

Colosseum Contract – HQ Theatres and Hospitality

Watford Colosseum

In 2009 HQ Theatres were awarded a 10 year contract to operate the Watford Colosseum Theatre. In 2010 the council invested £5.5 million to refurbish and extend the facility.

HQ Theatres & Hospitality (HQ&T) is a leading regional theatre, venue and conference operator in the United Kingdom and is part of the Qdos Entertainment Group. HQT&H has a proven track record of successfully managing and operating theatres and other cultural venues with high-quality programmes, including multi-purpose venues with conference and events. They currently operate 11 venues across England including G-Live in Guildford, Wycombe Swan and Wyvern Theatre in Swindon.

Top Genres

- Light Entertainment
- Rock and Pop
- Dance
- Classic
- Comedy

Watford Colosseum, is home to the BBC Concert Orchestra, has been used to record the soundtracks of Lord of the Rings, The Sound of Music and Star Wars. In 1995, Pavarotti recorded Verdi's Inno delle Nazioni with the Philharmonia Chorus.

Colosseum History Timeline	
Date	Event
1938	Opened as Assembly Halls
1994	Managed by Watford Colosseum Ltd
2004	Theatre ceased trading
2005	The Council reopened the Colosseum
2008	Outsourcing process commenced
2009/10	HQ Theatres selected as preferred bidder
2010	£5.5 million refurbishment / extension commenced
August 2011	Watford Colosseum re-opened

KPI's

- No of Commercial and community hires
- Analysis of customer complaints, compliments and satisfactions surveys
- Number of shows to meet contract specification target of shows per year
- Number of Dark Days (no activity/performances taking place)

Key contract areas of programme delivery

- Provide a wide ranging public entertainment programme
- Contract specification target – 154 shows per year
- Community engagement – with voluntary sector organisations
- Retain relationship with BBC Concert Orchestra

Examples of Community Use

- Charity events – Peace Hospice
- Schools – Watford Schools Carol Concert
- Award ceremonies – Audentior
- Amateur choral society – Watford Philharmonic