



MILL THEATRE MANAGEMENT CLG

STRATEGY 2021 - 2026



AUG 2021 // PREPARED BY BOARD AND STAFF
OF MILL THEATRE MANAGEMENT CLG

A NOTE FROM OUR CHAIRMAN

It feels like only yesterday but – truth be told – it was May of 2006 when this beautiful, intimate theatre first opened its doors to the community.

In those heady days of the Celtic Tiger the belief was that you could do no wrong. That rawness and energy helped to fuel the passion and ambition that still sits at the core of the DLR Mill Theatre.

Our opening night brought the President of Ireland, Mary McAleese in to wish us a safe journey. To mark the occasion, we opened with Thornton Wilder's *Our Town*, a play that captures the essence of what theatre is all about. The actors were a collaborative team of professionals and local community groups working together. We went on to launch the premier of Irvine Welsh's *Babylon Heights* and then on to rub shoulders with Hollywood's glitterati Jerry Hall and David Soul in *Love Letters*.

It is this mix of ambition, enthusiasm and momentum that forms the core of what The Mill Theatre is about. A mix that has helped us forge deep relationships with the local groups and communities; that has empowered us to create an education partnership with schools across the country and bring Shakespeare closer to junior and leaving cert students; a mix that inspires us to present something different and unique to audiences, like our production of *Eclipsed* - Patricia Burke Brogan's powerful account of a Magdalene laundry in the 1960s.

Where we are
TODAY

The Mill Theatre has been running on full power since its inception - bursting with creativity and energy. That energy has gotten us through a number of very uncertain times - recessions, floods and now a pandemic! But the important thing is that we have always gotten through. The theatre means too much for so many people and groups. The volunteers, staff and trustees have worked hard to keep it steady and now it is time for change. Change for the better.

The pandemic, albeit a rough time, allowed us to reevaluate who we are, what we are about and what needs to change as we move into the future. The one single thing that has come from this time of reflection and analysis is that the theatre now has a new breath. A breath that will guide us seamlessly into the future. It will help us to forge long lasting relationships with the local community and with our key partners and secure its place in tomorrow's society.

Before we can raise the curtain on the next scene, I would like to thank those who have played their part in the Mill's success to date. Firstly, on behalf of my fellow board members I would like to acknowledge the generosity and support of our landlords, The Dundrum Town Centre; the continued faith and financial support of Dun Laoghaire Rathdown County Council; and the ongoing guidance and investment of the Arts Council.

I would like to thank Frank Crummey for his guidance in risk assessment.

I also want to thank all the members of all the local groups who have spent countless hours of their lives producing so many great shows here over the last fifteen years; I want to thank the stage schools, the children and parents, the school teachers, the countless professional performers and all those people who have brought their talent, their enthusiasm and their curiosity to the Mill.

The day-to-day success is down to the passion and expertise that the staff bring to their individual roles. That coupled with the initiative, drive and direction of our theatre manager, Kate Canning, has guided the theatre through these very hard times.

I would also like to say, as we stand on the edge of change, a big thank you to my selfless fellow board members, they have always been there for the overall good of the theatre.

In closing, the overall thank you has to go out to all of our audiences and local communities. The theatre was created for you. You have come, volunteered and enjoyed. Thank you.



—
Pat Kinsley
CHAIRMAN

THE MILL STRATEGY

VISION

BUILDING COMMUNITY CREATING OPPORTUNITY

MISSION

TO CREATE A UNIQUE PLACE OF ENTERTAINMENT AND EDUCATION, THAT BRINGS TOGETHER THE CREATIVE PASSIONS OF OUR MANY COMMUNITIES WITH THE AMBITIONS AND ABILITIES OF THE FINEST PROFESSIONAL CREATIVE PRACTITIONERS.

COLLABORATE

WITH THE MANY COMMUNITIES AND PARTNERS THROUGHOUT DUNDRUM AND THE WIDER COUNTY

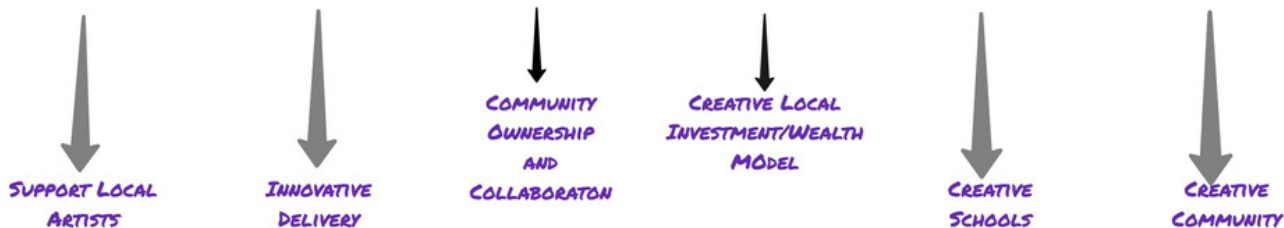
PROGRAMME

A DIVERSE AND ECLECTIC PROGRAMME OF LIVE, ENJOYABLE AND UNIQUE EVENTS IN A RANGE OF SETTINGS ACROSS DUNDRUM AND THE WIDER COUNTY, FROM THE THEATRE TO THE OPEN AIR, FROM THE REAL WORLD TO THE DIGITAL.

DELIVER

OPPORTUNITIES FOR PERSONAL LEARNING AND DEVELOPMENT, NEW APPROACHES TO EDUCATION, OPPORTUNITIES FOR PROFESSIONAL AND AMATEUR TO WORK TOGETHER, AND PROVIDING RESOURCES, MENTORSHIP, AND SUPPORT FOR NEW, EMERGING, AND ESTABLISHED LOCAL ARTISTS

GOALS



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Our Strategy OVERVIEW





OUR VISION

2021 -2026

VISION

Building Community, Creating Opportunity

We at The Mill will work to Build Community and Create Opportunity for the many and diverse communities of Dundrum, and the wider county and city.

We will:

- Build Community by bringing people together in a celebration of their creative practice and identities, and
- Create Opportunities for people of all ages and backgrounds to develop their talents and creative abilities in an innovative, challenging and supportive environment.



Our
MISSION

MISSION

Collaborate, Programme, Develop

Our mission is to create a unique place of Entertainment and Education that will bring together the creative passions of our many communities with the ambitions and abilities of the finest professional creative practitioners.

We will do this by:

- Collaborating with the many communities and partners throughout Dundrum and the wider county
- Programming live, enjoyable and unique events in a range of settings across Dundrum and the wider county, from the theatre to the open air, from the real world to the digital.
- Develop the artistic and educational desires of our communities by
 - building platforms and projects for personal learning and development;
 - creating new educational and development opportunities for professional and amateur to work together;
 - providing resources, mentorship, and support for new, emerging, and established local artists

HOW WE WORK IS AS IMPORTANT AS THE WORK WE DO, AND THEREFORE OUR DECISIONS AND OUR BEHAVIOURS WILL BE SHAPED BY OUR

Values

Creativity

Creativity is the human operating system, and so we welcome creativity and innovation in all its forms, and we look for creativity and innovation in all our activities and programmes.

Community and Collaboration

We are here because of, and for, the communities of Dundrum and the wider county. We are your theatre, your resource, your place to play and create. We will always be friendly, welcoming, hospitable and supportive. This is your home.

Equality

Culture is made by everybody or it is not made at all. This means that our work will always be inclusive and diverse, that we will seek out and invite those voices we have not yet heard, and that we will work to remove all barriers to access.

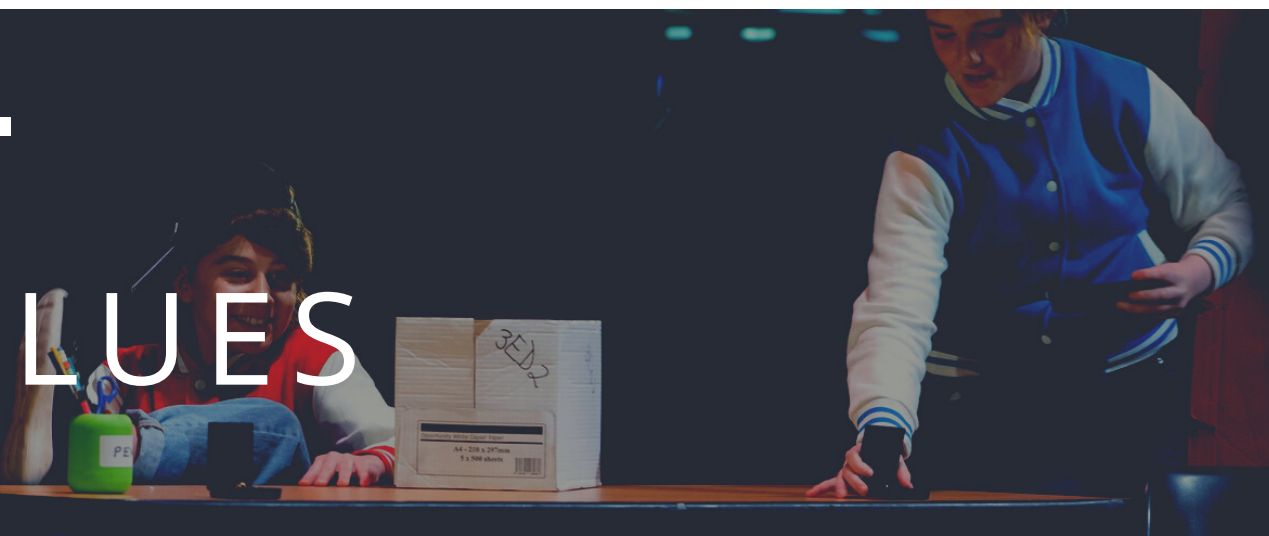
Respect

Respect for ourselves and for the many people who enjoy our shows, take part in our programme, or just drop in to see what we're at. Respect means that we will be patient, courteous, supportive, well organised, efficient, and transparent.

Fun

To be creative is to play, and that means we look for fun at the heart of every thing we do together

—
OUR
VALUES



Goals

Community Ownership and Collaboration

We will build a strong model of community ownership through equal representation of all interested communities and key partners on our board of trustees, within the members, and within our programme, and we will ensure that the trustees always reflect the interests of our many communities.

Supporting Local Artists

We will support the development of work by new, established and emerging artists in Dundrum and the wider county through a funded programme of clearly defined supports, mentorships and commissions.

Creative Schools

We will become a Centre for Best Practice in Educational Engagement for Schools, working in partnership with local schools and teachers to design and deliver new forms of creative engagement in an educational context,

Supporting Creative Community

We will create a space where all voices can be expressed and heard by becoming a centre of excellence for arts participation, creating opportunities for children, young people and adults and developing a mentoring Programme for aspiring artists to develop their careers.

Sustainable Funding

We will design and deliver a robust funding model that can support our ambitions and the creative aspirations and ambitions of our many communities. We will build it on new partnerships and relationships with our audiences, our local business community, our local authority, and other key partners.

Innovative Delivery

We will programme work online and offline, and across unexpected sites throughout Dundrum and the wider county engaging with communities in innovative ways



OUR
GOALS

The Mill Theatre was officially opened by President Mary McAleese in May 2006. The development of the Mill Theatre by Dundrum Town Centre was thanks to the work of a small group of committed local people. The Mill Theatre was leased at a peppercorn rent to The Mill Theatre Management CLG, and this company now manages and programmes The Mill for the benefit of the wider community.

DunLaoghaire Rathdown has a long tradition of great community and amateur drama, and the Mill has become a home to many drama groups from Dundrum, Glencullen, Sandyford, Balally, Rathfarnham, Churchtown, Taney, Rathgar and Kilmacud.

Over the years the Mill's small staff board of trustees have served to bring people together both on and offstage. It has become a home for the many local amateur drama groups, the stage schools, the exemplary and award winning work for primary and secondary schools, for professional touring performers, local artists and – more recently – for a vibrant and popular youth theatre. The Mill has hosted European and Irish premiers and continues to host a number of high-profile plays, musicals and solo acts in the setting of a 200-seater intimate theatre.

The Mill Theatre, since its opening in 2006, has supported amateur companies to realise their full artistic potential, built significant relationships across the community in all branches of the performing arts and provided an alternative meeting space for local and national businesses. It has developed a programme of events that encompasses all the arts and appeals to people of all ages not only from within the local community but from the wider city.

The theatre was renamed The DLR Mill Theatre in 2016 in honour of the ongoing strategic relationship with Dun Laoghaire Rathdown County Council, and to mark the hard work and dedication of the Mill's staff, board, and volunteers. The Mill has outgrown its origin and is now an essential part of a strategic commitment to county wide access to quality arts experiences for everybody.



About
THE DLR MILL THEATRE

"SPENDING TIME WITH FAMILY AND FRIENDS AND FORGETTING ABOUT LIFE FOR A WHILE"

"IT'S AN INTIMATE AND STUNNING THEATRE".

"THE FRIENDLY AND HELPFUL STAFF, THE COMMUNITY FEELING OF THE THEATRE, THE SIZE OF IT, THE VARIETY AVAILABLE"

"I LOVE IT ALL ... THE SEATING, THE STAGING, THE SOUND QUALITY, THE STAFF" ...

"THAT IT IS A FOCAL POINT FOR COMMUNITY THEATRE AND LOCAL GROUPS - IT'S A GREAT RESOURCE AND THERE IS THE SENSE OF A MILL FAMILY"

"IT'S A SMALL VENUE WITH BIG PRODUCTIONS. I LIKE THE WARM WELCOME YOU RECEIVE"

"EVERY SEAT IN THE HOUSE IS A GOOD ONE"

"GREAT ATMOSPHERE GREAT STAFF A LOVELY DRINK AT HALF TIME I LOVE THE MILL THEATRE".

"LOCAL, SMALL THEATRE, GREAT FOR BRINGING KIDS TO, IN A GREAT AREA",

"THAT IT IS ON MY DOORSTEP AND I CAN WALK THERE. IF I ATTEND ON MY OWN I WILL USUALLY MEET SOMEONE I KNOW TO CHAT TO. YOU SHOULD ENCOURAGE PEOPLE WHO TRAVEL SOLO...THERE IS ALWAYS A WELCOME AT THE MILL".

"GENERALLY MAKING US FEEL PART OF THE THEATRE EVERY TIME WE ARE THERE"

"BACKSTAGE AND TECH SUPPORT: OUTSTANDING TEAM AND SO HELPFUL"

"THE WHOLE EXPERIENCE IS A REALLY POSITIVE ONE. DOESN'T FEEL LIKE A SCHOOL PRODUCTION EVER".



dlr MILL THEATRE
DUDDRUM



dlr MILL THEATRE