MISSION & PURPOSE

The REP’s mission is to produce excellent theatrical experiences, to entertain, enlighten and engage audiences and, wherever possible, to reflect the diversity of Birmingham and the surrounding region.

This supports our vision, which is to –

- Inspire the city of Birmingham to a lifelong love of theatre
- Be a leading cultural destination in the region
- Offer a creative hub and magnet for theatrical talent

Making theatre from scratch remains at the heart of the theatre’s work, and we aim to continue to be one of the UK’s leading producers of new theatre. We commission a range of original works from both established and emerging writers and theatre-makers. We actively support the development of emerging artists, particularly from the West Midlands region. We seek ways to involve members of the city-region’s diverse communities in our work and to link emerging artists with those communities. We seek and pursue opportunities to tour and/or transfer the work we produce on our three city-centre stages to other theatres around the UK and beyond.

We believe that –

- Theatre offers a richer and more potent experience when a diversity of perspectives is reflected
- Support and development of culturally diverse artists will address the in-balance in mainstream arts provision
- All audiences, whether actual or potential, deserve a challenging, diverse and stimulating programme of work
- The arts have a duty to take positive action to enable equality of access and to respond to changing demographics
- The diverse nature of Birmingham’s communities makes a positive contribution to our cultural offer
“The REP has been a jewel in Birmingham’s crown for a hundred years. The city simply could not be as great as it is without such a prestigious asset.” - Sir Ian McKellen

About The REP

For over a century, the internationally renowned Birmingham Repertory Theatre has been one of the country’s leading cultural institutions at the forefront of theatre in the UK. As the City’s only producing theatre, many of our productions go on tour, championing Birmingham and positively contributing to its national and international reputation. In this way, we have developed strong links with cities and cultural partners across the UK, Europe and the world.

Established in 1913, The REP was the first purpose built repertory theatre in the country and became one of the most exciting theatre companies in the UK, inventing the idea of Shakespeare in modern dress, presenting many world premieres and launching the careers of an array of great British actors, including Sir Laurence Olivier himself. In 1971 we moved to Broad Street to a new theatre building; housing a stage of epic proportions and a democratic auditorium with no balconies, pillars or boxes. Here, new generations of artists launched their careers, and they continue to do so.

The REP’s iconic building is at the heart of the city’s current architectural and cultural renaissance. The REP enjoys a prominent location on the newly developed Centenary Square, is adjacent to the Midland Metro extension and alongside a host of new neighbours in the Paradise development.

It is our mission to create a vibrant programme of world-class performances and activities that enrich the lives of the communities we serve and inspire artists to make their best work with us. We are passionate about creating work with, for and by the people of Birmingham, enabling the city’s residents to see themselves and their stories reflected on our stages. In recognition of our commitment towards making theatre accessible for D/deaf and disabled artists and audiences, we were extremely proud to win the UK Theatre Award for Promotion of Diversity.

The REP’s acclaimed learning and outreach programme is one of the largest and most diverse of any arts organisation in the country. Every year we have over 70,000 contacts with young people and adults in the community on projects from drama or writing workshops to large-scale productions. With the help of our corporate partners we can continue to nurture the region’s talented young artists, to commission exciting new works, welcome new audiences and to reach out to the communities of Birmingham and beyond.