

[Name] MP
House of Commons
London
SW1A 0AA

[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 to congratulate you on your election.

I would like 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. jobs for the local community and opening up access to creative opportunities for children.]

Nowhere else in the world has a theatre sector like we do here in the UK, and here in [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, our 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 have reported a decline in school trips to the theatre, meaning children are missing out on the benefits a visit brings. [You may want to add detail on how these challenges affect 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 three key asks of MPs:

1. Expand cultural access by funding a theatre visit for every child before they leave school.
2. Co-create a sustainable system for investment in theatre buildings.
3. Collaborate with us and other stakeholders to strategically review public investment in the arts to achieve the most effective results for taxpayers.

[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 [briefing for MPs](#).

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]