

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



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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  
theatre goers?**

*Past  
Present  
Pledge*

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.

The 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.

What do you get in return? You will be given **complimentary tickets** to the value of your donation. The first 250 people to sign the pledge will become founder members of the theatre and this will entitle you to invitations to special events. If you enlist others to sign pledges you will become a **gold star founder member** with additional benefits.

Why do we need pledges now? FTA intend to present Waverley Borough Council with evidence that theatregoers in the area are prepared to make serious commitments for this project to protect our theatre's future viability. **Pledges signed in good faith only at this stage will be replaced with legal agreements when the theatre is ready.**

- Support your local community •
- Bring Professional Theatre back to Farnham
- Play your part in this exciting project •

*Complimentary tickets will be available for any performance during the year and may be given to any other person to use but must not be resold.*

*Unused tickets will be cancelled at the end of the year.*

*Donations will not be refunded and will not constitute loans or other repayable arrangements.*

*Wherever possible, donors will be asked to Gift Aid their donations.*

**Memorandum**

YOU SIGNED *THE PLAYHOUSE PLEDGE* TO KEEP A THEATRE IN FARNHAM

Tick Box  Date \_\_\_\_\_

Please return your signed Pledge Certificate to  
FTA Ltd., 4 Nutshell Lane, Upper Hale, Farnham, Surrey GU9 OHG