

STET

The
English
Theatre

Patron His Excellency the Ambassador
of Great Britain, Sir Geoffrey Adams

STRATEGIC PLAN

Introduction

Elske van Holk-van Eysinga founded Stichting The English Theatre (STET) in 2006, providing a platform for English language theatre in The Hague area. Initially focussed towards expats living in The Netherlands, STET has since grown to become a producer and/or facilitator of a wide variety of English language theatre, originating from many countries in the world, and attended by Dutch and international audiences.

Vision

The English language has enabled people from nations all over the world to communicate with each other, which increases mutual understanding. The rich tradition of English language theatre has proven to inspire, challenge and unite.

STET's vision is that English spoken theatre and storytelling will enrich the Dutch cultural landscape by introducing other views and cultures to Dutch and international audiences, which will bring them together.

Mission

STET focusses on the area of The Hague by producing and promoting a wide and varied programme of theatre performances from international theatre makers, in theatres and at other interesting places.

STET's mission is to stimulate the production and promotion of high quality English language theatre in The Netherlands. In doing so, STET enriches the Dutch cultural landscape and fulfils the need of English language theatre felt by expats and Dutch nationals.

In addition, STET offers English language theatre to pupils and students (both of Dutch and other nationalities), which improves their English language skills and their drama skills.

Ambition

STET's ambition is to bring 8 to 12 international productions per year to The Netherlands.

Productions vary from political drama, classical plays performed either traditionally or innovatively, festivals, modern drama to children's performances and totally new concepts, all geared towards a broad, internationally focussed, audience. Most performances are shown in the intimate hall "Paradijs", the attic of Koninklijke Schouwburg in The Hague. Others are staged elsewhere in The

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Hague and in the rest of The Netherlands. STET targets an audience of 50-250 persons per performance, depending on the venue.

Most STET productions are accompanied by a workshop and educational activities like workshops.

STET strives to join forces with partners in other locations to also stage performances organised by STET, and vice versa.

Strategy

In order to realise its ambition, STET's strategy is:

Productions:

- a. Offer a minimum of 6 productions each year, at least one of which is made by young international theatre makers and two children's plays;
- b. Organise one themed festival/weekend per year (such as Shakespeare Fringe in October 2014);
- c. Offer an extensive education programme for junior and secondary Dutch and international schools, with performances and workshops in theatres and on location in schools.
- d. Work closely with theatres in The Hague (Koninklijke Schouwburg and others) and with other venues elsewhere to stage these performances.
- e. Maintain a good network of theatre makers around the world to realise and guarantee a high level programme.

Funding:

- a. STET is a non-profit organisation and is funded on a cost recovery basis;
- b. Admission prices for performances should cover their costs to the greatest extent possible;
- c. Admission prices should allow a broad audience to come to performances;
- d. STET will seek private sponsoring where appropriate;
- e. STET will request subsidies and other public funding for the remainder to cover costs.

Organisation

STET The English Theatre
Nassaulaan 17
2243 HJ Wassenaar
The Netherlands

T +31 (0)6 300 500 18
E info@theenglishtheatre.nl
FBThe English Theatre
TW@EnglishTheatre

Kvk 27293643
BTW NL8172.25.274.B01
IBAN NL21 ABNA 0479 6270 61
BIC ABNANL2A

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STET is led by its managing director, Elske van Holk-van Eysinga. She is the driving force behind STET. STET has a board consisting of at least three persons. The board and managing director meet at least 5 times per year, during which the board is updated on the upcoming performances and other future plans, on STET's financial position and during which past performances are evaluated.

STET also has a council of advisors, and aims to have patrons from the circle of ambassadors in The Netherlands from English speaking countries. Currently the British ambassador is a patron of STET.

In the future STET wants to further develop into a professional organisation with a core staff of a production, education and marketing officer, led by an artistic director to implement and promote the STET programme, and a financial administrator.

Volunteers

STET aims to ground its work in the local community to actively involve volunteers in its running projects for practical and communication activities.

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