

## BUILDING BRIDGES CASE STUDY: THE STEAM INDUSTRY

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The Steam Industry has been running as a theatre company since 1992 and has been presenting free, professional, open-air theatre at The Scoop at More London, each summer since 2003. The Scoop at More London, as a free theatre venue, attracts the most culturally, economically and racially diverse audience in London, with thousands of people who would not normally come to watch theatre and last year in excess of 15,000 people watched the shows.

The Steam Industry's Building Bridges grant of £8,000 was used to sponsor fundraising activity, with particular reference to supporting their educational work with young people in the Bermondsey area and helping develop new community outreach programmes. This year the Steam Industry performed Lorca's classic tragedy '*Blood Wedding*' and '*Petite Rouge: A Cajun Red Riding Hood*' - a New Orleans musical adaptation of Little Red Riding Hood. The Steam Industry's work with schools feeds into their programme, and '*Blood Wedding*', a story about knife crime, felt very relevant in 2008. The fundraiser helped to put together a strategy for the future, as well as securing funds for the 2008 and 2009 seasons.

The Steam Industry aims to offer the most accessible and inclusive arts events in London and wishes to focus on Southwark, where the Scoop is based, to ensure that those whom it can benefit most are aware of it. The Steam Industry continued its relationship with the Southwark Theatres and Education Partnership, which has significantly developed its links with local schools and allowed it to deliver substantial educational projects. Around 200 young people participated in the 2008 STEP Out! Project, which looked at the themes explored in '*Blood Wedding*', and the young people devised their own piece around their responses to it, which they performed in The Scoop at More London to an audience of their school peer groups, family, friends and the general public.

In 2008, The Steam Industry were able to adapt '*Petit Rouge*' to take it to people who are not able to access The Scoop at More London, such as the Evelina Children's Hospital and, in a collaboration with Age Concern Southwark to the elderly at the Stones End Day Centre in Southwark.

Suzanna Rosenthal, Producer at The Steam Industry said, "Receiving a Building Bridges award made a huge difference to our work in 2008. To be able to afford to bring a fundraiser on board to collaborate with me enabled us not only to secure funds for the 2008 season and all its accompanying education and outreach projects but it also enabled us to start fundraising for future years in order to secure the future of the project and all the work that we do in Southwark. Having someone else involved on this side of the business made a huge difference to me. Not only are two brains better than one, but having a fundraiser on board also enabled me to concentrate on delivering the best possible work and to significantly extend our outreach work and the accessibility of the project to local audiences, benefiting both young and elderly audiences member. The support from Team London Bridge made a significant difference to both the project itself and to our working practices and has encouraged us to develop strong organizational roots for the future that we hope to be able to develop with the support of the BID and BID members in future years."

### Further reading:

Free London Theatre website [freespace.virgin.net/s.rosenthal/scoop/](http://freespace.virgin.net/s.rosenthal/scoop/)

The Scoop at More London website [www.morelondon.com/scoop.html](http://www.morelondon.com/scoop.html)

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