



OSSP Meeting

Thursday 12th December 2018

7pm

CONTRACT YEARS 1-7

- Change of Programming & Marketing Strategy to provide a more sustainable venue
- Programming Focus – growth in lower risk hires of the venue
- Growth of the hospitality and events business
- Clear brand identity and positioning



- Apprenticeships
- Employees living locally
- Local suppliers
- Workforce Analysis
- Access Task Force
- Community: Older Adults, Creative Learning



- #LobbyLive
- Family Open Days
- Sponsorship of local events
- Work Experience placements and apprenticeships (Springboard UK)
- Charity & Community Groups
- Workforce Data & Volunteers
- Access initiative working alongside Michèle Taylor of Ramps on the Moon



- 'Closed loop' Coffee Cup Recycling
- Life-Water
- War on Straws – all single-use plastic straws removed in early 2018
- Food-waste Reduction Strategy
- Food Sustainability (SRA Membership, Red Tractor, Seafood)
- PIR sensors on urinals, reduced water flush on toilets, energy efficient hand driers
- Recycling of cardboard, paper, lamp tubes, batteries, electrical appliances
- 70% of foyer lighting LED. Transitioning to LED theatrical lighting.



- Community Engagement vision – Contract Years 8-10
- Creative Learning - Groupwide Development
 - Ben Benson Review
 - Shared best practice
 - Grant raising training with Sarah Gee of Indigo
- Colosseum – Years 8 -10
 - Expanded Offering
 - Focus on Young People & Older Adults
 - Recruitment of Creative Learning Specialist



FUTURE PLANS & INITIATIVES

- Forthcoming launch of **Showstopping Food & Drink** brand identity
- Revised and improved positioning of Hospitality offer across:
 - Pre-show dining
 - Food & Drink to Share (Packages and Platters)
 - Pre-Order Drinks
- Aim to simplify and de-clutter food and drink collateral; encouraging greater uptake amongst customer base.
- Improved online purchase flow to be rolled out as part of re-brand.

Showstopping
FOOD & DRINK



- Annual Survey – Results & Actions
- HQT&H Engages Expert Group Strategic Partners, including:
 - Coverpoint Consultants
 - Apex Training
 - Blake Morgan
 - Aedas Arts Team



BENCHMARKING – VENUE COMPARISON



CLIFFS PAVILION
SOUTHEND-ON-SEA



G LIVE
GUILDFORD



CHURCHILL THEATRE
BROMLEY



WYVERN THEATRE
SWINDON



LYCEUM THEATRE
CREWE



BECK THEATRE
HAYES



ORCHARD THEATRE
DARTFORD



WATFORD
COLOSSEUM
WATFORD



WYCOMBE SWAN
HIGH WYCOMBE



WHITE ROCK THEATRE
HASTINGS



PALACE THEATRE
WESTCLIFF-ON-SEA



SWINDON ARTS
CENTRE
SWINDON

- Results, activity levels and programme benchmarked with HQ venues
- Theatre Directors network and communication
- Industry Networks – Eg. UK Theatre, Theatres Trust
- Programming benchmarked with other non-HQ local venues and local authorities including:
 - Alban Arena
 - Troxy
 - O2 Academy



How is the entertainment offer determined?

- Industry Knowledge
- Previous event footfall
- Availability of Artistes
- Understanding of venue's strengths
- Customer feedback from Annual Surveys
- HQ Theatre Director network share of information on shows

How are ticket prices and other fees determined and set?

- Pricing set in conjunction with visiting producers, promoters and hirers
- In depth Industry Knowledge and Oversight of Trends
- HQT&H guidelines on fees and charges – with TD flexibility by event and venue
- Hospitality and event pricing is determined by HQ and designed to ensure value for money



- Two strands to Marketing Strategy
 - Venue
 - Events
- Work alongside producers and promoters to market upcoming ticketed events;
- Support function for visiting companies and the Hospitality & Events Team
- High impact, but low cost digital strategy to maximise sales and return on investment
- Social Media Focus; Facebook, Twitter
- Print and traditional media still has it's place!



MEETING THE NEEDS OF AUDIENCES & THE LOCAL COMMUNITY

- Research Undertaken as part of Venue Business Plan
 - Population
 - Demography
 - Propensity to attend
 - Competitor Analysis
- Broad range of events programmed to encourage all members of the community to engage with the Colosseum
- Jewish Festival, Indian singers, Bollywood Celebrations, Irish Dance Championship



Thanks for
listening