Annual Review 2017/18

Kalasangam

Our Vision

Kala Sangam is an intercultural arts hub which aims to reflect the diversity of contemporary Britain through the work we present, the artists we support and the communities we engage.

Specialising in South Asian arts and culture, most of our work takes place in our Arts Centre in the heart of Bradford (in between Bradford Cathedral and The Broadway Shopping Centre) with our outreach activities extending nationally and internationally.

In Sanskrit, 'Kala' means arts and 'Sangam' means a meeting point.

Kala Sangam aims to bring people and communities together to create and experience high-quality diverse art, to increase understanding and awareness of different cultures, and to provide talent development pathways for young people and emerging artists into a career in the arts.

Founded in 1993 by Dr Shripati Upadhyaya and Dr Geetha Upadhyaya OBE, Kala Sangam became a registered charity and limited company in 1996.

Summary

I'm delighted to present Kala Sangam's annual review for 2017/18.

This year has been one of change but also one of huge excitement as we launched our new artistic vision. Through this new strategy we've increased the number of performances we put on, our support for artists is greater than it has ever been in the company's history and our audiences are up 5%. Our building continues to be a hub for all communities in Bradford, with the total number visiting us nearly doubling this year, whilst our partnership work goes from strength to strength – as exemplified by our Community Works project delivered with Balbir Singh Dance Company.

In April 2017, as the company entered its 25th year, we said goodbye to our founder Dr Geetha Upadhyaya OBE, who retired from her role as Artistic Director. We are immensely grateful to both her and Dr Shripati Upadhyaya for the legacy they leave us. The values that shaped Kala Sangam – of inclusion, openness, innovative collaborations and a passion for South Asian arts – are ones that we will continue to hold close to our hearts.

I'd like to thank our core funders, Arts Council England and Bradford Council, for the support they have continued to show us, as well as Garfield Weston Foundation and Church Urban Fund who have directly helped us to reach more people in our city this year.

Finally, I would like to thank the audiences, artists, students, parents, room bookers and café users who have come through our doors in the last year. Your ongoing support is greatly appreciated – we hope you're as excited as we are about what the future will bring.

Best wishes

Cuchi d.

Caroline Harrison Chair of the Board of Trustees





Our Artistic Programme



In 2017/18 Kala Sangam launched three new public facing strands of activity:

South Asia Now

We programme work by South Asian artists/organisations or work that showcases art forms from South Asia. A priority is placed on presenting work which develops the art form and/or is created by British people of South Asian descent.

British Diversity

To ensure we are at the forefront of what it means to live in Britain in 2018, we support the creation of work which looks at cultural heritage in the context of modern Britain or is actively diversity-focused. This strand also covers work that fuses together different artforms, styles and cultures.

This Is Bradford

Putting Kala Sangam at the heart of arts delivery in the city, we offer rehearsal space, development support and performance opportunities to local artists and companies. We also bring work to Bradford which addresses societal issues for the city or is relevant to one of its many communities. We enjoyed a wonderful performance of the Chethena Kathakali Company. Thank you for bringing Indian culture to our doorstep!

Audience member,

The Kala Chethena Kathakali Company

In 2017/18 Kala Sangam hosted 24 performances/events and 6 exhibitions - an increase from 15 performances and 2 exhibitions in 2016/17.

Reflecting diversity

2017/18 saw Kala Sangam present its most diverse programme to date. Highlights included the second year of Bradford's Women Of The World Festival, the debut exhibition of Bradford-born Pakistani poet Nabeelah Hafeez, Möbius Dance's World Premiere performance, Dhoom Dhoom Lak Lak!! – a Punjabi music and dance performance by Bradford's Punjabi Roots Academy – and the end of year jazz showcase by students from the Northern School of Creative Industries at Bradford College.

International talent

Kala Sangam continued to provide a platform for outstanding international artists to present work in the UK. This included a performance by world renowned violinist Dr L. Subramaniam (his only UK date outside of London), a Kuchipudi performance by USA's Siddhendra Art Academy, a sitar recital by Indian artist Azeem Ahmed Alvi and the work of emerging Indian contemporary dance artists in 2Faced Dance's Outlands programme.

Looking good

The appointment of an experienced technician to oversee performances has improved the quality of both our staging and artist experience. Through our Memorandum of Understanding with Bradford College, we have also been able to employ a technical assistant for show days, supporting him in his professional development.

Support for Artists

In 2017/18 Kala Sangam supported more artists to create work than the company had done in the previous 5 years, with 12 weeks of studio time provided as support in kind.

> Kala Sangam supported 9 artists / organisations in developing successful applications to Arts Council England, releasing more than £100K in funding

Artists Takeover 2017

August and September 2017 saw us run our first Artists Takeover – 3 weeks where we handed over our building to a selection of artists to create, play, rehearse and develop new work. Artists each received a week in one of the company's studios, £500 funding and development support specially tailored to their needs. This year's artists truly reflected the diversity of Kala Sangam's increased intercultural ambition, with 2 BAME artists, 1 Bradford-based dancer, 2 South Asian dance styles and 1 modern take on traditional South Asian music.

Kala Sangam facilitated two networking events for Bradford-based artists and offered in-kind space to the SLATE programme for Black, Asian and minority ethnic (BAME) artist networking. We took on a leadership role within Bradford Dance Network and joined the steering group for the TINArts led Talent Hub project, supporting learning disabled dancers. We also became a critical friend for Creative Case North.

> It has been an artistic renaissance for me to be able to explore my dance roots again and to feel so completely supported and encouraged on that journey.

Kamala Devam, Artists Takeover participant 2017

Audiences

2,496 audience members saw a performance and an estimated 21,000 visitors engaged with our exhibitions throughout 2017/18.

To further deepen audience engagement with the programme, from Autumn 2017 we began regularly streaming performances and post-show discussions through Kala Sangam's Facebook page. Over the course of the year, the 25 videos we produced had 7,500 views for a total of 3,378 minutes.

Our marketing approach was re-evaluated in 2017/18 with a new Marketing and Audience Development plan. Poster sites were installed in our Arts Centre, our brochure was redesigned and a social media strategy was implemented. The autism friendly performance and lovely welcoming staff made the experience a positive one for us all.

> Audience Member, The Magic Fish

Average 48% capacity for performances - up 5% on 2016/17 96% of audiences rated their experience positively.

The company scores particularly highly on 'value for money', 'quality of exhibition' and 'overall experience'.*

45% of audiences identify as non-white with 39% of audiences identifying as Asian or British Asian.*

*Audience Finder survey results

Classes

In 2017/18 classes at Kala Sangam included our Bharatanatyam Academy, Bollywood dance, Bhangra, Dhol drumming, Contemporary dance, disability integrated dance, visual arts and a choir.

> Following the retirement of Artistic Director Dr Geetha Upadhyaya OBE in April 2017, Kala Sangam appointed renowned dancer Santosh Menon to teach our Bharatanatyam Academy. In 2017/18 13 students received bespoke ISTD training through 64 weekly sessions.

Our Ashtanga Yoga classes, in partnership with Yoga Bradford, saw 135 people attending, with 84 sessions over the year.

Delivered by Punjabi Roots Academy, our Punjabi music and dance classes saw 20 sessions of both dance and Dhol drumming offered through the year. Attendances grew steadily with a final total attendance of 146 for dance and 68 for Dhol.

> It's nice to do cultur Dhol drumming. We'd re enjoy as well!

> > Par

We provided free studio space to Phoenix Dance Theatre's NO BOUNDS classes, allowing them to build up a group of enthusiastic boys from the city who now attend every Thursday. In February we partnered with Dance For Life and International Mixed Ability Sports to launch a new mixed ability dance provision for disabled and non-disabled dancers.

Schools

In 2017/18 Kala Sangam engaged 757 pupils across 15 schools in Creative Arts Workshops and Schools Linking Activity.

This year saw us redesign our schools offer to better align with the company's new strategic vision. Launched in January 2018, our new In Britain Today workshops investigate the PSHE curriculum and key 'British Values' in a fun, accessible, informative and inspiring way. The workshops are directly aligned with the PSHE Association Programme of Study for Key Stages 2, 3 and 4.

Itural things as a family, especially with a dying art like I recommend trying it, because it's something you'll

articipants, Punjabi music and dance class

Kala Sangam are an essential part of our success at Secondary level.

Azam Ali, Secondary Advisor at The Linking Network

Alongside curriculum-linked outcomes, Kala Sangam's new approach helps children and young people to build personal skills such as confidence, selfexpression and communication.

We continued to be a host for neutral venue visits for schools on the Linking programme, and delivered creative workshops for schools in Bhangra, Bharatanatyam and Bollywood.







Having Community Works perform as part of the show was a delight and it also brought in new families to the venue and the work. Kala Sangam's new approach to engaging with arts organisations, the trust they create and value they place on the art is a wonderful breath of fresh air.

Balbir Singh, Artistic Director, Balbir Singh Dance Company



Art Activities

Projects

Near Neighbours

Funded by a small grant from Near Neighbours (Church Urban Fund), Kala Sangam delivered an Interfaith Community project with the Anand Milan Centre, a Gujarati community centre, and members of Soka Gakkai International, a Nichiren Buddhist organisation. Working with artist Cat Scott, this visual arts project brought these faithbased organisations together to find commonality between their faiths and daily lives.

Kala Sangam and Balbir Singh Dance Company project

In the run up to Balbir Singh Dance Company's (BSDC) Double Bill in December 2017, Kala Sangam and BSDC worked in partnership to engage 87 children from Nessfield and Allerton primary schools and Community Works Centre in Barkerend. Over five weeks, the young people created dance pieces inspired by the themes of Champion of the Flatlands and Love & Spice.

The two school groups had the chance to visit rehearsals and perform their pieces for each other and BSDC company members, whilst Community Works' young people performed as part of BSDC's programme at Kala Sangam.

The project was so succesful that Kala Sangam secured a grant from Bradford Metropolitan District Council to continue delivery until July 2018.

Our People

In 2017/18 all core staff members attended at least one performance as an audience member.

Our Board:

child!

Caroline Harrison Chair Ian Lewis Treasurer Pauline Mayers Trustee Paul Nash Trustee Marie O'Reilly Vice Chair Daniel Prendergast Trustee Laiqa Sheikh Trustee (appointed 31 January 2018) Ravinder Singh Trustee David West Trustee

Our Staff:

Ajit Singh Chief Executive Officer

Jez Arrow Finance Manager Suhail Bashir Facilities Assistant Sidra Bi Finance Assistant **Bradley Cook-Pattison** Facilities Assistant Alex Croft **Creative Producer** Sam Cryer **Facilities Assistant** Sam Drake **Facilities Assistant Mohammed Iffikar Facilities Officer** Mandeep Kaur Marketing & Admin Officer Mo Khan **Facilities Assistant Marianne Matusz** Education and Outreach Officer **Steve O'Connell** Venue Sales Manager **Pritesh Parmar** Marketing & Admin Officer (maternity cover) Suleman Rahman **Facilities Assistant** Summayah Rahmen Cleaner **Mat Schofield** Caretaker Cat Scott Marketing & Admin Assistant **Marcia Travers** Cleaner

Dr Geetha Upadhyaya OBE Artistic Director (retired April 2017)



Hirers included Freedom Studios, the UK Independent Literature Festival, Elohim Gospel Church and Dance United Yorkshire who ran 45 days' worth of projects. We also continued to present end of season shows by local dance groups such as Addo Dance, ND Dance Academy, Explosion Cultural Arts, Paris Cherise Dance Company, Sonic Boom Cheerleading and Total Dance Elite. December 2017 saw us host the Penny Appeal's Great Muslim Pantomime for a sold out run of dates.

In 2017/18, the total number of room bookings at Kala Sangam rose 40% to 943.

Community/Charity/Voluntary sector bookings increased from 530 to 572, Public sector (CBMDC/NHS) bookings increased from 27 to 115, and private bookings (weddings/christenings etc) increased from 5 to 15. NCS/The Challenge were once again major users of our space during the summer months, with 2,100 young people attending the project.

We keep coming back – says it all!

A very warm welcome, nothing was too much trouble. Thank you!

The Rooftop Café

In October 2017, The Rooftop Café took over all catering provision at the venue. The café serves a fresh food offering of sandwiches, wraps and flatbreads, all made from locally sourced produce. Footfall has increased significantly for the café since the new food offer was launched.



The total number of people visiting Kala Sangam rose from 21,666 in 2016/17 to 42,224 in 2017/18.

Arts-related room bookings increased from 24 to 144.

IIIII IIIIIIIII **Our Venue**

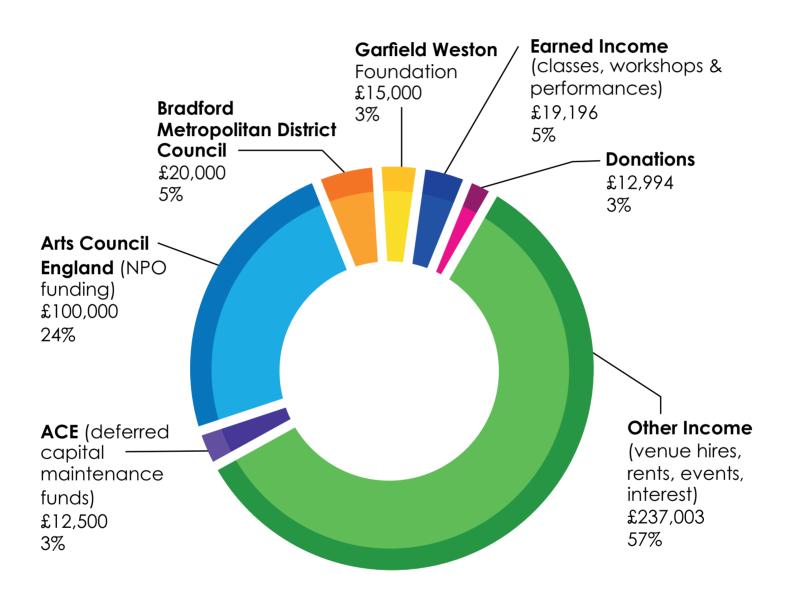


Staff were very friendly and very accommodating to my religious needs.

Always a fantastic venue. Staff are very helpful and go beyond expectations.

Financial Overview

Income



Core Funders

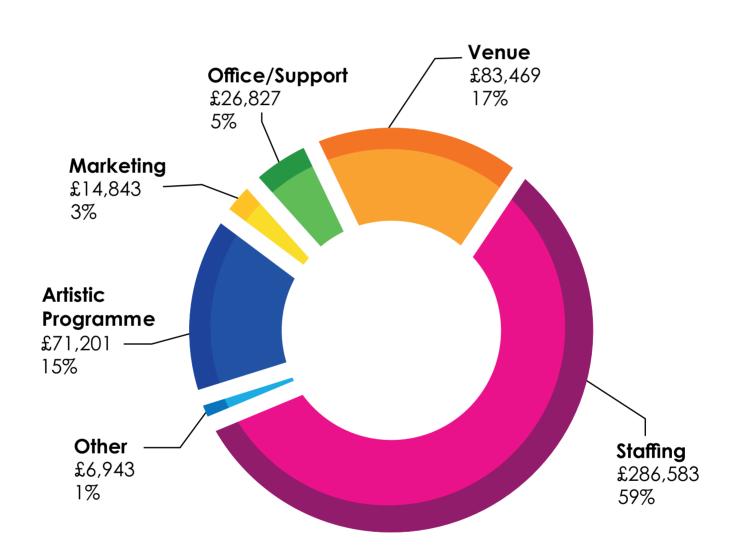












Other Funders









Kala Sangam 1 Forster Square Bradford BD1 4TY

Kala Sangam is just a 5 minute walk from both Bradford Interchange and Bradford Forster Square train station. Find us between Bradford Cathedral and The Broadway Shopping Centre.

The building is fully accessible with a lift to all floors.

For more information:

visit our website: **www.kalasangam.org** call us: **01274 303340** email: **info@kalasangam.org**

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/kala.sangam
@kalasangam_arts_centre
/thekalasangam

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