

# TH340-30 Theatre and Creative Industries

**21/22**

**Department**

SCAPVC - Theatre and Performance Studies

**Level**

Undergraduate Level 3

**Module leader**

David Coates

**Credit value**

30

**Module duration**

18 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module is delivered by Theatre and Performance Studies, in partnership with Warwick Arts Centre. It aims to give students a broad understanding of the theatre industry in the UK today, occasionally looking beyond to the wider eco-system of international theatre and performance festivals and international touring.

### Module aims

The module aims to introduce you to principles, practices and practicalities in running arts venues; conceiving programmes of work for venues or festivals; 'making it' as a new company or artist; marketing and audience development; commissioning and producing new work; funding the arts, the Arts Council and its priorities; creative learning, education and outreach, and more.

Through this module you'll become familiar with a wide-range of venues, organisations, companies, artists and individuals working in the UK today, understanding what each is best-known for. Your understanding will be enhanced through a series of assessed presentations delivered by you and your peers. These presentations will also engage you with current issues within the industry, encouraging you to have your fingers on the pulse of trends and debates, such

as: the future of the arts in Europe after Brexit; diversity and 'relevance'; climate change and sustainability; and performing online and digital theatre.

Weekly sessions will be led by the convenor, alongside industry professionals in-person or online, allowing you to understand each topic first-hand and to develop your professional network. These industry experts will include producers, directors, company managers, festival programmers and so on, enabling you to see the breadth of roles that make theatre happen and to open your eyes to possible career options within the industry. Thus, the module aims to help you to locate possible places for your future self within the industry's ecology. Each industry professional will talk to you about their area of work, as well as setting in-class problem-based tasks, to provide an opportunity for you to try out authentic activities from the workplace.

The module aims to engage you with industry-focussed readings and conversations, such as through policy documents (Arts Council; Department for Digital, Culture, Media and Sport), venue and company strategies and annual reports, industry news publications (The Stage and Arts Professional), Devoted and Disgruntled, and on Twitter.

## **Outline syllabus**

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Week 1: The UK Theatre Ecology: Venues  
Week 2: The UK Theatre Ecology: Companies  
Week 3: The UK Theatre Ecology: Organisations and Individuals  
Week 4: The Arts Council  
Week 5: The RSC and the National Theatre  
Week 7: Commercial Theatre  
Week 8: Programming  
Week 9: Assessments (Presentations)  
Week 10: Arts Leadership  
Week 1: Fundraising and Development  
Week 2: Creative Learning and Education  
Week 3: Venue Management: Operations and Front of House  
Week 4: Marketing and PR  
Week 5: Audience Development  
Week 7: Festivals  
Week 8: Managing a Theatre Company  
Week 9: Producing  
Week 10: Acting and Directing

## **Learning outcomes**

By the end of the module, students should be able to:

- Demonstrate an understanding of the realities of working in various roles within the UK's theatre industry.
- Demonstrate an understanding of a wide range of venues, artists, companies and individuals

working in the UK theatre industry.

- Discuss and debate the industry's current affairs and priorities.
- Apply industry-specific vocabulary in verbal and written communication and differentiate this from the vocabulary of the academy.
- Evaluate and develop their position in relation to the industry or specific areas of it.
- Apply learning from the module to approach a range of industry-specific tasks logically and practically.
- Use the skills and knowledge developed through the module to apply for a job within the industry.

## **Indicative reading list**

Industry Publications:

Arts Professional

The Stage

Books:

Brindle, Meg and Constance DeVereaux (eds) (2015) *The Arts Management Handbook: new directions for students and practitioners*, Abingdon and New York: Routledge.

Byrnes, William (2017 [2003]) *Management and the Arts*, Oxford: Focal.

Cochrane, Claire (2013) 'Place-performance relationships within the English urban context: Coventry and the Belgrade Theatre', *Studies in Theatre and Performance*, 33.3, 303-320.

DeVereaux, Constance (2018) *Arts and Cultural Management: Sense and Sensibilities in the State of the Field*, Routledge.

Harvie, Jen (2005) *Staging the UK*, Manchester and New York: Manchester University Press.

Lazzeretti, Luciana (ed.) (2013) *Creative Industries and Innovations in Europe: concepts, measures and comparative case studies* (London and New York: Routledge.

Pitts, Stephanie P. and Sarah M. Price (2019) *Understanding Audience Engagement in the Contemporary Arts*, Routledge.

Rhine, Anthony (2018) *Theatre Management: Arts Leadership for the 21st Century*, London: Palgrave.

Stevenson, David (ed.) (2019), *Managing Organisational Success in the Arts*, Routledge.

Todorovic, Milan, with Ali Bakir (2016) *Rethinking Strategy for Creative Industries Innovation and Interaction*.

Book Series:

Research in Creative and Cultural Industries Management, Routledge.

Journals:

Creative Industries Journal

Cultural Trends

International Journal of Cultural Policy

Journal of Arts Management, Law and Society

Journal of Arts Marketing (JAM) published by the Arts Marketing Association ([www.a-m-a.co.uk/jam](http://www.a-m-a.co.uk/jam))

Sightline: Journal of Theatre Technology and Design

Websites:

Arts Council England:

<https://www.artscouncil.org.uk>

Arts Council of Northern Ireland:

<http://artscouncil-ni.org/funding>

Arts Council of Wales:

<https://arts.wales>

Arts Council England's Research and Data Archive:

<https://www.artscouncil.org.uk/guidance-and-resources/research-and-data>

British Council (in particular, its recommendations for Brexit Britain):

<https://www.britishcouncil.org/about-us/how-we-work/preparations-for-brexit>

Creative Scotland:

<https://www.creativescotland.com>

Culture Declares:

<https://www.culturedeclares.org>

Department for Digital, Culture, Media and Sport Research:

<https://www.gov.uk/government/organisations/department-for-digital-culture-media-sport/about/research#taking-part>

What Next?

<https://www.whatnextculture.co.uk>

Other:

Julie's Bicycle (2012) Energising Culture: a guide to future energy for cultural buildings, supported by Ecoveneue, The Theatres Trust, European Regional Development Fund and Arts Council England, <https://www.juliesbicycle.com/>

Theatre and Touring, Symposium Report, Society of London Theatre and UK Theatre, 2018.

Producing, Presenting and Touring Handbook, Society of London Theatre and UK Theatre, 2019.

Students may also be asked to watch shows in-person or online as part of the course, to demonstrate the work of certain companies or practitioners.

Devoted and Disgruntled Conversations and Reports: <https://www.devotedanddisgruntled.com>

[View reading list on Talis Aspire](#)

## **Research element**

Both assessments include research elements. The first requires students to research either an event or issue within industry news or an industry case study. The second assignment requires students to carry out research for their own industry project.

## **Interdisciplinary**

The module looks beyond the academic subject of theatre and performance studies to consider areas such as cultural policy, the economics and financing of the arts, and the practicalities of the theatre and creative industries today.

## **International**

Although this module primarily focuses on theatre and the creative industries in the UK, some sessions will consider the international scene. The module will investigate the importance of

international theatre festivals and international touring to the UK theatre industry, for example. The module may include sessions led by industry experts from overseas joining us online, who would likely expand on the context for the arts in their own nation.

### **Subject specific skills**

Students will develop their ability to network within the industry. They will learn to communicate verbally and in writing using a vocabulary and form that is understood by the industry. Through practical tasks within the classroom, students will develop the skills required to programme work, to market theatre, to apply for arts funding, to work within a creative learning team, or to have a successful career as an artist, practitioner, theatre company or actor.

### **Transferable skills**

Students will develop their presentation and verbal communication skills through their first assessment. Research skills will be developed through both assessment pieces. Project-management, organisation and written communication skills will be used to develop their second assessed piece. In class, students will demonstrate their verbal communication skills to contribute to discussions and debates and ask insightful questions to industry experts. Students will show that they are able to work as a team or perhaps to lead a team when given problem-based authentic tasks within class.

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## **Study**

### **Study time**

<b>Type</b>	<b>Required</b>
Lectures	6 sessions of 30 minutes (1%)
Seminars	18 sessions of 3 hours (18%)
Project supervision	2 sessions of 15 minutes (0%)
External visits	2 sessions of 3 hours (2%)
Private study	131 hours 30 minutes (44%)
Assessment	105 hours (35%)
Total	300 hours

### **Private study description**

As outlined by the module tutor

### **Costs**

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A

	<b>Weighting</b>	<b>Study time</b>
In the News or In the Spotlight: A Case Study	40%	25 hours
<p>Each student will work in a pair or small group to present for 10 to 15 minutes in-class on either a topic that is 'In the News' that is relevant to the module or an 'In the Spotlight' case study. The presentation should be delivered as if for a professional industry audience, which the students may wish to specify (for example, as if being presented to a room of programmers or funders).</p> <p>'In the News' could relate to a story in the national or industry press about an issue or incident that has taken place recently or a significant announcement: a new show/ a new venue/ a new artistic director etc. The presentation should capture the issue at hand and refer to authoritative voices in the industry relating to that subject. Students should understand the issue, have a perspective on it and provide an industry context to it (such as the venue it relates to etc). Students should use the case study to present their own stance on the issue or incident and perhaps propose ways forward, if relevant.</p> <p>'In the Spotlight' puts a spotlight on a recent show, an individual, or an organisation within the industry. Students should consider why they are spotlighting this and emphasise why they believe it's important for their audience to know about this. Students should refer to industry texts – perhaps reviews or newspaper articles. Students should think about how whatever they have spotlighted influences the industry, their own practice or both. Presentations may include images and short clips to showcase the show, individual or organisation being highlighted.</p> <p>Proposals for topics should be emailed to the module convenor as soon as you're ready and should be 200-300 words in length. In addition, proposals should briefly give an indication of the division of labour. Proposals will be allocated on a first-come, first-served basis, as no two presentations will be on the same topic.</p>		
Industry Project	60%	80 hours
<p>Students should produce a personal project relating to an area of the industry that they would like to explore further. This could be a funding application, such as for a creative learning project; a concept or business plan for a new festival, venue or theatre company; an outline of a programme for a festival or a venue; a new strategy for Front of House and Operations for a venue; an application to be a part of a festival or City of Culture; a marketing campaign for a specific show; a national or international tour plan for a show; a fundraising plan for a venue; a plan to set yourself up as a freelancer etc. This should be approximately 3500 words, or equivalent, as the format and mode of presentation might differ. Students will additionally provide a one-page Cover Letter and two-page CV to outline their suitability to carry out this project.</p>		

## **Feedback on assessment**

Written feedback on both pieces of work. Students will also have project tutorials to discuss works in progress.

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## **Availability**

### **Courses**

This module is Optional for:

- UTHA-W421 Undergraduate Theatre and Performance Studies
  - Year 2 of W421 Theatre and Performance Studies
  - Year 2 of W421 Theatre and Performance Studies