

Grove Theatre  
Customer Forum Minutes  
Tuesday 7<sup>th</sup> July 2015



**1 Life Staff Present;**

Rhea Yeung - Head of operations  
Ellie Garrett – Theatre Administrator  
Jemma Green – Sales and Marketing Manager  
Becca Henry – Marketing Assistant  
Ann-Michelle Sinclair – Head of Front of House  
Monique Baptiste – Deputy Head of Front of House  
Anna Elmore – Education Co-ordinator

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

**RY** – Explained Jo was unable to attend as she had to attend a seminar.

Current focus is on the new brochure which will be on general release 27<sup>th</sup> July with friends booking week starting 20<sup>th</sup>.

Jane Box office co-ordinator has now left the Theatre we wish her well in her new career and will miss her greatly, Jane had worked here since the opening in 2007. We have decided to restructure box office department slightly. The role of Box office manager will be a full time position and a new role has been created for Box Office & Marketing Assistant also a full time position.

As we near the end of our current season there has been some great shows over the last couple of months. Pasha, Russell Watson and Jasper Carrot did really well. Some of the community based hirer shows have been really well received, Hairspray presented by DAOS and Let's hear it for the Boys a charity evening arranged by CBC were very well received. GD1 our own in house dance show had a great year with a second date being added this year, great to see so many local dance schools being involved.

Comedy remains our most popular genre, as we move into our next season Tim Vine, Nina Conti and Sarah Millican (sold out) are already on sale and selling very well. Live screenings have seen an increase in audience numbers Pirates of Penzance was a very popular screening. Overall seen a rise from 2% to 18% in audience occupancy and we are also seeing a lot of return custom.

**AE** - Education continues to do great work, Academy is to be rolled out in another 1 Life site and if that goes well across many more 1 Life sites. In the Autumn term the older classes in the Youth Theatre are going to be working on an arts council funded project called Human Library, this exciting opportunity is a local project aimed at getting teenagers using Libraries.

The Grove production project starts in 3 weeks, final preparations are being made for what will be a great show.

Karen our Education Outreach staff member will be heading up Disco Ducks a new class starting in September. The class is for 18 month to 4 year olds it is a movement and dance based class more information will be in the new brochure.

**EG** - Another new venture we are currently planning is a VE day cream tea and afternoon concert on 8<sup>th</sup> May 2016. Have already got some local community groups signed up to take part.

**RY** - explained some changes that will be made from the next brochure, film screenings will now be allocated seating. The decision was made after extensive consultation with staff and patrons.

The transaction fee and postage which have been raised to help cover costs being imposed upon the theatre.

Another announcement regarding films is we will be introducing a new luxury cinema package more details can be found in the new brochure.

**Comments:**

Pleased with the decision to bring in allocated seating for films.

A question was asked if there was any chance of getting west end transfers. Answer given was obviously if the right show for the right price becomes available we will do our best to get it booked in.

Customer said they really enjoyed productions by Immersion Theatre and enquired if they would be coming back. RY said they are not currently booked in but not sure if they are currently touring.

A point was raised that maybe some more advertising is needed for the front row 18-24 tickets for drama season. JG explained that information had been sent to schools.

A comment was made about adverts in newspapers weather they could be better utilised. JG to investigate.

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

Date of Next Meeting 21<sup>st</sup> October 2015 11.00