

THEATRE FOR  
EVERY CHILD



When we shared our strategy with you back in June we said we would be developing a national campaign to engage more young people with Theatre as part of our efforts to be a **united and powerful** voice on behalf of the sector, to **champion theatre** and work with you to **engage current and future audiences**. We have been working on this with support from the first of our joint member committees, the Joint Policy, Research and Advocacy Committee.

**We are delighted to now be in a position to share initial details for the 'Theatre for Every Child' campaign which will launch in Autumn 2023.**

We believe every child has the right to experience and enjoy our country's world-class theatre sector, so we will be asking political parties to support and fund our aim in their general election manifestos - **that every child goes to the theatre by the time they leave school.**

## THE CAMPAIGN

The Policy, Research & Advocacy team are creating a **policy document sharing evidence of why school theatre visits are so important**, highlighting the impact on children's creativity, empathy, participation and confidence. Latest research shows a significant drop in school visits and for many children their only opportunity to engage with theatre is through school so it is vital that we work with the government and key stakeholders to ensure we identify potential funding streams and delivery mechanisms for the future health of the sector.

As part of our ongoing campaign, we want to champion the work already being done by our members. To kickstart this, the Audience team have asked Sita McIntosh of Inclusive Audiences to curate **a month of special school performances and events across the country**, particularly targeting schools with low engagement in Arts Council priority areas. This was initially branded as **Schools Theatre Month** but will now be absorbed into the **Theatre for Every Child** campaign and will take place from **19 October until 20 November**.

We will be inviting **key politicians, including MPs, Metro Mayors, and local councillors** to join us at these events so that they can witness the impact that they have on young people firsthand. We will also be using this opportunity to gain content and testimonials for the ongoing **Theatre for Every Child** campaign.

## HOW YOU CAN TAKE PART

Please share any evidence or insight you have on the importance of school trips with the Policy, Research & Advocacy team via email at [publicaffairs@soltukt.co.uk](mailto:publicaffairs@soltukt.co.uk).

Please contact [sita.mcintosh@inclusiveaudiences.com](mailto:sita.mcintosh@inclusiveaudiences.com) if you have any special schools performances taking place between 19 October and 20 November, so we can ensure they are included in our month of campaign activity.

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