# Appendix 2 – Independent Consultant’s Report Recommendations April 2017

# 8.0 Recommendations

**8.1** Watersmeet enters into discussions with local groups, amateur and semi-professional, to explore the possibility of presenting productions that present an acceptably low risk. Watersmeet could ask some of the groups to come in for a discussion.  There should be an honest and frank discussion on both sides about the costs involved. Estimates of costs should be avoided. This will enable the true cost of a presentation and how much will need to be realised to make it worthwhile for both sides. By establishing the figure that would be required and taking into account the probable number of seats to be sold, the price of a seat is determined through sales of 60% of the total. This would create a working relationship that encouraged the theatre group to regard Watersmeet as their theatre.

**8.2** Watersmeet negotiates a Shared Risk approach with suitable acts or productions.

**8.3** The scope of the films shown should be expanded to include seasons and in a format that would appeal to a particular target audience. A start would be to seek opinions within the current friends group as to what type of seasons they would like. This should be repeated regularly to ensure the paying public are getting what they want.

**8.4** Watersmeet creates a membership scheme that will generate income and create additional unpaid support.

**8.5** Watersmeet actively promotes its conference facilities to local businesses, and produces suitable promotional material. This would include improved and more dynamic signage.

**8.6** Watersmeet completely reviews its methods of promoting itself and events so that the possibility of low attendance is significantly reduced. This could be achieved by:

8.6.1 Establishing a Facebook “Watersmeet Community” page that would be updated twice weekly with news about events. Membership would initially be the staff at Watersmeet together with the friends group who would then invite others to join.

8.6.2Local radio is always keen to promote whatever is going on in the community, particularly if it is council run. A regular slot on the radio to promote Watersmeet should be possible. The local BBC radio stations are usually keen to promote local ventures, particularly if it involves the world of entertainment. It will be necessary to make a proposal to the radio station outlining the benefits of a regular slot that the public would find interesting. Care will need to be taken when preparing the slot as there will only be one opportunity to get it right.

8.6.3A regular feature within the local newspaper. This wouldn’t be an advert, but a humorous column discussing the highs and lows of running Watersmeet along with details of forthcoming events.

8.6.4Regularly taking a poll within Watersmeet goers as to what type of events they would like to see, and that they would support.

**8.7** Establish a formal project, with appropriate documentation, to ensure the milestones and objectives of the business plan are maintained.

**8.8**  Watersmeet continues to regularly review their own pricing strategy so that they remain competitive.

**8.9** Watersmeet liaise with organisers of appropriate events, with a view to taking part, to bring the venue to the public’s attention.

**8.10** Watersmeet should liaise with UK Theatre - <https://uktheatre.org/> . This organisation has introduced a “Working with Local Authorities Resource Kit” and details are here: <https://uktheatre.org/who-we-are-what-we-do/uk-theatre-blog/introducing-a-new-working-with-local-authorities-resource-kit/> This is designed to assist local authority theatres to develop their businesses and cope with the challenges they are facing.

**8.11** In line with Watersmeet’s own recommendation in “Sharpe Academy College Proposal Analysis”, this report recommends that the proposal is not accepted.