

## EVERYMAN THEATRE

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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