

TRON THEATRE

PAY IT FORWARD

Scheme

2023

END OF YEAR
REPORT

PAY IT FORWARD

OUR VISION

In 2016 we launched the Pay It Forward scheme. The aim was simple; bring a Christmas pantomime experience to those who might not otherwise get the opportunity. Funds raised throughout the year, through bucket collections and donations, pay for families and individuals experiencing disadvantage to attend next year's pantomime. Thanks to the generosity of our supporters we can also provide extras such as ice creams, drinks and goody bags in order to complete a magical theatre experience.



Now in its seventh year, we are always looking for ways to grow and develop Pay It Forward and reach more participants than before. This year was our biggest yet, with Pay It Forward groups attending 16 performances across the run of our smash hit panto *Aganeza Scrooge*. We gave away over 801 tickets and 461 goody bags. We are delighted to share our Pay It Forward 2023 project with you.

PAY IT FORWARD

2023 IN NUMBERS



£16,877.68 RAISED



801 TICKETS GIVEN AWAY



461 GOODY BAGS DONATED



16 PAY IT FORWARD
PERFORMANCES



27 GROUPS WORKED WITH

PAY IT FORWARD

CONTEXT

Pay It Forward offers all our guests a safe, welcoming and accessible space to enjoy a Glasgow panto experience at Christmas time.

This year we worked with 27 different groups representing a range of different needs throughout the city. All of our participants experienced social or economic disadvantage, and the majority were young people aged from 5 to 21 and their carers or families.

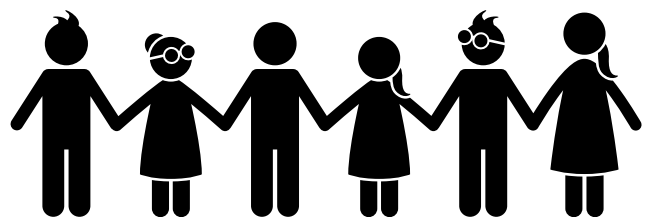
Groups invited included women's charities, charities whose service users have been affected by alcohol or substance use, refugees, befriending services, a young carers group, charities supporting families with children with learning disabilities, children's bereavement services and many more.

Guests came from all across Glasgow; with around 80% our guests living in areas which fall within the top 5 – 15% of the Scottish Index of Multiple Deprivation, including:

Parkhead	Carntyne
Tollcross	Haghill
Shettleston	Barrowfield
Bridgeton	Garthamlock
Calton	Springburn
Maryhill	Priesthill
Drumchapel	Gorbals
Barlanark	Barlornock
Easterhouse	Barmulloch

as well as represented nationalities from all across the globe.

37 %
OF GLASGOW' S CHILDREN
LIVE IN POVERTY*



* END CHILD POVERTY' S
CHILD POVERTY MAP OF
THE UK

FEEDBACK

"My name is Alice and I am a member of the Jack and Jill Support Group. We cannot express our gratitude to strongly enough to you".

Jack And Jill Support Group

"Everyone loved the show, and were delighted with the ice creams and goodie bags too. They were singing and shouting along, and when it ended some members were saying they wanted to see it again! A lot of our work is about creating spaces for Care Experienced people to connect and feel belonging, and this was a really special event to mark the end of the year."

Who Cares? Scotland

"The panto was just great. Show, company and the whole experience. You made a lot of auld people very happy."

People's Past, People's Future

"We are so grateful for including us!"

Ferguslie Men's Group

"Everything about the evening was great, from the moment we arrived we were made to feel so welcome. A thoroughly enjoyable night!"

Glasgow North East Carers Centre

100%

**OF PARTICIPANTS SAID TRON
PAY IT FORWARD HAD MADE
A POSITIVE IMPACT**

"Four of our groups attended. They absolutely loved it. Thanks to your staff for looking after them so well. It had a big positive impact."

**FASS (Families Affected by
Alcohol and Substance Abuse)**

"It was a big thing that many of the class wouldn't have been in a theatre before but many had never been to Glasgow. The whole day was a big deal for them all. They were buzzing"

Twechar Primary

"Our young people had an amazing time. I seen so many smiling faces, lots of laughter and the feedback was great. We are grateful, and it such a positive impact on all who attended"

James Shield Project, Quarriers

PAY IT FORWARD

GOODY BAGS

No visit to the panto is complete without with out some snacks and treats to enjoy while watching the show. As many of our guests are experiencing disadvantage, we made sure that we covered all aspects of the theatre experience. All children attending the panto received a goody bag with crisps, sweets and a drink to enjoy. Every guest also got an ice cream to enjoy at the interval.

In total, we donated over 400 goody bags and 800 ice creams for our guests to enjoy.

**THANK
YOU!**

To our Tron Ambassadors project for helping to pack all our Pay It Forward goody bags and acting as welcoming hosts. Our Ambassadors waited in the theatre foyer so every group was met with a friendly welcome!

“The families loved the small details like the goody bags and ice cream. Thanks for your kind donation at this difficult time. We really appreciate it.”

Cranhill Development Trust



PAY IT FORWARD

2024 VISION

We are well on our way to reaching our 2024 goal.
Bucket collections over the panto season raised a whopping
£16,877.68 and counting!
For 2024, Pay It Forward will allow the Tron Theatre to...



Glasgow North East Carers Centre



Blue Triangle Housing Association

**Give away tickets not only to
panto, but other
Tron shows across the year**

**Continue relationships made
with groups and charities
across the year**

**Work with more groups and
charities**

**Give more participant goody
bags**

**Hold more Pay it Forward events
to promote inclusion,
accessibility and help overcome
language**

PAY IT FORWARD

THANK YOU TO ALL OUR 2023 GROUPS...

- A Moment's Peace – providing creative experiences for women of all ages and cultures who may or may not consider themselves 'theatre people'
- Blue Triangle – supporting young adults with issues around homelessness and addiction
- Broomlea Primary School
- Cranhill Development Trust – promote resilience, tackle poverty and address social exclusion for people living in Cranhill
- Creative Change Collective – supporting adults struggling with addiction and/or in or at risk of entering the justice system
- FASS – supporting families affected by addiction
- Ferguslie Men's Support Group – supporting positive mental health
- Givin It Laldie G5 Kid's Choir – using music to build and strengthen our community, to connect people and to lift lives and improve wellbeing of children living in poverty
- Glasgow North East Carers Centre - supporting young unpaid carers in the community who are facing social isolation due to caring responsibilities
- Grieving Our Loved Ones Together- supported families affected by loss through addiction
- Glasgow's Golden Generation - Community group based in Calton for women over 50 who have grown up in poverty and face isolation
- Jack and Jill Support Group - supports & helps disabled children and their families.
- Kickin' On – a mental health movement who work with the most marginalised people and families in our community
- National Autistic Society - specifically targeting and supporting autistic people who reside in the most deprived areas of Glasgow and West of Scotland
- New Young Peers Scotland – supporting unaccompanied asylum-seeking young people in a peer mentoring group
- North United Communities (Acting Up) - community-led, grass-roots services for children, young people, families and residents within vulnerable communities in North Glasgow
- Parkhead Youth Project - delivers a range of service to meet the needs of young people and positively contributes to the overall regeneration of the local area where people are living in poverty
- People's Past People's Future - works with elderly people in Rutherglen area who face issues of isolation, poverty and loneliness
- Quarriers - supporting young adults with issues around homelessness and addiction
- Simon Community - supporting young adults with issues around homelessness and addiction
- Struan Ward - inpatient ward where the patients experience a range of mental health difficulties often with no family support and facing loneliness and exclusion
- St Paul's Youth Forum - charity that aims to alleviate some of the worst effects of poverty in and around the local community
- Tollcross YMCA - supporting young people with free activities in one of the most deprived areas in the country
- Twechar Primary School
- Urban Routes - working with families to improve the environment and health of communities of those living in poverty
- Who Cares? Scotland – supporting young care experienced children in the west coast of Scotland