Customer Forum Minutes

Wednesday 24 October 10.30am

Grove Team in Attendance

Jo Ditch – General Manager
Natasha Ingall – Deputy General Manager
Claire McFauld – Sales and Marketing Manager
Tracey Glover – Theatre Administrator
Holly Skinner – Sales and Marketing Assistant

Comments from the floor

JD welcomed all to the forum and addressed the minutes of the last customer forum.

1) Have the roadworks affected the Grove?

In terms of additional traffic, yes however we do not feel that we've potentially lost income from this. We are very lucky that the roadworks will finish at the end of November, just before pantomime season. As the roadworks were mostly in the summer months, which is historically a quieter period for the Grove, it hasn't been too much of an issue. We've kept our website and social media channels up to date with council information if we think that it would affect our customers' journey into the Theatre.

2) What new comedy has been booked into the Grove?

We're delighted to confirm that Sarah Millican will play at the Grove over 2 dates in 2014 and we've also been able to secure Al Murray for June 2013

3) How is your marketing developing?

We've employed a new way of marketing seasons at the Grove which has enabled to reduce the amount of print we produce, keeping the Grove green. This additional saving has meant that the Grove has been able to invest in segmented and highly targeted direct marketing campaigns which have proven to be very popular with our customers and we're also seeing this reflected in show sales.

4) How did Bugle Boy do?

Bugle Boy was of excellent quality and did continue to tour well. The original show producer unfortunately went into liquidation at the beginning of the year but the tour was picked up by another producer which allowed it to go ahead with the rest of its tour dates.

5) How is the Theatre doing financially?

The Grove is performing well. We're just about to come into our pantomime season and we're up on sales from the last two years.

6) Are you showing film next year

Yes! All of our new films will be listed in our new brochure from the 19th of November.

Date and time of next customer forum

Wednesday 13th February 6pm