



Drama & Theatre Education Alliance
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Press Release:

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Seize The Day 2025+

The Drama and Theatre Education Alliance initiative to take centre stage –
all year round!

The Drama & Theatre Education Alliance (DTEA) launched *Seize The Day* in 2022. Taking place during World Theatre Week, it sought to raise the profile of Drama and Theatre by engaging with key decision makers to share the creative experience with children and young people.

In 2025, *Seize The Day* is evolving into a year-round programme of events, promoting engagement with key decision-makers all year round.

To raise the profile of Drama in schools and of theatre for young audiences, we believe we need to engage with those who decide what is taught in our schools and what is staged in our theatres. Developing positive conversations with School Governors and Senior Leadership Teams (SLT), MPs, Local Councillors, Local and National Press, and with theatre funding bodies, is the best way to influence future policy and decision making.

The DTEA is therefore encouraging schools, colleges, universities and theatres across the UK to invite local decision makers to attend workshops, classes, rehearsals and performances, creating opportunities for them to share the creative experience and witness the benefits drama and theatre has on children and young people in their community.

Taking place during World Theatre Week, culminating on World Theatre Day on 27th March, focused activity during an already well-publicised week of theatre. But creativity and school programming don't always work to that timetable. *Seize The Day's* new format will allow for year-round engagement.

The DTEA aims to support participants and facilitate engagement wherever possible, nurturing a national conversation between those who teach Drama and make Theatre with those influence funding and policy.

The key is that teachers, practitioners and theatres don't need to do anything special. It doesn't need to be a big event. Amazing work is done every day in classes, rehearsals, and every-day practice to inspire and support children and young people through drama and theatre.

By inviting decision makers to attend these every-day events, and keeping them regularly updated on new curriculum projects, achievements and programmes, we hope to open influencers eyes to the potential of Drama and Theatre, and why it needs to be supported.



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About the DTEA

The DTEA is an alliance of 20+ national associations, organisations and networks that work in drama and theatre for, with and by children and young people. The DTEA was formed in 2020. The three key objectives of the Alliance are:

1. The inclusion in the curriculum of Drama as a Foundation Subject in the National Curriculum with the same status as Art and Music;
2. The entitlement of every child to at least one annual engagement with professional theatre.
3. A drama curriculum and theatre repertoire that is more representative of the UK's diverse population.

The DTEA unites member's calls for improved access to theatre for young people and greater recognition for the teaching of Drama in schools.

Further information

Website: www.dtealliance.co.uk; www.dtealliance.co.uk/seize-the-day

Email: dtealliance@gmail.com

Hashtags: #SeizeTheDay #DTEA

Social Media: @DTEAlliance