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## Corporate Social Responsibility

AJ Theatrical Productions Ltd  
Last Review Date: 01.07.2022

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### Key aspects of our policy

Building on our EDI and Safeguarding & access policies we at AJ Theatrical Productions acknowledge our corporate social responsibility and commit to ethical, sustainable business practices, reducing our environmental impact, offering development opportunities, caring for our staff, our customers and other stakeholders. We would also like to focus on promoting positive and reflective projections of our ever evolving world we and our audiences, students and staff live within.

As a production company that specialises in pantomime- productions that are at the heart of a local community, our mission is to create productions that represent the venue's local area. We aim to support our local community and businesses alike, highlighting environmental, financial and political choices we choose to make to improve our daily operations.

Our focus on staff wellness is of top priority and making this as accessible as possible allows us to support our employees in the best way possible.

This document outlines our guiding principles with regard to the conscious effort we are making towards improving our working practices when taking into account our social responsibility as a business that works with lots of different communities across the UK.

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### Why is acknowledging our social responsibility important?

With such a vibrant and accessible platform we at AJ Theatrical Productions feel it is more important than ever to communicate the principal values of our evolving community and reflect this in our productions. By utilising the multi-generational connection pantomime has across the country we are able to extend our ethos through an entertaining and educational way. By setting a socially conscious example in our daily operations we are able to improve our local area, improve access to our local communities and care for the local environment, audience, staff and other independent businesses.

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### Examples of changes from acknowledging our responsibility

By creating bespoke scripts for each venue we are able to evolve traditional storylines, emitting social bias and take into consideration fair representation whilst honouring the fairytales audience's know and love. Titles with cultural aspects which must be acknowledged and curated to connect with our diverse audiences and morals brought up to date with societal norms. Paired with cultural inclusivity, diversification through design and scriptural choices, the evolution of pantomime, education and social responsibility is a priority for AJ Theatrical Productions.

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## Environmental concerns

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All of our venues and offices have local recycling initiatives in place aiming to reduce, reuse and recycle materials wherever possible. We are committed to reducing our use of single use plastic across all operational areas of our venues. Initiatives include where possible the replacement of consumables with compostable elements such as through our use of confetti and single use props.

Through our marketing processes our primary print and signage suppliers have initiatives in place to ensure the use of FSC accredited papers, vegetable and aqueous-based inks and to promote recycling and reduction in energy consumption.

AJ Theatrical Productions are currently producing their first all green production with environmental education at the forefront of their newest production coming winter 2022.

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## Work experience programmes

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Every year, we provide a minimum of 4 work placements for young people. We do our best to ensure that each placement offers varied experience and includes an element of practical production work. Since 2020, we have offered 8 work experience placements; one per production has resulted in a paid contract on one of our productions. Our work experience projects have seen numerous young people join us in a variety of roles, many of whom have gone on to work within the company. These work experience opportunities across the business help to kick-start the careers of some of the country's brightest talents and we participate in educational workshops and showcases at partner schools and colleges.

Through UK Theatre we're signed up to the Inspiring The Future programme which aims to showcase the range of careers available to young people in the industry.

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## Wellbeing

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Each of our productions have an assigned wellbeing officer. This ensures all staff have a separate point of contact where they are able to discuss their feelings with no matter if they are personal or professional. The confidential and relaxed environment allows our staff to feel we are here to listen and care without the pressure of escalating to management should they not wish to.

Protected by our GDPR policy we collect information from our casts and crew to ensure we are best equipped to support them throughout each production.

All Stage School teachers are trained with the ability to support our students with all wellbeing concerns, further information about how we are able to protect and support our students and performers under 18's in our care can be found in our safeguarding policy.

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## The local community

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Boosting our local economy is of utmost priority, supporting local independent businesses through our use of marketing, purchasing of materials and using local staff to each venue enables us to invest in the local community. Purchasing local materials enables us to cut down on emission costs.

We also have excellent working relationships with numerous councils across the country creating exciting projects alongside their community initiatives.

We ensure that we participate in or sponsor community events and activities. Bringing both professional performers as well as our stage school performances to a local stage performing at carnivals, christmas events and fairs. Building relationships in the local community is

invaluable as a business who prides itself on it's production of family entertainment, works within schools and as a host of stage schools.

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## Monitoring and review

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We commit to an annual review on progress towards our social responsibility as a company.