

**CODDIWOMPLE**  
THEATRE



# Annual REPORT

2024 / 2025



2pm, 3rd & 4th May  
2pm, 10th & 11th May  
2pm, 17th May  
7pm, 18th May  
7pm, 24th May  
2pm, 25th May

The CoddIWomple Theatre  
Bathhouse @  
Regent Cinema



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**CODDIWOMPLE THEATRE LTD**  
**Not for Profit Limited Company: 15778040**  
**Artistic Director/CEO: Sheree Vickers**  
**Finance Officer: Brian Dorgan**

**[www.coddiwompletheatre.co.uk](http://www.coddiwompletheatre.co.uk)**

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## Our viSiON

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### Embrace the Journey

*We welcome the joyous surprises of the creative process, understanding that mistakes and unexpected ideas shape and transform the work.*

## Our MiSSION

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### Enjoy the Work

*This is a deliberate, radical choice.*

*In a sector that demands constant justification of artists, we commit to choosing and developing projects that excite and challenge us.*

*This isn't self-indulgence - it's a strategy for resilience, relevance, and renewal. Why? Because when art is placed centre stage (and not administration, targets or tick-boxes), the work becomes richer, bolder and more enjoyable for everyone who experiences it.*

## Our REMiT

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To joyously rediscover and advocate for the role of theatre in the 21st Century by:

- Creating work that entertains, questions, and connects - championing the theatrical experience and challenging expectations of what theatre is and can be.
- Reimagining traditional theatre spaces and seeking out unique and surprising locations for performances and theatre activity.
- Training and inspiring the next generation of artists.
- Advocating for theatre participation as an essential part of a vibrant, inclusive society.

## Our vALUES

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### We are **Playful**

We approach our work with a spirit of fun, curiosity, and joy - inviting everyone who engages with our work to do the same.

### We are **Collaborative**

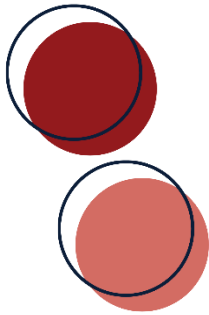
We believe theatre is better when it is built together.

### We are constantly **Learning**

We continually explore creative possibilities and cultivate our practice to stay relevant and connected to the ever-changing world - creating space for open conversations, where difficult questions can be asked.

### We champion **Inclusion**

We are committed to embedding Inclusion, Diversity, Equity and Access into everything we do.



# Artistic Director/CEO's **REPORT**

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Coddiwomple was launched in the wake of the closure of SAVVY Theatre as a way to stay connected with that amazing community, and to establish a legal framework for creative work moving forward.

With initial investment from the sale of SAVVY assets, and a discretionary grant from the SAVVY board, we were able to deliver a series of transition projects in the Autumn of 2024 and take our first show to the Brighton Fringe in May 2025.

As the name suggests, we have moved forward with purpose (and joy), and as I reflect on this first year, I am proud of the work created, the connections we've built (and maintained), and the foundations we've laid for the journey ahead.

*Sheree .*

Sheree Vickers, Founder, Artistic Director & CEO  
14 July 2025





# Activities & ACHIEVEMENTS

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We launched a series of **Transition Projects**, to support the SAVVY community following the company's closure. These initiatives included a mix of one-off events, the continuation of existing groups, and the creation of new ones. They not only maintained vital connections across our community, but also set the tone for Coddiwomple's inclusive, person-centred ethos.

Activities included:

- Maintaining social ties with former members of **Crisis Averted**, a group originally formed in partnership with Crisis Skylight Croydon for people with lived experience of homelessness. We attended **Drag Show Bingo Nights** at the Bridge House Theatre, coffee catch-ups at Stanley Arts and provided ongoing pastoral support and friendship.
- Launching a new **Friday Social Club** for former members of the Action Replay drama group. Collectively run by members, carers and parents, the group enjoyed lunches, coffee mornings and outreach trips to the cinema, bowling and Hampton Court.
- Establishing a new weekly drama group in Sutton for adults with and without learning disabilities. **Taking Action** is being led by a former facilitator who came through SAVVY's inclusive theatre-making training programme.
- Providing continued support for the weekly drama group **Peace of Mind** originally established as part of SAVVY Theatre's Stepping Stones project and now run by the Good Wolf Collective.
- Organising a special **Slava's Snow Show West End Theatre Trip** with former members of Crisis Averted and current members of Peace of Mind.
- Hosting a massively joyous **Christmas Party** for the whole SAVVY community, with dancing and singing and a magic mirror photo booth!







Our first original production, ***Everyone Rotate Right*** marked a major milestone for Coddiwomple. Developed as a full-face mask show, the process began with a series of R&D play days involving past SAVVY members. It allowed us to collaboratively experiment and build on a shared creative language. This was followed by a special "Play in a Day" event with members of the new *Taking Action* drama group, further shaping the direction and accessibility of the piece.

We produced both Audio Description and Easy-Read resources before hosting a free preview performance at The Belfry shopping centre in Redhill, developing new partnerships and fulfilling our remit to explore new places for theatre activity.

The show officially premiered at the Brighton Fringe in May 2025 where it received fantastic reviews and was shortlisted for Best New Show - a wonderful recognition for our debut!



Following the Fringe, *Everyone Rotate Right* was published on Amazon, with the script and accompanying workshop development activities available for schools, community groups, and other theatre-makers interested in inclusive performance, clowning and mask work.

BRIGHTON  
FRINGE 25 YEARS

SHORTLISTED  
BEST NEW  
SHOW AWARD

2025

In addition to front-facing delivery, this first year has also focused on **strategic development** behind the scenes, laying the foundations for future growth. We:

- Worked with executive coach George Perrin to develop Coddiwomple's core values, mission and remit.
- Developed a distinct artistic philosophy to guide our creative practice and programming.
- Launched our website and established a growing social media presence.
- Set out our immediate priorities in a two-year business plan, with clear milestones for organisational development and financial resilience.
- Formed new local partnerships with The Belfry shopping Centre, West Central (rehearsal venue) and the Redhill Business Guild who are keen to support Coddiwomple's creative presence in the town centre.
- Engaged in strategic consultation with Reigate & Banstead Borough Council, including meetings with Council Leader Cllr Richard Biggs and senior leadership team members, to discuss and explore how Coddiwomple might support their vision for the re-opening of the Harlequin Theatre and contribute to the potential programming and operation of the new Unit-5 studio venue.





# Evaluation & **IMPACT**

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Like many new organisation (and particularly in the current climate), our first year came with challenges. The most significant has been access to funding opportunities, due in part to (a) strong competition for ever smaller pots of money, and (b) our new organisational status and the absence (for now) of charitable status. However, we have taken a pro-active and strategic approach to address these challenges by:

- Drawing on the legacy and track record of SAVVY Theatre, led by Sheree Vickers (now Founder and Artistic Director of CoddIWomple), whose leadership saw SAVVY's revenue grow year on year. Sheree successfully managed six-figure budgets and complex multi-partner projects, and her nationally recognised work and experience underpins the credibility of CoddIWomple's artistic and financial vision. This legacy was key to securing our recent Arts Council England grant, and we will continue to leverage both SAVVY's track record and Sheree's reputation to build funder confidence and sector credibility.
- We are actively exploring the option of obtain charitable status in the future as part of our two-year business plan. This move will unlock additional funding opportunities, strengthen governance and support long-term sustainability.
- We will continue to strengthen our evaluation processes and have registered with the Impact & Insight Toolkit to formalise our approach to data collection and reporting. This will allow us to track impact more rigorously, build a robust evidence base, and ensure transparency and accountability to funders, partners, key stakeholders and the communities we serve.
- We fully acknowledge the financial risk and cost of presenting a show at the Brighton Fringe, particularly with our commitment to paying artists fairly in accordance with Equity guidelines. Production costs were covered by the sale of SAVVY assets (gifted to the Artistic Director), and although box office returns were modest, the artistic success and critical recognition of our debut show made this a valuable investment. It helped establish our artistic identity, showcasing the quality of our work and laid the groundwork for future development.

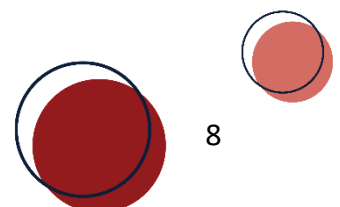
## **Shortlisted for Best New Show, Brighton Fringe 2025**

*"Congratulations! We are thrilled to say your show has been shortlisted due to its strong alignment with our values as an open-access festival that champions bold, creative, and original work. It offered a compelling and distinctive voice, demonstrated clear artistic ambition, and showed real potential to resonate with audiences."*

*"A charming dramatisation of a family day out gone wrong ... A one of a kind at this year's Brighton Fringe ... There is a lovely playfulness to the production overall, and it is truly joyous to watch ... Everyone Rotate Right is a must-see for anyone after something unique."*

- Elisha Pearce, Voice Magazine

One of the other notable challenges in our first year was in maintaining the strong connection (built over many years) with the SAVVY community. Through our programme of transition activities (again supported by a discretionary grant from SAVVY Theatre), we were able to have regular communication through newsletters and social media and have developed new projects for continued participation under the CoddIWomple banner.





# Looking **AHEAD**

As we move into our second year, we remain focused on delivering our mission to create work that excites us, by ensuring the artist is central to the work being developed and building on the strong foundations laid in Year One. Our key priorities include:

- Launching *My Song, Our Story*, a new community storytelling initiative, supported by a successful Arts Council England funding application. This exciting new project will allow us to work with past SAVVY members while continuing to build new partnerships across Sutton, Croydon and Redhill.
- Building on the success of our Brighton Fringe debut, with plans to expand our reach with a focused tour of *Everyone Rotate Right* and further implement the plans to support our organisational infrastructure.
- Delivering on our two-year business plan and looking ahead for the next three years.
- Continuing strategic engagement with Reigate & Banstead Borough Council, contributing to the borough's vibrant cultural landscape, including active participation in conversations around the future of the Harlequin Theatre and the exciting potential of a new studio theatre venue at Unit-5 in the town centre.

