

FRESH SIGHT

LUNG HA THEATRE CO.

FALL 2017



THE CLIENT

First and foremost, Lung Ha is a theatre company. They produce high quality theatre productions two to three times a year, which provide an invaluable platform for its performers to develop and flourish. All of Lung Ha's performers have learning difficulties. The theatre is an invaluable platform for the development of creative instincts and has significant positive influence on the community.

THE BRIEF

For Lung Ha Theatre Company to successfully produce shows, they require funding. The bulk of this currently comes from third parties such as trusts, foundations and funding sources, which require applications. These applications require detailed and convincing evidence that Lung Ha has widespread positive social impact. Many other creative organisations seek the same tenders, whilst

government funding has consistently declined since the turn of the millennium. As a result, the creative organization funding landscape is increasingly competitive. In order to increase the likelihood of success, FreshSight will recommend the implementation of a structure for the collection and management of qualitative data across a variety of stakeholders who benefit from Lung Ha's work.

RECOMMENDATIONS

The FreshSight team compiled a guide for the collection, management and facilitation of qualitative data at Lung Ha Theatre Company. FreshSight has made strategic recommendations across these three areas with the objective of ensuring Lung Ha can attain sustainable funding streams in the future.

Data collection plan outlines implementation of highly detailed, well-researched strategies that allows insight on the social impact of a number of Lung Ha's different stakeholders, such as:

- Performers
- Volunteers
- Audience
- Alumni

