

Sheree Vickers

Theatre Director | Senior Manager | Cultural Consultant

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Professional Summary

I am an accomplished Artistic Director and strategic leader with extensive experience in venue management, public sector collaboration, and strategic cultural development. I have a unique ability to work at both a senior and grassroots level. Expert in facilitation, co-creation, inclusive practice, and participatory theatre, particularly with marginalised communities, young people, and individuals with SEN/SEMH needs. Expertise in business planning, stakeholder engagement, fundraising, and operational leadership. Recognised for exceptional communication and organisational skills, with a proven track record in strategic development, community engagement, and educational initiatives. Author of four books and over 40 teaching resources and educational materials for theatre shows in the West End and across the country. Recipient of numerous awards including the National Creative & Cultural Skills: Creative Choices Award.

Key Skills

- Theatre Making - from concept to creation
- Highly Experienced Drama Facilitator
- Artistic Programming, Strategic Leadership & Vision-Setting
- Team Leadership, Organisational Growth & Partnership Building
- Venue & Theatre Operations Management
- Fundraising, Budgeting & Financial Oversight
- Marketing Strategy, Communications & Digital Content Creation

Professional Experience

Artistic Director & CEO | [Coddiwomple Theatre](#) | 2024 – Present

Founder of a new theatre company focused on placing the artist and creative process at the heart of the work developed, while advocating for the vital role of theatre in the 21st century. Our inaugural production *Everyone Rotate Right* premiered at the Brighton Fringe 2025 and was shortlisted for the “Best New Show” Award.

Cultural Consultant | Reigate & Banstead Borough Council (Unit-5 Project) | 2024 – 2025

Developed strategic plans and cultural programming concepts for a proposed new venue. Created detailed multi-year budgets in line with operational and artistic ambitions. Advised on venue accessibility and long-term viability during civic decision-making stages.

Artistic Director & CEO | [SAVVY Theatre](#) | 2007 – 2024

Founded and led SAVVY Theatre, transforming it from its beginnings as an after-school drama group into an award-winning company with a six-day-a-week participatory arts programme.

- **Venue & Staff Management:** Writing and implementing effective policies and leading on workplace culture. Staff recruitment, team management, mentoring and retention. Managed contract negotiations, HR and the day-to-day business operations for the SAVVY Studio (Fairfield Halls), ensuring compliance with industry regulations.
- **Leadership:** Mentored and developed a team of 8 core staff, over 20 regular freelance artists, and a weekly membership of over 120 participants. Oversaw in-house and external training programmes. Experience in leading steering groups and committees. Built an effective team and board to realise the company's core mission.
- **Artistic Lead:** Produced, directed and co-created a vast array of productions, ranging in style and size, from classical to contemporary works, engaging with multiple artists and partner organisations. Touring work to venues and festivals and developing work in bespoke locations.
- **Community & Education Engagement:** Initiated and led on outreach programmes, engaging with marginalised communities including people with past experience of the criminal justice

system, homelessness, substance abuse & mental health issues, young people, children and adults with learning disabilities. Led the team to deliver over 900 hours of creative workshops and 500+ hours of pastoral support annually. Collected and collated data. Led on safeguarding. Produced digital access resources and teaching support materials.

- **Strategic Development:** Writing business plans, impact and monitoring reports, and being responsible to the board. Raised the company's profile and delivered on strategic aims. Established and maintained productive and professional working relationships with key stakeholders and strategic partners.
- **Finance & Fundraising:** Effective and experienced in bid writing and grant management. Developed and implemented annual budgets and fundraising strategies, increasing the company's turnover year on year. Individual project management and day-to-day book-keeping. Financial reporting to ensure fiscal responsibility and compliance.

Freelance Theatre Practitioner | Multiple Organisations | 1996 - 2007

- **Facilitation & Direction:** Worked with organisations including The Globe, London Bubble, Soho Theatre, Polka, Mousetrap Theatre Projects, and the Royal Academy of Dance. Served as Education Officer at the Unicorn Theatre, developing and delivering educational programs.
- **Wandle Valley Academy:** Funded by the Mayor's Young Londoner's fund, this residency providing work experience and Arts Award qualifications for young people with experience of the criminal justice system, 2010 – 2021.

Key Achievements

- **Innovative Productions:** Produced theatre projects in diverse settings, including parks, supermarkets, rivers, and castles. Notable works include "Welcome to Camelot" at Reigate Castle (2024) and the "Stepping Stones Pinocchio Project" culminating in a large-scale community production at Fairfield Halls for London Borough of Culture (2023).
- **Publications & Recognitions:** Work with SAVVY Theatre featured in the WJEC/Eduqas GCSE Drama Study & Revision Guide and showcased internationally at festivals and academic studies and included in the new Arden Shakespeare publication 'Multi-sensory Shakespeare & Specialised Communities'. Author of four books on inclusive practise, theatre pedagogy and working with marginalised communities.
- **Educational Initiatives:** Written over 40 teaching resources and educational materials for theatre productions nationwide. Developed programs providing work experience and qualifications for young people, notably those with experience in the criminal justice system and/or facing other barriers to participation.
- **Street Performer:** Gained international recognition as one of the few trailblazing female street performers of the 1990s, culminating in a notable appearance on the Graham Norton Show in 2003.

Training & Qualifications

- **Develop Your Creative Practice:** A research project on the craft of drama facilitation and its status within the cultural industries in the UK. Funded by Arts Council England. (2024)
- **Designated Safeguarding Lead, Level 4:** Requalified 2024 (additional training in Mental Health, SEND Code of Practice, Online Safety, the Prevent Duty, Protecting Children in Entertainment ... and others)
- **Licenced Chaperone** (Requalified 2024)
- **Emergency First Aid At Work, First Aider** (Requalified 2023)
- **London Youth Quality Mark, Bronze Accredited** (For SAVVY Theatre, 2021 – 2024)
- **Additional Vocational Training:** Data Protection, Fire Warden, Health & Safety in the Workplace, Makaton, Post Covid - Good to Go & See It Safely Kite Marks (2020/2021)
- **Bachelor Fine Arts:** QUT Creative Industries, Brisbane, Australia (1992)

References available upon request.
