

Investment note

# THE BRIDGE THEATRE

Validation session of 30.04.2026

**A cultural association that produces English-language theatre and trains artists and enthusiasts to connect the communities of Brussels.**

**What if theatre became a meeting place for an entire city?**

The Bridge Theatre explores new ways of producing and sharing English-language theatre in Brussels, bringing together communities from different backgrounds and placing human connection at the heart of live performance.

In a city of 180 nationalities where 550,000 inhabitants speak English fluently, no permanent professional stage exists for this audience.

Communities coexist without always meeting, and access to the performing arts remains unequal. Rather than accepting this, Edward McMillan, cultural entrepreneur, and Éva Kamarás, lawyer and strategist, decided to build an alternative rooted in the Brussels territory.

To give shape to this vision, The Bridge Theatre is organised as an inclusive cultural ecosystem: stage productions, weekly workshops open to all, school interventions, immersive corporate training sessions and a creative space in Saint-Gilles. A model that makes the English language not a barrier, but a bridge.



## Impact

On a social level, The Bridge Theatre creates spaces for encounter between Brussels communities by making English-language theatre accessible to all. 12,000 tickets sold, 2,000 workshop participants and 1,500 students reached in schools: all proof that live performance is a powerful driver of social cohesion.

On a cultural level, The Bridge fills a structural gap by offering a professional and sustainable English-language stage. Workshops, improvisations and training sessions become tools for inclusion and self-confidence, opening live performance to those who had been distant from it.

## Response(s) to current market limitations

The Bridge Theatre addresses a Brussels paradox: a city of 180 nationalities where 550,000 inhabitants speak English, yet with no permanent professional stage dedicated to English-language theatre.

The association offers a structured model for English-language artists, often without a stable base or lasting visibility, by pooling productions, workshops and creative spaces.

It aims to rebuild connections between artists and audiences, making English a bridge between the communities that make up Brussels.



## Business Model

The Bridge Theatre relies on a diversified revenue model: weekly workshops, corporate collaborations, school interventions and stage productions. This structure balances stability and strategic investment: workshops and training sessions generate recurring income, while productions develop audiences and brand awareness.

Acquiring a venue of its own is the decisive lever to scale up, reduce dependence on one-off rentals and secure the long-term future of the project.

## Selection committee review 05/03/2026

*Damien Locqueneux (expert), Eleonore Meeus (expert), Thierry Van Boeckel (cooperative member), Matthieu Henkens (cooperative member), Alain Boribon (co-founder)*

Le projet est jugé aligné avec les valeurs du Citizenfund, avec une équipe investie, mais soulève des points d'attention concernant la priorisation, la capacité de mise en œuvre et la solidité du plan financier.