



Theatre is better when everybody is invited

Spring 2025

Support your local youth theatre

Dear local businesses,

At Zoo Co, we're contacting local businesses to introduce them to our work, and see if you'd consider supporting our Young Company (YoCo) as they create their next performance. We know you support the local Croydon community in so many ways - we wanted to tell you about your local youth theatre.

Introduction

Zoo Co is a multi-award winning theatre company and registered charity based at Stanley Arts in South Norwood. We've been making theatre from and for Croydon for more than 10 years. We believe theatre is better when everyone is invited - we champion creative access, working with deaf, disabled and neurodivergent artists on every project.

Why we set up the Zoo Co Young Company (YoCo)

As we established ourselves in Croydon, we found an absence of artists from this area equipped with the skills and confidence to be employed on our professional productions. As you know, Croydon is a hugely diverse borough, with the largest youth population in London, and has seen widespread economic difficulties with many local services under-funded or facing closure over the past 5 years.

We wanted to make sure that the next generations of Croydon young people have more opportunities to be creative, and that they feel equipped and welcomed to enter into creative careers. This led to us instigate the Zoo Co Young Company - YoCo - a free programme for 14 - 18 year olds from Croydon interested in pursuing theatre as a hobby or career.

How YoCo works

The Young Company meets weekly in term time at Stanley Arts - there's no cost to attend. Sessions offer the chance to try new skills and practices (playwriting, physical theatre, and Audio Visual design for instance).

Each year in the Summer, the Zoo Co Young Company puts on a performance - we've performed at Stanley Arts, Fairfield Halls, and the Omnibus Theatre.

Zoo Co Creative Ltd | Stanley Arts | 12 South Norwood Hill | Croydon | London | SE25 6AB

Company Number: 12089377

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The play is co-created by and with 10 - 15 young people living, working or studying in Croydon: they create the storyline, and develop scenes and characters. They are supported by Zoo Co's Artistic Director Flo O'Mahony, and a professional playwright. Each year, we see:

- Increased confidence and self-esteem among participants
- Improved understanding of and motivation to engage with varied career paths in the creative industries among participants and their families
- A lowered risk of social exclusion and isolation among participants

How you can support your local young people

We're asking local businesses if they would like to contribute to the production costs of our Summer show - we're almost there, but we currently have a £3,500 funding gap to make the show as good as it can possibly be.

If your business could contribute to this project by making a charitable donation towards this goal, we'd be hugely grateful. If you think you have skills or products that might support our Young Company, please get in touch.

We'd love to celebrate your support by inviting you and your team to the Summer show, and thanking your business in the show programme, on our website, and on our social media.

And of course, if you know a young person who would like to join us, please send them our way! They can apply to join the Young Company by filling out a short form here:

<https://www.wearezooco.co.uk/zoo-co-young-company>

Thank you for your consideration!

Yours sincerely,

Amy Smith

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