

**1 Life Staff Present;**

Jo Ditch – General Manager  
Jemma Green – Sales and Marketing Manager  
Ellie Garrett – Theatre Administrator  
Rhea Yeung - Head of operations  
Tom Davies – Head of Food & Beverage  
Becca Henry – Marketing Assistant

**(NB staff comments noted by initials)**

**JD** – Product and financially Q2 has been promising. We are now half way through financial year 15 and we are exceeding targets and actual of financial year 14. Memberships continue to be strong we have retained the same number we had last year with a slight increase for this year.

Films have not been as good as this time last year. Heavily dependent on good titles; 35 film showings with The Theory of Everything and Paddington leading the titles. Theatre has performed as expected with no surprise that comedy has achieved most footfall, include Alan Davies, Alan Carr, Barnstormers and Live at the Grove.

Live screenings continue to struggle with an average occupancy of just 24% this is a rise from Q1 rising 6% from 18% (most popular Swan Lake live from Royal Opera House reaching 43% occupancy). A lot more work needs to go into this and work will continue over the next 12 months.

Easter panto was received really well. Increase in occupancy by 3% from last year. Grove was first venue of the tour, we did not benefit from word of mouth, social media activity that followed by Magic Beans.

Christmas panto is selling well with just under 5300 tickets sold already.

Approximately 15% of all tickets, to put in perspective just over 36 thousand tickets left to sell.

New brochure is now out, good mix forthcoming.

Highlights for me include Russell Watson, Jasper Carrott, Steve Hewlett, Nina Conti, Milton Jones and Ed Byrne. Live screening that is coming up on the 30<sup>th</sup> April I am looking forward to is the new Tom Stoppard play being produced by the National Theatre 'The Hard Problem'.

Grove production project of The Wizard of Oz is showing signs of being the most popular to date in terms of participants.

Working on next brochure and product into 2016.

Operations wise LITC audit score of 87% an increase on the last audit. Investor in people visit happened recently, team did really well, awaiting outcome.

**Comments:**

A question about the publicity of live broadcasts was asked. JG explained a marketing campaign started in March to try and explain what a live broadcast is, biggest problem is customers not understanding the concept. Royal Opera House have put incentives out there of which we are included.

A question was asked about why social media posts are not always showing up. JG explained Facebook has changed its policies and some research is being done about how a post can be sponsored.

A comment was made about how nice the new flavours of ice cream are and saying that the mixture of sweets on the kiosk is good.

A comment was made regarding when both sliding doors are open in winter how cold the lower foyer gets. JD will bring it up again in her client meeting.

**JD** – Thanked customers for attending the forum today and their feedback

Date of Next Meeting 7<sup>th</sup> July 1.30