

**CAMBERLEY THEATRE PERFORMANCE  
REPORT**

Portfolio:	Business
Ward(s) Affected:	n/a

**Purpose of Report**

**To receive the report of the Venue Manager on the performance of Camberley Theatre.**

**1. Sales & Performance**

- 1.1 The theatre has had another very good year with strong sales and attendances, helped by high profile acts such as John Bishop and Michael McIntyre and a busy autumn period with many sell out shows in October and November.
- 1.2 A comparison of like for like sales during the same period in 2018 is set out in the table below:

Year	Ticket Sales	No. tickets sold
1 <sup>st</sup> April – 23 <sup>rd</sup> December 2018	£687,198.70	39,879
1 <sup>st</sup> April – 23 <sup>rd</sup> December 2019	£747,955.99	45,729

This shows an increase of 15% and reflects the work we've done on improving our programme but also the way we communicate with and retain our customers.

- 1.3 Online sales have grown by 9% during the above period too. This is due to smarter online marketing, improved website and better integration with our ticketing software.

**2. Pantomime**

- 2.1 Robin Hood became our biggest selling and most popular pantomime in our history with final sales of £229,804.90 and audience numbers of 13, 594. Our income has increased year on year for the last 4 pantomimes.
- 2.2 Strong word of mouth and glowing reviews have helped maintain very good sales throughout the run.
- 2.3 Looking at rival pantomimes, we feel we are offering a high quality pantomime but at a reasonable price. We've found families are coming to us from bigger venues like Woking as we're about 40% cheaper and offer a better, more intimate experience for children. Our pricing will remain competitive with Princes Hall (Aldershot), Southill Park (Bracknell) and Yvonne Arnaud (Guildford) for next year. Tickets are on sale for Jack and the Beanstalk.
- 2.4 On 13<sup>th</sup> December we welcomed Chloe and Sophie's Special Ears Fund who purchased all the tickets to a whole show and donated them to the families they work with. This was a unique performance which was BSL integrated, meaning the signer

taught the cast BSL and was rehearsed into the show rather than just being on the edge of the stage. The feedback was overwhelmingly positive with many reviewers commenting that this was the first time they had seen such a show.

- 2.5 During the Pantomime run we supported Marie Curie Camberley and raised £2,856 for them through bucket collections and donations made by the audience. This year we will be supporting Sebastian's Action Trust.
- 2.6 The arts industry average marketing spend is 10-12% of the total income. Our marketing spend on Robin Hood was just 6.5%. This is down to utilising the skills within the internal marketing team to reduce costs and developing loyalty and trust with our audience who recognise our pantomime is good quality and value for money.

### **3. Environmental Matters**

- 3.1 Since summer 2018 we have been looking at reducing our plastic waste and switched our disposable plastic cups and lids to Vegware. These are compostable plant based products which are much better for the environment. We are constantly reviewing these products and the way we can be friendlier to the environment and in September 2019 introduced re-usable cups for our cold drinks. These can be washed and re-used over 100 times before being recycled, further reducing their impact.
- 3.2 Our web sales continue to increase and encourage customers to take advantage of money off promotions on our e-tickets.

### **4. External Refurbishment**

- 4.1 Funding has been approved by SHBC for the refurbishment of the theatre frontage.
- 4.2 The process will begin in the New Year with a tender exercise to appoint a contractor followed by planning application and consultation. This work will see the old, broken tiles removed and replaced with a modern render, plus the removal of the dated and tired canopy. The colour scheme and finish will complement the recent and ongoing works in the town centre which will give the venue a more modern and welcoming first impression. We expect the work to be finished by the end of August 2020.

### **5. Recommendation**

- 5.1 The Performance and Finance Committee is asked to note the contents of this report.

Background Papers:

None

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