BRINGING STREETWISE OPERA TO YOUR BUSINESS
“Macquarie’s relationship with Streetwise Opera has grown through a genuine understanding of how both organisations can add value to each other. We look forward to our continued success together.”

— David Fass, Executive Director, Macquarie Group

About Streetwise Opera

Streetwise Opera is a pioneering and award-winning arts charity for people affected by homelessness. Through music, we change the lives of some of the country’s most marginalised and isolated people.

Homelessness is a complex issue that requires a multi-faceted solution. Frontline services are vital, however people need more than a bed and a roof to make long-term, positive changes; they need to be seen, to be heard and to know that they have a legitimate place in society.

Our performers have the opportunity to perform in high-profile venues such as Royal Opera House and Manchester Cathedral and take part in critically-acclaimed productions alongside world-class artists.

We also offer a range of unique creative partnership opportunities for businesses, which support our charitable work. We draw on 20 years of expertise in the industry to facilitate bespoke team-building sessions, professional development programmes and immersive experiences, and we provide meaningful sponsorship opportunities – all with a tangible social impact.

- We support 600+ people affected by homelessness every year
- 140,000 people saw our adaptation of The Passion on BBC Four
- We run over 450 workshops annually in London, Manchester, Newcastle and Gateshead, Nottingham and Teesside
Why partner with Streetwise Opera

The power of music
Music is a universal language that has the power to bridge differences and affect us on a deeper and more subliminal level than other forms of communication. Research has shown that music and singing:

- Reduces stress, improves concentration and enhances memory
- Triggers endorphins, resulting in a sense of elation and a lift of energy
- Has an ice-breaker effect, promoting feelings of connectedness and trust
- Acts as a social magnet and facilitates trust, co-ordination and co-operation

Our expertise
To design a unique package that will meet your company’s needs, we draw on our 17-years’ experience creating unforgettable events; our expertise in using music, drama and movement to maximise people’s potential; our network of highly-skilled professional musicians and our groups of hugely inspiring performers who have overcome homelessness.

Whether you want to build cohesion within a team, launch a new corporate product or engage with your clients on a deeper level, we offer original and bespoke musical solutions with a personally tailored service.
“Streetwise Opera ran a workshop for GP Trainees. The trainer was outstanding and managed to teach 30 nervous trainees and trainers to sing and perform. This made everyone feel uplifted and created a sense of unison. The feedback from all participants was glowing. Thank you for the experience.”

— GP Training Programme Director Central and South Manchester

1 | Professional development

Team-building: Confidence, Communication & Creativity
Two-hour workshop*

For teams that are looking to optimise their confidence and creativity, our facilitators can work with you to build collaborative working techniques, boost morale and teach participants to approach problems in an innovative and creative way.

Example 1 - Building Presence
• Energising warm-up
• Introduction to dramatic improvisation through opera songs, characters and scenes
• Exploring how to effectively use language, gesture and voice
• Performance and group feedback
• Wrap up and evaluation

Example 2 - Unlocking Creativity
• Creative warm-up
• Team-building session around a well-known opera, including song-writing and improvisation
• Devising a mini-opera
• Performances and group feedback
• Wrap up and evaluation

Great for

- Fostering good mental health, well-being and fun in the workplace
- Building self-confidence and strong performance
- Promoting collaborative and imaginative problem-solving
- Developing presentation skills
- Team-building and breaking down barriers

*All timings and formats are flexible and can be tailored.
Leadership: Influence, Innovation & Inclusivity
Half or full-day sessions

Musical masterpieces are driven by successful leadership. From the conductor of an orchestra, to a major soloist performing in a concert hall of thousands, these are the figures commanding the room, inspiring their peers, asserting their creative vision, and thinking strategically about how to achieve their next objective or goal. Our intensive sessions will harness these transferable assets and skills, to help your future leaders propel your organisation forward.

Example - Leadership Programme
• Introduction and session breakdown
• Interactive improvisation warm-up
• Creative exercise based on an opera scene; exploring stage-craft, presentation, body language and storytelling
• Group rehearsal
• Performance and group feedback
• Wrap up and evaluation

Great for
• Creating a safe environment to explore, test and develop new work
• Learning to drive direction, build influence, unlock collaboration and inspire people
• Mastering the art of public speaking
• Building empathy and learning to communicate with a diverse range of people
2 | Immersive experiences

Whether for your team away-day, industry conference or client entertainment, we can work with you, professional artists and/or our performers (people who are or have been homeless), to provide an original interactive experience that inspires and delights your guests and brings your event to life.

Pre-theatre Opera Dinner
- Introduction to your opera of choice
- Interactive singing and acting warm-up
- Learning the opera’s main tune
- Exploring character motivations
- Two-course dinner with guided discussion
- Trip to see a professional opera at Royal Opera House or English National Opera

Perform with Streetwise Opera
Two-hour workshop and joint performance including specially curated content and a presentation from Streetwise Opera, which offers an opportunity to work with and learn from the performers at the heart of Streetwise Opera’s mission.
- Ice-breaker warm-up
- Exploring storytelling and dramatic improvisation
- Interactive creative session
- Learning and rehearsing opera repertoire
- Joint performance

Great for
- Interactive and memorable client entertainment
- Providing creative and cultural opportunities
- Developing inter-personal relationships and breaking down barriers
- Building empathy, diversity and a sense of social responsibility
- Aligning your company and brand with a well-respected charity

“Thanks again for the wonderful contribution of Streetwise to our day. People loved it and it was a fantastically rousing, moving and powerful way for us to conclude the day. Please do pass on our thanks to all the team and especially to the performers. While this may be a first engagement with NESTA, I hope it will not be the last.”
— Programme Manager, NESTA
2 | Immersive experiences

**Opera in a Day**

A blockbuster opera requires that each member of the cast and crew play their part in a precise and co-ordinated way. Learn how to achieve the same level of synchronisation and success in your business with our specially-designed Opera in a Day.

**Example**

- Introduction and session breakdown
- Vocal warm-up
- Introduction to the world of opera and the opera selected by the company
- First interactive group session with professional team: direction and creative leadership; staging and movement; learning repertoire; improvisation and song-writing; vocal coaching
- Second interactive session in groups: further developing our mini-opera
- Dress rehearsal
- Full company performance to an audience of friends, family and/or clients
- Optional and depending on availability: collaborating with Streetwise Opera performers
- Optional: make your opera a blockbuster by creating a lasting record through film and/or photography

**Great for**

- A unifying experience for your entire workforce, playing to each person’s strengths and interests
- Boosting cross-departmental collaboration and cross-pollination of ideas
- Developing employees’ flexibility, confidence and resilience when under pressure
- Pushing staff outside their comfort zone, whilst working towards a common goal
- Creating original digital content which can be tied to existing internal communications plans

“Initially, when we started going, I didn’t realise the impact it would have in the end. The integration was a fantastic idea, it really meant that we turned up really able to be part of the team... To be able to do that and be involved from early on was excellent.”

— The Sixteen
3 | Sponsorship opportunities

We warmly invite you to become an intrinsic part of Streetwise Opera’s mission by sponsoring a fundraising event in 2019/20. We offer a wide range of benefits as part of our bespoke sponsorship packages.

12-hour Singathon, October 2019
- Sunday 20 October 2019
- Shoreditch Town Hall
- Target audience of up to 300
- Featuring a wide range of genres including karaoke, gospel, opera, family-friendly songs and mass-choir medleys

Burns Night Ceilidh, January 2020
- Saturday 25 January 2020
- Cecil Sharp House
- Target audience of up to 300
- Live traditional Scottish music and dancing
- Time Out’s Three of the Best Burns Night Parties for two consecutive years
- Listed in Evening Standard
- Sells out in advance every year

St. Patrick’s Day Ceili, March 2020
- Friday 13 March 2020
- Gosforth Civic Theatre, Newcastle
- Target audience of up to 200
- Live traditional Irish music and dancing

Major production, July 2020
- Four performances in July 2020
- Middlesbrough Town Hall & Ryedale Festival
- Reaching a target audience of 800 local people of diverse backgrounds
- Featuring our Teesside performers alongside a world-renowned baritone, and directed by an international opera director
- Local and national press coverage

Great for

- Aligning your company with an award-winning charity
- Reaching engaged local community audiences
- Giving your staff the opportunity to attend a joyous event that has a wider social impact
- Contributing to your company’s corporate social responsibility aims and objectives
Your company’s social impact

2018 research has estimated that at least 320,000 people are homeless – rough-sleeping or in temporary accommodation – in Britain today. Meanwhile, homelessness services’, welfare and local authorities’ budgets are shrinking, and the level of support is reducing.

At Streetwise Opera, we provide people with a space where they feel valued, empowered and cared for. Our programme improves the wellbeing and increases the social inclusion of some of society’s most vulnerable and marginalised individuals.

By performing in a professional arena and participating in opera, an art form that many perceive as elitist, people’s beliefs about their capabilities are fundamentally challenged and changed. By being creative, developing new skills, meeting others and simply having fun in workshops, our performers feel better about themselves and more able to take on life’s other challenges - such as engaging with services, getting involved with community life, living independently and securing employment.

Every year, Streetwise Opera works with more than 600 people who are or have been homeless.

“Coming here is a way to mould me back to being and feeling like a human being again. When you live on the street for a long time people don’t respect you, people think it’s your fault and that you’ve put yourself in that situation but when you come here everything’s excellent, even if you sing a bad note it’s welcome, so this place doesn’t judge, there’s no judgement in the room, and nobody’s better than anybody, we’re all the same.”
— Streetwise Opera performer

100% of surveyed participants felt that their mental health had improved
86% had improved or maintained their self-confidence
96% felt that they had made new friends at Streetwise Opera
87% felt they had developed better relationships with other people
Partner testimonials

**Objective**
Financial services company Macquarie Group asked Streetwise Opera to deliver a series of workshops as part of their Associate Director Program.

**What we did**
Working with the Macquarie Group Learning & Development team, we created a bespoke programme which unlocks collaboration and builds influence. The programme has been running for five consecutive years, and each year brings together up to 20 Macquarie Associate Directors and Streetwise Opera performers. The programme includes a singing and acting workshop, three two-hour project-based sessions, an intensive workshop on presentation and public speaking and a Leadership Lunch with Macquarie and Streetwise Opera execs.

The programme challenges Directors to think outside the box, gives them an opportunity to develop their leadership in a real-life situation, builds their listening and empathy skills and allows for an inspiring exchange of skills and experiences.

“I was encouraged to step out of my usual routine and comfort zone. I was able to learn things about myself and develop my techniques in presentation and teamwork. I am extremely grateful for the opportunity, made possible through the hard work of the remarkable Streetwise Opera team.”

— Associate Director, Macquarie Group

**Objective**
International engineering enterprise Laing O’Rourke asked Streetwise Opera to provide an immersive experience at a celebration dinner.

**What we did**
We developed a dynamic 30-minute workshop for their 40 guests, engaging the whole group in a creative, shared experience after their dinner at the Intercontinental Hotel on Park Lane. Firstly, we led a call and-response warm-up, and then we split the guests in two groups. With our facilitators’ guidance on writing, acting and performing, the groups wrote lyrics to an existing song, and presented this to each other with great gusto.

For the guests, this was a perfect way to add an element of fun and creativity to the evening, and heighten the sense of camaraderie, team spirit and achievement.

“From the moment we contacted Streetwise Opera, we knew we’d be looked after. The group took time and care to fully understand our requirements. The energy of our two workshop leaders meant that our 40-strong group, a mix of senior business leaders and development programme members, felt fully involved from the start.”

— Project Engineer, Laing O’Rourke
Press reviews

“I was transfixed and touched ... A collaboration between those who have been richly endowed with talent and those who have been clobbered with problems - but all of them human beings, beautifully retelling this most enduring story of redemption.”

★ ★ ★ ★ ★

THE TIMES

“A joyful event, culminating in a thrilling rendition of a sea shanty by all four casts, lifting the church roof with exhilarating glee.”

★ ★ ★ ★

The Telegraph

“With songs ranging from Stevie Wonder to Benjamin Britten to Jimmy Nail, homeless charity Streetwise's amateur singers have created a powerful and inspiring show.”

★ ★ ★ ★

The Guardian

“Relevant, intelligent, touching, powerful - should be widely seen. A tremendous achievement.”

★ ★ ★ ★ ★

THINGS TO DO

THREE OF THE BEST

Burns Night parties

Rabbie Burns turns a full 260 this Friday. Here's where to raise a wee dram to Scotland's National Poet

↑ Streetwise Opera Burns Night Ceilidh

The Ceilidh Tree band are teaming up with homeless charity Streetwise Opera for a night of jigs, reels and proper Scottish trad. Got two left feet? A caller will guide you through steps and have you dancing the 'Flying Scotsman' in no time.

Contact details

For more information, please contact:

Emily Hurrell
Development Manager
07951 059281
eh@streetwiseopera.org

Catherine Hulme
Development Assistant
07951 059281
catherine.hulme@streetwiseopera.org

www.streetwiseopera.org

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