WALES MILLENNIUM CENTRE

APRIL 2021 – MARCH 2022

THE STORY SO FAR



CANOLFAN MILENIWM CYMRU
WALES MILLENNIUM CENTRE

WALES' NATIONAL ARTS CENTRE

WE ARE WALES MILLENNIUM CENTRE

FIRE FOR THE IMAGINATION

Wales Millennium Centre is the national arts centre, an iconic building in Cardiff Bay and a hub of creativity for Wales.

Our world class Donald Gordon Theatre welcomes the best international shows to Wales, and we also create our own productions, showcasing Welsh stories and talent internationally and digitally.

At our core is our work with young people, communities and creatives across Wales to make the arts accessible to all.

This report is also available in Welsh

MOLLY PALMER
RADIO PLATFFORM

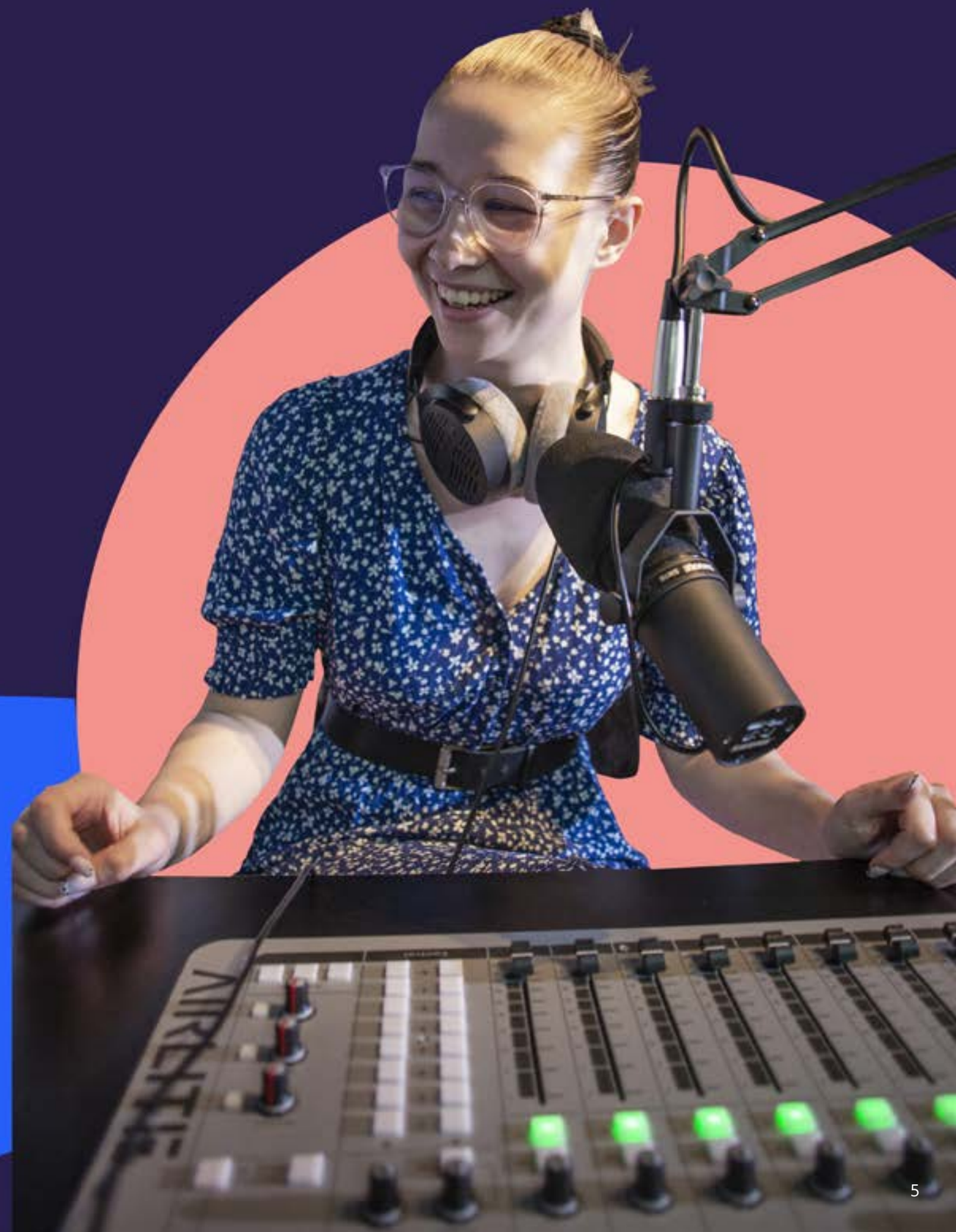
“MY EXPERIENCE AND TRAINING WITH WALES MILLENNIUM CENTRE HAS BEEN LIFE CHANGING.

I’m from the valleys and a friend told me about their free radio training course after I left my job to pursue something more creative.

After the course, I joined their radio station that is run entirely by young people like me. They gave me the confidence to build my creative skills and I threw myself into the experience. Since 2018 I have represented Wales Millennium Centre on the Future Generations Leadership Academy, travelled the UK teaching radio to young people and have attended many events and festivals with new friends. I am now the station co-ordinator in Porth, helping others like me to find their voice, while presenting for the likes of S4C and DJing across South Wales.”

“WALES MILLENNIUM CENTRE TRULY BELIEVES IN THE IMPORTANCE OF ALLOWING YOUNG PEOPLE TO ACCESS THEIR CREATIVITY AND CO-PRODUCE SHOWS, TRAINING AND EXPERIENCES.

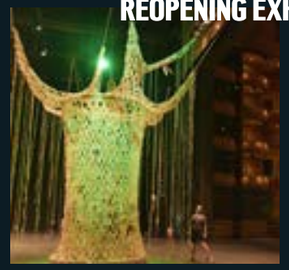
During the pandemic they supported us to broadcast from our own homes and set up a youth collective despite the difficult situation with finances and resources. The paths to go down here are endless – it really can be the start of someone’s life.”



Despite the challenges we faced, we are proud of how much we achieved in 2021/22, with the help of our communities and family of supporters:



3,000 VISITORS
TO COMMUNITY LED REOPENING EXHIBITION





140,000 PEOPLE ATTENDED
250 PERFORMANCES



36 NEW PAY WHAT YOU CAN SEATS FOR THE COMMUNITY IN OUR DONALD GORDON THEATRE

OUR PRODUCTION –
THE BOY WITH TWO HEARTS
13% OF BOOKERS FROM
BLACK, ASIAN, MIXED AND ETHNICALLY DIVERSE GROUPS
V 3% FOR OUR COMMERCIAL SHOWS

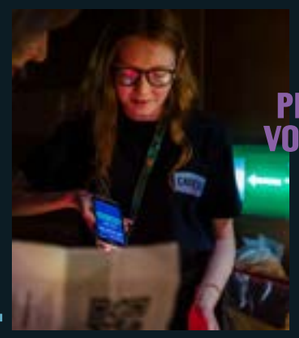


511 HOURS
OF SPACE IN KIND FOR
30+ ARTISTS, COMMUNITY GROUPS AND SCHOOLS



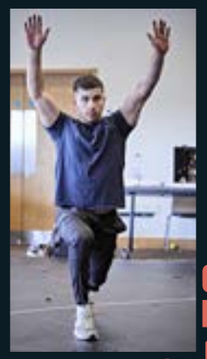


LAUNCHED A **2-YEAR** CREATIVE ASSOCIATE PROGRAMME

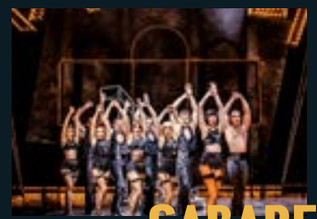


PILOTED NEW CREATIVE VOICE TRAINING COURSES ENTIRELY ONLINE

224
COMMITTED VOLUNTEERS



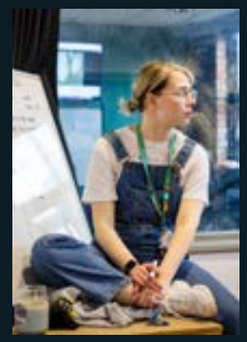
CONTINUED DEVELOPMENT ON **10 FUTURE** PRODUCTIONS



REOPENED WITH **CABARET** AND CONTINUED TO WELCOME
DIVERSE AUDIENCES



DEVELOPED A NEW
WELSH LANGUAGE MUSICAL COMEDY



12 YOUNG PEOPLE FROM OUR PROGRAMMES OFFERED PAID OPPORTUNITIES WITH US

FIRST EVER SLEEPOVER FOR
60 YOUNG PEOPLE
FROM LOCAL YOUTH GROUPS

WORKED WITH **50+** COMMUNITY, NATIONAL AND INTERNATIONAL PARTNERS

RADIO PLATFFORM PRODUCED AND BROADCAST **262** SHOWS FROM THE STUDIO AND AT HOME



2,800+ ATTENDANCES ACROSS **10** ARTS AND CREATIVE PROGRAMMES FOR YOUNG PEOPLE

CREATIVE INDUSTRIES SHOWCASE IN
PORTH



COLLABORATED WITH
60+ YOUNG PEOPLE
TO DESIGN OUR MAKER SPACES

In a normal year, we welcome 1.8m visitors. In 2021/22, even with our building closed entirely until July 2021, then reopening slowly with restrictions and closing again from December 2021 to February 2022, we still had 318,000 visitors through our doors, and 935,000 visited our website.

PETER SWINBURN
CHAIR



MUCH HAS CHANGED IN THE 18 YEARS SINCE WALES MILLENNIUM CENTRE OPENED.

Back then our focus was on building relationships with producers, to ensure they brought us the best international shows. Once they experienced our world-class facilities in front of and behind the stage, and of course our wonderful, appreciative audiences, they all wanted to return.

The joy and inspiration those shows brought was clear and our share of those ticket revenues allowed us to begin our real work as Wales' national arts centre, bringing the arts and creativity to everyone in Wales.

UNLIKE MOST MAJOR THEATRES, WALES MILLENNIUM CENTRE IS A CHARITY.

In 2019/20 we spent £24m – 80% came from commercial shows, with the remainder from Arts Council Wales (15%) and philanthropy (5%). This business success meant that losing all our commercial revenues during the Covid pandemic made us one of the hardest hit arts organisations in the world, given our ongoing financial commitments.

We were determined to continue our work firing the imaginations of the young people, communities and creatives who needed and relied on us more than ever.

While our building remained closed from March 2020 until July 2021 and again from December 2021 until February 2022, our impact as a creative hub continued online. Our core team worked tirelessly to ensure that we would be in a position to reopen as soon as we were allowed, with a renewed focus on producing innovative work showcasing Wales, raising aspirations, ensuring accessibility and being recognised as a world-leading arts organisation.

DURING OUR CLOSURE WE LAUNCHED A NEW TWO-YEAR CREATIVE ASSOCIATE SCHEME THAT BROUGHT EIGHT DIVERSE ARTISTS AND THEIR WORK DIRECTLY INTO ALL OUR TEAMS, WHILE ALLOWING THEM THE FREEDOM TO CONTINUE WITH THEIR OWN CREATIVITY.

WHEN WE REOPENED, OUR VOLUNTEERS FLOODED BACK TO SUPPORT US.

Our community filled our theatres, including our new community seats, and we were able to expand our free Creative Voice training courses piloted online during the closure. In October 2021 we opened our first post-pandemic Wales Millennium Centre Production, The Boy with Two Hearts. Developed with a Cardiff author, it is an important story of love, family and belonging and it transfers to the National Theatre in London in October 2022.

WE ARE A KEY CREATIVE HUB FOR WALES, AND WE NEED TO CONTINUE INSPIRING AND NURTURING CREATIVITY IN EVERYONE ACROSS WALES.

We are supporting our country's post-pandemic recovery, not just in creative industries but across all aspects of business, where creativity is now both needed and valued more than ever. Potentially the biggest beneficiaries are our young people, some growing up in areas of great deprivation. Supporting them to find and use their creative voice will help change lives and enable our country to prosper.

WE HAVE AN EXCITING PROGRAMME OF CHANGE DESIGNED TO TAKE US THROUGH THE NEXT 18 YEARS.

We are thrilled about where we're going and can't wait to bring you on this journey with us.

MATHEW MILLSOM
MANAGING DIRECTOR

“WHEN I LOOK FORWARD TO THE IMPACT WE WILL HAVE AS WALES’ NATIONAL ARTS CENTRE IN YEARS TO COME, I CANNOT THINK OF A MORE EXCITING AND INSPIRING PLACE TO BE.

Despite the challenges of the last few years, we have emerged from the pandemic with renewed focus and even greater ambitions. We know the difference we can make because we are listening to those we already work with – so we want to do more.

MORE FREE CREATIVE SKILLS TRAINING COURSES FOR YOUNG PEOPLE, MORE OF OUR OWN PRODUCTIONS AND MORE WORK WITH COMMUNITIES ACROSS WALES.

To enable this, we are transforming our building, working with our community to accommodate its new focus as a creative hub. While we were closed, meeting spaces were repurposed as creative spaces and we are replacing our long ticket desk with a new Croeso café and bar, as well as refurbishing our popular cabaret space and members' lounge.”

“AS SOON AS POSSIBLE, WE WILL BUILD PERMANENT “MAKER” STUDIOS in underused areas behind our main Glanfa foyer that can be used for our skills training, by young people and creatives, schools and other creative organisations including our eight resident companies. This will allow access to the latest virtual reality technology and equipment, as well as fully equipped workshops for activities like set design and costume making.

THE STUDIOS HAVE BEEN CO-DESIGNED WITH THOSE THAT WILL USE THEM AND WILL BE RUN BY AND FOR YOUNG PEOPLE, REFLECTING OUR ETHOS AS AN ORGANISATION THAT GIVES EVERYONE A VOICE.

We will outgrow even these developments in years to come. We will need more rehearsal and production space for our own work, as well as enhanced and specific industry training to support our sector and form a key part of Cardiff Bay’s transformation into a world-class cultural district.”

“WE CANNOT ACHIEVE THIS WITHOUT THE SUPPORT OF OUR WHOLE COMMUNITY, SO DIOLCH O GALON TO ALL OF YOU, OUR TEAMS, MEMBERS, SUPPORTERS AND FUNDERS. WE WILL BE FIRING IMAGINATIONS ACROSS WALES FOR GENERATIONS TO COME.”



RAISING ASPIRATIONS

We focus on inspiring and nurturing creativity in the next generation. Unique ideas, knowledge and perspectives are exchanged with the young people we collaborate with, while we support them to build their confidence, skills and understanding of the creative industries. We want to ensure they have a place on the world stage to tell their stories and continue to redefine Welsh culture and create a future Wales they want.

Through the programmes we offer, young people can gain specific skills and qualifications that will enable them to find and create new opportunities in the future, such as digital content creation. Crucially, we develop our training and experiences alongside those who will benefit, ensuring that what we offer is relevant and maximises impact.

SPOTLIGHT
CREATIVE VOICE

Creative Voice is a programme of free six-week courses for 14–25-year-olds, aimed at stimulating creativity and storytelling and giving young people the practical skills, knowledge and qualifications to develop their interests further.

We are developing the courses with the young people who will benefit and during the pandemic we continued to design and pilot them online. They are open to all but we target those from areas of deprivation.

Since reopening we have delivered the courses in person, as well as continuing some online to encourage participation from across Wales. We work with freelance professionals to deliver the courses and they include publishing, gaming, theatre, costume design and many more.

- PARTNERS INCLUDE: PROMO CYMRU, COMMON WEALTH THEATRE COMPANY, SCREEN ALLIANCE WALES
- 13 COURSES
- 100 YOUNG PEOPLE
- 12 HOURS OF TRAINING PER COURSE WITH INDUSTRY PROFESSIONALS

“I MOST ENJOYED LEARNING TO BE MORE CONFIDENT IN MYSELF WITH PLAYING TABLETOP ROLE PLAY GAMES, WORKING ON IMPROVISING, MEETING NEW PEOPLE WHO SHARE THE SAME INTERESTS AS ME.”

Creative Voice participant

In 2022/23 we aim to run 20 six-week training courses, reaching 125 new young people online and in person. These will be a mixture of current popular courses and those developed in response to feedback from young people, focusing on four areas: radio, music, digital and performance.

SPOTLIGHT
TOGETHER STRONGER

Together Stronger is a partnership project between Wales Millennium Centre and Valleys Kids. Since 2018 we have run workshops, short courses and events in and around Porth allowing young people to experience different art forms, learn skills and take part in long-term activity. The partnership works to address the devastating effect poverty has on the lives of children, young people and families in ex–mining communities of Rhondda Cynon Taf, already one of the most deprived areas of Europe, made worse by the pandemic.

LIFE HACK

“PART OF OUR PARTNERSHIP, LIFE HACK IS A FREE, INSPIRATIONAL EVENT WHERE YOUNG PEOPLE CAN MEET WITH INDUSTRY PROFESSIONALS AND TAKE PART IN CREATIVE, INTERACTIVE WORKSHOPS.”

Alan Humphreys – Creative Learning Producer, Wales Millennium Centre

- **80% OF PARTICIPANTS STRONGLY AGREED THAT LIFE HACK HELPED THEM UNDERSTAND WHAT CREATIVE CAREERS ARE AVAILABLE**
- **70% STRONGLY AGREED THAT LIFE HACK HAD BOOSTED THEIR CONFIDENCE**

POWERFUL INTERVENTIONS

Our international music festival, Llais, showcased ‘Powerful Interventions’ – a series of creative interventions giving voice to young people, ranging in scale, form and content, each one of them exploring ‘power’. This work was one result of our Together Stronger partnership with Valleys Kids, giving young people from the valleys the opportunity to work in collaboration with artist Bethan Marlow.

- **61 YOUNG PEOPLE CONTRIBUTED**
- **11 PERFORMANCES ACROSS 8 PRODUCTIONS**

“IT'S GIVEN US THE CONFIDENCE TO BE MORE OUTGOING, TAKE CARE OF ONE ANOTHER AND JUST HAVE FUN WHILE WE DO IT.”

Young performer

In 2022/23 we will continue to co-produce and showcase our projects across Valleys Kids centres, including Creative Voice and Radio Platfform. We will run Life Hack again in Wales Millennium Centre and in the valleys, involving 60+ young people in workshops and industry networking.

SPOTLIGHT
RADIO PLATFFORM

Radio Platfform is our youth-led radio station and training programme. Since 2018 we have offered young people aged between 16 and 25 a fully accredited six-week training course in all aspects of radio – from presenting to producing from their own studio within Wales Millennium Centre, and in 2019 we opened a second station in Porth in the valleys.

Graduates can choose to join the radio station and/or use their new skills at school or to develop their careers. Working with the young people involved, we have continued to develop Radio Platfform, and the project was the inspiration for our wider Creative Voice programme. In 2021/22 courses started online which we continued alongside in person sessions when we reopened.

- **50+ YOUNG PEOPLE CREATED AND BROADCAST SHOWS**
- **60+ YOUNG PEOPLE TRAINED**
- **300+ TOOK PART IN WORKSHOPS**
- **5 PAID ROLES FOR YOUNG PEOPLE TO MANAGE THE STATION**

PRENDY'S STORY

Prendy joined our Radio Platfform training in 2019 and is now employed as a project assistant on our Creative Voice programme:

"RADIO HAS BEEN GREAT FOR ME. I'D DONE A LITTLE BIT OF RADIO, BUT I HAVEN'T REALLY HAD A TRAINING COURSE LIKE AN ACCREDITED QUALIFICATION.

I came down here, did the six-week course, and then after that, I was able to record my own show, present my own show and start going to events to interview artists and make lots of content... It's a really friendly sort of environment with a lot of other young people, so you meet people who are also creative or have an interest in radio. After doing the training here, I was able to do a show on Radio Cardiff... There are so many different art forms available here for young people, like film, gaming, art, photography, acting. So, I just say definitely check it out."

In 2022/23 we will train 84 young people across seven Radio Platfform courses, available in Welsh and English. Paid job roles will continue to be available to those who come through the programme and we will continue to roadshow Radio Platfform in educational and third sector settings.

SPOTLIGHT APPRENTICESHIPS

As the national arts centre for Wales, we recognise the lack of qualified theatre technicians across the UK and our responsibility to address this by training a new, diverse generation of young people.

We run the Wales Shared Technical Apprentice Scheme, providing venues across Wales with young trainees that support their workload and bring new insight and the latest in industry knowledge.

- **3–5 APPRENTICES FOR 1 YEAR**
- **PAID FULL-TIME**
- **PARTNERING WITH CARDIFF AND VALE COLLEGE AND HOST ORGANISATIONS THEATR CLWYD, THEATR BRYCHEINIOG AND ABERYSTWYTH ARTS CENTRE**



BETHANY'S STORY

Bethany joined us as a technical apprentice in 2020. Prior to this, her last practical involvement in theatre was through school productions.

"...I THOUGHT, WHY NOT GO FOR THIS AND SEE WHAT HAPPENS. I ALWAYS HAD A BIT OF AN INTEREST IN THE CREATIVE SECTOR, BUT I WANTED TO DO SOMETHING TECHNICAL AS WELL.

And I think theatre is a really good way to cross those over. The scheme involves working with all the departments in theatre...

I'D SAY THERE'S PROBABLY NOT A TYPICAL DAY. THAT MEANS IT'S EXCITING, THERE'S ALWAYS SOMETHING INTERESTING HAPPENING, AND YOU MEET LOADS OF CREATIVE PEOPLE AND GET TO WORK ON SOME AMAZING SHOWS.

It surprises me how much you can learn in such a short space of time. Not only that, but my physical fitness has improved a lot. I now have a level three technical qualification in sound, lighting, and stage. Anyone thinking about it, just do it. Because I think the only regret that I have is that I didn't know about it sooner."

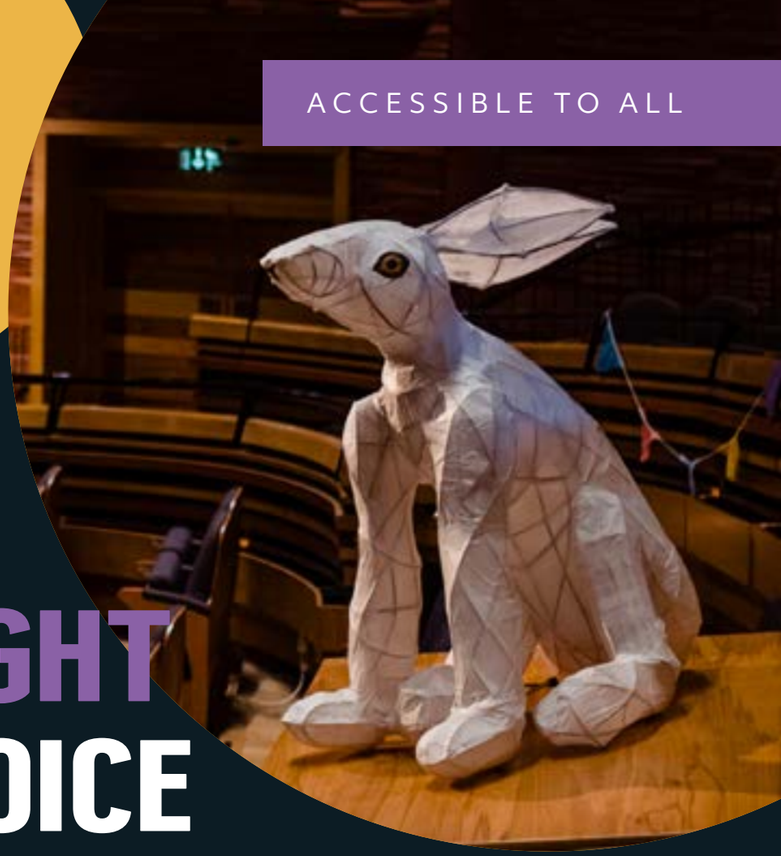
In 2022/23 our Technical Apprentice Scheme will train six new apprentices, within Wales Millennium Centre and our three host organisations.

ACCESSIBLE TO ALL

Our community work is driven by communities themselves. Sharing our building with audiences, communities and artists is what makes Wales Millennium Centre magical.

During the year we continued to build on the positive relationships developed with our community partners during the pandemic, working both digitally and in person to increase our reach. We reintroduced our in person free family workshops and activities, Sing Proud Cymru community choir and consultations with our communities.





SPOTLIGHT YOUR VOICE

Between July and August 2021 we reopened our building with a landmark exhibition, Your Voice, created by and with the local and national community.

The community created artworks in response to their lived experiences – from lockdown to Black Lives Matter protests, and from reclaiming the environment to their hopes for the future. The whole building became a giant gallery space and visitors were able to walk onto our stage and see areas not usually accessible to the public. We wanted to give our communities a focus and a creative outlet.

- 3,000 VISITORS
- 300 PIECES OF ART
- ARTISTS AGED 4–90 FROM ACROSS WALES
- 3 LOCAL ARTISTS COMMISSIONED TO CREATE WORK VIA PARTICIPATORY BUDGETING (VOTED FOR BY THE LOCAL COMMUNITY)
- LOCAL ARTIST-RUN SHOP SHOWCASING THEIR WORK
- 9 FAMILY WORKSHOPS

In 2022/23 we will continue to use participatory budgeting to work with local artists to fill our public spaces with inspiration. We will run 50+ free family workshops and activities, involving 5,000+ community members and performers. We will celebrate cultural events including Eid and Diwali, working with 20+ community partners, including Race Council Cymru, Oasis Cardiff and Cardiff Community Housing Association.

SPOTLIGHT
BUTETOWN CARNIVAL

We have worked with Butetown Arts and Culture Association (BACA) on Butetown Carnival since 2014, supporting them in growing the size and impact of their annual event for Wales.

Despite continued restrictions in 2021, we co-hosted an event with BACA across the August bank holiday weekend that celebrated their community and culture with live music and art.

- **400+ ATTENDEES AND PERFORMERS**
- **PARTNERING WITH BUTETOWN ARTS AND CULTURE ASSOCIATION, PEDAL POWER AND OASIS CARDIFF**

“IT'S ART, IT'S DANCE, IT'S THEATRE, IT'S MUSIC. IT'S SOMETHING THAT NEEDS TO CONTINUE BECAUSE WE NEED TO PASS IT ON TO THE YOUNGER GENERATION.”

Artist June Campbell-Davies

In 2022/23 we will continue to work with BACA for their August bank holiday Butetown Carnival and will give community groups the opportunity to perform on our Donald Gordon stage, including during special events such as St David’s Day.

SPOTLIGHT
COMMUNITY SEATING AND ACCESS

We have always wanted to offer more low-cost theatre seating to our communities, but previously this has been within the control of the producers who bring their shows to us. During our closure we built 36 new seats in a prime position in our Donald Gordon Theatre, and they are ours to distribute for every performance.

Pay what you can tickets are now offered exclusively to those least likely to be able to afford the cost of the top shows on our main stage. During the year we have expanded the group of volunteer community ambassadors who, rooted in their communities, help us to distribute these tickets peer-to-peer and on the ground.

- **258 COMMUNITY TICKETS ACROSS 9 PRODUCTIONS**
- **3,000 TICKETS SOLD THROUGH HYNT FOR THOSE WITH AN IMPAIRMENT OR SPECIFIC ACCESS REQUIREMENT**
- **CREATIVE CAPTIONING AND AUDIO DESCRIPTION ACROSS ALL OUR OWN PRODUCTIONS**

“I'VE NEVER BEEN TO THE VENUE BEFORE, I COULDN'T AFFORD THE TICKETS OR THE TRAIN TO GET THERE. It was an amazing show, I was overwhelmed by the building, music and seats we had. I will never forget it.”

“I AM A FULL-TIME CARER TO MY SON WITH A DISABILITY. BECAUSE OF COVID I'VE NOT HAD A BREAK IN OVER TWO YEARS. I was humbled at the opportunity to go, and to have a coach to take us was perfect, I would never drive to Cardiff.”

Community seating attendees

In 2022/23 we will offer community tickets across all 22 productions, including our own productions in our Weston Studio, as well as expanding the pool of community ambassadors who help champion the scheme. We will continue to promote our Hynt ticketing offer and work with producers to offer more relaxed performances within show runs. These are designed to provide an accessible experience for people with autism, learning difficulties or other sensory and communication needs.

SPOTLIGHT WORKING WITH SCHOOLS

During the year we worked in partnership with local schools, providing creative learning days to demystify the work we do and to help young people to find out about opportunities at Wales Millennium Centre.

Valued Partnerships have been set up through Careers Wales with schools, offering an overview of "What goes on under this roof?" The young people interact closely with our HR, Technical and Creative Learning teams, gaining unique insights into the creative industry.

We also have discounted school group tickets available in our Donald Gordon Theatre for productions which are likely to appeal to schools.

- **81 DISCOUNTED SCHOOL GROUP TICKETS PURCHASED FOR MATTHEW BOURNE'S NUTCRACKER, SAVING SCHOOLS NEARLY £3,000**
- **10 VALUED PARTNERSHIP DAYS – 72 PUPILS FROM 4 SCHOOLS**
- **WORKING WITH CAREERS WALES**

In 2022/23 we will continue to extend the reach of our Valued Partnerships programme, while deepening our current partnerships with four local schools and their 70+ pupils aged 14 to 16. Discounted school group tickets will be available across popular shows.

INNOVATIVE WORK TO SHOWCASE WALES

The Covid pandemic highlighted our reliance on commercial producers both to fund our work and in terms of having our own digital content to share online. As a result, we are more focused than ever on building our reputation as a world-class producing house that works with Welsh talent to develop important and diverse stories to share internationally, whether on our stages or digitally.



WALES MILLENNIUM CENTRE PRODUCTIONS

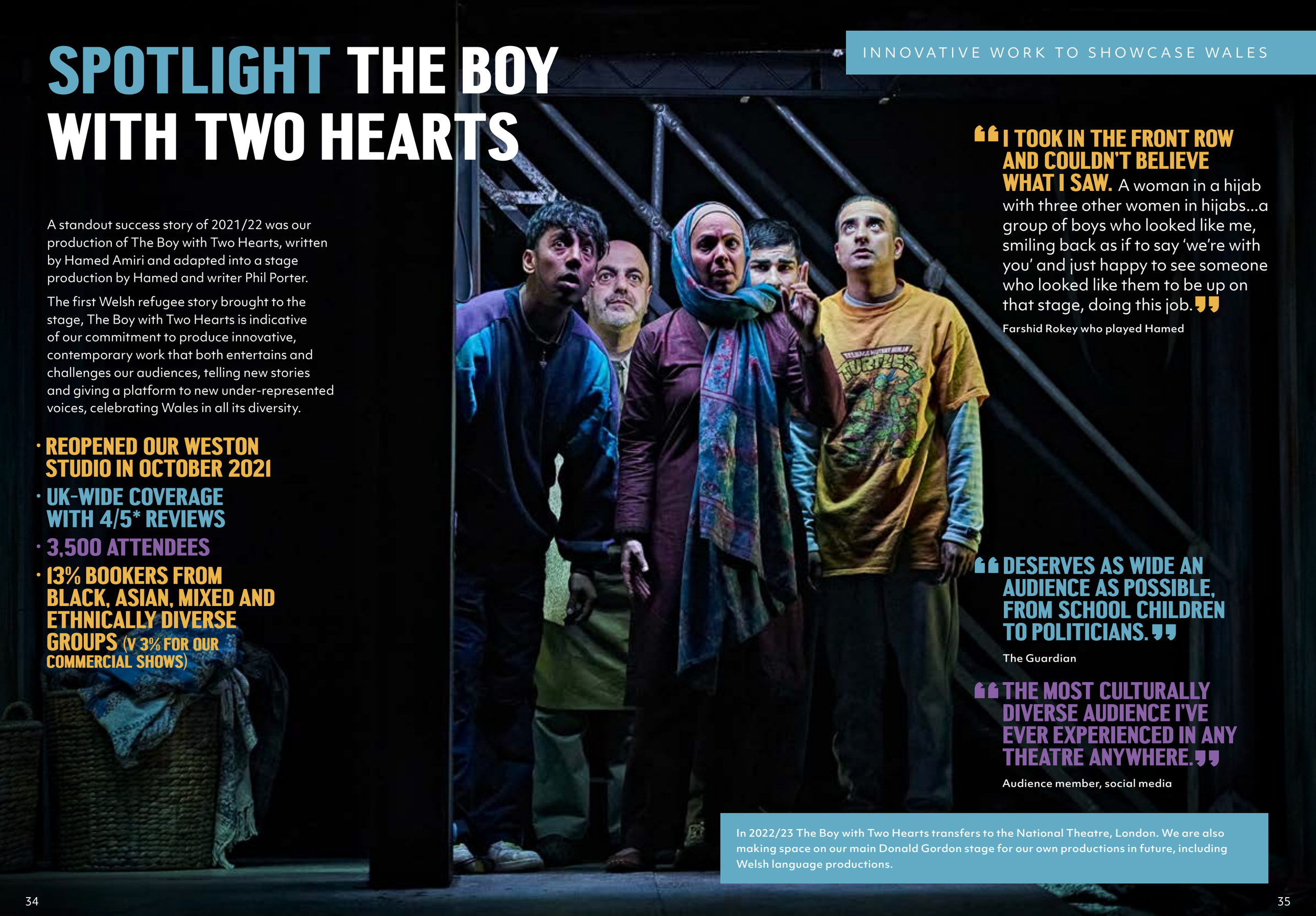
- 5 PRODUCTIONS
- 1 DIGITAL PRODUCTION
- 10 PRODUCTIONS IN DEVELOPMENT
- COLLABORATED WITH AND SUPPORTED 100+ ARTISTS
- RESEARCH AND DEVELOPMENT ON 30 IDEAS
- MORE DIVERSE STORIES, ARTISTS AND AUDIENCES

SPOTLIGHT THE BOY WITH TWO HEARTS

A standout success story of 2021/22 was our production of The Boy with Two Hearts, written by Hamed Amiri and adapted into a stage production by Hamed and writer Phil Porter.

The first Welsh refugee story brought to the stage, The Boy with Two Hearts is indicative of our commitment to produce innovative, contemporary work that both entertains and challenges our audiences, telling new stories and giving a platform to new under-represented voices, celebrating Wales in all its diversity.

- **REOPENED OUR WESTON STUDIO IN OCTOBER 2021**
- **UK-WIDE COVERAGE WITH 4/5* REVIEWS**
- **3,500 ATTENDEES**
- **13% BOOKERS FROM BLACK, ASIAN, MIXED AND ETHNICALLY DIVERSE GROUPS (V 3% FOR OUR COMMERCIAL SHOWS)**



> **"I TOOK IN THE FRONT ROW AND COULDN'T BELIEVE WHAT I SAW.** A woman in a hijab with three other women in hijabs...a group of boys who looked like me, smiling back as if to say 'we're with you' and just happy to see someone who looked like them to be up on that stage, doing this job."
>
> Farshid Rokey who played Hamed

> **"DESERVES AS WIDE AN AUDIENCE AS POSSIBLE, FROM SCHOOL CHILDREN TO POLITICIANS."**
>
> The Guardian

> **"THE MOST CULTURALLY DIVERSE AUDIENCE I'VE EVER EXPERIENCED IN ANY THEATRE ANYWHERE."**
>
> Audience member, social media

In 2022/23 The Boy with Two Hearts transfers to the National Theatre, London. We are also making space on our main Donald Gordon stage for our own productions in future, including Welsh language productions.

SPOTLIGHT
PUSHING DIGITAL BOUNDARIES

Ripples of Kindness, our free digital experience accompanying The Boy with Two Hearts, received 1,500 visitors. Audiences wearing VR headsets were able to 'sit' and interact with the Amiri family as they told their story. It was the first large-scale digital piece we had created.

> "IT WAS AN ENCHANTING EXPERIENCE SITTING FOR A MEAL WITH THE FAMILY KNOWING ABOUT THEIR JOURNEY."
> Attendee

- 59% OF ONLINE BOOKERS WERE NEW TO WALES MILLENNIUM CENTRE



In 2022/23 we will continue to experiment with and build our digital work alongside all our new productions. The collaborative process of developing Ripples of Kindness has equipped us with key digital expertise and infrastructure, and the audience reception has given us the confidence to be bigger and bolder with the stories we tell.

SPOTLIGHT
XXXMAS CAROL

In summer 2021/22 we reopened with our newly launched cabaret programme in our Weston Studio.

Our cabaret programme builds on performances we hosted in our Ffresh space pre-pandemic and offers us a great opportunity to celebrate diversity and support new voices and art forms in a unique and intimate setting.

Our first Wales Millennium Centre produced Christmas cabaret show, XXXmas Carol, engaged with new audiences and artists:

- 1,200 ATTENDEES
- 4% OF BOOKERS NON-BINARY (V 0.6% FOR OUR COMMERCIAL SHOWS)
- 25%+ OF BOOKERS IDENTIFIED AS GAY OR BISEXUAL (V 10% FOR COMMERCIAL SHOWS)
- ALL ARTISTS NEW TO WALES MILLENNIUM CENTRE

> "IT'S A FESTIVE CORKER – FEATURING DRAG, BURLESQUE, CIRCUS & COMEDY... NOT FOR THE FAINT OF HEART! WE DIDN'T STOP LAUGHING."
> Cardiff Life

In 2022/23 we will showcase another Wales Millennium Centre cabaret performance at Christmas, before launching three full cabaret programmes a year from February when our new cabaret space opens.

SPOTLIGHT LLAIS

Our annual festival, Llais (previously known as Festival of Voice), brings together top international performers and emerging Welsh talent, young people and communities in a celebration of the one instrument we all share – the voice.

In October 2021 we were able to host the festival in Wales Millennium Centre once again, but in a much reduced form due to the pandemic risks and lack of funding. Days before the festival, Wales introduced vaccine passports.

Nonetheless, we were able to trial several new ideas in 2021, and the opportunity for future development for the festival as a key part of Cardiff Council's major cultural event, 'Cardiff Music City', is clear.

- 1,400+ TICKETS SOLD
- 4 DAYS OF EVENTS ACROSS ALL OUR SPACES
- 40+ ACTS, INCLUDING HOT CHIP AND GRUFF RHYS
- A MIXTURE OF FREE AND TICKETED EVENTS
- SHOWCASING WORK FROM OUR TOGETHER STRONGER PARTNERSHIP

In 2022/23 Llais will be held between 26–30 October 2022 and will put in place the foundations to grow into a significant part of the international festival calendar within five years.

WORLD-LEADING

As the national arts centre, we have a responsibility to be world-leading in all we do, inspiring others and ensuring we use our building and our scale to maximise the impact we can have for Wales and all our communities.

SPOTLIGHT
PROJECT CAPELLA

Project Capella is our programme of change for Wales Millennium Centre over the next 10 years, to ensure that we light the way for all to benefit from the arts and that we place community and creativity at the heart of all we do.

This year we finalised plans to refresh our public spaces and take advantage of the latest technology with new screens to showcase our work.

We also completed a feasibility study to create Maker Spaces for skills training for young people, in the heart of our building. These will be visible and easily accessible to all, including residents, partners, schools and visitors, welcoming 7,000+ people each year.

This plan was co-produced with ROA architects and groups of young people and organisations that will be using the spaces.

New Croeso bar and café



New cabaret space



Digital storytelling space, Bocs





Proposed studio spaces





“IT'S MOSTLY JUST ABOUT LETTING PEOPLE KNOW WHAT WE CAN ACHIEVE IN HERE AND UTILISING THE SPACE.

I think it’s such a good thing that it’s young people making spaces for other young people. I think what we see a lot in every industry is people that don’t know about their target audience, creating things for that target audience, it just never really works. I think it’s good that we have our opinions and we know what we want, we know what our age wants. So it’s good to have us leading it almost.”

Wales Millennium Centre
Youth Collective member

In 2022/23 we will complete the work on our public spaces and the preparation and plans for our Maker Spaces, as well as trialling new digital storytelling for an ‘Inspire and Intrigue Zone’. We will also plan the creation of a production and skills hub, giving us the space to rehearse and perform more of our own work, as well as additional space to share with our creative community to enable training, rehearsals and filming. We hope this will be a core part of Cardiff Bay’s transformation into an internationally acclaimed cultural district alongside the new arena and we are working with Cardiff Council and other partners to achieve this.

SPOTLIGHT
UNFORGETTABLE INTERNATIONAL SHOWS



WORLD-LEADING

Wales Millennium Centre is the only place in Wales that can host world-leading touring productions, including Welsh National Opera. We enable more people to see and experience the emotion of the top shows, including through our community seats.

Along with generous support from our community, the income generated from these shows makes our transformational projects possible. We reopened our 1,900 seat Donald Gordon Theatre in September 2021 but closed again between December 2021 and February 2022.

131,000+ TICKETS FOR 147 PERFORMANCES, INCLUDING:

- WNO'S BARBER OF SEVILLE
- THE BOOK OF MORMON
- EVERYBODY'S TALKING ABOUT JAMIE
- GREASE
- HEATHERS
- BEAUTY AND THE BEAST
- BEDKNOBS AND BROOMSTICKS
- WNO'S JENUFA
- ROB BRYDON
- MATTHEW BOURNE'S NUTCRACKER

In 2022/23 we will welcome popular shows including Les Misérables, Charlie and the Chocolate Factory, The Ocean at the End of the Lane and several WNO productions. We forecast that audience levels in the Donald Gordon Theatre will return closer to pre-pandemic levels – 416,000+ tickets across 300+ performances in 2018/19.

SPOTLIGHT
DIVERSITY AND INCLUSION

As Wales' national arts centre, we are committed to making space for all voices and perspectives – in our workforce and culture, our decision-making processes, the content we put out and in the spaces within our building. In 2021/22 we developed and updated our 2020 diversity action plan, as well as continuing our commitments to the Welsh language.

WORLD-LEADING

- ACCREDITED LIVING WAGE EMPLOYER FROM APRIL 2021 AND SIGNED UP TO COMMUNITY JOBS COMPACT
- CONTINUED AS A DISABILITY CONFIDENT EMPLOYER
- ESTABLISHED A DIVERSITY AND INCLUSION EMPLOYEE NETWORK
- 51% OF OUR PERMANENT STAFF MEMBERS HAD SOME LEVEL OF WELSH LANGUAGE SKILLS
- 7,000+ OF OUR CUSTOMERS HAVE REGISTERED TO RECEIVE MAILINGS IN WELSH OR BILINGUALLY
- CURRENTLY WORKING ON 2 WELSH LANGUAGE WALES MILLENNIUM CENTRE PRODUCTIONS

In 2022/23 we will continue to collaborate with local communities to create opportunities to build relationships and share opportunities for employment. We will work in partnership with Job Centre Plus and Remploy to provide mentoring to jobseekers aged 16–24 from Black, Asian and ethnically diverse backgrounds. We will produce one Welsh language production and continue development on another, as well as working with partners to programme Welsh language work in our Weston Studio and cabaret space.

SPOTLIGHT CREATIVE ASSOCIATES AND SUPPORTING ARTISTS

We are aware of the inequalities in our sector. Many freelance artists and creatives have continued to struggle as we come out of the pandemic, unable to develop their creative practice and finding themselves out of work and often ineligible for any of the emergency financial support schemes. We aim to put creativity and artists at the heart of all we do.

- **OUR CREATIVE ASSOCIATES PROGRAMME LAUNCHED IN 2021/22, WITH A FULLY ACCESSIBLE CALL OUT AND APPLICATION PROCESS. WE RECEIVED 200 APPLICATIONS AND 8 ARTISTS WERE APPOINTED TO WORK WITHIN ALL AREAS OF WALES MILLENNIUM CENTRE**

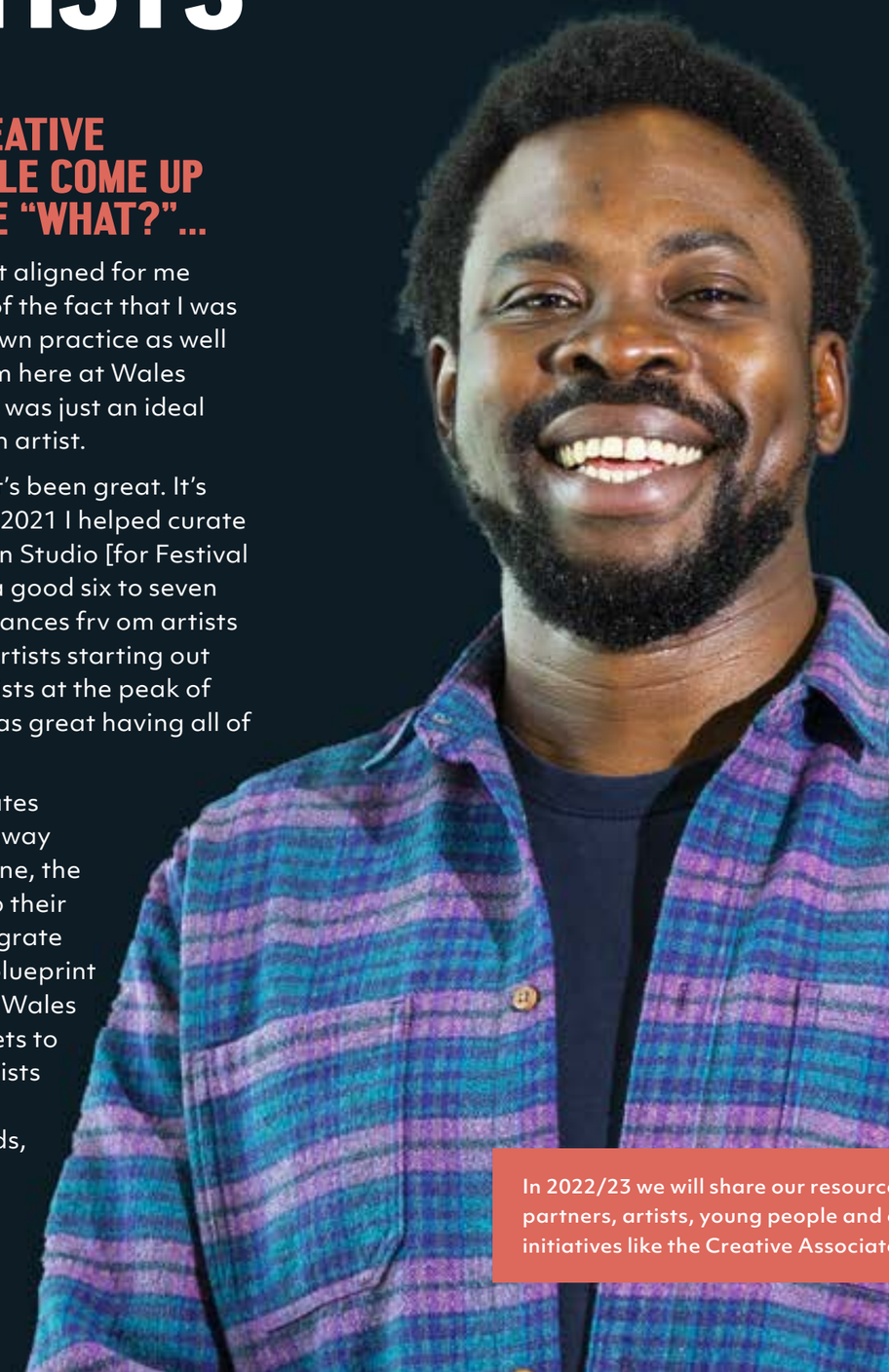
“I SAW THE CREATIVE ASSOCIATE ROLE COME UP AND I WAS LIKE “WHAT?”...

I felt like the stars just aligned for me personally because of the fact that I was able to develop my own practice as well as work with the team here at Wales Millennium Centre. It was just an ideal situation for me as an artist.

It's a two-year role. It’s been great. It’s been productive... In 2021 I helped curate a stage at the Weston Studio [for Festival of Voice] and it was a good six to seven hours of live performances frv om artists across Wales, from artists starting out in their career, to artists at the peak of their career, which was great having all of them in one room.

The Creative Associates programme is a two-way relationship really. One, the artist gets to develop their practice, gets to integrate themselves into the blueprint of this building. Two, Wales Millennium Centre gets to work with various artists and creatives from different backgrounds, walks of life and ethnicities.”

Tumi Williams,
Creative Associate



- **SUPPORTED INDIVIDUALS TO PARTICIPATE IN THE FREELANCE TASKFORCE**
- **SUPPORTED ‘LOYALTY’ (PROGRAMME SUPPORTING DEVELOPMENT OF BLACK ARTISTS) BOTH FINANCIALLY AND WITH SPACE AND ADVICE**
- **PROVIDED MENTORING, SPACE AND RESOURCES FOR A WIDE RANGE OF ARTISTS WITH IDEAS AT AN EARLY STAGE AND BEYOND, ONLINE AND IN PERSON**
- **REPURPOSED ONE OF OUR LARGEST MEETING ROOMS INTO A FULL-TIME REHEARSAL SPACE WHICH CAN BE BOOKED AND USED BY ALL PARTNERS**
- **OFFERED 25+ COMMUNITY ORGANISATIONS AND ARTISTS 500+ HOURS OF SPACE IN KIND, FOR REHEARSALS, RESEARCH AND DEVELOPMENT, FILMING AND WORKSHOPS**

In 2022/23 we will share our resources – be it our time, space or expertise – with collaborating partners, artists, young people and creative communities. We will continue to invest in initiatives like the Creative Associates programme.

SPOTLIGHT
YOUTH COLLECTIVE

In 2021/22 we launched the Youth Collective, an elected group of young people who utilise our building to build transferable skills, discover interests involving the arts and collaborate with decision-making bodies in Cardiff. They inspire our agenda to be more aligned to the interests of young people. During 2021/22 they have supported us with the vision for our Maker Spaces.



“IT’S AN EXCITING TIME FOR US TO BE WORKING WITH SUCH A TALENTED GROUP OF YOUNG PEOPLE WHO WILL HELP US MAKE KEY DECISIONS AROUND THE WORK WE DO WITH YOUNG PEOPLE.”

Jason Camilleri, Senior Producer, Wales Millennium Centre

In 2022/23 our 12 Youth Collective members will continue to meet regularly to voice issues around facilities, participation, inclusion, access and diversity.

SPOTLIGHT VOLUNTEERS

Our volunteer scheme develops skills, ideas, and friendships, and provides individuals with the opportunity to engage in our work in new and unique ways. Our volunteers predominantly support us in front of house roles and as the first people to greet a visitor in our building, they are an invaluable part of our excellent customer service.

- 224 VOLUNTEERS – 27% OF WHOM WERE NEW
- 12,884 HOURS
- 97% RETENTION RATE
- 58% STRONGLY AGREED THAT VOLUNTEERING HAD INCREASED THEIR SKILLSET (INCLUDING SKILLS SUCH AS CONFIDENCE AND INDEPENDENCE)
- 57% FELT THAT ACCESS TO THE SCHEME HAD INCREASED THEIR HEALTH AND WELLBEING
- 12% OF VOLUNTEERS FELT THAT THEY WOULD BE UNABLE TO ATTEND WALES MILLENNIUM CENTRE AT ALL WERE IT NOT FOR OUR VOLUNTEER PROGRAMME

> “I HAVE MET PEOPLE AND SEEN SHOWS THAT I WOULD NEVER HAVE DONE WITHOUT WALES MILLENNIUM CENTRE. I SIGNED UP AS A VOLUNTEER WHEN I MOVED TO CARDIFF AND KNEW NOBODY, IT HAS MADE ME FEEL A LOT LESS LIKE AN OUTSIDER AND THAT HAS BEEN HUGELY IMPORTANT TO ME.”
>
> Volunteer

In 2022/23 we will review our recruitment processes to ensure further diversity and skills training as we expand the scheme.

SPOTLIGHT
SUSTAINABILITY

As a large venue that has an annual footfall of 1.8 million and serves as a cultural campus and home to several other organisations, we acknowledge that our operations and activities have an impact on the environment.

We are committed to ensuring that environmental sustainability is a core consideration for all our projects and activities.

- 720 SOLAR PANELS INSTALLED – SAVING £30,000 ANNUALLY AND PRODUCING C.10% OF OUR ELECTRICAL ENERGY NEEDS – ENOUGH TO POWER OUR STAGE ACTIVITIES EACH YEAR
- 174 ENERGY EFFICIENT LIGHTS INSTALLED – COMBINED ENERGY REDUCTION OF 64%
- OFFER E-TICKETS FOR EVERY SHOW AND EVENT
- PROUD TO SUPPORT THE GREENER CARDIFF DISTRICT HEAT NETWORK
- WORKING WITH KEEP WALES TIDY ON INITIATIVES TO MANAGE WASTE EFFECTIVELY ACROSS THE SITE
- ALL BAR DRINKS SERVED IN REUSABLE PLASTIC CUPS THAT ARE ALSO FULLY RECYCLABLE





In 2022/23 we will be working with partners to drive forward our sustainability strategy with a restructure of waste management streams, working towards carbon neutrality for Wales Millennium Centre.

SPOTLIGHT PARTNERSHIPS

Our building is already a cultural campus, home to eight other creative organisations:



Tŷ Cerdd



Welsh National Opera



BBC National Orchestra of Wales



Urdd



Hijinx



Touch Trust



Literature Wales



National Dance Company Wales

A key part of our role as a world-leading national arts centre is to act as a convener for the creative industries. This means that we work with 50+ partners on a local, national and international level every year to leverage resources and maximise our impact for Wales. These partners include the Welsh Government, Arts Council of Wales, Cardiff Council and a myriad of education, skills, community and creative organisations across Wales and beyond.

> **“THANKS TO ALL STAFF AT THE CENTRE FOR BEING SUCH A WONDERFULLY SUPPORTIVE TEAM FOR US TO WORK WITH;** the experience provided for our students is always of the highest calibre and [we're] really grateful for the level of commitment you give to our partnership – diolch o galon.”
>
> **Royal Welsh College of Music and Drama**

DIOLCH

Diolch yn fawr to our individual donors, trusts and foundations, members and corporate supporters, without whom we could not have continued our work with young people and communities at a time when they needed us most.

Continued support from trusts and foundations has been essential to our ongoing community and learning work.

Our corporate members remained hugely supportive, and Admiral agreed to become part of this group this year.

Individual support allowed us to continue developing our own productions; for this we are incredibly grateful to Bob and Lindsay Clark, Peter and Jan Swinburn and Dr Carol Bell.

Every donation makes a real difference and changes lives for the better in Wales. For more information on how to join this group: wmc.org.uk/join-and-give

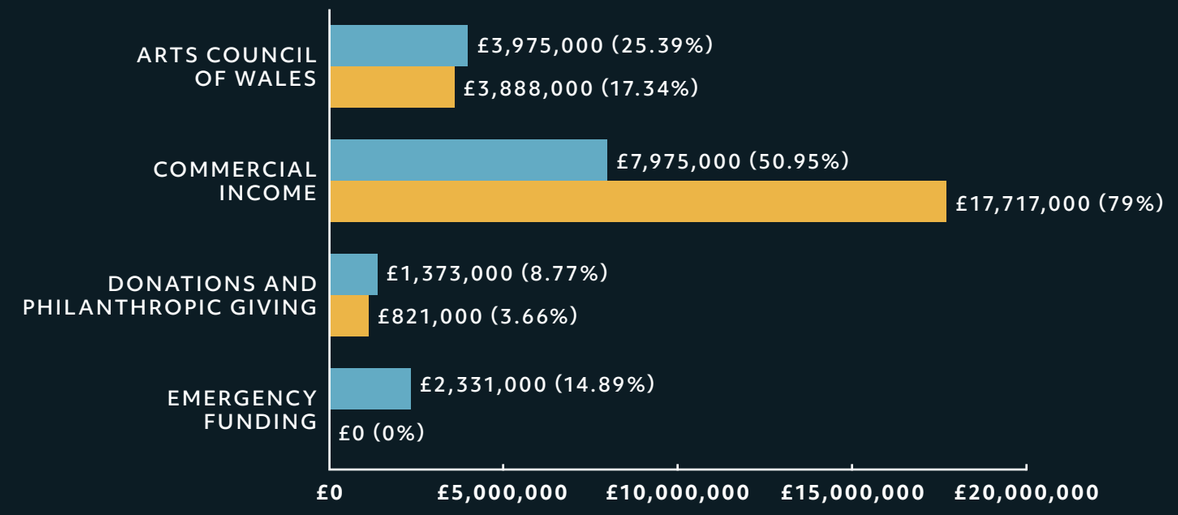
FUNDING BREAKDOWN

IN 2021/22 WE RECEIVED £100,000+ WORTH OF DONATIONS FROM 9,182 INDIVIDUALS

DIOLCH O GALON – WE ARE SO GRATEFUL FOR YOUR SUPPORT

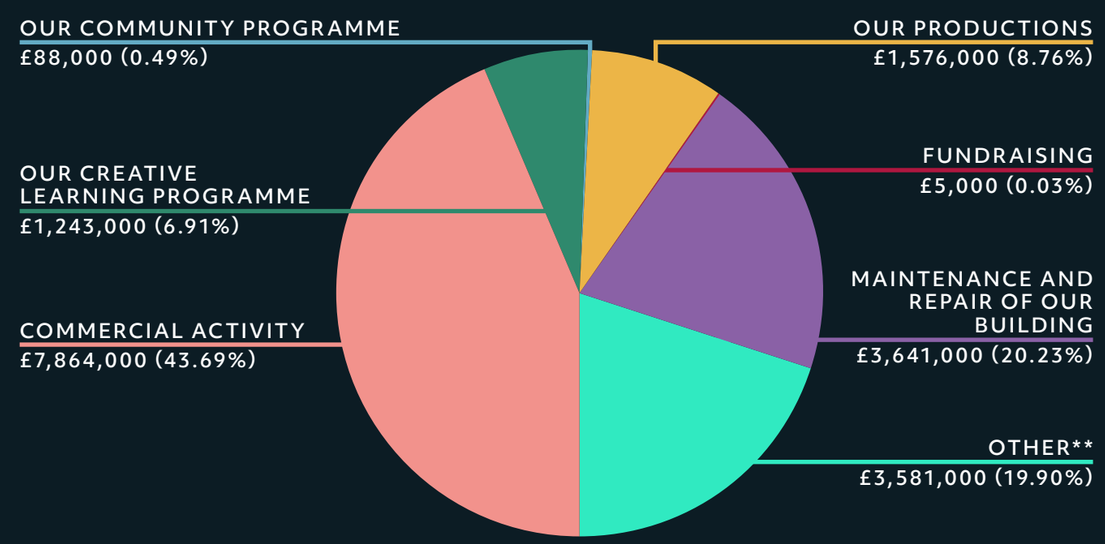
WALES MILLENNIUM CENTRE INCOME – FINANCIAL YEAR 2021/22 v 2019/20*

TOTAL – £15,655,000 v £22,426,000



EXPENDITURE – FINANCIAL YEAR 2021/22

TOTAL – £17,998,000



*We were closed for two weeks during the financial year 2019/20.
**Including depreciation, salaries, office costs and legal and audit costs.
Please note: figures are rounded to the nearest thousand. These figures will not be filed with Companies House until January 2023.

THANKS TO OUR SUPPORTERS



DIOLCH

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Margaret Davies Charity

Moondance Foundation

The Simon Gibson Charitable Trust

Welsh Government

FOUNDING PATRON

Sir Donald Gordon

LIFE PRESIDENT

The Lord Rowe-Beddoe DL

SPECIAL SUPPORT

David Morgan

In memory of David Seligman OBE and Philippa Seligman

Peter and Babs Thomas

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Bute Place, Cardiff, CF10 5AL
www.wmc.org.uk
Registered charity number 1060458

CANOLFAN MILENIWM CYMRU
WALES MILLENNIUM CENTRE

Cyngor Celfyddydau Cymru
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Thank you also to our Partner, Ffrind+ and Ffrind members and other donors for their support.

WE ARE WALES MILLENNIUM CENTRE – FIRE FOR THE IMAGINATION

