

THE DRILL **RECRUITMENT PACK** 2022

#YOUKNOWTHEDRILL

WHAT'S THE DRILL?

Our Story / 3

From the ashes to a sustainable business / 4

What makes us tick? / 5

Transformation: Our Vision / 6

Why The Drill? / 8

Living in Lincoln / 9



OUR STORY

THE LINCOLN DRILL HALL HAS BEEN AT THE HEART OF THE LOCAL COMMUNITY SINCE IT WAS BUILT IN 1890. ORIGINALLY BUILT AS A MILITARY TRAINING SITE, THE VENUE WAS REFURBISHMENT IN 2004 AND REOPENED AS AN ARTS AND COMMUNITY VENUE. DUE TO EXTREMELY UNFORTUNATE CIRCUMSTANCES, THE DRILL HALL CLOSED IN MARCH 2020, ALL STAFF WERE MADE REDUNDANT, ALL GRANTS CEASED, ALL SERVICES WERE CANCELLED AND THE DOORS WERE LOCKED.

In April 2021, Lincoln College Group became the sole trustees of the Hall and have been working hard to secure reinvestment in the venue, enabling it to once again become a focal point in our region, providing renewed support of the arts, local culture and the community groups.

Our goal is to create an offering of new and updated products and services that inspire, entertain and, most importantly, connect and support local communities.

This an extremely exciting time in the relaunch of The Drill. New staff have the opportunity to shape the business going forward, to create something truly spectacular!



FROM THE ASHES TO A SUSTAINABLE BUSINESS

THE DRILL WILL BE A DESTINATION BUSINESS ACROSS SEVERAL PILLARS: LIVE PERFORMANCE, EVENTS, DINING, FAMILY DISTRACTION AND EXHIBITION.

THE DRILL BY DAY

- A vibrant, engaging lunch and coffee destination with background open mic music.
- ◆ A school holiday destination with daily arts and catering-based family activities.
- A well-equipped exhibition and conference space with exceptional catering packages.

THE DRILL BY NIGHT

- A live-music venue where you can see a band and drink in the bar until closing time.
- ◆ A calm, sophisticated restaurant bar destination where city dwellers can have a relaxed meal and drinks.
- A general live performance venue (theatre and comedy) where people can enjoy a relaxed meal before or after the show.

AS A MUCH LOVED VENUE, CREATIVE AND CULTURAL HUB, THE DRILL WILL ONCE AGAIN RE-ESTABLISH ITSELF AT THE HEART OF THE CULTURAL QUARTER, BY PROVIDING ADDITIONAL SPACE FOR HIGH QUALITY TRAINING IN PERFORMANCE, MUSIC AND PRODUCTION ARTS ALONGSIDE THE COMMERCIAL AND COMMUNITY PROGRAMMING.



WHAT MAKES US TICK?

QUALITY

The Drill will gain a reputation for quality. From the acts we book, to the food we serve, and everything in between. Let's fill this iconic building with life and vigour and have no empty seats.

CONSISTENCY

The Drill will be consistent. Our doors will be open and ready to welcome visitors to be entertained, to meet and to eat, day after day. There's always something going on at The Drill.

ENTHUSIASM

We're passionate and enthusiastic about what The Drill brings to our city and we will use this space to nurture a culture of creativity.

PERSONALITY

At The Drill, we're bold, loud and here to make an impact. We're an inclusive venue and community that embraces diversity and welcomes unique personalities.



TRANSFORMATION: OUR VISION

THE HALL HAS PREVIOUSLY HOSTED MANY PERFORMANCES AND SHOWS BUT THE REOPENING WILL GO FURTHER...

Local theatre companies will have space to rehearse and perform to large audiences, providing the public with a programme that intertwines classic performance, revivals and modern writing. Music concerts, fetes and events will run alongside the new programme, engaging both children and adults alike. There will be much more emphasis on promotion of these events through a new, dedicated marketing strategy focusing on links with key stakeholders.

The new programme will provide a social meeting space in the heart of the cultural quarter. A space to reconnect, enjoy events and simply appreciate being with others once again. This will be a unique offering in many ways, offering the "Best of Lincoln" food and drink, a veritable smorgasbord of what local producers have to offer! Every visit will be an experience and not just an activity; for example, shows will be accompanied by pre-event drinks and canapes and post-event celebrations with the opportunity to meet the producer and actors (something that will be invaluable for those wishing to pursue a career in the arts).

Other aspects of the new delivery will focus on peer support groups for mental health and signposting to professional services. Community groups will have access to the facilities and The Drill will work with those groups to organise events that align with their needs.



WHEN WE REOPEN WE WANT

- To create an exciting, unique and dynamic artistic programme.
- ◆ To sell 700,000 tickets a year.
- To connect 780 young people with industry, and invest in arts careers.
- To support local businesses by generating more high profile awareness of small, independent businesses.
- ◆ To support Lincoln's visitor economy by increasing productivity and reversing some of the unemployment caused by the pandemic.
- To invest £1.55 million into the venue for key refurbishments.
- To be THE hub of activity for arts and community in Greater Lincolnshire.

THE THREE OBJECTIVES AT THE HEART OF OUR VISION

- 1 Commercial:** Align brand, goal and customer interests to generate positive cash flow for the venue, allowing further investment in The Drill and the delivery of an exceptional products and services offering.
- 2 Community:** Commitment to meeting the needs of the public, vulnerable communities, students and independent businesses by building on the community initiatives previously offered.
- 3 Curriculum:** Establish synergies between The Drill's offering and arts curriculum. The Drill offers an opportunity for new growth and development, harnessing skills, motivation and entrepreneurial enthusiasm to reinforce the quality and relevance of arts education provision.

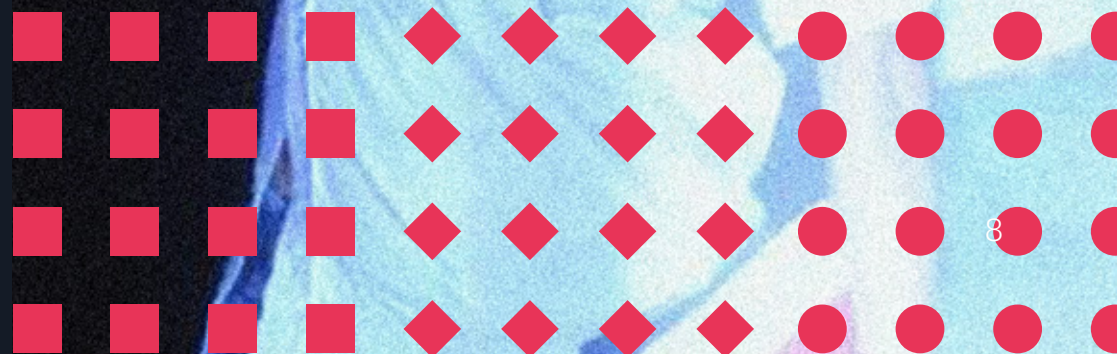


WHY THE DRILL?

ARTS AND CULTURE OFFER NUMEROUS OPPORTUNITIES WITHIN A COMMUNITY FOR LEARNING, LEISURE, ENTERTAINMENT, PERSONAL GROWTH AND CONNECTING GROUPS/ INDIVIDUALS. THERE IS A SPACE IN THE COUNTY'S OFFERING TO PROVIDE A NEW AND EXCITING PROGRAMME OF SHOWS AND EVENTS. CURRENTLY, THERE IS NO VENUE IN GREATER LINCOLNSHIRE THAT COMBINES ARTS, CULTURE AND COMMUNITY IN A WAY THAT SUPPORTS THE LIFECYCLE IN THE SECTOR (FROM EDUCATION TO INDUSTRY EXPERIENCE, PROFESSIONAL NETWORKS TO COMMERCIAL DELIVERY).

There is little disagreement that Arts and Culture preserve and strengthen a community's sense of place, identity and creativity. Following the pandemic, individuals and businesses are more aware than ever that social interaction builds community closeness, empowerment, civic pride and solidarity. People need new opportunities to connect following the impact of Covid-19 through as many means as possible. The Drill represents a new start for the building as well as the community, as we move towards a post-pandemic era.

THIS IS SOMETHING YOU CAN BE INVOLVED IN!



LIVING IN LINCOLN

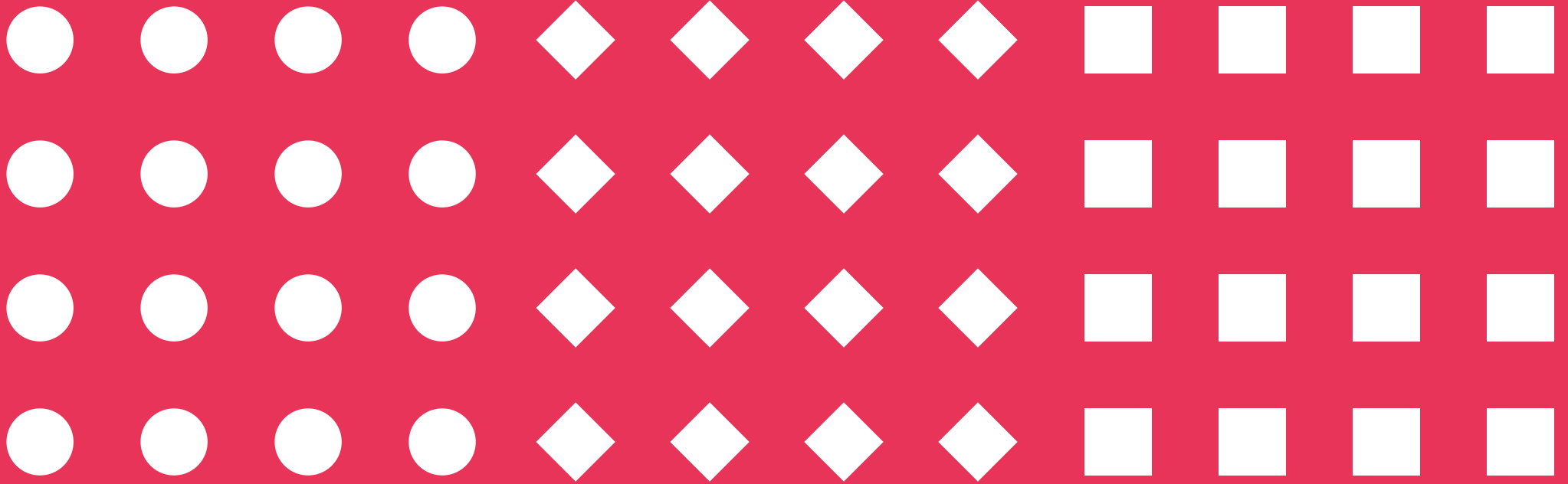


OUR CITY OF LINCOLN AND THE SURROUNDING AREA IS RICH IN HISTORY, CULTURE, AND NATURAL LANDSCAPES, OFFERING THINGS TO DO AND ENTERTAINMENT FOR THE WHOLE FAMILY TO ENJOY ALL YEAR ROUND. LINCOLN OFFERS AN EXPERIENCE RICH IN HISTORY COMBINED WITH INDEPENDENT BOUTIQUE SHOPPING, GREAT ARTS AND CULTURE AND A WEALTH OF PLACES TO EAT AND DRINK.

The city is easily walkable for visitors with good mobility - the main shopping and tourist area stretches from St Marks Shopping centre in the south up to the Cathedral Quarter - known locally as 'Uphill'. Steep Hill, voted Britain's Great Street, connects 'downhill' and 'uphill' Lincoln. Yes, it is steep as its name suggests, but well worth the walk!

The city is surrounded by beautiful countryside ready to be explored with walks and cycle routes, where you'll find quaint market towns, beautiful scenery, and aviation history.

And the delights of Lincoln don't stop at the city - it doesn't take long to reach the Lincolnshire countryside or even the east coast of England.



THE DRILL

Lincoln Drill Hall
Free School Lane
Lincoln
LN2 1EY

Phone 01522 873894

Email enquiries@lincolndrill.co.uk

LINCOLNDRILL.CO.UK