

Action Points from Grove Theatre Customer Forum
Wednesday 29th September 11am

- An attendee wanted to say thank you to the Grove Theatre for providing a wide range of programming for the community. Also wanted to congratulate everyone involved in the Youth Summer Musical projects.

Action: No Action required

- Signage of the theatre: Lack of signs in the town and surrounding roads, informing and directing people to the Grove Theatre.

Action: Discussion with Local Authority and Highways Agency regarding road signs.

- Providing Dunstable Town Council Notice Boards with Posters and print.

Action: We are currently in talks with Dunstable Town Council regarding this matter and posters have been sent out to the appropriate people involved, we will continue to monitor these poster sites and ensure we are being pro-active in keeping these sites updated with our new programming.

- Do we distribute to Luton?

Action: We are currently distributing in the Luton area, also we are undertaking Geographical analysis in the surrounding areas to find the best locations to distribute to.

- Not receiving information via Email.

Action: We will continue to maintain our database adding in customers email addresses if they wish to receive such information via email, we will ensure that our database is kept up to date.

- Proposal of discounted tickets for major employers and better communications with members of the Council.

Action: We are starting up a 12 Month Bulletin project that will send out monthly updates; these email bulletins will have different themes such as Pantomime or Programming at the Grove. These are planned to be sent out to Dunstable Town Council, Central Bedfordshire Council and Luton Town Council and its staff members.

Action: Friends Discount Scheme – The Friend of the Grove Theatre membership scheme has strong membership numbers, this membership can offer discounts for certain performances. A discussion was raised regarding improving benefits for Friends of the Grove Theatre. The Grove team have said that they will look into this.

Action: Display Board at Chicksands – We plan to have a board where we can post information and print about upcoming shows, this board can be updated monthly with new programming that is coming to the Grove.

- The Circle Seats in the auditorium.

Action: For certain performances the Circle may not be available to sit in; this is due to dressing the house for that performance. Many shows and producers like for the auditorium to be booked from the front, which means the stalls are fuller rather than the audience being spread out throughout the Auditorium. The stalls are dressed first and if there are enough customers booking tickets for the performance the Circle is then dressed.

- Companion Seats for Wheelchair User Customers.

Action: This was an individual case and is currently being dealt with.

- Cinema Screenings.

Action: We are planning to hold regular matinees of films on days when our theatre programme allows us to. We will also continue to publicise our cinema screenings to the community.

- Front Cover of the Brochure.

Action: We are looking at the possibility of including a Strip Line across the front cover to inform customers when the shows are available to book for the general public but also the advanced booking dates for Friends of the Grove Theatre.

- Speed of Service at the Bar.

Action: Staff will be encouraged to ask customers whether they would like to order any interval drinks, also a possibility that badges will be given to the Bar Staff to wear informing customers that interval drinks are available to order.

Questions received via post and email:

- Why does the Grove not show any Ballets or Opera?

Action: We are currently in talks with an Opera Company to bring shows to the Grove Theatre in autumn 2011.

Action: Ballet will start to run regularly in the Grove Theatre in the new season.

Overall Summary:

The Grove Theatre would like to thank our customers for their comments and feedback today.

Please note the next Grove Customer Forum will be held on Wednesday 12th January at 6.30pm.