

**TRON
THEATRE**

PAY IT FORWARD

2022

IMPACT REPORT



OUR VISION

In 2016 we launched the Pay it Forward scheme, an award-winning scheme which enables local young people, families and individuals experiencing disadvantage to come to the pantomime at the Tron for free.

Funds raised throughout the year, through bucket collections and donations, pay for our participants to attend the pantomime. Thanks to the generosity of our supporters we can also provide extras such as ice creams, goodie bags and a Pay it Forward party in order to complete a magical theatre experience.

We are always looking for ways to grow and develop Pay it Forward and reach more participants than before. This year was our biggest Pay it Forward yet; we gave away over 700 tickets and 400 goodie bags. We also had a dedicated Pay it Forward “grotto” which meant the children and young people attending could select a book and toy of their choice.

Pay it Forward is a community initiative – we work with local charities and youth groups to identify participants, and we involve local businesses in our activities and fundraising.

Since we launched:

- £79, 355 raised in total
- 2500 tickets donated
- 2000 plus ice creams eaten
- 1500 plus goodie bag gifted
- 50 plus charities and community groups worked with





2022 IN NUMBERS

OUR BIGGEST PAY IT FORWARD
YEAR EVER!

SOURCE	ESTIMATED AMOUNT RAISED
BUCKET COLLECTIONS	£17,347.05
GIFT AID	£2000
TESCO COMMUNITY GRANT	£1500
CURRENT TOTAL FOR 2023	£20,847.05

Tickets given away **709**

Goodie bags donated **436**

Pay it Forward party guests **147**

Number of groups worked with **24**

Corporate sponsors **8**

**The Pay it Forward
2023 fundraising
pot is open until
31st March. Click
[here](#) to contribute!**

"Our children and young
people had a wonderful
time and thoroughly
enjoyed the experience"
- Glasgow Women's Aid

PAY IT FORWARD PARTNERS

This year we worked with 24 groups with participants who have experienced social or economic disadvantage.

We aim to be inclusive with our groups; this year we included participants from 21 different nationalities, ranging in age from 5 months to 80 years old. Our participants include people experiencing hardship in different ways, whether through financial disadvantage, surviving domestic violence, seeking asylum, living with a disability or other socioeconomic factors.

Pay it Forward beneficiaries come from all over the world:



KEY AREAS PARTICIPANTS LIVE IN GLASGOW:

**Drumchapel, Maryhill, Pollok, Bridgeton, Haghill, Parkhead,
Shettleston, Barrhead, Maryhill, Alexandria Park, Govan**

All are areas of multiple social deprivation.



FEEDBACK

"You gave them joy - there's no price for that."

James Shields Project - accommodation support service for young people aged 16 to 25 years

"It was nice for them to feel taken care of for the evening." SAY Women

"It was the first time for nearly everyone and being able to take their parents and siblings so they could enjoy the experience as a family."

National Autistic Society – Moving Forward+



"Very good show, very enjoyable. Some of our young people have never been to the theatre."

Glasgow Association for Mental Health

"All of the families involved absolutely raved about their experience at the Tron."

Cranhill Development Trust

"Our children and young people had a wonderful time and thoroughly enjoyed the experience"

Glasgow Women's Aid

← Tweet

TRON THEATRE liked

St Pauls Youth Forum
@StPaulsYF

What a performance, what a night! 80 young people and volunteers loved their night out thanks to the pay it forward scheme. What a difference this has made to our young people. Thank you so much @TronTheatre for amazing hospitality & so many laughs. #community #Christmas #Panto



10:23 PM · Dec 15, 2022

"It was a very successful trip for families who live on very low levels of support and experience poverty daily. It was also a good integration activity for the families who are all new to the Scottish culture and how we celebrate the festive season."

Scottish Refugee Council



THE GROTTO

For the first time this year we also had a dedicated Pay it Forward “grotto”. We decorated the room with the help of the Tron production team and displayed all the gifts that we had arranged for the children. They were then able to pick their own books and toys to take home. We also invited 150 of our participants to a party with treats, face-painting and craft activities which made the theatre experience a great day out for all included. The Tron Ambassadors, young people who are on a year-long work experience programme with the Tron, helped to prepare goodie bags and craft activities, which gave them hands on experience of community outreach. Over the course of the project over 400 children and young people visited the Grotto, receiving a bag of snacks and a selection box as well as toys, a book and their own pick and mix from the sweet station.



RELAXED PERFORMANCE

This year we had our first ever Relaxed Performance of the panto. We worked with a consultant to design a theatre experience inclusive to all, including neurodivergent people and children or adults with complex needs. In addition to changes to sudden noises or effects used in the show, we set up a separate chill out zone with sensory lights and bean bags for anybody needing some time out. All our Front of House team received tailored training ahead of the performance and were on hand to help everyone feel comfortable on the day. We invited groups from Alzheimer Scotland, Sense, Enable, The Mungo Foundation and Crossreach to attend the performance for free with ice cream.

"The panto was amazing, the ice cream was very well received and the front of house staff were brilliant"

"The explanations at the beginning about flashing lights and loud noises was great, very much appreciated by staff that were supporting our service users."

Enable GLASGOW

"The quiet area was great and very well thought out"

The Mungo Foundation

ADDITIONAL WORKSHOPS

One of the groups we partnered with - Home Start Glasgow North and North Lanarkshire - work with families and children too young to come to panto. So they didn't miss out, our Participation team facilitators delivered three festive play workshops to over 60 young people and parents and carers in total. The workshops were free of charge and each child received a Christmas gift.

↻ TRON THEATRE Retweeted

Home-Start Glasgow North and North Lan... @HomeStart... · 1 Dec ...

Sharing a few magical moments from our #Glasgow North #Family group session with wonderful staff from the @TronTheatre this morning, We met penguins for a tea party, there were polar bears, bubbles, stars, icicles and snowflakes! #thankyou Miriam and Cat! 😊



"Thank you for delivering such an amazing workshop for our families. What a magical event it was! Myself, and the families who attended were blown away by how creative, and imaginative the Small Tales workshop was. The children were engaged throughout, which is not an easy task for young children. The thoughtful presents and snacks were gratefully received, and the extra presents were given to individual families we support 1:1."

Angela Collum, Group Worker, Home Start Glasgow North and North Lanarkshire

THANK YOU!



The Souter Charitable Trust donated £2500 to enable 125 young people to attend *The Wonderful Wizard of Oz*. **The Rozelle Charitable Trust** donated £2500 towards tickets, a PiF Christmas party, additional treats and gifts. **Davidson Asset Management** have supported Pay it Forward since 2018, with a combination of cash donations from staff and collections of treats for children. This year they donated £300 and hundreds of selection boxes as well as visiting the Tron to prepare goodie bags and gifts for the grotto. **GAP Group Solutions** have supported Pay it Forward since 2018, and have donated £1,000 each Christmas, making a total of £5,000 given to the project in total since then. After an in-store vote **Tesco Community Grants** awarded Pay it Forward 2023 with a grant of £1500. **G H Digital Print** supported Pay it Forward 2023 with a generous donation of £650. **Belle and Blackley, Wella and Superdrug** supported Pay it Forward by donating hundreds of pounds worth of haircare and beauty products for young people - including unaccompanied asylum seekers - to take away. Our corporate partners **AFS** supported by donating books, toys and treats to the grotto.

CHARITY AND COMMUNITY PARTNERS 2022

Thank you to all the fantastic organisations that took part in Pay it Forward 2022. Click the name to find out more about the amazing work that these groups do:

[St Paul's Youth Forum/ Home Start \(Glasgow North and North Lanarkshire\)/ Kickin' On New Young Peers Scotland/ Scottish Refugee Council/ GAMH Young Carers Project In Cahootz/ Cranhill Development Trust/ Standing Tall Arts/ Alzheimer Scotland/ National Autistic Society Scotland/ Glasgow Women's Aid/ Saheliya/ SAY Women/ Refuweege/ Turning Point/ Glasgow City Health and Social Care Partnership/ Bazooka Arts - Theatre Tonic/ Quarriers - Riverview and James Shield Homeless Project/ Enable Glasgow/ The Mungo Foundation/ Sense Scotland/ Crossreach](#)

PAY IT FORWARD 2023

With an estimated total fundraising pot of £20,000, our next Pay it Forward programme will be even more exciting! We aim to have over 800 participants and bring back the grotto even bigger and better. **Would you like to get involved?**

CHARITIES AND YOUTH GROUPS: We are always looking for new organisations to partner with for Pay it Forward and each year tend to programme a mix of partners we have worked with before and new partners. We have a wide remit, aiming to support young people and families experiencing social and economic disadvantage. If you have a suggestion, let us know!

CORPORATE SUPPORTERS: Our corporate supporters enable us to help more people and to add value to their experience including treats, gifts and additional events. We are seeking donations of cash, and in-kind donations of goodie bag items including confectionery, books, toys, crafts, stationery as well as beauty and well being products. Get in touch to explore how you can help!

FOR PAY IT FORWARD 2023 ENQUIRIES CONTACT: DEVELOPMENT@TRON.CO.UK