



Destination Toolkit
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To Whom It May Concern,

Endorsement of Guildford Fringe's Bid to Take Over the Electric Theatre

I am writing to express my wholehearted support for Guildford Fringe taking over the management and operation of the Electric Theatre. As a longstanding member of the local community and a passionate advocate for the arts, I believe that this partnership would bring substantial benefits to Guildford and the wider region.

In my professional life I have been involved in the arts and tourism in the area for 20 years and have seen the economic benefits to the town directly as a result of its reputation of having a diverse range of arts related events all year round.

Reasons for Support

1. Proven Track Record in the Arts

Guildford Fringe has consistently demonstrated its commitment to delivering high-quality, inclusive, and diverse performances. Their annual Fringe Festival attracts artists and audiences from across the country, boosting the town's reputation as a vibrant cultural destination. By entrusting the Electric Theatre to Guildford Fringe, we can be confident that the venue will be managed by those with genuine passion and expertise in the performing arts.

2. Community Engagement

One of Guildford Fringe's key strengths lies in its deep-rooted engagement with the local community. The organisation has a history of supporting emerging talent, providing platforms for local performers, and ensuring that the arts are accessible to all, regardless of background or circumstance. Their approach to programming and outreach is inclusive and representative of Guildford's diverse population.

3. Economic and Cultural Benefits

The revitalisation of the Electric Theatre under Guildford Fringe's stewardship would bring increased footfall to the town centre, benefiting local businesses and supporting the evening economy. Furthermore, an active and well-managed theatre contributes to the overall wellbeing of the community, offering opportunities for creativity, learning, and social interaction.

4. Innovation and Sustainability

Guildford Fringe is renowned for its innovative approach to theatre and event programming. Their dynamic leadership promises to bring fresh ideas, sustainable business practices, and new partnerships that will ensure the long-term viability of the Electric Theatre. They have shown adaptability in challenging times and a willingness to collaborate with other organisations for mutual benefit.



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5. Safeguarding a Vital Community Asset

The Electric Theatre is a cherished community asset, and its future should be secured in the hands of those who understand its value. Guildford Fringe's locally grounded perspective ensures that the theatre will continue to serve as a hub for creativity and community life.

6. Employment and Career Support

A vibrant and well managed Electric Theatre will benefit the local area by providing employment opportunities in hospitality and theatre management. Furthermore, a place of this size, gives performers a platform to get their careers started in an affordable way.

It is well documented that the arts in all its forms benefits individual wellbeing – from those who perform to those who attend. Guildford has seen fledging organisations such as Guildford Shakespeare Company and Guildford Fringe itself, start small and steadily grow to being sustainable and valuable assets to the town and both would admit they had support in the early days which was vital to their success. The Electric Theatre under Guildford Fringe can provide that support to up and coming arts organisations.

I firmly believe that Guildford Fringe is the ideal choice to take over the Electric Theatre. I have personally known Nick and Charlotte Wyschna for over 15 years and seen the effort and expertise, passion and experience they bring to everything they do – but most of all they truly care. They care about their performers, their audiences and their partners. Their experience, community focus, and innovative spirit make them exceptionally well placed to enhance the theatre's legacy and ensure its success for years to come. I fully support their bid and look forward to seeing the Electric Theatre flourish under their stewardship.

Yours faithfully,

A handwritten signature in purple ink that reads "Diana Roberts". The signature is stylized, with a large loop at the beginning and a flourish at the end.

Diana Roberts
Director
Destination Toolkit

Guildford Opera Company

To Whom It May Concern

The Electric Theatre, Guildford

I write on behalf of Guildford Opera Company in support of the Wysch Productions bid for the lease of the Electric Theatre in Guildford.

Guildford Opera Company has had a long association with the Theatre, where we have performed at least one of our two shows annually up to its closure. Indeed, our last booking at the theatre was cancelled by the theatre in May 2025 when the theatre's financial difficulties became apparent.

Guildford Opera Company is a local organisation based in Merrow. We were founded in the 1970's and have performed opera locally since that time. Our key objective is to bring affordable opera to Guildford, and in so doing, to expand awareness and enjoyment of opera as an art form.

The Electric Theatre has been a key element in achieving this, in that it is an easily accessible venue in the heart of Guildford, having the facilities of a professional theatre. Alternative venues in Guildford (mainly churches) are less than ideal performance venues, although we are, of course, grateful for the opportunity to perform wherever we are able.

We would be able to support the Wysch Productions bid with at least one, and possibly two one-week bookings each year, and would urge you to look favourably on this bid.

Kind regards

Pauline Peel

Chair

**Ref: ELECTRIC THEATRE, GUILDFORD - LEASE
SUPPORT FOR NICK & CHARLOTTE WYSCHNA'S APPLICATION**

I am happy to endorse Nick (& Charlotte's) bid for the Electric Theatre lease.

They are jointly a local - and high-profile - couple who have supported each other effectively for ten or more years to establish our FRINGE FESTIVAL. But as their experience has gained momentum they have widened their entrepreneurial energies to add further colour to our local Arts scene.

The 'loss' of the Electric Theatre for both professional and amateur companies has been marked. It was conceived as a community Arts hub by the late Len Farley and widely used but was further developed into a vibrant social centre too and used by a wider cross-section of local clubs and societies.

Given Nick & Charlotte's passion for the Arts, their professional theatre backgrounds, the entrepreneurial skills they have developed, along with the sustained commitment both have demonstrated, I am confident a successful bid will see their commitment embrace not only local Arts interest but - in time - wider public involvement too.

Jeff Thomson
JOURNALIST/ WEEKLY COLUMNIST
Surrey Advertiser REACH PLC

Charlotteville Jubilee Trust

29th September 2025

To whom it may concern

With Unitary Authorities just around the corner, Reigate and Banstead Borough Council have been giving serious consideration as to who should own or look after Assets of Community Value once the borough council has been dissolved, currently scheduled for May 2027.

https://www.reigate-banstead.gov.uk/news/article/553/reigate_and_banstead_agrees_ambitious_community_asset_transfer_programme

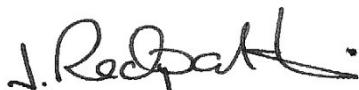
I assume that other councils will be following suite and looking to pass on community assets, if not now, then soon. The Electric Theatre is certainly regarded as a community building and historically has always been a 'sensitive subject' for Guildford Borough Council to deal with. There have been community protests over its future in the past as it's so dearly loved by many.

With the advent of the Unitary Authority, whatever form that may take, that has been foisted upon us by central government, Surrey and Guildford are at a turning point, and I feel it's opportune that an organisation with the experience of Guildford Fringe have expressed a long term interest in the future of the Electric Theatre. No one yet knows what might happen to our community assets under Unitary Authority ownership and/or control but, unless they are carefully passed on to those who care, I fear we may lose them forever.

When considering a stable future for the Electric Theatre, it's hard to think of a better more experienced, more community orientated company than Guildford Fringe. Diverse in the arts with contacts in theatre and entertainment and with more than a dozen years spent entertaining Guildford.

I have known Nick Wyschna over many years, and we worked together during and after the pandemic to make sure Guildford festivities still functioned and local traditions continued to be celebrated. To some extent Guildford, with the Wyschnas and all that they have given and still give to us, is a much better place. Nick and Charlotte's activities bring Guildford to life, and I fully support the idea of Guildford Fringe having stewardship of the Electric Theatre.

The Guildford Community have benefitted enormously from the use of a building known as the Spike for the past 19 years. Since its full refurbishment many thousands of people have used the Community Centre or come to visit the Heritage Centre (often the number one thing to do in Guildford according to Tripadvisor). Guildford Borough Council are the freeholders of the building and rent it to the Charlotteville Jubilee Trust for a peppercorn (if asked for) on a full repairing lease. This means that overheads are low and the annual surplus can go toward the building's maintenance and improvements. This arrangement has worked well for the Spike and I hope that a similar solution can be found for the Electric Theatre.



John Redpath
General Manager
Charlotteville Jubilee Trust Ltd

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BLF EVENTS LTD

To Whom It May Concern

With reference to Nick & Charlotte Wyschna of Guildford Fringe & Theatre's application and vision for The Electric Theatre Guildford.

As Licensee of The Keep & Three Pigeons, Chair of Guildford Pubwatch and Boards of Experience Guildford and Guildford in Bloom, I have worked with them with the Fringe since its inception and they have serviced many events I have been involved with.

Their professionalism & standards have always been exemplary for every performance and event including community events such as Blooming Picnic and Free Fringe.

It should also be taken into account that they have a successful & viable venue in The Fallen Angel that shows the ability to operate a hospitality venue successfully which would be a considerable asset at The Electric Theatre.

Nick & Charlotte have always been committed to Guildford and its community, I can't think of a better outcome for The Electric and have no qualms to fully endorse their application.

Yours Sincerely

Jane Lyons
Director

BLF EVENTS LTD
blfevents@yahoo.com

27th September 2025

To Whom It May Concern,

Re: Endorsement of Guildford Fringe's Bid to Manage the Electric Theatre

I am writing to express my wholehearted endorsement of Guildford Fringe's bid to take over the management and operation of the Electric Theatre. As the publisher of a long-standing quarterly publication that has, for nearly two decades, championed local arts and culture, I believe that this partnership presents an outstanding opportunity for Guildford and its wider community.

Guildford Fringe has consistently shown itself to be a passionate, capable, and creative force within the town's cultural landscape. Their proven track record in delivering high-quality, inclusive, and diverse performances — particularly through their annual Fringe Festival — has positioned Guildford as a vibrant destination for the arts, attracting talent and audiences from across the country. This kind of visibility and engagement would be greatly amplified by placing the Electric Theatre under their stewardship.

What sets Guildford Fringe apart is their deep and authentic connection with the local community. Their commitment to inclusivity and accessibility ensures that people from all walks of life — regardless of background or circumstance — can experience and participate in the arts. They have continually provided opportunities for emerging talent and supported local performers by offering welcoming and affordable platforms to develop their craft. It is this grounded, community-first ethos that makes them such a compelling candidate to take on a venue as important as the Electric Theatre.

The economic and cultural benefits of this proposal are also significant. A revitalised and actively managed theatre will bring increased footfall into the town centre, supporting surrounding businesses and strengthening Guildford's evening economy. The theatre can become a place not just for performance, but for connection, creativity, learning, and social wellbeing. Guildford Fringe's leadership — known for being dynamic and forward-thinking — is ideally placed to drive innovation, introduce sustainable business practices, and develop new partnerships that will secure the long-term future of the theatre.

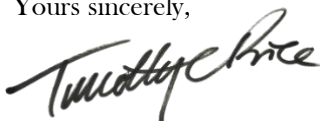
Moreover, this move would help safeguard a vital community asset. The Electric Theatre has long been a space where creativity thrives and people gather, and it deserves to be run by those who genuinely value its role. Guildford Fringe, rooted firmly in the local area, understands the significance of this space and is well positioned to preserve and enhance its legacy.

There are also clear benefits in terms of employment and career development. A thriving Electric Theatre will generate job opportunities in hospitality and arts administration, while continuing to provide a springboard for performers at the start of their careers. As we have seen with the growth of organisations like the Guildford Shakespeare Company and Guildford Fringe itself, early support and access to appropriate venues are often critical to long-term success. Under the guidance of Guildford Fringe, the Electric Theatre can become a nurturing home for the next generation of arts organisations and creative talent.

I have witnessed the commitment, dedication, professionalism, and passion that Nick and Charlotte Wyschna bring to everything they do. Their care for their performers, audiences, and collaborators is genuine and unwavering. Their vision, community focus, and proven experience make them ideally suited to lead the Electric Theatre into its next chapter.

I fully support Guildford Fringe's bid and look forward to seeing the Electric Theatre flourish in their capable hands.

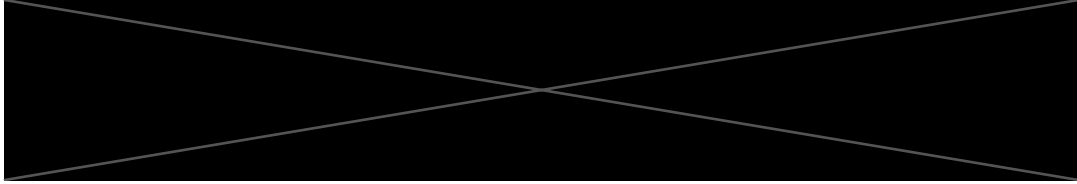
Yours sincerely,



Tim Price
Publisher: Premier Magazine
www.premier-magazine.biz

Vicky Robinson

Charit Consultant



Nick Wyshna
Guildford Fringe

27 September 2025

Hi Nick,

I am fully in support of your plans for the future of the Electric Theatre. You have a comprehensive vision of how this much-loved historic building can be used for the benefit of the population of Guildford and nearby towns and villages.

Your own personal achievements and experience over the past 20 or so years puts you in an almost unique position to make a rip-roaring success of the project. Your background in the theatre, the launch of Guildford Fringe into the established series of events that it has become and more recently the success of the Fallen Angel, all point to your ability to 'make things happen'.

I am convinced that you are the ideal champion for the Electric Theatre.

Good luck!

Vicky Robinson



Sue Dragon
Chair, Guildford Arts
www.guildfordarts.org

To Whom It May Concern

Endorsement of Guildford Fringe's Bid to Take Over the Electric Theatre

I am writing to express my wholehearted support for Guildford Fringe taking over the management and operation of the Electric Theatre. As a longstanding member of the local Council and then Community in my retired life I am a passionate advocate for the arts, I believe that this partnership would bring substantial benefits to Guildford and the wider region.

In my retired life I have been involved in the arts for 17 years and took over the Chair of Guildford Arts in October 2024 with a vision to promote the arts and participate in joining the arts in Guildford together this Bid demonstrates Guildford Fringe's commitment to support the arts in Guildford.

Reasons for Support

1. Proven Track Record in the Arts

Guildford Fringe has consistently demonstrated its commitment to delivering high-quality, inclusive, and diverse performances. The annual Fringe Festival attracts artists and audiences from across the country, boosting the town's reputation as a vibrant cultural destination. By entrusting the Electric Theatre to Guildford Fringe, we can be confident that the venue will be managed by those with genuine passion and expertise in the performing arts.

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I firmly believe that Guildford Fringe is the ideal choice to take over the Electric Theatre. I have personally known Nick some years through the Council and then Guildford Arts and seen the effort and expertise, passion and experience they bring to everything they do – but most of all they truly care. They care about their performers, their audiences and their partners. Their experience, community focus, and innovative spirit make them exceptionally well placed to enhance the theatre's legacy and ensure its success for years to come. I fully support their bid and look forward to seeing the Electric Theatre flourish under their stewardship.

Yours sincerely

Sue Dragon

Chair, Guildford Arts