

# **EASTGATE DEVELOPMENT STRATEGY – briefing paper 3**

## **25/06/18**

### **A BIG STEP FORWARD**

The Eastgate Development strategy has had a major boost this month, with confirmation of a grant of £150,000 for the Theatre Upgrade project from Scottish Borders LEADER, and a further £100,000 from three other funders. Local fundraising is also going well – but another £70,000 is still needed and must be raised by the end of August 2018, if the project is to go ahead next spring.

### **SCOTTISH BORDERS LEADER**

The LEADER programme is funded by the European Union. A grant of £150,000 has been offered for the Eastgate Theatre Upgrade, which is the first phase of the theatre's overall Development Strategy. However the theatre can only accept this offer if it can confirm that match funding of £200,000 has been raised **by the end of August 2018**.

### **OTHER GRANT FUNDING**

A total of £100,000 has already been secured from other grant-giving bodies. It is possible – but not certain – that a further £20,000 grant may be secured before the LEADER deadline.

### **LOCAL FUNDRAISING**

Meanwhile some £35,000 has already been raised through donations and fundraising events supported by many individuals and community groups within Tweeddale. Cash and cheques have been handed in to the theatre, payments have been made via the Eastgate's Just Giving page ([www.justgiving.com](http://www.justgiving.com)), and there have been full houses for several fundraising events in the theatre and elsewhere – with more entertainments planned throughout the autumn

### **THE FINAL PUSH**

This still leaves £70,000 to be raised in the next eight weeks – a big challenge, for a great cause – and the Eastgate is appealing to everyone with an interest in the theatre to help turn this exciting prospect into a real achievement. Whether you can find a spare £1 coin in your pocket, or write a big cheque and add gift aid, your donation will not only be extremely welcome but will help ensure that the auditorium can be improved in all the ways it needs.

For instance:

- Each contribution of £75 will add a hand-grab rail at the end of each row of seats beside the central aisle – allowing audiences to move up and down with greater safety and confidence.
- A donation of £150 will fund a comfortable high stool on a revolving base, in the balcony areas closest to the stage – providing some low cost seats for audiences who enjoy being close to the action at an affordable price.
- Any individual, family or group gifting £250 can choose to add their own name on the back of one of the new seats that will be purchased as part of the auditorium fit-out – ensuring more space, greater comfort and better sightlines for audiences both in the main block of the stalls and on the balconies.

## NEXT STEPS

If you would like to support the project within the next 60 days, you can:

- Contact the theatre's general manager Caroline Adam (email [generalmanager@eastgatearts.com](mailto:generalmanager@eastgatearts.com), phone 01721 725785) for more information about the project, or to discuss options including donations, patronage, sponsorship, and gift aid.
- Go to the Eastgate's Just Giving page ([www.justgiving.com](http://www.justgiving.com)), make your donation online, and add gift aid if you're able.
- Go to the Box Office with card, cheque or change, and you can fill out a gift aid form at the same time.
- Bring your loose change to the theatre and pop it into the donations box in the foyer.
- Tell your friends and colleagues about what the Eastgate does at present, and what its ambitions are for the future.
- Book tickets early for any of the fundraising events scheduled over the next few months, including **Take to the Floor** (Peebles Hydro, Sunday 26<sup>th</sup> August) and **Choir-aoke with InChorus** (Eastgate Theatre, Saturday 1<sup>st</sup> September).

## BACKGROUND TO THE EASTGATE THEATRE UPGRADE

This is the first phase in the Eastgate Development strategy, which could be achieved by the end of summer 2019. The focus is on upgrading the auditorium, based on designs by Simpson & Brown Architects. Improvements include more space and comfort for audiences in the main block of theatre seating; better sightlines from the balconies with seats re-positioned and the balustrade adjusted to ensure good views for everyone; additional safety features at both levels; and better temperature control at all times of the year thanks to a more effective heating and ventilation system.



More specifically, the building work will involve:

- Replacing the main bank of retractable seating with new, better padded seats with more legroom
- Adding hand-grabs to row-end seats on one side of the aisle, to let people move up and down more easily and safely
- Introducing new heating ducts to deliver hot air at floor level, improving temperature control and reducing heating costs
- Removing two sections of solid balcony and replacing these with steel rail and glass panels
- Removing the 40 balcony seats which have no, or restricted, views and replacing at least 24 of them on diagonally stepped platforms
- Removing 20 balcony seats closest to the stage, and replacing them with 12 swivel stools
- Adding low level safety lighting for the side balconies