EVERYMAN THEATRE

Geoffrey Rowe Chief Executive

Service Level Agreement 2010



What we promised.....

- 45 weeks
- Pantomime, opera, ballet, drama etc etc
- 2 amateur companies
- Cheltenham Festivals
- Youth Theatre
- One Night Shows
- Studio season
- Education and community programme

2009/2010 figures......

- 192,000 tickets sold
- 234,000 people involved in some way
- 580 performances
- £10,000,000 economic impact
- Surplus of £10,000
- £4m turnover
- CBC grant £148,800
- Economic Impact £10,000,000pa

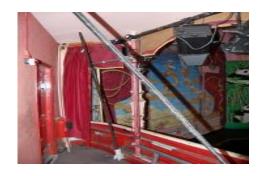
Highlights.....

- West End shows
- Touring plays and musicals
- One Night Shows
- Opera and Ballet
- Pantomime
- Studio Christmas shows
- Jazz and burlesque
- 16 new plays
- 8 youth theatre groups

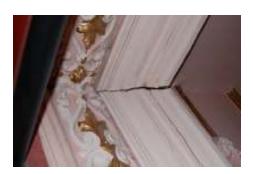
Restoration



Stage Boxes



Restore plasterwork





Restoration Budget

Estimated Cost £ 2,997,000
Education project £ 200,000
Other £ 9,000
Total £ 3,206,000

• Income £3,006,000

• To find £ 200,000

INCOME

CBC loan over 25 years £1,000,000
Everyman Theatre £700,000
Heritage Lottery Fund £500,000
CBC maintenance grant £250,000
Charitable Trusts £221,000
Arts Council £100,000
VAT refund £175,000
Public £60,000

The Future.....



Dark clouds ?.....

- National and local grant cuts
- General economic downturn
- Availability of quality productions
- BUT
- · Restored theatre
- Heritage aspect
- Track record

Access

- Elitist?
- Physical access
- Economic access
- Average price paid £17.05
- 54% sold as concessions
- Pantomime fund
- Special Cheltenham fund?

Cheltenham Arts and Leisure

- "Funded" and "managed"
- More co-operation possible?
- Joint marketing initiatives

EVERYMAN THEATRE

- Good for Cheltenham
- Good for Cheltenham Borough Council