

Mission, Vision and Values

Mission

Our mission is to create Wales' cultural leaders of the future. We do this by championing Welsh, Wales-based and Wales-trained artists to make high quality theatre with exceptional production values. We do this by commissioning Welsh and Wales-based writers to write ambitious, outward looking plays with a distinct Welsh flavour. We do this by being Cardiff's first and only Pub Theatre, defining what fringe theatre is and can be for Wales.

Vision

Our vision is for a healthy, vibrant theatre ecology in Wales that reflects the multiculturalism and diversity of our nation:

- Where we have a pool of individuals with the knowledge, expertise, qualities and experience to lead our National Portfolio Organisations
- Where we have a broad and extensive community of artists from diverse backgrounds with which to work
- Where the theatre we make reflects the Welsh context and explores, questions, provokes and inspires questions and ideas about the wider world
- Where we can ask honest questions about the quality of theatre in Wales and always strive to do better
- Where we don't survive and endure, but we thrive and sustain

Values

Ambition

Because no fire was ever started with a wet match. Ambition is the beating heart of our theatre. Ambition for our artists, ambition for the work, ambition for the people we make the work for. We embrace the possibility of ambition and make it our reality.

Grit

We strive for excellence in everything we do. We have the courage to be vulnerable, to be honest, to persevere and to see things through. Indomitable spirit is our contagion, and its catching.

Empathy

We do because we care. We care because we are. Empathy is the foundation upon which we build tolerance, acceptance and understanding, through the work we make and the people we make the work with and for.

Integrity

We are authentic and consistent. We recognise the impact we have on our audience, our artists and each other and we act with humility and kindness, striving for inclusion and wholeness across everything we do.

Choice

We choose the way we work. We choose the people we work with. We choose the plays we present on our stage. We understand our choices have consequences and we hold ourselves and others to account to ensure we are making them responsibly and inclusively.