

**SHERMAN**  
THEATR • THEATRE



2024

**THE YEAR IN REVIEW**

# INTRODUCTION

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Imagine a world made more equitable, more compassionate, more unified by the power of theatre. We are driven to achieve this vision every day. We do this by creating and curating shared live theatre experiences that inspire people from all backgrounds across south Wales to make a better world, in their own way. We believe that access to creativity and self-expression is a right and we constantly strive to ensure everyone has the opportunity to be enriched by the art of theatre.

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Our focus on the development and production of new writing and on nurturing Welsh and Wales-based artists makes us the engine room of Welsh theatre. We tell Welsh stories with global resonance through our Made at Sherman productions, created under our roof right here in the heart of Cardiff. We're a place for everyone, generating opportunities for the citizens of south Wales to connect with theatre through inspiring and visionary engagement.



# CREATING EXCEPTIONAL THEATRE FOR THE PEOPLE OF SOUTH WALES AND BEYOND

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2024 was another successful year for Sherman Theatre. Throughout the year we continued to make and curate uplifting theatre which resonated deeply with ever increasing audiences and was met with acclaim.

Our Made at Sherman productions, created under our roof in central Cardiff, told south Wales stories with global resonance.

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**We created 5 world premiere productions of plays by Welsh and Wales-based writers.**

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**We gave 181 performances of Made at Sherman productions on our stages.**

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**We staged 7 Made at Sherman productions in total, all created under our roof here in Cathays.**



We presented two tours across Wales in 2024:

## IPHIGENIA YN SBLOT and LITTLE RED RIDING HOOD / YR HUGAN FACH GOCH



“

Emotional, visceral Welsh language  
adaptation of modern classic.”



The Stage on *Iphigenia yn Sblot*







“

directed with  
an abundance  
of heart by  
Joe Murphy.”



The Telegraph on  
*Odyssey '84*

“

Conceptually brilliant,  
with complex characters  
and a fearless cast,  
Azuka Oforka's debut  
play is a remarkable  
examination of women  
under colonialism with  
contemporary resonance.”



The Guardian on *The  
Women of Llanrumney*



98%

98% of audience members surveyed  
rated **MADE AT SHERMAN** productions  
in 2024 good or very good.

## Praise from Sherman audiences:

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### A CHRISTMAS CAROL

*“I thought the show was excellent family entertainment”*

*“It was absolutely fantastic, we all loved it”*

*“Such a high calibre production”*

*“Absolutely brilliant!”*

### THE WIFE OF CYNCOED

*“The best production I’ve seen this year”*

*“The show was blooming brilliant”*

*“Just brilliant”*

*“Excellent”*

### ODYSSEY ‘84

*“A spectacular production in a wonderful theatre”*

*“Outstanding production”*

*“I absolutely loved this play”*

*“Interesting and moving, an excellent play”*

### THE WOMEN OF LLANRUMNEY

*“Absolutely superb play. Well written, brilliantly cast and informative. Would watch it again tomorrow if I could.”*

*“This was the most powerful experience I’ve had in the theatre for a long time”*

*“Extraordinary”*

*“One of the most memorable shows I’ve seen”*





Across our Made at Sherman productions and curated visiting company programme, 307 performances were staged at the Sherman.

*The Wife of Cyncoed*



# RECOGNITION



## SHORTLISTED

Sky Arts Awards  
2024 – Theatre  
category

## SHORTLISTED

in the Theatre of the  
Year Category at  
The Stage Awards  
in 2024 and 2025

Azuka Oforka

## WINNER

BEST WRITER  
The Stage Debut  
Awards 2024

## STAGE 100

Joe Murphy and Julia Barry  
included in list of most  
influential people in the  
theatre industry

## TOP 50 SHOWS OF 2024

THE WOMEN OF LLANRUMNEY  
selected in The Stage's list  
of the top 50 best shows of  
the year





# MADE AT SHERMAN PRODUCTIONS 2024

World premieres by Welsh and Wales based writers:



## THE WIFE OF CYNCOED

By Matt Hartley



## THE WOMEN OF LLANRUMNEY

By Azuka Oforika



## COUPLE GOALS

By Rhiannon Boyle

*Our collaboration with Royal Welsh College of Music and Drama for their NEW '24 festival*



## ODYSSEY '84

By Tim Price



## LITTLE RED RIDING HOOD YR HUGAN FACH GOCH

By Katie Elin-Salt  
with Welsh translation by Lily Beau



*New production*

## IPHIGENIA YN SBLLOT

By Gary Owen



*Revival*

# A CHRISTMAS CAROL

By Gary Owen





# BUILDING INCREASING AUDIENCES FOR THEATRE IN WALES

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Throughout 2024 our audience numbers continued to increase with record ticket sales for the modern era of Sherman Theatre. With our **MADE AT SHERMAN** productions we further grew audiences for new Welsh writing.

Over 54,000 tickets sold in 2024  
This represents a 9% increase on 2023.

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Over 14,500 children experienced exceptional theatre at the Sherman during Christmas 2024.

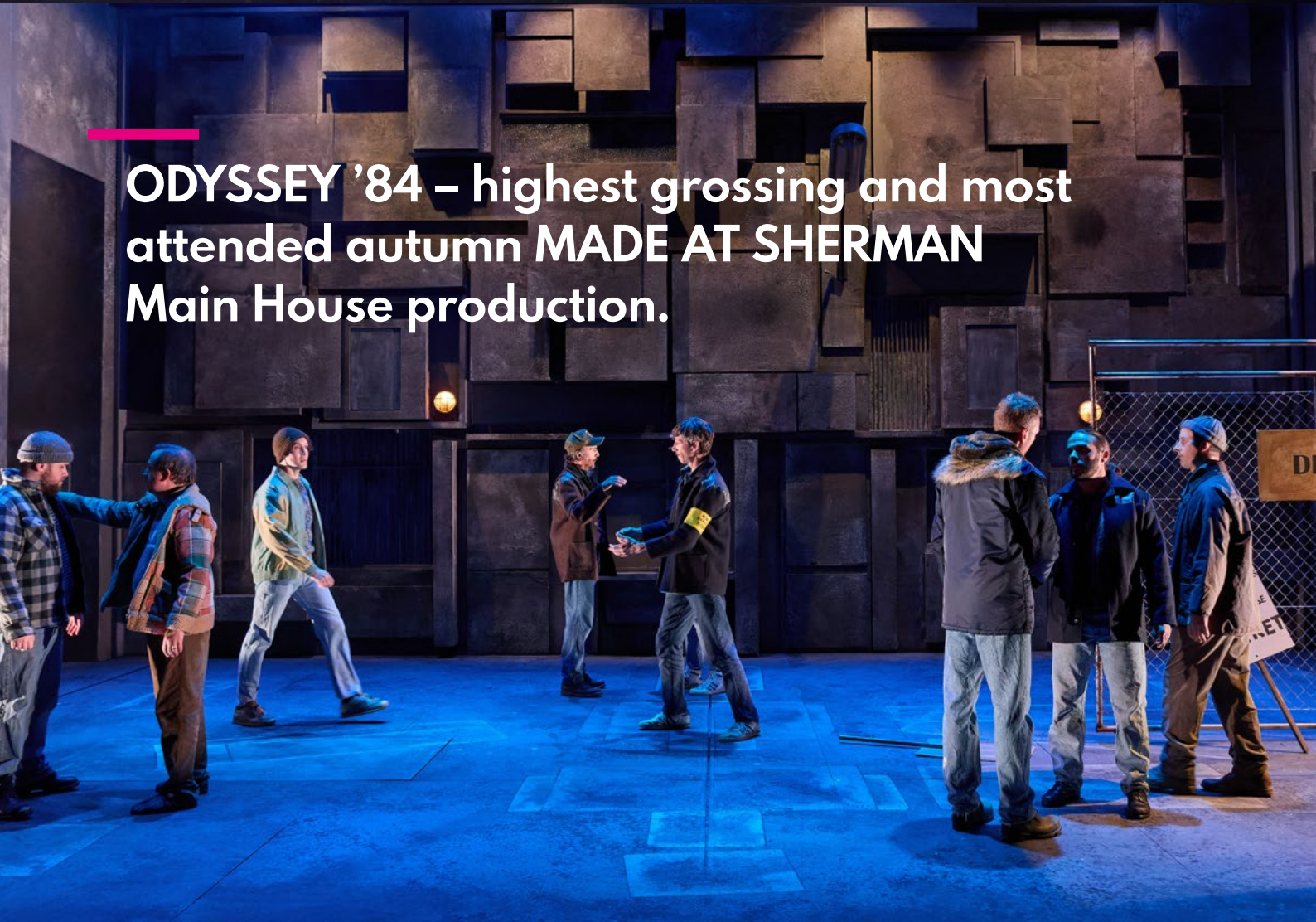
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Record-breaking runs of **ODYSSEY '84** and **A CHRISTMAS CAROL**.





**A CHRISTMAS CAROL – highest grossing and most attended show in the Sherman's recent history.**



**ODYSSEY '84 – highest grossing and most attended autumn MADE AT SHERMAN Main House production.**





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**2 sell-out runs of MADE AT SHERMAN  
productions of new plays by Wales-based  
writers in our Studio, THE WIFE OF CYNCOED  
and THE WOMEN OF LLANRUMNEY.**

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**1,602 people accessed  
theatre through the Pay  
What You Want scheme.**

**1.602**

# A DRIVING FORCE IN WELSH THEATRE

**In 2024, Sherman Theatre continued to be at the heart of theatre in south Wales: developing and nurturing Welsh and Wales-based writers at all stages of their careers; supporting emerging companies and theatre makers and serving as an inclusive creative space for the whole sector.**

- ◆ Throughout 2024 our Literary team interacted or worked with more than **200** Welsh and Wales-based writers.
- ◆ We engaged **175** freelancers across 2024, representing a total of 284 engagements.
- ◆ We ran over **22** sessions for writers which equates to more than **33** hours of free training.
- ◆ We read more than **60** scripts by writers neither commissioned nor programmed by the Sherman, showing our wider sector support.
- ◆ We met more than **75** separate writers in one-to-one settings, to talk about their plays and support their career development.
- ◆ We hosted and supported **9** R&Ds with emerging companies and artists, developing their shows in the building, as well as running our own development workshops for the programmed stage shows.
- ◆ We offered more than **730** hours of free writing space to our artists, using the Writers' Room in the building as a shared resource.
- ◆ At the Edinburgh Festival Fringe we supported a third consecutive emerging Welsh company Polly & Esther as part of the Pleasance's Edinburgh National Partnerships programme. The show was seen at the prestigious Adelaide Festival in 2025. We also supported theatre maker Paul Jenkins to present his show *Moscow Love Story* at the Fringe.
- ◆ In September 2024, we hosted and supported *Splinter*, the first production by our Company in Residence – Red Oak Theatre.



# INSPIRING YOUNG PEOPLE

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Our celebrated Youth Theatre and Creative Engagement programmes continued to help to create engaged young citizens who are motivated to make a positive impact on the world.

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We ran **353** sessions, events or workshops for young people.

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Through our Creative Engagement programmes we worked with or interacted with **1,508** children and young people from across south Wales.

# SHERMAN PLAYERS



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*Sherman Players 2024 Production*

**OUR COUNTRY'S GOOD**

*By Timberlake Wertenbaker*



# SHERMAN YOUTH THEATRE



## NT CONNECTIONS FESTIVAL AT SHERMAN THEATRE

The 2024 NT Connections Festival at the Sherman saw 9 young companies (including our own Sherman Youth Theatre) perform over 3 days. The festival saw the performance of the first ever NT connections play in the Welsh language. Two of the companies performing at NT Connections were selected to perform at the NT Connections Festival in London.

## THE PERIODICALS

*By Sian Owen*



## HAVE YOUR WELSH CAKE AND EAT IT

*By Davina Morris & Lowri Morgan*





# BRINGING COMMUNITIES TOGETHER

We continued to work to help further bring Cardiff together through year-round community engagement work. Through a range of ongoing initiatives and uniquely warm welcome, the Sherman remained a vital civic resource and a place for everyone.



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We worked closely with **30** community groups from across south Wales including: Cathays Community Centre, ECSOPA, The Wallich, Cardiff University & Greening Cathays Partners, Oasis One World Choir, Trinity Aurora Collective, The Gambas, Ukrainian Singing Circle, Nganga Dance, Children in Wales, Aubergine Arts, The Home Education Network, Cardiff Foodbank, South Wales Miners Library, RWCMD & The Windrush Elders, Big Pit/National Museum Wales, U3A, Oshi's World.

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Our Creative Engagement team actively engaged with over **348** people through our community projects and events.





**In November, in our role as a Theatre of Sanctuary we hosted a hugely successful Sanctuary festival which saw increased reach and participation.**

**Osian, a client of the Wallich charity, became a member of Sherman Players and progressed to take part in ODYSSEY '84 as part of our Community Ensemble.**

