



COME HITHER...

WHO WE ARE

Since 2006, Guildford Shakespeare Company has been entertaining and educating Surrey and the South with unique theatre experiences in extraordinary places.

We are still run by Sarah Gobran and Matt Pinches, who started the company 15 years ago, nurturing GSC into one of the largest producers of home-grown professional theatre in the region.

More than **118,000** audience members.

Over **130** artists employed every year.

As well as Shakespeare on **lakes, in castles, churches, museums, galleries** and



“This is why British theatre is such a marvel.”
Daily Telegraph

gardens, we’ve commissioned eight brand new works inspired by classics including Chaucer, the Brothers Grimm, Dickens and Lewis Carroll.

In 2015, the inimitable Brian Blessed OBE joined the company to play the title role in King Lear. He is now our Honorary Patron.

Paula White and Robert Maskell in 'Love's Labours Lost', 2019. Photo by Matt Pereira.

AWARDS

- ★ **IoD Award for Inclusivity** 2019
- ★ **Off West Award Finalists**, 2020, 2021
- ★ **UK Business Hero** 2020
- ★ **Community Consideration Award** 2019
- ★ **Charity of the Year** 2017
- ★ **Access in the Arts Award** 2013, 2017



COVID-19

Through the recent pandemic GSC continued to create and innovate.

9 live online original productions, seen by over **4000** households worldwide.

145 jobs created for freelance artists during this challenging period.

905 minutes of **FREE** online content.



“They have become the town’s treasure.”
Essential Surrey

LEFT: Rachel Summers and Corey Montague-Sholay in 'She Stoops To Conquer', 2021. RIGHT: Jack Whitam in 'Macbeth', 2020. Photos by Matt Pereira

EDUCATION & OUTREACH

Our busy Education and Outreach Department works

with some **5,000** people, young and old, across the South East.

We deliver a myriad of weekly in-house drama clubs and classes for ages 8-80+, along with in-school workshops and tours, and private tuition with Trinity College London.

Launched in 2018, **Brave New World** is our programme of outreach projects to assist less-advantaged schools and reduce social isolation in the community.

Every year, some **3,500** participants take part in live theatre experiences, workshops and therapy sessions, the vast majority of which are entirely **FREE** to access.

These include:

- Inter-generational projects between schools and care-homes
- Mental-health courses for teenagers and their families
- Clubs for young carers
- Residency in a number of Guildford schools
- Specialist Summer Club for children with special educational needs and disabilities



“The quality of the performances and workshops is unparalleled.”

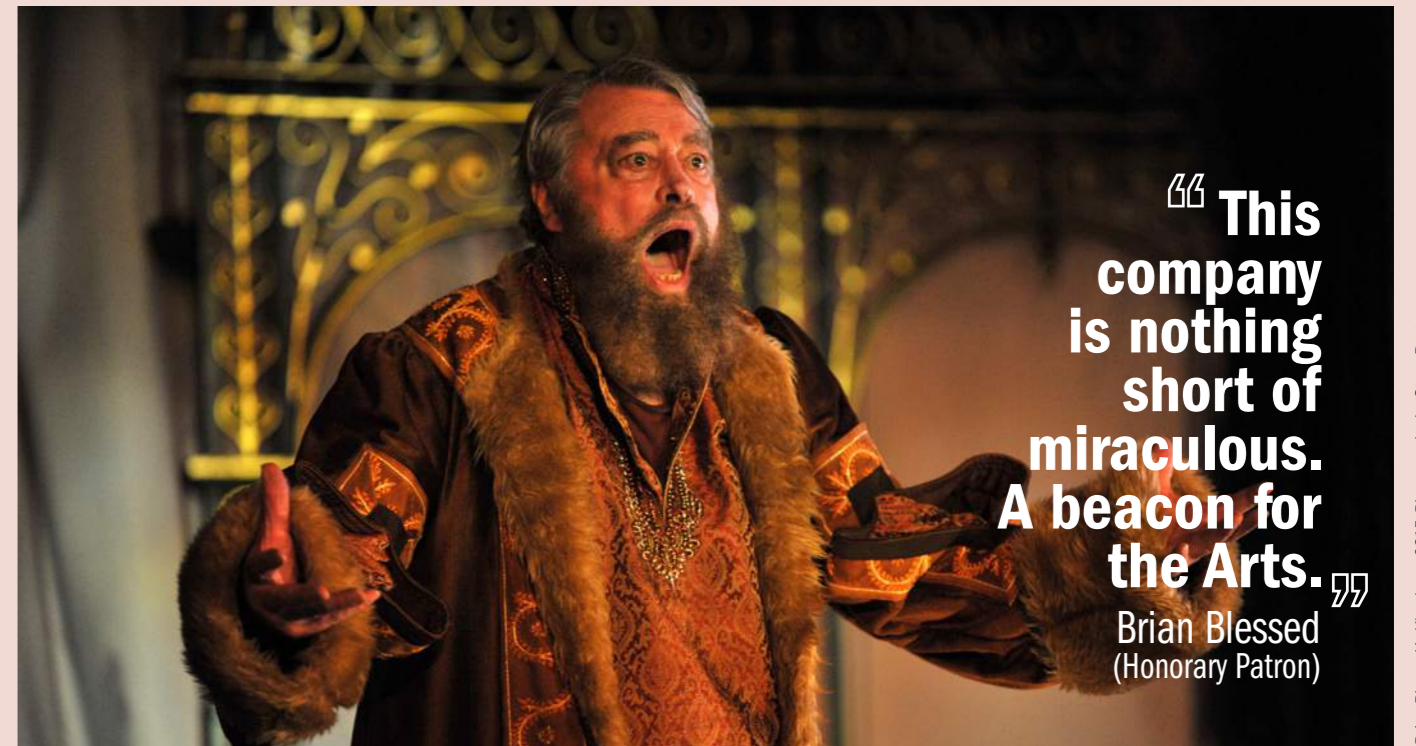
Teacher at Guildford Grove School



“It’s given her such a passion for both Shakespeare and drama.”

Drama club parent

Clockwise from Top: Delight in Shakespeare Primary School Tour, 2019. Photo by Mark Dean; Sarah Gobran in The Merry Wives of Windsor, 2019. Photo by Matt Pereira; Picture by Alex Bremner.



“This company is nothing short of miraculous. A beacon for the Arts.”

Brian Blessed (Honorary Patron)

Brian Blessed in King Lear, 2015. Photography by Steve Porter.

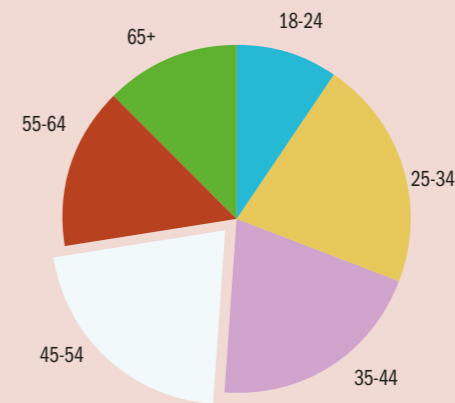
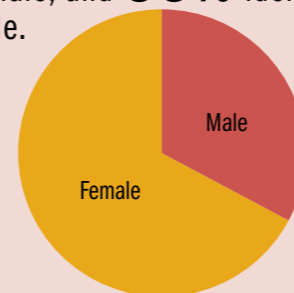
OUR AUDIENCE

Our core audience come from a 10-mile radius of Guildford, and many have been coming for years. The majority are **45+.**

From April 2019 to March 2020 we welcomed **16,300** audience members to our shows.

67% of our online audiences from our website, Facebook and Instagram pages identify as

Female, and **33%** identify as Male.



Our online audience is fairly evenly spread age-wise, but we are developing new ways to engage more younger audiences.

Our audiences are likely to attend the Yvonne Arnaud, the Rose at Kingston and Shakespeare’s Globe, but they are also looking for memorable experiences that can’t be found elsewhere. For many we may be their only **source of live Shakespeare.**

Every week we send out an email newsletter to the **6,089** members in our mailing lists which enjoys an open rate of **33.9%** and a click-through rate of **4.22%** (compared to an industry avg. of 3.8%).

In 2021 alone we have reached over **418,400** people on Facebook and over **182,724** on Instagram.

All data correct as of August 2021.



The Company of As You Like It, 2021. Photography by Matt Pereira.

FUNDING

We receive no core funding from central or local government, which means subsidy and charitable support are essential to our business model.

Our corporate supporters are often the difference between us being able to realise our artistic ambitions and not.

In return for their vision and generosity they enjoy a close personal relationship with us, a unique platform for client development and access to our loyal audiences.

Some of our incredible supporters over the years have included...

If you would like to help us continue inspiring and nurturing more of the artists and audiences of tomorrow, then please contact **Matt Pinches** via matt@guildford-shakespeare-company.co.uk

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