how people can get involved.



CHARITABLE GIVING HIGHLIGHTS

Case Study: Award-winning community work in Aylesbury

VENUE

Aylesbury Waterside Theatre, Aylesbury, UK

WHAT WE ACHIEVED

We partnered with Darlington's Tea & More, an independent, family-run tearoom, to celebrate the arrival of Calendar Girls The Musical at the Aylesbury Waterside Theatre with 10% of cake sales being donated to the show's charity, Blood Cancer UK. The charity is dedicated to funding research into all blood cancers including leukaemia, lymphoma, and myeloma, as well as offering information and support to blood cancer patients. The partnership achieved amazing coverage in less than 24 hours of announcement:

- Heart FM Oxfordshire gave it an on-air mention
- Bucks Herald has run an editorial piece



Over the panto season we raised over £16,000 from bucket collections to be shared between Youth Concern, a local organization that provides important services to vulnerable young people, and Florence Nightingale Hospice.

Additional supports to those two charities include:

- Foodbank appeal collecting items particularly in demand for young people aged 14 – 24 in support of Youth Concern Aylesbury.
- Magic Tickets scheme to allow individuals and businesses to purchase panto tickets at a reduced rate of £10, partnering with Florence Nightingale Hospice, among others.

- Benefit concerts by Aylesbury Vale Concert Orchestra to raise funds for Florence Nightingale Hospice.

In recognition of all the community work we have completed and our plans for the future, we were awarded the Bucks Business First Community Champions Award in September 2023. We were also awarded the title of Community Investor from Heart of Bucks, as well as being nominated as Community Investor of the Month in January 2024.

ATG
ENTERTAINMENT