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TOWN MEETING REPORT APRIL 2018

- **The twelve months have been the busiest in the theatre's 212-year history**, with more people through the doors than ever before - made possible by the support of volunteers and visitors alike
- **November saw a new monthly ticket sales record of 4,261 set**, more than double the average over the last five years
- **December saw the highest ever footfall for the theatre**, with over 8,000 people through the doors for Santa's Grotto, the two pantos and several other full-house shows
- **Ticket sales for the first half of the current season (August - January) totalled 16,087** - 20% higher than the average over the last decade
- **Over 2,000 new customers** added in the last year
- Since the new management team of Paula Price-Davies and Tom Ryan were appointed a year ago **local relationships have been established or strengthened with both local businesses** - including the Catherine Wheel, Hotel du Vin, Hobbs, Scene 1 Take 1 and Davis Tate - and cultural organisations such as the River & Rowing Museum, Opera Prelude, Phyllis Court, JP Academy, the Living Advent Calendar, Jack Maple Productions and the Regal Cinema
- **Productions have ranged from the best in local and young talent to nationally known performers** including Hayley Mills, Chris Barber, Dara O'Briain, Lucy Worsley, PP Arnold and Phill Jupitus
- Having regained control of the theatre's website, **a new user-friendly site is being launched this month**
- **An increased promotional presence has been achieved** both with local media (Henley Standard, Henley Herald, Maidenhead Advertiser, Reading Chronicle, Get Reading, BBC Berkshire, BBC Oxford, Henley Life, Muddy Stilettos, Round & About, Henley Magazine) and in the town itself with strong poster display support from Henley Station and numerous shops and restaurants
- As part of a newly formed 'New street Neighbourhood Hub' we were successfully awarded a **Community Grant from SODC for the installation of festoon festive lighting schemes** in Boroma Way, New Street and Church Avenue to provide more connectivity with the rest of the town centre as well as well as improving visibility and safety for pedestrians at night.