THEATRE ALIBI

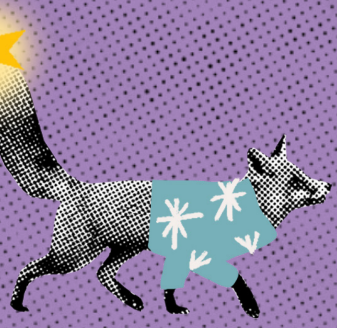








WINTERWOOD 2024
IMPACT REPORT



Dear Supporter

By the time you receive this, Christmas may feel like a distant memory, but we had such a brilliant one we wanted to take a moment to relive it all and share our successes with you. Because, if you're receiving this, chances are that none of it would have happened without your help.

Throughout the autumn of 2024 our team worked closely with primary aged children throughout our city in a series of creative workshops. With the help of the children's brilliant imaginations the world of Winterwood was created and Alibi, in partnership with Above Bounds and Angel Exit Theatre, made sure their world became a reality.

Over 4 weeks this Christmas our main hall was transformed into a real, pine tree forest populated with the characters and stories born from the children's imaginations. We threw open our doors for schools, children and families to enjoy an experience like no other in the city. I'll leave all the numbers and exciting facts to follow in these next few pages but, suffice to say, we were sold out to the bitter end.

The whole project; from working with those brilliant, creative and funny primary aged children, to welcoming our audiences through the doors has been an absolute delight and we wanted to share our thanks and a taste of it all with you...

Debbie Bucella

Debbie Bucella
CEO






THE NUMBERS



- **3** theatre companies
- **50** Fir trees
- **42** sets of fairy lights
- **40**m of festoon lighting
- **232** hot chocolates drunk
- **1931** people visited the woods
- **33** odd socks!
- **1** visitor all the way from Finland!
- **4** local artists/businesses sold their products at our pop-up gift shop



WHO WE REACHED

- Youngest audience member was **5** weeks old, oldest **99** years old
- Lots of instances of multigenerational and extended family groups attending
- **24** bookings with access needs. Which included deaf/hard or hearing, visual impairment, autism, ADHD, wheelchair users mobility issues – all of whom were successfully accommodated for at Winterwood
- **15** brilliant volunteers

SCHOOLS

- Co-created with **3** St Thomas schools (**350** children!)
- **12** creative workshops delivered at schools
- **11** Home Ed families visited
- **5** local schools came to Winterwood
- **1** SEN school came to Winterwood

"This was the best thing we've taken our students to. They loved it because it was so Sensory."
- Teacher from Ellen Tinkham School

QUOTES

FROM CREATIVE WORKSHOPS

"Winterwood taught me my ideas can become a show and how important friends are"

"I want the audience to leave wanting to spend time together"

"Winterwood feels like a warm hug, opening a present"

"I want the audience to leave thinking... to not argue, to have fun, to make a snowman!"

"I want the audience to not give up on their dreams."

"Winterwood taught me how to never give up."

FROM AUDIENCE MEMBERS

"It was so different and refreshing to anything else we saw in December, that as an experience, it was so memorable - Oscar is still talking about it now."

"What a beautiful and magical experience for all ages (we were there covering ages from 1yr-75yrs)"

"This is Magic"

"What an adventure!"

"I'm telling all my friends to come, it's like living in a storybook"

"He loved it. He recreated the show when he got home"

"I want to come back next year because Winterwood is special"

"Children can touch things and be tactile without being told off"

"This was so delightful for everyone!"

"That was really amazing. So good to see this type of thing in Exeter"

"It was really good. We've seen three different Christmas shows in Exeter this year and they have all been so different. My 3-year-old has been so engaged in all of them. This show was good for him to not be sat down. It was so so good!"

"That was just so magical. I can't believe how you just held everyone in your hands - me, my daughter and my granddaughter. It was so beautiful and pure magic for all of us. You have a real gift of bringing joy - thank you so much."

"The was one of the most magical things I've ever been to"

"To Winterwood, I love you"



PRESS COVERAGE

Featured on BBC Spotlight,
BBC Radio Devon and BBC online
over the Christmas period

SUSTAINABILITY

- Only **4** bin bags of rubbish left at the end of the show
- **27** bags of woodchip all re homed to local garden CiCs, allotments and wildflower growers
- **50** fir trees recycled into mulch for future trees
- Cafe and shop used local suppliers (all Devon and Somerset)

SPONSORSHIP

- Sponsored by 5 Exeter based businesses











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