



Customer Forum Minutes

Thursday 25 April 2013 – 1pm

Leisure Connection Staff Present

Claire Mcfauld – Sales and Marketing Manager

Adrian Gilmartin – Sales and Marketing Assistant

Tracey Glover – Theatre Administrator

Pauline Maxwell-King – Functions Assistant

CM Recap

- JD sends apologies – she's on a staff training course today and is unable to join us.
- We've shown approximately 33 shows and 28 films – most popular film titles being Les Mis and The Quartet. Most popular shows being Suggs, Sean Lock, Wizard of Oz, Sally Morgan, Jack Dee, The Hollies
- We released Season 20 which has been received really well. Several current comedians/ Drama in the form of new writing and classics. Return of the ever popular Opera and of course the launch of the brand new pantomime 'Dick Whittington' from producers Magic Beans Pantomimes.
- The Education team busy working on weekly classes but also on launch of new part time performing arts school 'Grove Academy' which will commence in September to tie in with new school year. There is also an open day on June 16th.
- The Theatre has scored highly on our annual LITC audit and Health and Safety audit.
- In preparation for our Quest Assessment (quality of customer service and care) in which our business plan and all procedures are considered, we're having mystery visits and phone calls assessing our customer feedback.
- Last week we released new film programme for May and June – many exciting titles – highlights include Croods/ Great Gatsby
- We've now 473 Friends on our membership schemes which is a huge improvement from 2010.
- Pantomime outdoor marketing campaign has been booked ahead of our competition which means we have secured some great sites and radio airtime.
- Theatre tours have been scheduled on 4th May and on the 18th of May at 10am.

Customer Comments

What is the cost of your Summer Musical Project?

It's £90 if you're already part of our Youth Theatre/ Dance Classes or £175 for non attendees of these classes. The cost has been lowered from £200 to try and make the course more accessible but also still enabling the theatre to stage the production to high standards. We also offer the opportunity to work backstage on the show and are also offering the chance to be a part of the band lead by our highly experienced West End Musical Director.

Have you thought of doing Theatre tours at the same time as events held by the council or have you attended their events to promote the theatre?

Yes. We had a stall at the first Party in the Park event and have also had staff out during Dunstable Rocks handing out leaflets. The success of our attendance at these events is unfortunately weather dependant. However when we have an opportunity to showcase our education Youth Theatre and Dance classes at these events then we utilise these opportunities for the children and also for the development of the department. We will however take the suggestion of running Theatre tours during these events. Great suggestion!

Will you be hosting an Easter pantomime again?, The Wizard of Oz was brilliant.

We are looking to re-book in an Easter pantomime. We were slightly apprehensive about Easter pantomimes as we've had no previous experience sales wise with this, so it was great to see it sell out a week before the show. We've had lots of great feedback about the show and the casting.

Are you now a part of My Theatres Matter campaign?

Yes we are. We would also like to encourage everyone to sign up to the My Theatre Matters Campaign also to show your support for regional theatre establishments.

Signage still seems to be a problem directing people to the theatre – is this something that the theatre is looking to rectify? There was a meeting last week at CBC in Dunstable about signage and the theatre wasn't in the list of places to get new signage.

It is something that the team are looking to rectify. We've just had a change of management who we hope will be able to help us too. Thank you for bringing to our attention the recent meeting regarding CBC signage that we were unaware of. We will chase this up with our contract manager and hopefully feedback into our next customer forum where we stand with this.

I am unable to book tickets at the Friends rate online – can you explain why that is?

You are now able to take advantage of being a friend online. However you need to 'log in' to the website first in order for the system to identify that you are a Friend. This is to avoid people who aren't Friends of the theatre being able to claim discounts on shows that aren't eligible to them. If you have any trouble with this please do let us know and we can look into this.

Your website sometimes freezes when I try and book tickets. Why is this?

We had some downtime recently via our ticketing supplier which may have affected your booking process, apologies if this was the significant factor in not being able to complete your booking. We were informed that some pages would be down for a very limited time to allow for routine maintenance and our providers were also upgrading the software that we access via the cloud. It may be best to ensure that you use the website in either latest versions of Firefox and Chrome.

Are you booking in any further workshops for kids?

We will be yes and these will be in the final stages of development now ready for our next brochure release in July.

Date and time of next meeting

Wednesday 17 July – 10.30am