

# SHARE YOUR PASSION FURTHER INFORMATION PACK

## SHARE YOUR PASSION TO AUDIENCES AND ENGAGEMENT helping us to continue to deliver our creative engagement and outreach work.

- ◆ The work of our Creative Engagement team raises awareness of careers in the arts through in-school talks, workshops, and tours of the Sherman (both in person and virtual). In 2023, the team worked with, or interacted with, 1,823 children and young people from across South Wales, and ran 264 sessions or workshops for young people. The team also supported 60 families to attend our free Family Festival, and actively engaged with over 1,000 people through our community projects.
- ◆ Through our Youth Theatre membership 210 young people between the ages of 4 and 18 are learning new skills, building their confidence and having fun. We also offer creative development opportunities for anyone aged 18+ through our amateur company, Sherman Players.
- ◆ To support affordable access to our work we offer Pay What You Want preview performances for all Sherman Theatre productions as well as Half Price Tickets for everyone Under 25. Alongside these schemes, our Sherman 5 pricing enables people who have previously never been able to engage with theatre the opportunity to do so. We also offer free tickets to all Refugees and Asylum Seekers.



Family Foyer Activities



Youth Theatre



Sherman Players

◆ Tales & Tea daytime performances are an ideal opportunity for our older audience members to socialise and enjoy a script in hand reading of a play. Over 550 audience members aged 50+ have attended Tales & Tea performances since April 2022.

◆ Every three years we present a large scale community production inviting our diverse communities to tell their own stories on our stages. Most recently, 215 members of the community participated in the *Love, Cardiff: 50 Years of Your Stories* project, including participants from Cathays Day Provision; Waulah Cymru; the Welsh Ballroom Community; the Kurdish All Wales Association, and members of the Deaf Community.

◆ We are proud of our Theatre of Sanctuary status and celebrate our vibrant community of Sanctuary Seekers through our programme of creative workshops, annual Sanctuary Celebration event and audience engagement work.



Tales & Tea

◆ Since its launch in 2018, our free Introduction to Playwriting programme has engaged with 90 young writers aged 15-18. In 2023, we began expanding the programme by working with grassroots groups to co-ordinate the development of a block of six satellite hubs, with a focus on increasing engagement from underrepresented voices.



Community Production