

1 *Our vision

For the Headgate to be a thriving community space where people have opportunities to engage safely in performance or recreational activities to realise their dreams and enjoy varied experiences.

2 Our aim

The Headgate aims to provide outstanding theatre activities for everyone. We wholeheartedly believe that a culture of equality, diversity and inclusion across all of our work makes us a strong, creative and relevant space for all in our local community and beyond.

3 Our commitment

The Headgate is committed to being an inclusive and diverse cultural organisation, representative of our local community. We want everyone who visits us, or works with us, to feel welcome and respected.

4 Our guiding principles

The Headgate seeks to

1. foster a culture of simultaneously attracting new audiences and encouraging repeat attendance and loyalty
2. broaden our local reach, using digital strategies alongside traditional marketing and personal contact
3. make our building and our performances as accessible as possible and audit this regularly, internally and externally
4. be open, friendly and welcoming and provide an environment in which audiences, artists, staff and volunteers come together to make and experience the best theatre
5. create an environment in which differences and the contributions of all our volunteers and staff are recognised and valued
6. develop ways to monitor the diversity of our members, audiences, users and volunteers
7. be a learning organisation
8. build opportunities to engage with groups who are not well represented in our activities
9. offer our facilities as a welcoming resource for the community.

***Headgate Strategy 2020-22 Vision**

5 What we already do, what we need to do and what we might do more or differently – members of the Board of Trustees, the Management Group and Volunteers gave their views regarding the following:

1. Physical and sensory access to and in the buildings (including signage)
2. Print and Publicity accessibility
3. Website accessibility
4. Social Media
5. Traditional media
6. Programme
7. Staff and volunteers
8. Audiences and other users (actual and potential)
9. Audience development and public engagement
10. Reach to wider community

6 Our strategy in practice

- The Board has an explicit commitment to equality, diversity and inclusion. This is an on-going organisational priority and is reported on and discussed at Board meetings in response to feedback from Management Group and Sub Groups.
- The Board is clear that this strategy is a starting point and will evolve over time.
- The Headgate Manager and Management Group are responsible for translating the strategy into practice, identifying priorities in what we need to do and what we might do more or differently.
- The Sub Groups all play a part in identifying aspects of the strategy that have direct relevance to their area of responsibility.
- The Strategy will be revised on a regular basis, and at least once a year, based on feedback from the Headgate Manager, Management Group and Sub Groups.