

“...people are once again giving hearts, souls, time and money to find a way forward”



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FTA

FARNHAM THEATRE
ASSOCIATION

THE FARNHAM THEATRE ASSOCIATION Ltd.
Fighting for a regional theatre in Farnham

The Playhouse Pledge

- WHAT IS IT? • WHY IS IT THE BEST OPTION?
- WHAT CAN YOU DO TO HELP?
- WHERE? • WHEN?

**How will it benefit
your business?**

Past
Present
Pledge
Prosperity
Publicity

Past Professional theatre has been in Farnham for more than seven centuries from the first performances for the Bishop of Winchester and the Royal Court at Farnham Castle. Theatre has a long and distinguished history in our town. In 1939 travelling players were offered a barn in Castle Street and established The Farnham Playhouse. This tiny venue later became The Castle Theatre and by the late 1960s was so successful that a new larger theatre was planned for Farnham.

The Redgrave Theatre, built in 1974 enjoyed national acclaim for its innovative design and the quality of its Repertory productions. Princess Margaret was at the opening night, Dame Judi Dench was among the founder members and well-known names such as Prunella Scales, Leo McKern, Maureen Lipman, James Bolam, Fiona Fullerton, Bill Gaunt and Rachel Kempson, wife of Sir Michael Redgrave attracted audiences. The people of Farnham, who had raised the money for this theatre, were devastated when it closed in 1999.

Present The eagerness and enthusiasm for theatre has not diminished. Professional theatre has continued in tents and churches and thousands of people have objected to the developers' plans to demolish The Redgrave without replacing it.

As we cannot rely on Waverley Council to fund the theatre, people are once again giving hearts, souls, time and money to find a way forward. The FTA has commissioned a Theatre Report and Business Study which shows that Farnham perhaps, more than any other town, could support a theatre without subsidy. We are a wealthy, well-educated population with a great interest in the arts.

Pledge FTA is asking local businesses and individuals to make promises to support a proven advance subscription booking system, guaranteeing essential operating funds. The purpose is to supply working capital for the theatre in accordance with the business plan. No money is needed now - just pledges that the money will be there when the theatre becomes available.

Prosperity for business in Farnham will be boosted by more investment in tourism. A theatre will bring visitors to our town and provide evening entertainment for our residents. Regional theatres outside London bring in £1.1 billion annually to the economy and our local traders deserve a share in this success.

Publicity and Prestige follow for all those who become founder members of the theatre by honouring their pledges. Your staff can benefit from block bookings made by your business on their behalf. Your customers will be delighted to see your company name printed in the programmes, knowing that you are part of this exciting project.

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YOUR LOCAL COMMUNITY**
• **ARTS SPONSORSHIP** •
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