



The Stage, Andrew Lloyd Webber Foundation, UK Theatre and Society of London Theatre join forces to break down barriers to a career in theatre

www.getintothetre.org | #GetIntoTheatre

Today, Thursday 2 May 2019, the UK's first theatre careers resource, *Get Into Theatre*, launches online. Founded on the belief that all young people should have the same opportunity to pursue a career in theatre, the website removes barriers by providing an accessible and practical advice resource for young people and careers advisors.

In 2016 a report commissioned by the Andrew Lloyd Webber Foundation, *Centre Stage*, found that one of the main issues preventing young people from BAME and lower-income backgrounds from pursuing a career in theatre was the lack of information about the on and off-stage career opportunities, support and experiences that the theatre industry offers. *Get Into Theatre* addresses this need.

Emmanuel Kojo, actor and former Andrew Lloyd Webber Foundation Scholar, said:

'*Get Into Theatre* is a platform that is a must. When I wanted to pursue a career as an actor if I had not had the right teachers around me who guided me and showed me that there are drama colleges, I would never be where I am now. A platform like this allows people like me, who don't come from a theatre background, to find out the vital information to help you understand the different ways of getting ahead of the game and looking at different routes into the theatre business, whether backstage or in front of the audience. It is vital!'

Andrew Lloyd Webber said:

'I am delighted to see this one-stop-shop for theatre careers being launched today, making one of the key recommendations of the Centre Stage report a reality. I passionately believe a career in the arts should be accessible to all and that young people with an interest and passion for theatre are able to easily find information on the training and tools they need to succeed. It's vital that talented young people from diverse backgrounds find a way through and ensure theatre remains as

vibrant as the populations it serves. This is just the start. I urge all those who have been successful in the industry to get behind this careers initiative and spread the word.'

Get Into Theatre has been developed by The Stage and is funded by the Andrew Lloyd Webber Foundation, UK Theatre and Society of London Theatre (SOLT). Prompted by *Centre Stage*, the 2016 report into the pipeline of diverse talent in the sector, and research into the needs of the off-stage workforce conducted by UK Theatre and SOLT, the website will directly combat the lack of diversity, training and awareness of routes into the industry that has resulted in its misconception as a high-risk career choice.

Working to combat these issues, *Get Into Theatre* will place a particular emphasis on supporting underprivileged young people, especially those from ethnic minority backgrounds, who are less likely to have a personal industry contact to help them navigate their career path.

Cassandra Chadderton, Head of UK Theatre, said:

'We must invest in and value our off-stage workforce now if it is to continue to thrive in the future. *Get Into Theatre* will give all young people considering a career in theatre the clear and practical advice they need, and help theatre to attract a more diverse range of people to the industry - improving our relevance, and our resilience, in the long term.'

Khadija Raza, Set Designer, said:

'*Get Into Theatre* helps to demystify what working in theatre is actually like and opens up the possibility of finding out about the many backstage roles that exist. I think something like this would have been vital when I first discovered theatre as a teenager. To have had this wealth of information and support would have been an excellent resource.'

Get Into Theatre will work alongside other careers initiatives, including: *Inspiring the Future of Theatre*, which since launching last year has recruited over 1000 industry ambassadors to go into schools and talk about off stage careers; *Theatre Craft*, the UK's biggest careers event for off-stage roles; the Creative Careers Programme; and *Stage Sight*, a peer to peer collective working to improve diversity.

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For more information on *Get Into Theatre*, please visit:

Website: <https://getintothatre.org/>

Instagram: [@getintothatre](https://www.instagram.com/getintothatre)

Twitter: [@getintothatre](https://twitter.com/getintothatre)

Facebook: [Get Into Theatre](#)
YouTube: [Get Into Theatre](#)

Spokespeople from the Andrew Lloyd Webber Foundation, The Stage, UK Theatre and Society of London Theatre are available. For interviews or further information, please contact Four Culture:

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Or follow the Andrew Lloyd Webber Foundation on [Facebook](#) or [Twitter](#).

Notes to Editors

About the Andrew Lloyd Webber Foundation

The Andrew Lloyd Webber Foundation was set up by Andrew in 1992 to promote the arts, culture and heritage for the public benefit; since inception Andrew has been the principal provider of funding for all its charitable activities.

In 2011, the Foundation embarked on an active grant giving programme and has now awarded grants of over £20 million to support high quality training and personal development as well as other projects that make a real difference to enrich the quality of life both for individuals and within local communities. Significant grants include £3.5m to Arts Educational Schools, London to create a state of the art professional theatre, £2.4m to the Music in Secondary Schools Trust, £1m to The Architectural Heritage Fund, \$1.3m to the American Theatre Wing and over £350,000 annually to fund 30 performing arts scholarships for talented students in financial need.

The [Centre Stage](#) report was commissioned by Andrew Lloyd Webber Foundation in 2016 from Mel Larson and Danuta Keane to find out what can be done to improve access for talented diverse theatre performers and create lasting cultural change in the industry.

www.andrewlloydwebberfoundation.com

About The Stage

Established in 1880, The Stage is a must read for those with an involvement or interest in the performing arts industry in the UK and beyond. The Stage offers nationwide theatre news, jobs, castings, reviews, and advice. It is also responsible for the annual list of the 100 most influential people in theatre and the performing arts - The Stage 100, The Stage Awards, The Stage Debut Awards and The Stage Supports. The Stage newspaper is published every Thursday and is available to purchase for just £2.50 from newsagents around the country. It is also available as a digital edition via App on Android and Apple. The website (www.thestage.co.uk) is read by 550,000 unique users a month

About Society of London Theatre (SOLT) and UK Theatre

Society of London Theatre ([SOLT](#)) and [UK Theatre](#) are the trade associations and members' organisations representing the interests of those engaged in the production and presentation of medium to large-scale dramatic and lyric theatre in the UK. Their memberships are drawn from both subsidised and commercial theatre.

The combined box office income of SOLT and UK Theatre's membership was more than £1.28 billion in 2018 across London and the rest of the UK, with 34 million tickets sold.

SOLT represents approximately 230 London-based producers, theatre owners and managers, including all the major subsidised theatrical organisations in London.

UK Theatre represents approximately 240 theatres, concert halls, dance companies, producers and arts centres throughout the UK. UK Theatre also operates as a professional association, supporting over 1,400 individuals working professionally in theatre and the performing arts in the UK.