



# Hawk's Well Theatre

Strategic Plan 2022 - 2027 v2.0

January 26, 2024



# Welcome

As this decade of rejuvenation at Hawks Well advances, we continue to dream of new ways to further reach and nurture what we are so fortunate to have within our community, our people.

We look to inspire and make space and discover a pathway for the next generation, develop the careers of our remarkable local artists, meditate on what a thriving accessible physical home in Sligo can be for all who visit and work here, all the while imagining ways in which our voice can reach the ever changing world we live in.

As we mind the Well, we move forward looking toward a new horizon, with our eye on our north star, a bright future working with and embracing a community representative of our ever changing context. The People's Theatre then, must seek to provide a home for all around us and truly deliver 'Art for All'.

And so we refine a clear goal driven approach which is underpinned by ambition, service and responsible to those visionaries before us who gave the people a platform to share their voice with each other.



# Hawk's Well Strategic Framework

## MISSION

To produce and present inspiring, innovative and engaging performances and embrace the vibrant culture in Sligo by providing a welcoming, creative space for performance, collaboration, artistic development and learning

## PURPOSE

### Inspiring

To provide a welcoming, friendly venue for the community of Sligo and the North West which gives artistic opportunities to performers in the community and to inspire people of all ages to engage with the Arts.

### Creating

To produce and co-produce exciting new work by emerging and established artists and to support their development.

### Entertaining

To present an artistic and vibrant programme with the best in contemporary and classical work across various art forms.

## VALUES

### For Everyone

Enrich the lives of our constantly evolving community by connecting people of all ages and backgrounds to participate in the arts as audiences, as performers, as learners and as critics.

### Excellence

Work with courage and conviction to achieve our strategy

### Creativity

Embody creativity in all that we do, whether in our everyday work, or encouraging 'reach for the stars' ambitions.

### Collaboration

Embrace and nurture connection, partnerships and inclusivity with integrity.

### Bold and Forward Thinking

Use our imagination and sense of adventure to stay one idea ahead.

## STRATEGIC PRIORITIES

### Local Artists • Local Community

A series of initiatives to encourage new local voices and new work finding innovative ways to connect to local audiences in all their diversity. This local focus will also support greater arts participation by our community. Together transforming people's lives through the arts

### Global Audience • New Connections

The world continues to get smaller. We will define a progressive plan that will help provide a platform to the world for our work that showcases local artists.

### Renewed Space • Creative Resilience

A well-resourced team at the centre of our new space driving a progressive agenda, placing the Hawk's Well at the centre of community creativity



# Three Strategic Planning Horizons

## Hawk's Well 40



**Horizon:** 2019-2021

**Published:** September 2019

*Theatre of the people,  
Extraordinary Artistic Experiences,  
Transformed Space for all.*

**40 Years ● Renovation**

## Hawk's Well 45



**Horizon:** 2022-2027

**Published:** February 2022

*Local Artists • Local Community,  
Global Audience • New Connections,  
Renewed Space • Creative Resilience.*

**45 Years ● Rejuvenation**

## Hawk's Well 50



**Horizon:** 2028-2032

**Publish:** 2027

*Updated plan at cutting edge of  
innovation and ambition for our artists,  
audience and community.*

**50 Years ● Reimagining**



# HW45 Framework

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## LOCAL ARTISTS • LOCAL COMMUNITY

*Transforming people's lives through the Arts*

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### Goal #1: Champion Local Artists

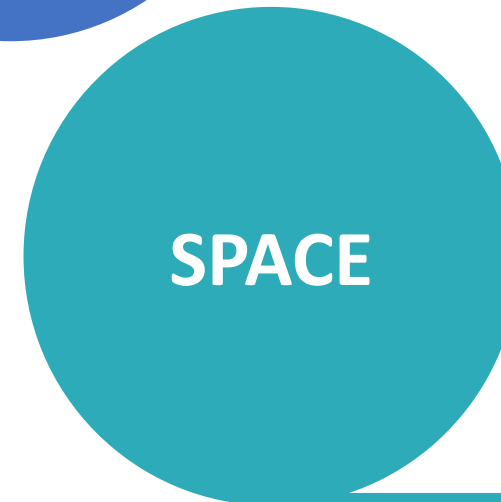
New voices. New work.

### Goal #2: A Theatre of the People

Placing our community at the heart of our activity

### Goal #3: Pathway to the Arts

Enable access to arts participation for all by ensuring culture belongs to everyone in our community.



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## GLOBAL AUDIENCE • NEW CONNECTIONS

*A platform to the world for local artists*

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### Goal #4: Grow our Audiences

Improve our audience engagement model through existing and new emerging channels.

### Goal #5: Amplify Impact of Local Artists

Showcase our locally created work in Ireland and beyond.

### Goal #6: Develop Strategic Marketing Plan

Define current and future audiences and how best to connect them with our work

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## RENEWED SPACE • CREATIVE RESILIENCE

*Renewal for all as we look to the future*

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### Goal #7: An Inspiring Place to Work

Align strategy and organisation model to inspire success

### Goal #8: An Accessible Creative Hub

Renew and future proof our workspace positioning it as a progressive centre of community creativity.

### Goal #9: Help Shape a better Future

Be innovative & agile in changing environment and industry

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