

T. Affordability / Accessibility

Ensure that ticket prices are affordable for a diverse range of audiences.
Implement accessibility measures, including physical access and accommodations for people with disabilities.

Pricing in cafe

- Good selection
eg. Vegan, good to be inclusive.

Doing

- + Films for a fiver
- + Captions on films
- + Access Adam Smith Project - Report is drafted and will be sent to SMT for review
- + Posted a hearing loop sign at the box office
- + Looking into making hearing loops bookable for shows via Patron Base
- + Working with Clear Audio to make improvements in hearing loop system
- + Sliding scale in Design Suite for desk hire and talks.

Disabled access
- In theater
- Parking

Need to explain constraints
- FAQ's?

Communicate access better.

- How do people access hearing loops, etc?

Planning

- + Continue working with Access Adam Smith focus group to improve accessibility for sensory loss community
- + Enhance accessible communication by providing clear and detailed information on accessibility features, facilities, and support services at AST
- + Set up a consultation with Access Adam Smith focus group and AST team and technicians to discuss and test out hearing loop
- + Arrange for Access Adam Smith focus group members to meet with Volunteer Coordinator to discuss volunteer options that will support customers with sensory loss
- + Provide AST venue staff with training to support customers with sensory loss

T. Communication

Maintain regular and effective communication with audiences through pinpointed marketing and open events. Utilise social media, email newsletters, and other channels to keep the community informed about upcoming events and initiatives.

Doing

- + A new film printed programme has been produced
- + Regular brochure is produced
- + Adam Smith FB and Instagram updated regularly with upcoming activities
- + Direct emails to customers about upcoming activities
- + Changing banner above front door
- + Outdoor banners and posters
- + Screens in venue are updated regularly

Planning

- + Enhance accessible communication by providing clear and detailed information on accessibility features, facilities, and support services at AST

Clear info on accessibility features and how to access.

Better Website
- Hard to navigate.

T. Diverse Programming

Offer a wide range of performances and events that cater to different interests within the community. This can include traditional theatre productions, live music, dance events, film screenings, and more. Ensure that the annual program includes a mix of recurring favorites and new, innovative events.

Doing

- + Film programme has returned with fortnightly Wed morning films and either Friday or Saturday evenings and family Saturday films
- + NT Live has made its return
- + Drama continues to be a focus where possible
- + Programme of artist talks and workshops

Planning

- + Continue to search for the best variety of shows available

T. Inclusive Programming

Create a diverse and inclusive programming lineup that reflects the demographics and interests of the community. Feature art exhibitions, performances, and events that celebrate diversity and promote equality.

Doing

- + Julie Campbell exhibition, Lauren Morsley exhibition.
- + Kirkcaldy High School photography projecty

Better communication

- Easier website

Neurodiverse Friendly

Planning

- + Fife Pride (film double bill)
- + Deaf Awareness Week – film screening with post film chat in BSL

M. Learning Opportunities

Partner with local schools and educational institutions to provide learning opportunities, mentorship programs, and internships related to the arts and theater.

Doing

+ OnFife staff members met with Fife College tutors to discuss opportunities to collaborate (e.g. Offer work experience/ vocational experience to students studying technical theatre and other areas of industry studies)

Planning

+ Look to develop those discussions into practical opportunities

M.Community Engagement

Actively engage with local community groups, organisations, and providers.

Collaborate with them to host events, workshops, or exhibitions that align with their interests and needs. Foster strong relationships with these entities to create a sense of ownership and involvement in the theatre.

Doing

+ Community Engagement Coordinator has been hosting post-film chats after Wednesday morning films and gathering feedback from attendees about experience/what they want to see at AST re: films etc.

+ Engaged with Climate Action Fife, Greener Kirkcaldy, Fife College, The Hive, Kirkcaldy High School

Planning

+ To be confirmed.

M. Collaborative Partnerships

Forge partnerships with local businesses, schools, cultural organisations, and nonprofits. Collaborative programming and marketing efforts can broaden your audience reach and support community initiatives.

Doing

- + St Andrews Uni
- + Climate Action Fife
- + Business Gateway Fife – basing in Design Suite once a month
- + Fife College
- + Adam Smith 300 Enterprise Scholarship

Planning

- +To be confirmed.

- Lang toon
- CORRA
- Plan4Kirkcaldy
- Place manager
- Joinup

M. Volunteering

Encourage community members to volunteer at the theatre. This fosters a sense of belonging and ownership among volunteers.

More communication of volunteering opportunities.

Doing

+ Developing generic event volunteer profile across OnFife

Internal Campaign to promote volume.

Planning

+ To be confirmed.

Contact local groups. Make more people aware.

M. Multi-Purpose Space

Emphasise that the theatre is "More than a Theatre." Utilise the space for a variety of purposes, such as hosting pop-up events, art exhibitions, community meetings, or even co-working spaces during non-performance times.

Doing

- + Lauren Morsley (illustrator/muralist)
- + Julie Campbell exhibition (artist/printmaker)
- + Work closely with local organisations to provide spaces for their work ie Starcatchers
- + Work closely with local amateur companies to support their annual productions

Planning

- + Roslyn Leitch - jeweler
- + Ben Seal - musician
- + Ben Ramsay – script writer

*Sweat the assets
Make more of
opportunities.*

*Nurodivergant
friendly space.*

M. Community Contribution

Showcase and celebrate the talents and contributions of community members. Highlight their achievements through exhibitions, performances, or special recognition events.

Doing

+ To be confirmed.

This is everything outside of the professional programme.

Planning

+ To be confirmed.

B. Education & Skill Sharing

Offer skill-sharing sessions, masterclasses, and workshops led by local artists and experts. Encourage the exchange of knowledge and creativity among the community.

Doing

+ Creative Development Team has been programming workshops and talks in the Design Suite since October 2023 – this includes drop-in craft activities, Canva workshops, Illustrator workshops, and artist talks

Planning

+ Creative Development Team will continue to programme workshops, artists talks, networking sessions etc. in the Design Suite going forward.

B. Networking

Create opportunities for networking within the theatre space. Host events like meetups, mixers, or panel discussions that bring together local artists, professionals, and creatives. Networking can lead to valuable partnerships and collaborations.

Doing

- + Create in Kirkcaldy group
- + Fife Screen Network
- + Seaweed Women

Planning

- + Speaking with ArtMoves Fife to use Adam Smith as start point and exhibition space

B. Targeted Workshops

Offer workshops and training sessions tailored to the specific needs and interests of different groups within the community. These workshops can cover topics such as theatre arts, visual arts, creative writing, or technical skills.

Doing

- + OnFife staff met with tutors from Fife College to discuss
- + Planning workshops and talks based on direct feedback from Design Suite users and visitors, workshop and talk attendees etc.
- + Photoshop workshop on sale

Planning

- + Workshops coming up in: music production, make a hanging mobile, script writing for stage and screen, make a film on a mobile