

# TONIC CHANGEMAKERS



A membership programme for people doing Equality, Diversity and Inclusion work in the arts and cultural sector



Photo: Tom Lovatt

Photo: Stephen Wright

## Tonic Changers

A membership programme for people doing Equality, Diversity and Inclusion (EDI) work in the arts and cultural sector

Are you the person responsible for driving Equality, Diversity and Inclusion (EDI) in an arts or cultural organisation?

**Tonic Changers** is a community of likeminded people who are committed to driving EDI-related change in the arts and cultural sector. It has been created so that you can share ideas, spark off one another and have companions on the journey.

It is also a first-of-its-kind hub of practical training, support and professional development opportunities designed specifically for EDI changemakers. All of it is based on the insights from Tonic's 10+ years of ground-breaking work with hundreds of arts organisations, supporting them to achieve tangible, long-lasting EDI-related change.

Since launching in January 2024, Tonic Changers have included staff from the following organisations:



### As a member of Tonic Changers you receive:

- Access to a rolling programme of training, workshops and events, delivered online and in person throughout the year (visit [www.tonictheatre.co.uk/tonic-changers](http://www.tonictheatre.co.uk/tonic-changers) to see what's coming up)
- A 10% discount on Tonic training and consultancy for your organisation\*
- Connection to a network of likeminded colleagues in arts and cultural organisations. Hear how they are approaching their EDI work and share your insights and achievements
- Regular trouble-shooting sessions. Got a challenge? Come and work it through with other Changers and a member of the Tonic team
- Access to specially designed templates, resources, and information to support you in your EDI work
- A Tonic Changers logo for your organisation's website and an email signature graphic for you, so you can proudly tell the world you're a Changer
- Exclusive invitations to other Tonic events & opportunities throughout the year

\*Excludes Participate student sessions. Cannot be used in conjunction with any other discount.

### Tonic Changers specifically focuses on supporting YOU as the person driving change in your organisation.

It was established by Tonic to:

- Increase support, training and professional development opportunities for people who are committed to doing EDI work within the arts
- Give EDI work the resourcing and recognition it deserves
- Ensure organisations stand the best chance of achieving their EDI aspirations by giving its people the confidence, community and structure they need



## How Tonic Changers works:

- Membership is on a rolling basis. You'll join for a minimum of a year, but there's no pre-decided end point to your membership; remain a Tonic Changer for as long as it feels useful to you. We accept new members at three points throughout the year: January, May and October.
- It's up to you which bits of the programme you interact with; nothing is compulsory and it's designed to fit in around your existing schedule and workload

Some of the programme is in-person and some of it is online. All of it is created with the nuances and realities of the arts and cultural sector in mind.

## About Tonic

For over a decade, Tonic has been at the forefront of driving change within arts and culture, making the sector more equitable, diverse and inclusive.

We devise and lead innovative and impactful change projects which get to the root of existing inequalities and make long-lasting and wide-spread change.

Through our extensive training programme and one-to-one support for arts organisations, we have delivered thousands of sessions to hundreds of organisations across the UK and Europe. We take pride in working with organisations of all scales, from huge national institutions down to grass-roots micro-companies. We also operate across the entire arts ecology; we're just as likely to be in the rehearsal room of a hit West End show as we are spending time with a group of volunteers in a community museum, or supporting students preparing for a career in the arts.

Through our programme of events and industry gatherings, we bring people from across the arts together so that good ideas can be shared, so that those looking to drive change can find fellow travellers, and so that success can be celebrated.

## Membership Fees

Your employer will be responsible for paying for your membership of Tonic Changers. Membership costs are tiered depending on the size of your organisation's staff:

### 1 Tier 1 - Organisations with up to 10 staff members

12-month membership £1,250+VAT or £105+VAT per month if paying by direct debit

Receive a 10% discount when you sign up for 24 months (£2,250+VAT)

### 2 Tier 2 - Organisations with 11 to 39 staff members

12-month membership £2,500+VAT or £210+VAT per month if paying by direct debit

Receive a 10% discount when you sign up for 24 months (£4,500+VAT)

### 3 Tier 3 - Organisations with 40 or more staff members

12-month membership £3,750+VAT or £315+VAT per month if paying by direct debit

Receive a 10% discount when you sign up for 24 months (£6,750+VAT)

**All educational institutions will be included in Tier 2 even if they have more than 39 staff members** (unless they have 10 or fewer staff members, in which case they will be Tier 1).

In addition to membership fees, you will be responsible for organising and paying for any travel and accommodation required to attend in-person events.

We are keen to ensure that the programme is accessible for everyone so if you would find it useful to discuss costings and payment options in more detail please don't hesitate to get in touch.



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## Frequently Asked Questions

### Do I need to attend everything?

No, we know you're busy and are not expecting members to attend everything that's on offer. Instead, you are free to pick the aspects of the programme that are most relevant to you. There's no minimum attendance; you're free to join for as much or as little as feels helpful to you.

See what's coming up at [www.tonictheatre.co.uk/tonic-changemakers](http://www.tonictheatre.co.uk/tonic-changemakers)

### Can I send colleagues in my place to sessions and events?

While this is a programme for individuals, we do understand that there may be instances where you will need to send a colleague in your place.

### Is there flexibility in how the membership works? For instance, could two people in our organisation share the membership?

We understand that staff teams come in all shapes and sizes. Please get in touch with us to discuss how we could make Tonic Changemakers work for you.

### Can more than one person from our organisation be a member? Is there a discount for additional members?

Yes, and we'd be happy to discuss a discounted rate should you want more than one membership.

### Can I bring colleagues with me to sessions?

We'd be happy to discuss your organisation purchasing additional places for specific sessions (capacity permitting).

### When will the sessions be happening?

Sessions and events (online and in-person) will be spread out throughout the year and will take place on different days of the week and at different times so that even if you can't make one, you should be able to make another.

### Where will the in-person training days be?

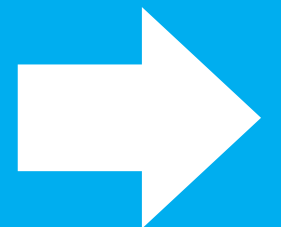
The in-person sessions will take place across the UK in easily accessible venues with good transport links, such as in Birmingham, Leeds, and London. Where possible, we make the start time mid-morning to help members avoid the most expensive peak fares.

### Can our organisation talk publicly about taking part in Tonic Changemakers?

Of course! We'd love you to shout about it. We can provide your organisation with a logo for your website and an email signature graphic for you as a member. We also hope that your participation in Tonic Changemakers is something you'll let your colleagues know about and we can provide you with digital collateral to use for internal purposes.

## Next Steps

If you'd like to have a conversation about whether Tonic Changemakers is right for you or would like your employer to have the chance to find out more, please contact Charlotte de Paeztron, [charlotte@tonictheatre.co.uk](mailto:charlotte@tonictheatre.co.uk) to arrange a time for an informal chat with one of our team.



# What the Tonic Changers say

"I absolutely love it! Definitely the highlight in my calendar each time the opportunity comes round for us all to gather as a group"

Aynsley Cowan-Young, Newcastle Theatre Royal

"It is a super and informative programme which has given me time for thinking and reflection, time away from being in a busy organisation and time to reset and really think about how I can make a difference around EDI."

Andrea Pulford, Warwick Arts Centre

"I have thoroughly enjoyed being a Changer and have learnt so, so much! Thank you to the whole team for creating such a wonderful learning environment."

Phoebe Grudzinskas, Art Explora

"I've found it particularly beneficial being able to work with such a wide range of different arts organisations, it has been really insightful."

Maddie Hindes, Nick Hern Books

"The sessions have helped me keep EDI work at the centre of my focus and carve out time and space to think deeply about it. Halfway through the year, my confidence in taking EDI work forward has increased enormously."

Victoria Walker, Paul Mellon Centre for Studies in British Art

[www.tonictheatre.co.uk/tonic-changers](http://www.tonictheatre.co.uk/tonic-changers)