UK Theatre is the UK’s leading professional membership organisation for theatre and the performing arts.

UK THEATRE’S VISION IS TO SEE
a well-connected and well-supported theatre sector that is recognised as being at the heart of UK life, with thriving organisations, the world’s greatest creative and managerial talent and ever larger and more diverse audiences.

UK Theatre’s Business Plan for 2017-21 reflects a changed and dynamic environment. It’s vital that UK Theatre supports our industry to become more resilient and relevant than ever before. From 2017-21 we will support our members to make sure that audiences across the UK can experience wonderful theatre and performing arts for many years to come.

Goals and Objectives

RESPONDING TO THE EXTERNAL ENVIRONMENT: SUPPORT FOR THEATRE AND PERFORMING ARTS

- Future of the theatre and performing arts workforce.
- Diversity of theatre and the performing arts.
- Support funding and income generation.
- Support digital developments and changes to working practices.
- Support the health of touring and the regional producing and presenting model.

DEVELOPING OUR SERVICES TO MEMBERS

- Ensure UK Theatre’s membership model is fit for purpose.
- Modernise the sector’s approach to Employment Relations.
- Legal Service.
- Buildings, technical and security.
- Research and analysis to drive the resilience of the sector.
- Celebrate excellence through the UK Theatre Awards.
- Training and events.
- Advocacy, thought and sector leadership

UK Theatre will aim to be:

- Relevant: our work will help to keep theatre and the performing arts relevant to society and audiences, and UK Theatre’s offer relevant to this achieving this.
- Resilient: our work will have an influence on improving the resilience of the sector.
- Proactive and innovative in our approach to achieving this.

The core professional services that UK Theatre provides to the industry will be:

- Advocacy, thought and sector leadership.
- Expert advice, negotiation and contracts with industry unions.
- Expert legal advice.
- Conferences, courses, events and networking opportunities.
- Research and industry insight, leading to resources, guidance and best practice.