

WILTSHIRE CREATIVE

SALISBURY
ARTS CENTRE

SALISBURY
INTERNATIONAL
ARTS FESTIVAL

SALISBURY
PLAYHOUSE



Impact
Report
2024

Our year in numbers

250,000+

people engaged with our venues performances, events and activities

350

shows and events in our venues

94%

audience rating of 4 or 5 stars

20%

of our tickets sold to first time bookers

6,546

school students attended productions and events

736

engagement and learning sessions delivered by our Take Part team

204

free community events

6232

subsidised or free tickets given to those who wouldn't otherwise be able to attend



2024

Thank you for being part of a creatively fulfilling year in Salisbury. The charity Wiltshire Creative was established in 2018 as a new organisation springing from Salisbury Playhouse, Salisbury Arts Centre and Salisbury International Arts Festival. The successes of 2024 show we continue to thrive at the heart of our communities.

Our 7 in-house theatre productions showcase the incredible producing talent of our organisation, with these handmade Salisbury shows travelling on from us to across the country and in some cases internationally.

Our Pantomime, Sleeping Beauty, continued to attract large and enthusiastic audiences. Over 25,000 people, including over 5,000 school children, enjoyed a world class theatrical experience in 2024. At time of print Sleeping Beauty has been nominated for 3 awards, including the highly respected 'Best Pantomime' category in The Pantomime Awards.

Our 138 visiting companies continued to deliver high quality music, spoken word, dance and comedy across the year with 2,356 visitors coming to our venues from a 60 minute drive time.

Our Take Part programme reaches over 15,000 a year and works with many young people, older people experiencing isolation and loneliness, and with socially and economically deprived communities across the region.

Wiltshire Creative could not deliver all this great work without the support of our public funders. Arts Council England, Wiltshire Council, and Salisbury City Council remain staunch partners in a world where statutory support cannot be taken for granted. We are grateful for their continued belief in our work.

Our corporate partners continue to be the lifeblood of our programme and underpin our financial model. Of course our donors and members bolster us with their passionate belief in the power of the work we deliver.

We thank all our volunteers, including our Chair of Trustees, Doric Bossom and our amazing trustees who give their time and expertise so freely.



Rosa Corbishley, Executive Director & Gareth Machin, Artistic Director



Play On! is a production to lift the spirits and get toes tapping, with a talented cast and, naturally, a top quality soundtrack - catch it while you can.

What's On Live



On our stages

The Salisbury International Arts Festival exploded into life in May with a huge community project, Patch's Parade. Drawing thousands into the streets of the City, Patch (a shy Giant), travelled into Market Square to meet Christopher the traditional Salisbury Giant. Dozens of community participants sang, danced and played music in a celebratory event for the whole city.

Elsewhere, Salisbury Arts Centre continued to attract full houses for a wide range of comedy, spoken word and music. From autumn 2024, we re-introduced a Thursday night offer, increasing the range of activity by 50%.

The importance of artist support remained high for the organisation with local artists developing new work in our spaces and general auditions arranged for local actors.

10,000

people came to Patch's Parade and City Encounters

21

artists supported with research and development work

7 150

Wiltshire Creative home produced productions originated, built and rehearsed in Salisbury

freelance artists and creatives engaged through our productions

2024 saw an increasingly diverse and rich programme of in-house productions. From the world premiere of One Last Push by acclaimed writer Chris Chibnall, to a bold reimagining of The Grimm Tales by our youth theatre Stage 65, to the stunning pantomime, Sleeping Beauty, it was a year that showcased our outstanding in-house talents.

In addition, we worked collaboratively with a wide range of partners to create work that reached out beyond Salisbury. Our co-production of Play On! with Talawa Theatre Company played up and down the country from Liverpool to Bristol to London. Meanwhile, our 2023 production of The Girl on the Train began a national tour working with commercial producer, Simon Friend.

Everything is ingeniously thought-through from the fake prince plucked from the audience to the baby squirting the crowd at her christening, with director McBryde managing the colourful chaos perfectly.

The Stage



Our audiences

2024 saw people travel from across the south of England and beyond to experience the joy of live performance at our venues and festival.

Our audiences booked **97,750** tickets for attendees ranging from toddlers to over 75s. We welcomed **21,721** people who booked their first visit to Wiltshire Creative events.

3,466 people completed surveys, enabling us to learn about their experiences and enhance our offer for future audiences.

A fantastic experience, all of the staff are welcoming and helpful. When leaving the theatre you do so with a smile on your face and a happy heart, always looking forward to coming again.

Audience feedback

6446 attended Salisbury International Arts Festival

194,000 visited our website

807 new followers joined us on Facebook

908 new followers joined us on Instagram

In 2024, our trading arm generated **£220,000** for our charity through bar, programme and ice cream sales.

Our bar and café team have worked with local suppliers to make sure we are supporting the local economy and offering our customers the best of what Wiltshire and the surrounding areas has to offer. This year we introduced Witchmark Gin to our bars - produced in Fonthill Bishop just north of Tisbury. Our programmes were printed by Baskerville Press who are located only 1 mile away from the Playhouse.

Our biggest seller remains Jude's Ice Creams, with our audiences enjoying a whopping **20,467** mini tubs in 2024. We are proud of our long term partnership with Jude's, who are based just outside Winchester. You may have seen their banners fluttering at our outdoor festival events, and a large prop version of their ice cream tub even featured in Sleeping Beauty this year!

On average, in 2024 Wiltshire Creative audiences contributed an additional **£4.45** to our charitable cause by spending money at our bar or treating themselves to some sweets or an ice cream.

Spaces in our buildings are available to hire for meetings, filming, celebrations and corporate events. In 2024 we hosted end of season proms for Bishop Wordsworth and South Wilts schools, charity events for Salisbury Hospice including their hugely successful Oktoberfest, and family celebrations from weddings to 80th birthday parties.

Our business model





Our work with young people

Our Take Part team provided **736** engagement and learning sessions, enriching the lives of **15,000** people from all backgrounds and of all ages by increasing access to high quality art experiences.

We are proud to deliver one of the oldest youth theatres in the country. Stage 65 has been creating life changing opportunities for young people for **60** years. In 2024 we provided **65** reduced and bursary places for young people to access our youth theatre.

Wiltshire Creative are proud to host a University of the Arts London Diploma in Performing and Production Arts, in partnership with Wiltshire College & University Centre. We have seen an increase in learner numbers for 2024-25 with a new large cohort of **33** students. In summer 2024 students received their results with every student achieving passes. Previous students from the course have gone on to follow careers in the arts including setting up their own nationally-touring theatre company and achieving a doctorate in theatre related studies. One alumni has even become a lecturer on the Performing Arts course.

In 2024, we re-introduced the role of Education Officer, allowing us to take our work into schools where there would otherwise be no drama provision. The Education Officer has led a residency in Bemerton Heath schools, delivering weekly drama sessions. We continue to engage with primary schools through our Beginners Please programme and have established 2 new satellite after school clubs. We also offer a popular Creative Careers Week for secondary age students wanting to gain work experience in the arts industry and a teachers networking event.

In addition to our work with young people the Take Part team delivers sessions to the wider community throughout the year. In 2024 we delivered over **200** free events and activities, many of which were held outside our venues.

We actively support a range of community partners by leading creative activity at events around the city, including summer fun days for families and targeted projects. For example we worked with various community groups to create patches for Patch's Parade including Almshouses, Day Service Centres and Lunch Clubs.

Wiltshire Creative targets working with older people through regular workshops Mind The Gap, Dance Six-0 and as part of the annual Silver Salisbury festival for older people. Our annual Jazz Social has become a highlight of the festival and sold out again in 2024.

It was like going through the back of the wardrobe in 'The Lion, the Witch and the Wardrobe'. A whole new, unknown world opened up to me where age, class and gender didn't matter. I was included and it was just so much fun. The world turned from pastel to vibrant colours.

Stage 65 alumni

We are also a partner in Well-City Salisbury, a city wide project supporting people with low to medium mental health needs through free creative courses. Courses are facilitated by local artists and staff from partner organisations ArtCare at Salisbury District Hospital, Wessex Archaeology and Wiltshire Wildlife Trust. Through the project we have worked with over **400** people and we are delighted to have received funding for a further 3 years.

Throughout the year we partnered with **34** community organisations:

Mencap Music Group
Panthera Dance
Friary After School Club
Friary Youth Club
Elizabeth House Day Centre
Salisbury Almshouses
Salisbury Museum Young Curators
Exeter House Vocational Centre
Young Men's MC Project
Ukraine Refugee Group
Army Welfare Service

Happy Café (Rethink)
Salisbury City Council Fun Days
Safer and Supportive Salisbury
Salisbury Foodbank
Old Sarum & Longhedge Community Fridge
Tisbury Drama Group
ArtCare
Silver Salisbury
Salisbury Home Educators
Homestart
Spurgeons

Bemerton After School Club
Kaleidoscope Craft Club
Wiltshire Council Housing
Rise:61
U3A
WI
Nomansland Youth Club – Buzz Action
Five Rivers Fostering
Fear Free
Young Carers (Wilts Council)
Alabare
Blue Sky Fostering

Our people

I love theatre and want to support the creative arts here in Salisbury and the people who work for Wiltshire Creative. There are opportunities to learn different skills and be part of a community. I do support things that make me smile and Wiltshire Creative makes me smile and feel happy.

Volunteer

Wiltshire Creative has a workforce of **60** permanent staff across **8** departments: People and Resources, Finance, Operations, Communications and Sales, Development, Artistic Planning, Take Part and Production and Technical.

In 2024 we were supported by **64** casual and freelance staff. In addition we employed another **150** artists and creatives across the year.

Wiltshire Creative is grateful to have a team of **125** volunteers, whose time and dedication enable the seamless running of our events, whether that be directing customers to their seats, selling ice creams, shaking donation buckets or supporting our access performances. Volunteers gave an impressive **6,509** hours of their time in 2024.

Trustees

Doric Bossom (Chair of Trustees)
Helen Birchenough
Jo Broom (resigned June 2024)
Dave Chapell (joined December 2024)
Tom Clay
Mikol Curteis
Nick Frankfort (resigned December 2024)
Mat Freer
Vicky Hickey
Nick Humby (joined December 2024)
Nicky Jenkins
Rosemary Macdonald (joined September 2024)
Roisin McCay-Hines (joined December 2024)
Birthe Mester (joined December 2024)
John Perry (resigned December 2024)
Eleanor Wills

We want to share more widely the story of Wiltshire Creative's sustainable endeavors, the voices that champion our environmental mission, the goals we are driving for and how audiences and participants can join us on this road to change.

As an organisation we have signed up to the 'Culture Declares Emergency' movement and are committed to act responsibly in the ways we work. We have a dedicated Sustainability committee to monitor our impact on the planet and have reduced our carbon emissions by over **450** tonnes in the past 10 years.

We are pioneers and advocates for the Theatre Green Book - the leading industry guidelines for the sector. Our youth theatre production of Ghosts and Grimm Tales achieved Green Book certification based on the hard work and dedication of our workshop and costume departments in prioritising sustainable choices in design.

In 2024, we recycled 1550kg of timber into our Sleeping Beauty panto set, using the floor sheets of past productions and 78% of the theatre lights used were LED, as opposed to Tungsten.

100% of technical equipment from source and destination was re-used or recycled

67% of costumes were re-used or recycled

95% of costumes have a destination life to be re-used or recycled

66% of props were from re-used or recycled

Sustainability



Thank you

6,145

donations made to support Wiltshire Creative

As an arts and education charity our work is made possible by the generous support of our audiences, donors, grant-givers and sponsors. Your support champions the transformative power of live performance and creative expression. Your contributions are making moments of magic, sparking community creativity and bringing joy to people's lives.

Sponsors & Partners

Salisbury BID, Howden, Wilsons, Parker Bullen, NFU Mutual, Panthera Dance, Southons of Salisbury, Quilter Cheviot, Hixon

Investors - gifts of £1000+

Jane Barker, Helen & Simon Birchenough, Doric & Sara Bossom, Gerry & Susie Blundell, Stuart Cannell, Rory Carter & Dame Elizabeth Neville, Tom & Rosie Clay, Prof Dick Clements & Jenny Taylor, Jim Douglas, Paul & Sue Halliden, Fraser & Rosemary Macdonald, Anne Marlow, Chris & Clem Martin, Alison Payne, Paul & Joanna Pearson, Jo Seaton, Jack Stone, Michael Wade, Christopher & Frances Wain, Janet Watford

Commissioners - gifts of £500+

Mikol Curteis, Richard & Judy Haes, Peter & Brenda Hunt, Brigitte Potts, Elaine Roberts

Benefactors - gifts of £250+

Richard & Paddy Archer, John & Catherine Avery Jones, Anne Beckwith-Smith, Michael & Hilary Bird, Mrs Marjoleine Butler, Tim Crarer, Michael & Barbara Crow, John & Jane Deverell, Andrew Doman & Jordina Evins, Mark & Nicola Elcomb, Richard Elliott, Vicky Hickey, Chris Maguire, Simon McEnery & Jeremy Davies, Mike Moody & Birthe Mester, Lady Newbigging, Valerie Oldrey, Steve Pickard, Jane Podkolinski, Andrew Rhind-Tutt, Susan Roller, Brian & Angela Sutton, Colin & Sue Taylor, Charles & Francoise Tongue, William & Diana Verdon-Smith, Jonny & Charlotte White, Nigel & Wendy Wingate

Funders

Trusts & Foundations

A W Gale Charitable Trust, Foyle Foundation, Heritage Lottery Fund, Noel Coward Foundation, Salisbury Almshouse Charity, The Arts Society Sarum, The Gunter Charitable Trust, The J P Marland Charitable Trust, The Verdon-Smith Family Charitable Trust, UK Prosperity Fund, Walter Guinness Charitable Trust, Wiltshire Community Foundation, Wiltshire Music Connect

Producers - gifts of £180+

Sue Bourne, Graham & Diana Castle, David & Rosemary Chapell, John & Rosemary Cox, Rowland Davies, Sue Goddard, Gordon & Kay Griffiths, Jennifer Hoare, Robert Macnaughtan, Norman & Jane Martin, Christine Mason, Jeannette McNeil-Hook, B J Morant, Charlotte Pope, Christine Quayle, Alison Rivers, Brian Sharpe, Julian Sims, Barbara Smith, Jeremy Stevens, Roger Thompson & Vanessa Harrison, Sheila Warrander, Jack & Shelia Wills

Legacies

The Late Mrs Brenda Ashenden, The Late Mrs Elizabeth Batten, The Late Mrs Joan Doreen Boys, The Late Ms Audrey Catford, The Late William Ellaby, The Late Mr John English, The Late Miss Victoria Grayson, The Late Caroline Greenway, The Late Mr Richard Griffin, The Late Mrs Anne Hatcher, The Late Ms Audrey Herron, The Late Keih Miler, The Late Lucy Frances Norbury, The Late Mrs Eileen Pinniger, The Late Mr Davide Quayle

To find out more about how you can play your part, get in touch with our fundraising team by emailing development@wiltshirecreative.co.uk



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**ARTS COUNCIL
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