

## **PRESS RELEASE 14 June 2018**

### **Theatres Trust announces booking is open for its 2018 Conference in October with Michael Ellis MP, Parliamentary Under Secretary of State for Arts, Heritage and Tourism and Producer and Theatre Owner, Cameron Mackintosh confirmed to speak**

**Theatres Trust, the national advisory public body for theatres, announces booking is now open for its 2018 Conference, 'Adapt & Thrive - new money and new models for theatre buildings' to be held on Tuesday 16 October at the Lyric Hammersmith in London.**

For centuries theatres have adapted to the challenges of changing political and economic circumstances. The last ten years of austerity and funding cuts have proved just such a challenge. In spite of this, very few theatres are shutting their doors. Theatres are developing new business models and working creatively to generate revenue and to fund the essential capital investment needed to renew our theatre infrastructure. The future of the theatre sector relies on this continued investment; no theatre building can stand still and new theatres are appearing in response to artistic and community demand.

Theatres Trust **Conference 18: Adapt & Thrive – new money and new models for theatre buildings** will look at the following:

- Where and how are theatres being built or renewed, and what are the factors supporting and limiting this renewal?
- How do we ensure that our theatres remain viable in challenging economic times?
- What new business models are emerging and how do these impact on theatre design?

**Jon Morgan**, Director of **Theatres Trust** said: "If there is one thing the theatre industry is good at it is improvising – making the best of our resources and ensuring that at all costs the show must go on!"

We now need to pose important questions: How are the UK's theatres changing their buildings and their business models so they can thrive in the 21<sup>st</sup> century? What are the future capital needs for Britain's theatres? Where are the gaps in provision and where will the finance be sourced?

Conference 18 will look at the measures that can be taken to ensure Britain continues to invest in its theatre building infrastructure so that present and future generations can access the excitement of live performance wherever they live in the country."

The annual conference will feature broad ranging debates, high profile speakers, compelling panel discussions with audience participation and inspiring case studies from architects, theatre operators and consultants, developers, local authorities and LEPs.

# Protecting theatres for **everyone**



Confirmed contributors include Michael Ellis MP, Parliamentary Under Secretary of State for Arts, Heritage and Tourism, and producer and theatre owner Cameron Mackintosh who will be discussing his work renovating and renewing some of London's finest theatres.

## **Book your Early Bird ticket to Conference 18: Adapt & Thrive.**

Further contributors and the full programme will be announced on our website:  
[theatretrust.org.uk/latest/events](http://theatretrust.org.uk/latest/events).

## **ENDS**

### **MEDIA CONTACTS**

Kate Carmichael, Theatres Trust, Communications Coordinator  
[kate.carmichael@theatretrust.org.uk](mailto:kate.carmichael@theatretrust.org.uk) 020 7836 8591

Mary Rahman, MRPR, Press & PR Consultant  
[maryrahmanMRPR@gmail.com](mailto:maryrahmanMRPR@gmail.com) 07958 399740

Nicky Rowland, Conference 18 Sponsorship Consultant  
[nicky.rowland@theatretrust.org.uk](mailto:nicky.rowland@theatretrust.org.uk)

### **IMAGES**

[dropbox.com/sh/exyax1hose9aj20/AABEaFgeoOwdrsYhi56D0qHXa?dl=0](https://dropbox.com/sh/exyax1hose9aj20/AABEaFgeoOwdrsYhi56D0qHXa?dl=0)

### **NOTES**

**Theatres Trust** is the national advisory public body for theatres. We believe that current and future generations should have access to good quality theatre buildings where they can be inspired by, and enjoy, live theatre. We champion the past, present and future of live theatre, by protecting the buildings and what goes on inside. We do this through providing advice on planning and development, supplying resources and advice to make theatres sustainable and offering financial assistance through grants. We help people discover more about theatres and campaign for theatres at risk. [theatretrust.org.uk](http://theatretrust.org.uk)

### **Confirmed Conference 18 Contributors include**

#### **Michael Ellis MP**

Michael Ellis was appointed Parliamentary Under Secretary of State at the Department for Digital, Culture, Media and Sport on 9 January 2018. He was Deputy Leader of the House of Commons from 17 July 2016 to 8 January 2018. He was elected Conservative MP for Northampton North in May 2010. Parliamentary Under Secretary of State for Arts, Heritage and Tourism covers the Arts, Museums, Digital Culture, Tourism, Heritage, Cultural property, and Public libraries.

#### **Cameron Mackintosh**

For over 50 years, Cameron has been producing more musicals than anyone else in history, including the three longest-running musicals of all time, *Les Misérables*, *The Phantom of the Opera* and *Cats*, which are still running extraordinarily successfully across the world. Uniquely, to celebrate the 25th

anniversaries of *Les Misérables*, *The Phantom of the Opera* and *Miss Saigon*, Cameron has mounted new versions of these classic musicals, which are now proving as successful as the original. Joining this list of legendary titles, his co-production with Disney of *Mary Poppins* continues to break records and disperse her magic globally. Following its huge recent success in the West End his acclaimed new production of *Miss Saigon* has enjoyed sell out tours of both the U.K. and North America, whilst the much loved KINKY BOOTS, co-produced by Cameron in the West End and in Australia, continues to kick up its heels. Cameron, in partnership with Underbelly, recently co-produced the much-loved revival of his hit of 25 years ago, Louis Jordan's *Five Guys Named Moe* which played at the Marble Arch Theatre,

As well as original musicals, Cameron enjoys producing new versions of such classics as *Oliver!*, *My Fair Lady*, *Oklahoma!*, *Carousel*, the longest-running production ever of Stephen Sondheim's legendary *Follies* and, most recently, the reinvented *Half a Sixpence*. Other original musicals he has produced include: *Little Shop of Horrors*, *Side by Side by Sondheim*, *Tomfoolery*, *Martin Guerre*, *Betty Blue Eyes* and *The Witches of Eastwick*.

*Les Misérables* remains the longest-running musical in the world and the original is now in its 33rd year in London.

In 2013, Cameron produced his first hugely successful musical film in conjunction with Working Title Films and Universal - the Oscar, Golden Globe and BAFTA award-winning *Les Misérables*.

Cameron owns eight historic theatres in London's West End, all of which have undergone spectacular refurbishment. By far the most ambitious transformation has been Matcham's masterpiece, the Victoria Palace Theatre, which has been rebuilt, expanded and visually re-imagined, and is currently home to the Olivier and Tony Award and Pulitzer Prize-winning American musical *Hamilton*, which Cameron is co-producing with the original American producers.

Music Theatre International, the world's largest representative of secondary rights of many of the greatest musicals ever written, is now one of Cameron's companies. Cameron was knighted in the 1996 New Year honours for his services to British theatre and he is the first British producer to be elected to Broadway's Theater Hall of Fame. In 1990, Cameron inaugurated the chair of contemporary theatre at St Catherine's College in Oxford University, which has since been held by a long list of extraordinary theatre figures including Sir Tom Stoppard, Stephen Daldry, Sir Ian McKellen, Meera Syal and Stephen Sondheim to name just a few.