



WORK  
WITH  
US AT

# Hertford Theatre



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

# Welcome

Hertford Theatre, owned and managed by East Herts Council, is growing and developing. A successful 10-year programme of live events, film and community activity from 2010-2019 provided the foundation for the physical, cultural and commercial expansion of Hertford Theatre via the £24m Growth and Legacy Project.

It is a unique moment to be joining the team. A moment of great opportunity and development. We are building on the success of the last decade with a new approach to our programme and creative activity, embracing new technologies, new ways of working and actively increasing and expanding our role and function within our community. To that end, we have been working with market-leading, industry organisations to put in place the infrastructure to support us to achieve our goals.

We are now looking to assemble a committed and passionate team to help us deliver this remarkable project. If you have any questions or you'd like an informal chat about the building and its work, then please drop our Director an email at [rhys.thomas@hertfordtheatre.com](mailto:rhys.thomas@hertfordtheatre.com)

Thank you for your interest in Hertford Theatre. We hope you enjoy reading more about our work and look forward to hearing from you.



# The redevelopment of Hertford Theatre

The Growth & Legacy redevelopment of Hertford Theatre is due to complete in spring 2024. This remarkable project will deliver an enhanced main auditorium with a capacity of 550, a new 150-seat studio theatre, three new dedicated cinemas with a combined capacity of 200, two community rooms and a new bar kitchen offer.

Externally there is a proposal to link the theatre to Castle Gardens via a riverside boardwalk circulating around a 12th Century Motte.

In order to capitalise on these significant changes and developments, Hertford Theatre will be renamed and comprehensively rebranded in conjunction with Hemingway Design and our website rebuilt to reflect this new name and offer.

In partnership with Associate Artist, Stuart Mullins and currently funded by ROH Bridge, we are developing a new learning and wellbeing offer to support local schools, teachers, pupils, and their families.

The new building, which is positioned at the heart of our community, will create significant added value to the town with its growing offer of fantastic bars, eateries, green spaces, and independent shops.

The increased cultural and community offer will reach new audiences and make new industry connections across the region and beyond.



**THE THEATRE  
GREEN BOOK**



# Our values and mission

We are:

**BOLD** - a place for imagination and creative energy.

**KIND** - a place for tolerance and togetherness.

**AWARE** - a place for new ideas and growth.

We strive to make a difference by:

**Seeking out, producing and promoting relevant work of the highest possible quality.**

We present a range of shows and films which are programmed with the development of both artists and audiences firmly in mind. **Sharing stories that matter.**

**Making this work available to all; delivering it with and for, our evolving community.**

We ensure safe access to the building and its activity to all those living in the district of East Herts and beyond. **No one is excluded.**

**Championing creative engagement, participation and the value of social cohesion.**

Our learning and wellbeing offer spearheads the approach to this part of our programme. **Listening is vital.**

**Recognising the need to balance creative endeavour with financial responsibility.**

We need to level up creatively; providing an opportunity for everyone to engage with a sustainable cultural offer for years to come.

**Creatively commercial.**



# Our programme

We aspire to programme work that:

**CONNECTS** to our established and emerging audiences.

**AMPLIFIES** the under-represented and hidden voices in our community.

**NURTURES** new artists and new work.

**EXCELS** with a commitment to the highest production values.

**SURPRISES** with creative flare and artistic adventure.



# Creative programming

We believe creativity and the arts make a difference. They connect, nourish, unify us and help us towards positive, social change. We are a place to gather, to meet friends, to participate, to delight in shows and films or to sit and daydream, have a cup of tea and just be you.

We actively listen to our community and our audiences. This is reflected in the development of our programme; informs how we do business and furthers the positive impact we have on our town and district.

A vibrant live offer of drama, comedy, music, spoken word and dance alongside a compelling programme of first-release films and live broadcasts provides the foundation for all our creative activity. The guiding light is to try to create a programme that is reflective of the role and function of the building more widely: it must matter.

Our programme of work for families and children provides the bedrock audience for our wider curated programme of live and recorded events. We are exploring all sorts of ways to broaden this part of our offer by encouraging playful, accessible, and imaginative ways of telling new stories from a range of increasingly diverse voices.



# Creative programming

Our Christmas show is made entirely in-house. A bespoke production that has become the highlight of the Christmas calendar across the district. This project features a professional cast, a youth ensemble drawn from the local community and a significant number of freelance creatives and technicians. The Snow Queen, the most recent Christmas production, sold over 16,500 tickets and brought 59 separate schools and 6000+ school children into the building.

The Christmas production has provided the platform for a new learning and wellbeing offer - working alongside teachers, pupils and their families. We aim to tackle issues related to Covid recovery, the cost of living crisis, the place of drama in the school curriculum and the confidence of teachers to deliver arts-based projects in schools. This work is continuing to grow and develop.



# Creative programming

We are committed to working more closely with local and regional artists to help us deliver our programmes of activity. Building on our past experiences of supporting new and emerging artists, we want to future proof regional talent by becoming central to the development of creative individuals and companies across the district. We also pride ourselves on offering our professional services to support our local amateur, community, school, and college groups. This democratic approach to the programme emphasises our unique position in supporting professional and non-professional talent as it grows and strengthens.

The 550-seat main house has a more 'popular' tone, and it plays host to a range of headline comedians, national drama and dance companies, significant live broadcasts, and popular children's book adaptations. The 150-seat studio is very much its naughty cousin; adventurous, playful and challenging work will find a home here, alongside introductory work for the very young and their families.

Importantly, we will not host any artist or group who threaten our commitment towards diversity and inclusion by attacking, harassing, or otherwise causing incitement to hatred towards (but not limited to) communities with protected characteristics as defined by the Equality Act 2010.



Tourette's Hero: Backstage in Biscuitland

# Why Hertford?

Dating back to the 10th Century and with a population of 29,000, Hertford is a beautiful, historic market town 20 miles north of London. Situated in the East Hertfordshire countryside and located at the confluence of four, stunning rivers it's an area often regarded as one of the most desirable in the UK.

## **It's growing...**

Hertford is currently enjoying the benefits of a series of major residential, cultural, retail and leisure developments driven by its growing popularity as a thriving town to visit, work and live. In addition to the significant redevelopment of Hertford Theatre; Lea Wharf, a riverside development of new homes, retail outlets and restaurants and the new, improved sports and leisure facilities at Hartham Common are due to open in the heart of the town later this year.

## **It's pretty smart...**

The exciting developments taking place in the town are attracting new people and new families to the area. To support this growing demographic, Hertford has a number of fantastic primary and secondary schools, in both the state and private sectors, many of which are rated "Outstanding" by Ofsted.



# Why Hertford?

## It's easy to get around...



**Tottenham Hale** – 37 mins  
**Finsbury Park** – 51 mins  
**London Liverpool Street** – 51 mins  
**King's Cross** – 59 mins  
**Cambridge** - 64 mins



2 minutes from A414  
5 minutes from A10  
26 minutes to the M25



**Hertford North** – 18 mins walk  
**Hertford East** – 10 mins walk

## It's got fresh air...

Alongside the diverse programme offered by Hertford Theatre, there are a wealth of other exciting leisure opportunities in and around town. Enjoy riverside and countryside walks on your doorstep or explore one of the many beautiful open, green spaces such as Hartham Common or Panshanger Park.



# Why Hertford?

## Great shops...

Hertford boasts a wealth of shopping opportunities including local stallholders, growers and producers at the regular markets, eclectic, quirky and diverse independent shops which, along with a handful of high street names, offers something for everyone.

## And great food!

Hertford has a wonderful range of independent cafes, restaurants, pubs and bars to suit all tastes and appetites. Whether you're just looking for a coffee and a cake, or you're on a mission to find global street food or seeking to indulge in a full brasserie menu; you'll have no problem finding a little bit of what you fancy right here!



# Additional benefits

- A creative and supportive work environment
- Employee well-being programme
- Local Government pension scheme
- 25-28 days annual leave rising to 33 days with 5 years' local government service
- A range of discounts including high street retailers and local leisure centres
- Professional environment where your career path really matters and your development is supported by the organisation.

As part of our Green Travel agenda we actively encourage employees to explore more economical and eco-friendly means of travel to work, e.g. public transport, cycle, walk or car share, and support this through a number of initiatives such as lift-share.

