



Newsletter January 2008

A HAPPY NEW YEAR to all our supporters!

We have just successfully come out of the other side of no less than 44 performances of Cinderella - which was a triumph, financially and artistically too. Thanks to those who told us it was the best pantomime yet. We attracted 3 thousand more people than last year and revenue increased by a third. I'm proud to be part of the team who have put itself firmly on the map as a venue that produces a high standard value for money, professionally polished Christmas production. Thank you to our audiences for supporting the venue's most important event of the year and thanks, of course, to the volunteers who gave up their festival to work so hard to make it happen. You can see photographs of our magnificent production here at our new website by following the link from the theatre news section. We are continually developing this online brochure to



include internet booking facilities and will be fully operational within the next few months. The site changes weekly and it's the best way to keep in touch with everything that is happening. Those on our mailing lists will have noted that there's been a recent lack of literature through the post. I've been trying to consolidate the numbers of bits of paper and we are experimenting with a seasonal A5 listings sheet that replaces the What's On strips. This is a move nearer to a seasonal theatre brochure and is in a size format that is easier for the likes of tourist information offices to display.

We have finally got permission to pay for security guards to patrol the car park opposite the theatre on show nights. We do not make a profit on this service and the charge is a merely contribution to the costs. The guards will be constantly patrolling the area giving you peace of mind whilst enjoying an event.



Work has begun on the riverbank clearance. A contractor has removed the existing debris and foliage and will erect a new safety fence. We are now looking to secure more funding for community planting projects with the BTCV and Lancashire Wildlife Trust in the Spring.



The theatre is almost fully booked for 2008 with some wonderful events and activities planned. The Monday Club returns with a monthly programme of afternoon presentations starting on Monday 14th January with an afternoon of Lancashire dialect with Bob Dobson. Please note that when audience sizes are small the events will be held in the foyer bar. From an environmental, time efficiency and cost advantage we are trying to reduce the number of hard copies of our monthly letter and promotional material. We are also using the New Year to spring clean our mailing list, remove mistakes and duplications. We're doing great, and with your help we can be brilliant with your help! If you can contribute anything to our New Year appeal for funds towards our marketing operation, we would be very grateful. Thanks for your continued help and support. We look forward to seeing you again soon.

HARRIET ROBERTS, CHIEF EXECUTIVE