

OUR VISION

The Belgrade will be a people-first theatre, where diversity powers storytelling.

OUR MISSION

As a 'Stage for Coventry', we create theatre with, by and for the city and region, and share it with the world. Through a co-created, community-led approach, we deliver:

Diverse Stories: We produce and present work that reflects & celebrates Coventry's diverse communities.

Transformation: We provide safe spaces and creative opportunities for people to enrich their health, wellbeing and education in turn supporting the local economy.

Learning: We invest in the talent of the city and region, providing skills development and pathways for creative careers.

OUR VALUES

COME AS YOU ARE
ACTING TOGETHER
ALWAYS EVOLVING

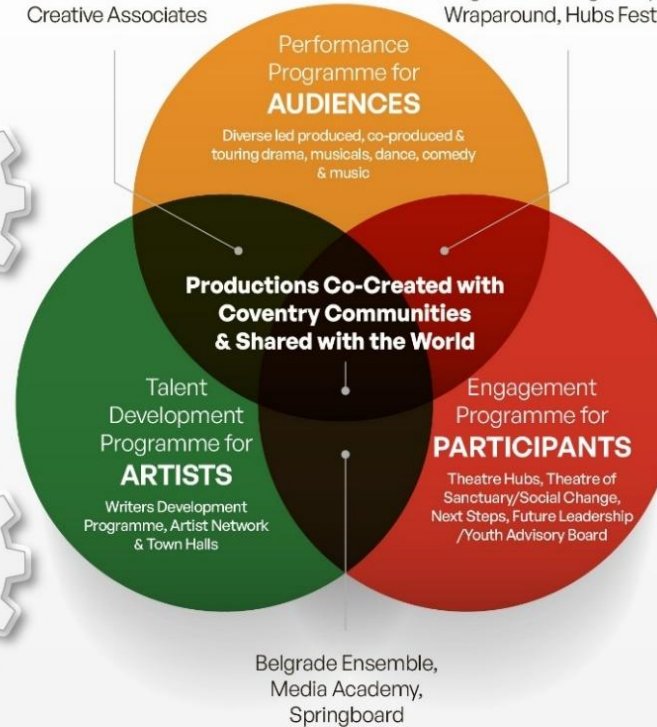
ENABLERS



PROGRAMMES & ACTIVITIES

Commissions,
Research & Development,
See It First
Creative Associates

Schools Programme
(Associate Schools, CPD,
Big School, Insight Days),
Wraparound, Hubs Festival



OUTCOMES

1. The Belgrade's programming engages all wards in Coventry and champions Coventry's diverse communities through leading a best practice co-created, community led approach.
2. The Belgrade incorporates EDI best practice and addresses inequalities in cultural participation opportunities in the city's communities.
3. The Belgrade enriches civic pride and positive perceptions among audiences and local residents.
4. Participation in the Belgrade's programmes enables skills development, improved health and wellbeing, personal growth and agency for local people.
5. The Belgrade demonstrates a contribution to local economic growth by attracting visitors (including corporate hires) generating revenue, and creating jobs for local people.
6. The Belgrade's carbon emissions and footprint are reduced through sustainable practices.
7. The Belgrade provides opportunities and pathways for skills and talent development, supporting growth in the city and regions creative and cultural sectors.
8. The Belgrade supports sector resilience through its active role on local, regional and national culture boards and networks; including Coventry Culture Works.
9. The Belgrade remains financially sustainable, effectively mitigating cost pressures through enhanced efficiencies, innovation, and proactive fundraising efforts.

