

[Candidate name]  
Candidate for [constituency name]

[Date 2024]

Dear [Name],

I write to you as the [job title] of [theatre/producer name], a thriving [theatre/theatre producer operating] in your constituency.

During this pre-election period, I am writing to invite you to visit us, to learn more about the crucial role we play in boosting the local economy, by providing world-class theatre, as well as, [amend as appropriate: e.g. supporting community cohesion and wellbeing and opening up access to creative opportunities for children and young people.]

Nowhere else in the world has a theatre sector like we do here in the UK, and here in [your constituency/constituency name]. Theatre is an economic powerhouse - a critical part of the UK's high-growth creative industries that generates £2.39 billion in GVA and supports over 205,000 jobs nationally. It generates returns for the local economy too: for every £1 spent on a theatre ticket, an additional spend of £1.40 is generated locally.

Culture is the lifeblood of local communities, providing inspiration, entertainment and a creative outlet for so many. Theatre supports individual wellbeing and provides jobs for skilled local people. It provides value to the community at large through revived highstreets, a thriving nighttime economy and by encouraging social cohesion. Research shows that nearly three quarters (74%) of all UK adults attended an arts event in the last 12 months.

Despite this, the theatre sector faces challenges on multiple fronts. All are experiencing rising costs, alongside increasing pressures on public funding and sector wide skills shortages. Parents and teachers are also reporting a decline in school trips to the theatre, meaning children are missing out on the benefits a visit brings. [You may want to add something about how these broad challenges are affecting you].

To reach our potential, we need to cultivate the conditions for theatre to thrive. Our trade association, the Society of London Theatre (SOLT) & UK Theatre, has two key asks of candidates in the pre-election period:

1. To support government funding for every child to attend the theatre at least once before they leave school – a key ask as part of its [Theatre for Every Child campaign](#).
2. For a systematic and strategic approach to investment in cultural infrastructure. SOLT & UK Theatre stand ready to collaborate with politicians and other stakeholders to achieve this.

[You may want to add something about the need in your area/your need/how these asks will affect you and your area e.g. what investment in theatre venues would achieve.]

For more information on SOLT & UK Theatre priorities, please take a look at their [Pre-Election briefing](#).

Theatres should be at the heart of local life and local plans – including cultural strategy, planning policy and transport provision. Theatres will only thrive when they are adequately supported and funded to deliver for the residents of [constituency name]. We recognise the fiscal challenges facing local and national government, and echo calls for a sustainable, long-term cultural funding solution that can give creative organisations the security they need.

I would welcome the opportunity to meet with you, to discuss how these asks would benefit [constituency name], our local challenges and the work that we do in your area.

Kind regards,

[Artistic/Executive Director or equivalent]