

THAME PLAYERS THEATRE COMPANY - BUILDING A BETTER THEATRE

AN APPLICATION FOR GRANT FUNDING FROM

THAME TOWN COUNCIL

SUPPORTING DOCUMENTS

Evidence of need

Business plan

Audience statistics

Backdrop - newsletter for April 2013

Evidence of Need

Thame Players Building A Better Theatre Campaign

Surveys

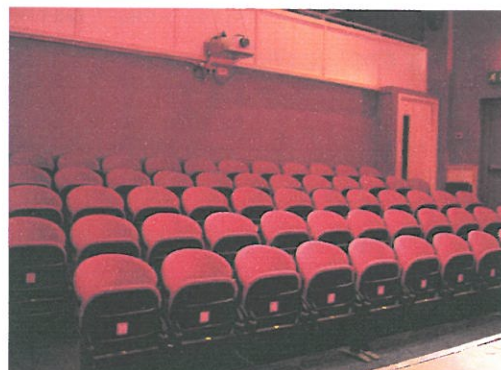
Thame Players (TP) are continually listening to their audiences - members, friends, supporters, and residents of Thame and surrounding area. They do this in various ways: through conversation when patrons are visiting the theatre, through email and phone dialogue, through feedback from mailing their monthly newsletter, Backdrop, through social and fundraising events and by undertaking surveys from time to time. The feedback received is valued and used to help future programming and marketing.

Surveys have been undertaken in 2011 and 2013. The 2011 survey was wide-ranging and addressed issues such as audience profile and location as well as theatre programme content, booking preferences, frequency of theatre visits (results attached).

A more recent survey was undertaken in March 2013, specifically related to the improvements currently planned. Theatre patrons are aware of the proposed developments because a leaflet, Building A Better Theatre, has been available for all to see in the theatre bar since December 2012, and they have also been publicised in Backdrop, the monthly newsletter. This leaflet (attached) details the key elements of the improvements planned. The results of the March survey were very positive and in favour of the proposed improvements (results attached). **In particular, 90% of those surveyed considered replacing the heating system as very important or fairly important.**

EGM

An Extraordinary General Meeting was held in March 2013, and the proposed improvement plans were presented to the 30 plus members who attended. The plans were approved with no one voting against and just two abstentions.



Testimonials

a) Supporting the Development Plans

"The Trust supports the application for a first floor extension to the main auditorium of the Players Theatre, Thame ... The stage and backstage areas of the converted church are currently inadequate in size for accommodating professional productions which the resident Thame Players theatre group, and others, seek to perform. The Trust believes the proposed single-storey extension is totally necessary to provide greater height to the stagehouse for larger productions which in turn will broaden the appeal of the theatre to the wider community and attract new audiences.

... The Trust understands that the Players Theatre is the only serving theatre and cinema in the town of Thame, and so would greatly benefit from the proposed extension. Local theatres must adapt to the changing demands of their audience and users if they are to remain viable in the current economic climate and we are keen to support theatres to thrive."

Mark James Price, Planning and Heritage Adviser, The Theatres Trust

b) Testimonials from Thame Players Patrons and Participants



THAME PLAYERS THEATRE

Thame Players theatre offers TAL Festival a unique space each year in which we are able to showcase events and authors ranging from community based plays to world-famous authors and performers.

The existence of such a vibrant and enthusiastic group together with their excellent facilities and professional approach has played an important role each year and we look forward to being able to benefit from their enhanced theatre and our partnership with them for many years into the future.

Having such a well run and confident theatre in our town affords Thame a place in the national arts scene that would otherwise be almost impossible to achieve and we are delighted to support them.

Yvonne Maxwell
Director, Thame Arts & Literature Festival

"We lived in Thame for ten years before moving to Shabbington, where we have now been for 18 years. Our three children were all members of Thame Young Players and benefited enormously from the experience, they also enjoyed many of the numerous performances staged by Thame Players. The Thame pantomime is also a much loved family tradition and now their children are enjoying them as well.

We have always been keen theatregoers and although we still go to London on occasion as well as Oxford and Aylesbury we increasingly find that the prohibitive cost and hassle of parking can often detract from the enjoyment of the event.

The variety and quality of events staged by Thame Players means that we can enjoy excellent entertainment in our local town with the added bonus of being part of an audience of fellow locals.

The Players Theatre is part of the local community, it brings people together from Thame and the villages and provides much needed live entertainment."

John & Kathryn Lock, Shabbington, Bucks (4 miles from Thame)

"The standard of work at the Players Theatre cannot be over-praised. Initially, Thame Players had the courage to purchase their de-sanctified Baptist Church. Many years of dedicated fundraising and teamwork across all levels of their enthusiastic group paid off. The building belongs to them. Then they set about re-styling its facilities to make better theatre possible and audiences more comfortable - raised seating was purchased, lighting and sound were enhanced to professional quality.

The Players vary their repertoire whilst continuing to improve standards of acting and presentation. In addition to the superb annual pantomime (written in-house) which sells out to family audiences, they regularly provide theatrical fare more typical of professional suburban theatre than of amateurs. *The Winslow Boy*, *The Deep Blue Sea* by Rattigan, *Dancing at Lughnasa*, a Brian Friel classic, Peter Nicholls' *Born in the Garden* and Shelagh Stevenson's *Memory of Water* are just some recent brilliant performances I have seen there that show the versatility and artistic innovation of their programme.

What separates the 'good' from the 'very good' often comes down to management. Thame Players have been foremost in their selection of good managers over several decades. As a group they never stand still; always they progress. This is because their management committee thinks forward and get the basics right. These include -

- Original designs for sets that fit the space perfectly, researched to professional standard;
- Talented directors and actors that prepare meticulously;
- Excellent technical support from experienced lighting and sound engineers;
- Making sure audiences are comfortable and well-supplied with facilities.

Thame Players are quite simply one of the finest amateur theatre companies in the country. That's why, despite my regular work at Oxford Playhouse, I travel from Oxford and try not to miss their work. That's why, too, every effort should be made to help this treasure house of local theatre continue developing for the enjoyment and education of local people."

Gwilym Scourfield, Old Marston, Oxford (14 miles from Thame)

"The Thame Players are a very welcoming and professional group of actors.

Now that I myself am launching into a professional career in acting I feel the Thame Players helped further my enthusiasm for theatrical production. I included my work with them on my CV."

Adam Richardson, Chalgrove, Oxon (age 22)

"I joined Thame Players in 1999 and have participated in many shows. At first these were just pantomimes but as my love for acting grew I got involved with many other productions during the years. Thame Players has helped me to become the person I am today. There is a great environment which allows people to express their creativity and embrace their differences. I have made many friends through the Players Theatre."

Nicki Rochford, Thame (age 23)

"I have recently seen a couple of excellent productions at the Players Theatre. It is wonderful to have such an enthusiastic company who obviously enjoy sharing their art. I would wholeheartedly endorse any activity that improves their ability to enhance the facilities and the range of productions they could take on."

David Giles, Chalgrove, Oxon (12 miles from Thame)

"I would like to endorse the value of Thame Players Theatre to the wider community, especially businesses in Thame and this part of South Oxfordshire generally. The theatre is an asset for several reasons, including:

- As a potential venue for hosting events such as conferences and training sessions for businesses and local organisations, which I trust will be enhanced by the proposed improvements to the building. There is a limited number of other suitable venues in Thame so it is good that businesses and local organisations have a choice.
- Together with Thame Arts & Literature Festival, Food Festival, French Market, Thame Chamber Choir etc. as a contribution to the cultural life of Thame and its surrounding area Thame Players Theatre helps to make this a more attractive area for people to live in, but perhaps prosperous professional, managerial and business people in particular, whose custom supports local shops and other businesses.
- As a point of interest for the Oxtrails App that SODC are promoting to encourage tourist and leisure visitors to the area, for which there is almost certainly substantial development potential.
- Through Thame Players Theatre's work in popularising and explaining theatre through arranging visits by local groups such as the Girl Guides and Brownies."

Tim Preston

Chairman, Thame4Business (local business organisation)

"It just not possible to overemphasise how important the theatre in Thame is to us both, how much it means. It's a shame that they are only able to do a few shows - from a selfish point of view we would love to have plays and other productions available to us every week were that possible. Having lived for the last 30+ years in Ickford, in the middle of the countryside with little access to buses etc. having such good entertainment available to us so locally, just 6 miles away, is a real treat."

Vivienne and Robert Hayday, Ickford, Bucks (6 miles from Thame)

"Since joining Thame Players I have renewed my love for performing. I am now looking to start a career in professional acting and I think being in The Thame Players productions will be a really good step towards that. I have also been able to use my dancing and choreography skills in pantomime shows. Through pantomime and recent show rehearsals I have discovered that I am a better singer than I believed and have gained confidence singing solo. I have also made many new friends amongst the Players."

Lizzy Giles, Chalgrove, Oxon (age 19)

2011 SURVEY

There are a number of questions in this survey which are relevant to the current application for grant funding because it shows -

- that there is a demand for a wide variety of productions
- that patrons are frequent users of the theatre
- that patrons go to their local theatre more frequently than to theatres farther away
- that the majority of patrons live in Thame or within 10 miles of Thame

The actual responses to these questions was as follows -

38% live in Thame, 34% live within 5 miles of Thame and 28% live further away

93% were aged 50 or over

58% visited the Players Theatre on 4 or more occasions each year.

85% liked comedies, 80% serious drama, 63% solo performances and 55% musicals

A selection of audience comments were:

I love the ambience of the theatre, the wide variety of plays and entertainments

Very professional amateurs

Excellent evening out, a good theatre event, enjoy local community feel

It is a fantastic theatre and all productions are very professional and enjoyable

Friendly, feels like a family, a pleasure to be part of it

The variety of productions and enthusiasm of the players

High quality drama near home

Wonderful theatre, friendly and helpful staff

Excellent theatre, good facilities, friendly atmosphere

Love it! So refreshing to have quality productions at a lovely local venue

2013 SURVEY

In March 2013 audiences were asked to give their views on the various elements of the proposed development work. The survey simply asked how important people thought the 4 main elements of the work were - replacing the heating, adding an extra row of seats, reconfiguring the balcony and enlarging the stage - on a grading of 1 being very important, 2, fairly important, 3, not very important and 4, not important at all. The results showed those voting very or fairly important were:

Replacing the heating 90%

Adding an extra row of seats 66%

Reconfiguring the balcony 84%

Enlarging the stage 57%

Completed forms for each survey available on request.

Business Plan

Thame Players Theatre Company

1. Executive Summary

Thame Players Theatre Company (TPTC) has been active in Thame as an amateur drama group for nearly 70 years. It began in the mid 1940s by performing just 1 or 2 productions a year at Thame Town Hall, and has expanded substantially to become a successful and well-respected theatre in the local area, owning the freehold to the Nelson Street building which, since 1977, has been TPTC's home.

Following an extensive £250,000 refurbishment in 2002, the building was transformed into a modern, well-equipped theatre hosting its own shows and visiting productions, as well as a thriving cinema club.

Parts of the refurbishment mapped out in 2002 were not carried out, because funds were limited. These intended improvements, notably a new heating system, extra seating, balcony improvements and stage extension, form a new fundraising campaign in 2013/14, *Building A Better Theatre*, which it is intended will raise £200,000 through public and private sector sources. Planning permission has been granted and it is envisaged that the work will be carried out between autumn 2013 and the summer of 2014.

Marketing activity is also being increased, partly as a driver of the fundraising activity, and the goal is to achieve higher audience numbers to accommodate a growing population locally, provide them with a more varied and ambitious range of productions over the next 3-5 years, and further develop the theatre as a robust and sustainable cultural centre in Thame and surrounding area.

2. Business Description

The Players Theatre is the only dedicated theatre in Thame offering regular live performances and cinema screenings. It is situated 100m from Thame High Street and has ample free car parking nearby. TPTC is a charitable organisation in which all services are run by volunteers, but the production quality is equivalent to that of a professional theatre. TPTC hosts over 50 live events each year, comprising productions chosen, created and acted by their own talented volunteers, as well as a variety of touring shows from professional touring companies, musical and celebrity acts, and film screenings by Thame Cinema for All.

Ticket prices are intentionally kept at a level which TPTC's management believe local people can afford, yet are sufficient to enable the theatre to remain viable without the need for external funding. Aside from major improvements where external funding is needed, no such funding for the theatre's day-to-day operation has ever been sought or received.

TPTC attracts audiences mainly from Thame and a 10 mile radius around the town. The company has a steadfastly loyal audience, including a core of over 200 members and friends each of whom pay an annual subscription. There are high levels of attendance, with 80% seat occupancy for TPTC's own productions in 2012-13. The success of the company is due to the production quality, consistently maintained; TPTC's professional approach; and the variety of visiting shows.

3. Services

TPTC owns, manages and runs The Players Theatre as a venue for live and cinematic performances and makes it available to the community to produce and perform all forms of the performing arts in Thame and district. The company stages 5 of its own productions each year, which are selected to form a blend of serious plays, from Shakespeare to Tom Stoppard, comedies, pantomimes and other shows designed to satisfy a broad range of tastes.

Opportunities are available for people of any age from 16 to 70 (or over) interested in acting, singing, stage managing, directing or set-building to take part in TPTC productions. These activities provide experiences which help to build young careers and contribute to quality of life for all, from school-leavers to those at retirement age.

TPTC also arranges for visiting groups to appear at the theatre, including touring theatre companies, musical groups and celebrity performers. In conjunction with Thame Cinema for All, regular cinema screenings feature classics as well as more recent Oscar-winning films.

TPTC stages around 5-6 successful Murder Mystery events every year, which are written, directed and acted by volunteers and performed for invited audiences in the Oxfordshire and Buckinghamshire area.

The theatre is available for hire to businesses and other organisations which are attracted by its uniqueness as a venue, yet has up-to-date technical, lighting and presentational facilities.

4. Marketing Development

A variety of marketing activities are carried out, including -

- Website - for show information and online bookings (new facility since January 2013)
- Backdrop - monthly members' mailing by post and email
- Social media - Facebook updates
- Posters and fliers distributed locally and in the theatre
- Press releases sent to local newspapers & online media
- Roadside advertising boards x 2 (only used for TPTC own productions)

The improvements that are planned for the theatre will add 11% more seats and enhance the audience experience. Future housing development within the town (TPTC understands 780 new houses are to be built) will significantly increase the potential audience numbers.

Although TP have high levels of repeat custom drawn from their 300-strong database of members and friends -

- There is still ignorance that there is a theatre locally
- The audience profile tends to be 50 years of age and upwards
- Younger audiences who come to Christmas pantomimes need to be attracted year-round
- The business community has not been actively approached in the past

Marketing is being stepped up from 2013, in order to extend the audience potential, increase awareness in the surrounding area, and attract support from those new to TPTC. Activity includes -

Press & PR. A new volunteer is developing more contacts and improving coverage. The press list has been increased to include more local publications and online directory websites. Information on shows and

shows and events is being sent out more frequently, raising TPTC's press profile. The effect of this will be felt through increased enquiries, database additions, and increased bookings, leading to larger audiences at more shows.

TP Fundraising Events. The campaign to raise £200,000 for theatre improvements is being promoted in part through a programme of themed events, such as auctions and dinners, race nights, fashion events, food & wine tastings, and events involving the local business community. These events are also being marketed more widely, for example using event partners' databases. Events are expected to contribute an estimated 20% of funds, increase interest, grow audience numbers, and lead to local businesses hiring the theatre for their own use - in turn potentially creating new theatre goers.

100 Years Celebration. The building housing the theatre is 100 years old in 2013. TPTC are staging a musical revue, *A Century of Song*, to commemorate this event in July. Simultaneously there will be a linked exhibition at the Thame Museum, providing many opportunities to promote the theatre to friends and summer visitors. The media opportunity will be maximised, including TV and radio possibilities.

Brand Promotion. A new 100 year logo featuring the theatre building has been designed and is being used in all PR and press activity. It is also featured on collecting boxes sited in high-traffic venues such as the football stadium around the town, and will increase awareness as well as bringing in revenue.

Corporate Social Responsibility. A campaign promoting the theatre as a suitable charity for businesses to 'adopt' as their charity and thereby meet CSR targets is being planned. This will build the association between the theatre and local businesses, leading to donations, new audiences, and hire of the theatre as a venue for business events.

5. Operational Plan

The Players Theatre in Nelson Street, Thame (Registered Charity no. 1092559) is TPTC's registered address where all management and operational activities, and the great majority of performances take place. The company has no salaried staff, all operations being conducted by a large number of volunteer members. The audience capacity of 119 will be increased by an estimated 11% once the current fundraising programme has been completed.

The company generates income from box office sales, bar sales, theatre hire fees, and fees generated from externally held events. There are arrangements in place to comply with current regulations, including licensing, insurances, health & safety, and performing rights.

TPTC currently charges an annual fee of £25 to members and £5 to friends who receive benefits such as advance booking opportunities. All these charges and fees are reviewed annually. TPTC also receives donations and sponsorship from businesses and individuals. Theatre programmes for in-house productions are financed by advertising from local businesses.

The company owns outright all the equipment in the building and has a store of props and some 2000 costumes which are available for hire. The marketing of costume hire will be pursued vigorously from 2013 onwards to increase revenue.

6. Management and Organisation

TPTC's management committee consists of 11 members of the company who meet monthly and make decisions relating to all aspects of running the business, from programming and pricing to marketing

membership. Separate sub-committees take responsibility for development, fundraising and publicity, each including at least 2 members of the main committee.

TPTC's main advisers are -

- a. Richardsons Financial Group, Accountants
- b. Lightfoots LLP, Solicitors
- c. LloydsTSB, Bankers

All members of the management committee resign each year but may stand for re-election. New recruits are encouraged to stand for election to ensure the management is constantly refreshed and succession for the future can be assured.

There are a theatre development committee and a fundraising sub-committee, focused on the *Building A Better Theatre* campaign. A list of the people involved with this campaign is in the Appendices.

7. Capitalisation

Freehold ownership of the theatre was purchased in 1997 and, after major refurbishment in 2002, TPTC was reconstituted as a company limited by guarantee to ensure that ownership and management of the building were on a sound financial and legal footing.

TPTC has no loans and maintains a reserve of £15,000 as a contingency to cover unexpected expenditure and help ensure sustainable development of the theatre as a longer-term community enterprise. The company has a current capitalisation of £235,000 of unrestricted funds.

8. Financial Plan

Attached is a 5 year projection of income and expenses (not including current fundraising campaign). The projection reflects the management committee's estimation that the ongoing activities of the company will continue without the need for outside funding or loans. This estimate reflects the careful management the company has enjoyed throughout its 70 year history.

Increases in the costs of running the theatre will be offset by modest ticket price rises and heightened audience numbers anticipated after the *Building A Better Theatre* improvements have been completed.

Management of the fundraising developments will present an exceptional situation which will be carefully managed by the treasurer, with assistance from the main committee.

The need for short-term external funding may at times arise whilst grant funds are gathered in after work has been completed. Loan facilities pledged from members and friends will be used to manage this situation and back-up facilities from the company's bankers will be sought as required.

9. Appendices

- 5-year projection of income and expenses
- Profiles of fundraising & development committee members

THAME PLAYERS THEATRE COMPANY

FIVE YEAR PROJECTION of INCOME and COSTS - YEAR 2013/14 to YEAR 2017/8

YR/END 31st March - ACTUAL			YEAR ENDING 31st March - PROJECTED						
2011	2012	2013 (est)	INCOME		2014	2015	2016	2017	2018

8500	8700	9500	Thame Players productions (note 1)	12000	11000	14000	15000	16000
5000	6300	5700	Performance and cinema Hire (note 2)	6000	5000	6000	6500	7000
			Non performance hire (note 3)	500	400	700	800	800
900	600	900	Wardrobe/Properties hire (note 4)	1000	1000	1100	1100	1200
500	300	500	Donations/Grants (note 5)	500	500	500	500	500
400	300	500	Social events (note 6)	500	500	500	500	500
5500	6700	5400	Bar (note 7)	6000	5000	7000	7500	7500
2200	2300	2600	Members subscriptions (note 8)	2700	2700	2800	2800	2900

23000	25200	25100	TOTALS	29200	26100	32600	34700	36400
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2011	2012	2013	EXPENDITURE		2014	2015	2016	2017	2018
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8500	8700	8600	Rent, Rates and Insurance (note 9)	9500	10000	10500	11000	12000
4900	5200	5700	Utilities (note 10)	6000	6500	7000	7500	8000
2700	9000	3600	Maintenance and Equipment (note 11)	5000	5000	6000	6500	6500
2800	2920	3200	Newsletter and Photocopier (note 12)	3000	3000	3000	3000	3000
1000	1000	800	Banking charges (note 13)	1000	1000	1100	1100	1100
1200	1200	1200	Other expenses (note 14)	1300	1400	1400	1500	1500

21100	28020	24600	TOTALS	25800	26900	29000	30600	32100
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1900	-2820	1900	SURPLUS / DEFICIT (note 15)	3400	-800	3600	4100	4300
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NOTES

- 1 **Thame Players Productions** - Costs should not rise significantly but a greater income is anticipated from larger audiences and modest ticket price increases. The drop in 2015 is due to the building work meaning one of the 5 shows we normally do annually will not take place
- 2 **Performance and cinema hire** - hire by outside amateur and professional companies will continue at a similar rate to now but more ambitious shows can be performed encouraging greater audience numbers. The drop in 2015 is due to the building work meaning fewer outside performances can be performed
- 3 **Non performance hire** - Use of the theatre by businesses and other community users for seminars and presentations will be actively marketed
- 4 **Wardrobe / Properties hire** - The theatre has a large store of costumes and props and hire of these will be more actively marketed. The move to new storage facilities has adversely affected income in the last 2 years
- 5 **Donations / Grants** - the figures exclude donations and grants specifically for the development itself. Ongoing arrangements will be sought from existing donors as well as seeking new benefactors
- 6 **Other fundraising** - Social and other activities not associated with the development will continue
- 7 **Bar** - The bar is a valuable source of income and increased activities will increase this important income stream
- 8 **Membership subscriptions** - expected to remain strong but it is not seen as an area for revenue increase
- 9 **Rent Rates and Insurance** - recent large increases are expected to level out and be more in line with inflation
- 10 **Utilities** - Energy costs expected to rise significantly ahead of inflation in the next 5 years
- 11 **Maintenance and Equipment** - the 2012 figure was exceptional due to roof leakage problems. Ongoing maintenance expected to increase more in line with inflation
- 12 **Newsletter and Photocopier** - Greater use of electronic communication should enable these costs to be held close to current levels
- 13 **Banking charges** - increases in credit card charges expected to be offset by lower other bank charges
- 14 **Other Expenses** - including professional fees, officers expenses, postage etc
- 15 **Surplus / Deficit** - The deficit in 2012 was largely due to the exceptional maintenance costs that year. Future years are expected to be in surplus except for the year when the building work is carried out necessitating some closure of the theatre for 3 months of the year. A reserve fund of £15000 is held to ensure any future unexpected large maintenance item can be accommodated without jeopardising the revenue stream

Thame Players Building A Better Theatre

Project Team

The members of the project team who are managing the *Building A Better Theatre* project are listed below.

The Fundraising Subcommittee meets at least once per month and more frequently when individual fundraising events and campaigns are being developed.

The Theatre Development Subcommittee currently meets as required during the preliminary phases of the project prior to construction. During the building work this will be weekly to review progress with the architect

The Main Committee meets monthly and monitors and approves the work of both Subcommittees.

External resource

John Thornton RIBA

Architect with over 20 years experience

Former Thame Players member with detailed knowledge of the building

Internal resource

Pat Shepherd

Chairman, Thame Players

Main Committee Member

Theatre Development Subcommittee Member

Fundraising Subcommittee Chairman

Steve Lambell

Vice Chairman, Thame Players

Main Committee Member, responsible for theatre maintenance

Theatre Development Subcommittee Member

Member of 2002 Theatre Improvement Steering Group

Tony Long

Former Chairman, Thame Players 2000- 2012

Main Committee Member

Theatre Development Subcommittee Chairman

Fundraising Subcommittee Member

Leader of 2002 Theatre Improvement Steering Group

Colleen Tudway

Treasurer, Thame Players

Main Committee Member

Theatre Development Subcommittee Member

Richard Pratley

Main Committee Member

Theatre Development Subcommittee Member

Fiona Giles

Publicity Coordinator, Thame Players

Fundraising Subcommittee Member

Julia Roitt

Member, Thame Players

Fundraising Subcommittee Member

Helen Johns

Member, Thame Players

Fundraising Subcommittee Member

THAME PLAYERS THEATRE COMPANY

Productions by Thame Players - Audience statistics

PRODUCTION	DATE	No Perfs	Total Audience	No Full Houses	% Capacity
Flare Path	May 2011	5	503	2	85
Proof	July 2011	5	373		63
Dona Rosita	Sept 2011	5	321		54
Cinderella	Dec 2011	12	1426	12	100
Dancing at Lughnasa	Mar 2012	5	444		75
TOTAL for YEAR ENDING 31ST MARCH 2012		32	3067	14	81
Present Laughter	May 2012	5	557	3	94
Arcadia	July 2012	5	417		70
Born in the Gardens	Sept 2012	5	315		58
Humpty Dumpty	Dec 2012	12	1340	8	94
The Deep Blue Sea	Mar 2013	5	412		69
TOTAL for YEAR ENDING 31ST MARCH 2013		32	3041	11	80

THAME PLAYERS PRODUCTIONS

It is the policy of the company to choose a broad range of types of production to appeal to a broader spectrum of audience tastes and to provide suitable and varied challenges for the performers and production teams. It is recognised that not all of these productions will necessarily attract capacity audiences.

PERFORMANCES BY OUTSIDE COMPANIES AND CINEMA SCREENINGS.

Statistics for audience numbers for performances by outside companies and cinema screenings are not maintained. However, in each of the years ending 31st March 2011 and 2012 there were 25 live performances and 20 screenings by Thame Cinema 4 All (who independently run the cinema at The Players Theatre). Whilst some performances and screenings may be sold out, it is estimated that the average attendance is 55 - 60% of capacity which means a total of some 3000 people see these events. When added to the numbers coming to see Thame Players own productions, the total audience is in excess of 6000 people.

When the proposed development is complete, the additional capacity and bigger, better performances that can be accommodated, will mean a target of 7000 audience members within 5 years is realistic and achievable - an increase of 16%.

