**Action Plan – Ice Road**

It is recognised that the development and implementation of an Access and Diversity Policy will be ongoing with short-term and long-term objectives, achievable depending on resources and be implemented across all future Raucous projects.

This Action Plan reflects the short term and long term nature of the implementation of the Policy and will be reviewed at the end of Ice Road by the Board, see the following pages.

Our Action Plan focuses heavily on maintaining our current audience base whilst engaging with new audiences sectors through a long term social media campaign and finding playful ways to engage with audiences prior to production. We are keen that our marketing tools and tactics reflect the creative aesthetic of our work. Through our engagement we want to underscore how we make work in new inventive ways.

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| **Audiences** |
| **Outcome** | **Action** | **Lead** | **Resources** | **Target Date** |
| Engagement programme reaches our target groups | Review outreach strands of Ice Road.  Set targets for ICE ROAD with specific organisations and individuals | Communications Director | Marketing Strategy | Reviewed at monthly project meetings. |
| Audience is more culturally diverse | Review marketing polices  Set targets for audiences and diversification | Communications Director | Marketing Strategy | Reviewed at monthly project meetings and within final data collection (Nov 17) |
| Audience is more socially diverse | Review marketing polices  Set targets for audiences and diversification | Communications Director | Marketing Strategy | Reviewed at monthly project meetings and within final data collection (Nov 17) |
| All audiences can access information about Raucous | Review Ice Road marketing plan to include review of all information for accessibility, distribution, suitability for purpose | Communications Director | All print and web information | Upon conception of Ice Road marketing plan. |
| Tickets are accessible to economically disadvantaged groups and individuals | Implement pricing strategy based on conversations with Watershed and Bristol Old Vic.  Monitor impact and make changes as relevant | Communications Director | Ticket information from relevant venues | Review annually in May 2018 |
| Performance venue is accessible to all | Review all access audits for Jacobs Wells Baths  Ensure remaining access work is completed by August 2017. | Producer/Production Manager | Building Plans  Event Plan  H&S documentation | All work to be complete prior to Ice Road get in.  Ensure access remains available to all. |
| FOH team are skilled and comfortable with supporting the access needs of audiences and participants | Ensure all relevant team/ushers and FOH staff are trained to use access ramps.  Guidance notes produced and made available. | Producer/Production Manager/FOH Manager | All relevant documentation available and up to date  Training records completed  Training needs audit carried out annually | August 2017 |

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| **Governance** |
| **Outcome** | **Action** | **Lead** | **Resources** | **Target Date** |
| Update Board information and review Board composition inline with new charity status. | Composition to be reviewed as part of full Board review.  Collate information on the Board composition | Creative Director | Chair of Board. | November 2017 |
| Board Recruitment process is in line with best practice | Review of Board Job Description  Review recruitment procedure for new Board members  Review procedure with Staffing Sub Committee and Board | Creative Director & Chair of Board | Relevant job description available  Recruitment pack | November 2017 |
| Target recruitment of new Board members to ensure diverse profile of Board | Start recruitment using agreed procedure  New Board members to receive induction into organisation | Creative Director & Chair of Board | Induction process agreed and in place | April 2018 |
| The Access Diversity Action plan is current and impactful | Regularly review the policy and action plan | Producer with Board | Board of Trustees | Annually |

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| **Partnerships and Collaborations** |
| **Outcome** | **Action** | **Lead** | **Resources** | **Target Date** |
| The diversity of Ice Road audience is increased | Work with relevant partners in Bristol to increase diversity in the Ice Road audience These will include:   * Babassa * Creative Youth Network * Rising Arts Agency * Asian Arts Agency * Ujima   Also begin relationship with Audience Agency | Communications Director | Marketing Strategy | August 2017 |