

Leisure – Summary template

Provision: Palace Theatre

Purpose	~Give me good Things to See Do and Visit
Types of Demand	Online booking Pantomime Some Shows Sold out
Numbers of presenting Demand	Around 55,000 people buy tickets and a further 30,000 people participate in events and activities at the Theatre. The service provides regular work placements training and career opportunities through training in its volunteer program. The theatre boasts around 130 volunteer supporters of all ages working in bars, kiosks, technical theatre and administration. The new Gallery is also showing signs of visitors and is another aspect of the theatre. Around 80 organisations hire the building each year regularly, from line dancing, art groups, to full scale musicals to one night tribute shows along with major professional touring performances and a large scale pantomime. The building is also home to the palace youth theatre at around 90 pupils a week in the studio.
Links to other stakeholders (eg voluntary sector / arts council)	Local history Groups http://www.redditchhistorysociety.org.uk/ http://www.redditchheritage.org.uk/rm-home.html Major historical organisations the building is listed and a part of: http://www.hlf.org.uk/ (part funded the development of the building) http://www.theatretrust.org.uk/ http://www.theatresonline.com/theatres/redditch-theatres/palace-theatre/index.html http://www.arthurloyd.co.uk/RedditchTheatres.htm Local theatre groups and companies: http://artsinredditch.com/ www.redditch-operatic.co.uk www.astwoodbankoperatic.co.uk www.whats-on-theatre.org www.studley-operatic.co.uk www.wythalltheatrecompany.co.uk www.ullenhallplayers.co.uk www.rowneygreenplayers.co.uk www.theharlequins.co.uk/ www.allandsundry.org http://www.artscouncil.org.uk/ Local Dance companies that hire the venue: http://www.starlightredditch.co.uk/ http://www.ballet.uk.com/ http://lucyjanesschoolofdance.co.uk/ http://www.lathamdance.co.uk/
Cost Recovery	72.71%
Cost per Visit (Inc.)	£2.00
Cost per Visit (Exc)	£1.33
Visits	142,904
Income	£761,482
Cost of Service (inc)	£285,696
Cost of Service (Exc)	£189,698
Opportunity to meet customer demands/ generate income	New Online or improved on line booking system.
Possible Measures	% Occupancy of various shows and rooms,

Additional Considerations	<p>DCMS satisfactions with local provision 58% Redditch 45% West Mids 43% England</p> <p>Trip Advisor award</p> <p>Grade A Energy efficiency, possibly the only grade 2 listed A rated theatre in the country.</p> <p>Auditorium is a grade 11 listed building which restricts further development</p> <p>Generally building in Excellent condition after 10 years ago</p> <p>Contribution to local economy – particularly town centre adds 25 to 35% when in operation to local businesses.</p> <p>Significant volunteer workforce</p> <p>Facilitates RBC functions – e.g. Staff awards</p> <p>Local filming location for major filming companies</p> <p>Corporate and conference hires. Development of Youth involvement in the arts via youth theatre work and show casing young people through events like Redditch Has Talent. Shakespeare schools festivals. Local live etc.</p>
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