

Arts Council England Corporate Plan 2015-18



Artform appendices: Theatre

The ongoing health of British theatre relies on a free flow of a diverse range of artists and companies from the small-scale/fringe, to the mid-scale, to larger commercial theatres and to the creative industries more widely. This movement, which is not necessarily one way, is key to the ongoing health and vitality of the artform and ultimately to its ongoing appeal to audiences. This flow very often produces work with integrity that simultaneously appeals to a large and diverse audience.

Theatres and theatre companies range significantly in profile, output and focus, and it is our intention to ensure that their role remains relevant and of value to their communities, audiences and the artists they work with.

Goal 1: Excellence is thriving and celebrated in the arts, museums and libraries

We will:

- prioritise support for recognised independent artists and companies with a strong track record with audiences for artistic innovation and a track record of delivery
- support the National portfolio organisations – particularly theatres – that support and develop a range of artists from their communities

- partner with the BBC, Battersea Arts Centre and independent theatre makers to develop innovative and creative ways of digitally capturing and distributing live performance through 'live' commissions for BBC4

Goal 2: Everyone has the opportunity to experience and be inspired by the arts, museums and libraries

We will:

- prioritise the funding of mid-scale touring theatre supporting National portfolio organisations and other established practitioners to take theatre to areas with little or no National portfolio organisation-funded arts activity, or which are reliant on touring as the main theatre provision
- Share the lessons from the Arts Council England/BBC/Battersea Arts Company broadcasting partnership to build digital capacity and develop opportunities for innovative broadcasts of live theatre on the small screen

Goal 3: The arts, museums and libraries are resilient and environmentally sustainable

We will:

- ensure that a theatre tax credit is maximised by as many theatres as possible and is a consideration of all funding applications
- realise the potential of international markets through supporting showcasing initiatives in the UK and further afield
- review the current model of theatre production ensuring investment in a model that is relevant for artists, audiences and the wider creative industries and scope future possibilities for theatre-making and the audiences for it

Goal 4: The leadership and the workforce in the arts, museums and libraries are diverse and appropriately skilled

We will:

- take an active part in the recruitment process of the senior executive positions of British theatre(s), ensuring the appointments take account of the diversity of modern Britain and are of the highest possible calibre

< Goal 5: Every child and young person has the opportunity to experience the richness of the arts, museums and libraries

We will:

- support the development, creation and distribution of high-quality innovative work for children, young people and their families
- support work that engages with children and young people's digital literacy