



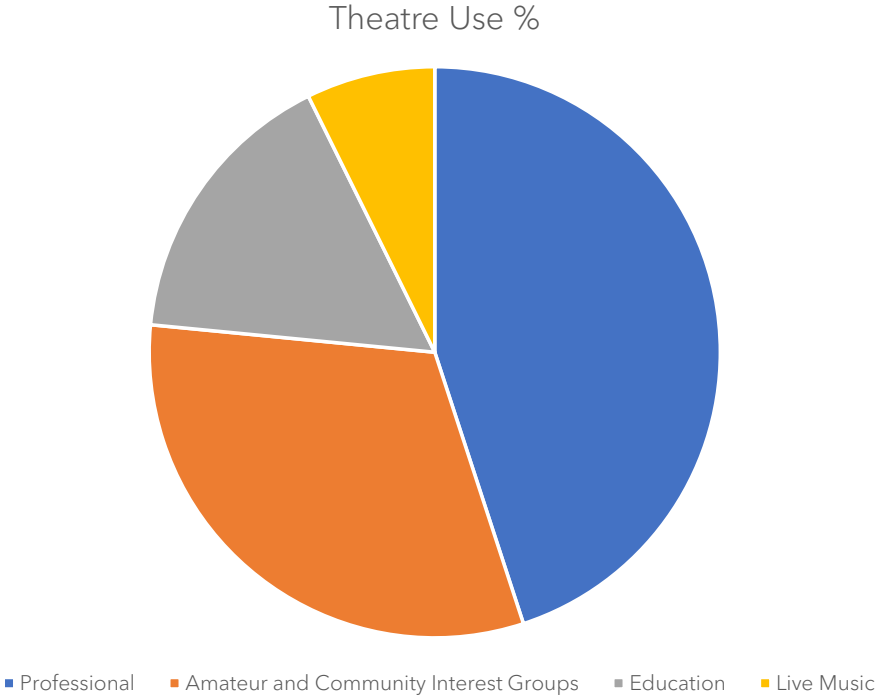
MANOR
PAVILION
THEATRE
Sidmouth



	Theatre Use
Professional	45
Amateur and Community Interest Groups	31.58
Education	16.19
Live Music	7.29

What happens at the theatre?

A **closer look** at theatre usage



Tourism

Food and drink

Art investment contributes up to £4 to the local economy for every £1 spent by a local authority.

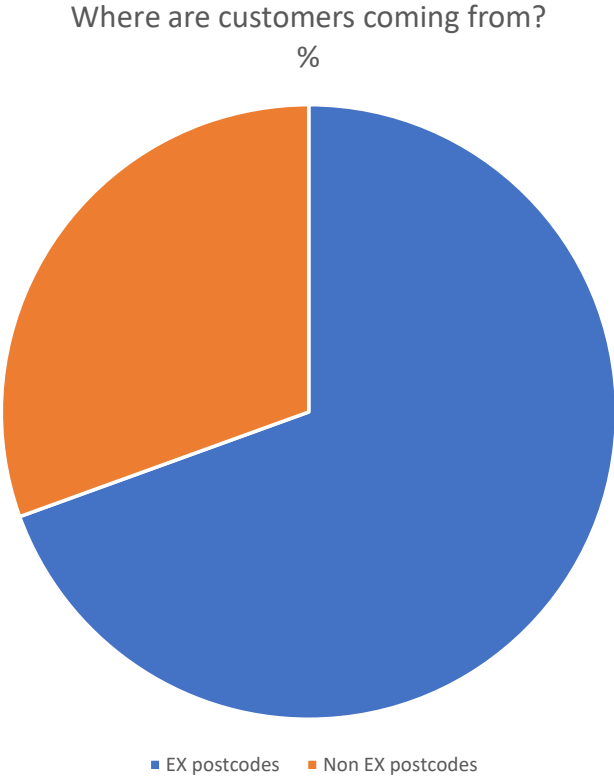
www.local.gov.uk

Money Circulating in the local economy

Employment

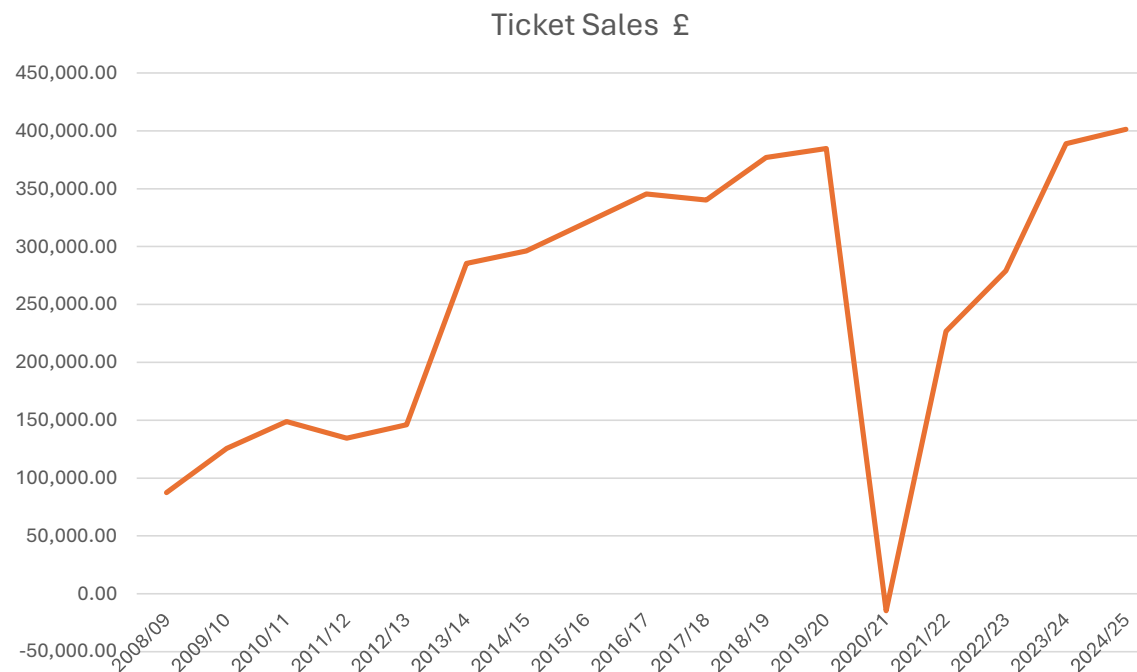
Attracting people to the area

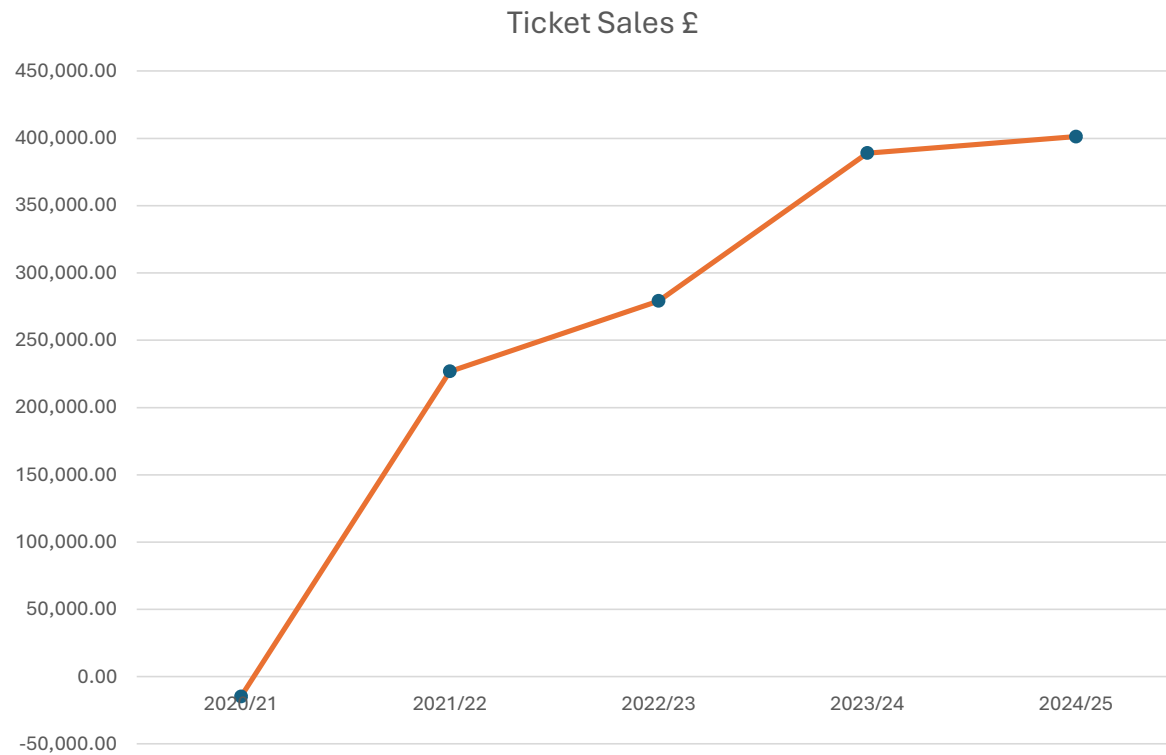
Transport



	Where are customers coming from? %
EX postcodes	69.48
Non-EX postcodes	30.52

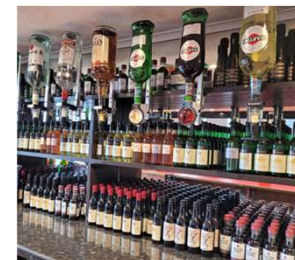
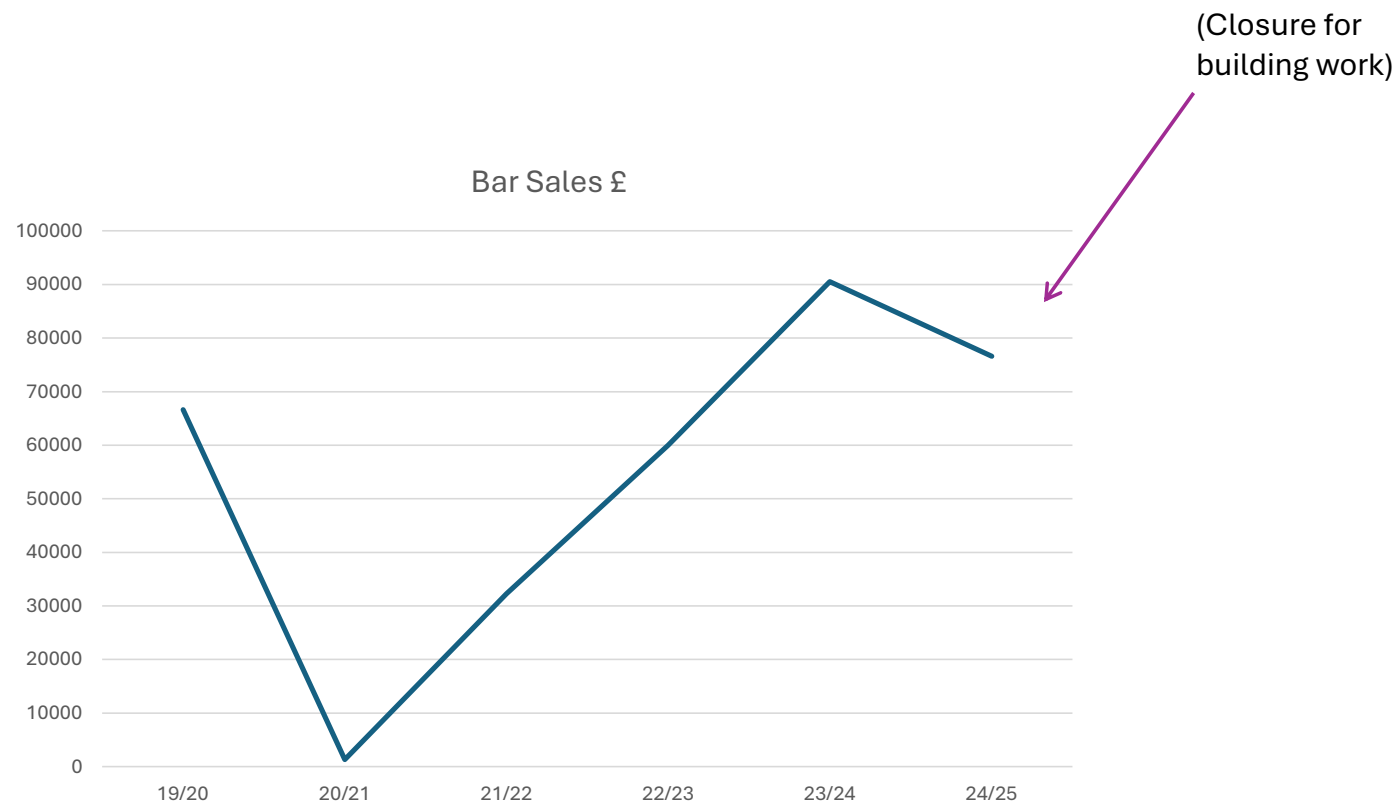
Year	Ticket Sales £
2008/09	87,555.40
2009/10	125,663.50
2010/11	148,760.70
2011/12	134,448.40
2012/13	145,966.70
2013/14	285,329.10
2014/15	296,267.50
2015/16	320,775.00
2016/17	345,443.70
2017/18	340,156.50
2018/19	376,969.00
2019/20	384,656.20
2020/21	-14,611.50
2021/22	226,868.00
2022/23	279,189.00
2023/24	388,991.63
2024/25	401,214.46





Post Covid audience recovery trend

Year	Bar Sales £
19/20	66612.5
20/21	1317.4
21/22	32262.62
22/23	59988.16
23/24	90480.39
24/25	76590.97

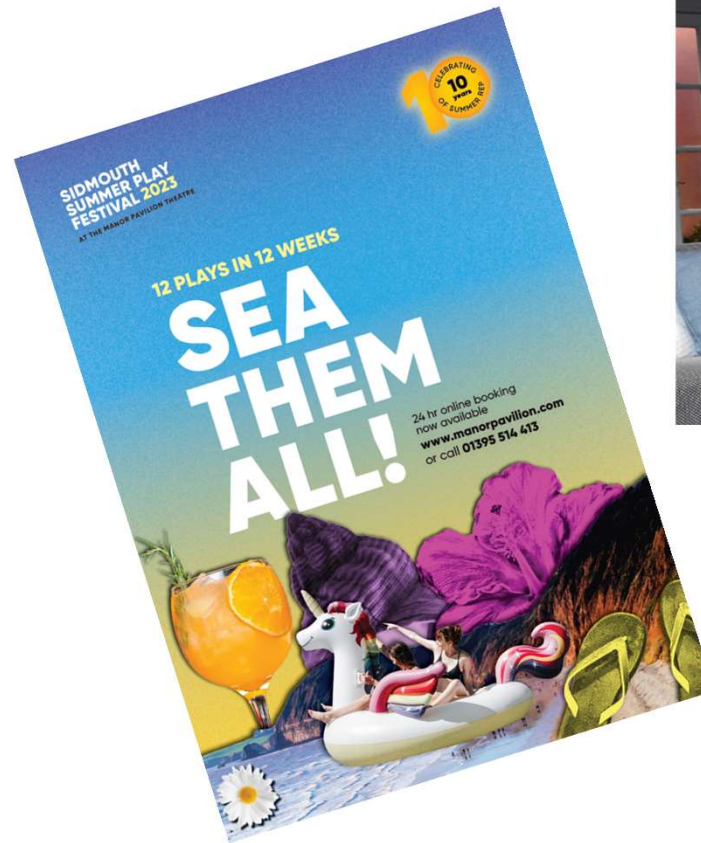




Sidmouth Summer Play Festival

We are honoured to be custodians of the Summer Season at the Manor Pavilion Theatre. Working closely with the incredible team at the theatre, we are able to bring *A Class* productions to Sidmouth.

Andrew Beckett – Paul Taylor-Mills Company



MANOR
PAVILION
THEATRE
Sidmouth



THE RESULTS

MANOR
PAVILION
THEATRE
Sidmouth

A graphic element consisting of several concentric, curved lines in a dark red color, resembling a stylized 'C' or a partial circle.

A Brief Overview

- The survey was open for the month of December 2024
- We emailed The Big Survey to **9,682 people**
- **52%** of people opened the email (**4,996 people**)
- **656** people completed the survey
- The survey was **anonymous**, and any question could be skipped
- There was also an opportunity to comment at the end

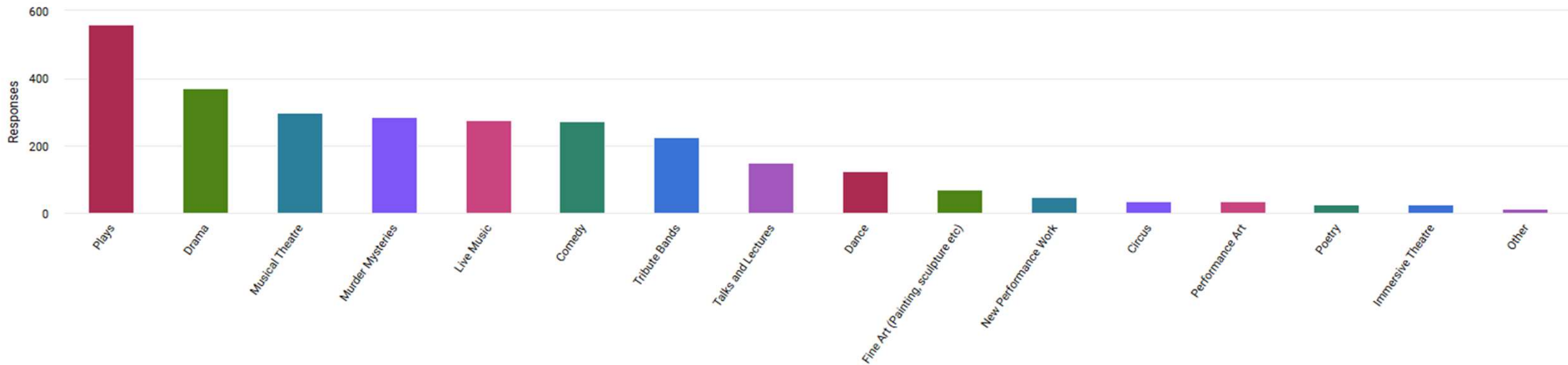
We have a friendliness
score of **9.4 out of 10**

On a scale of 1 to 10, (ten being the highest) how likely would you be to recommend the theatre to a friend

Average score 9.43



What do people like seeing?



What would people like to see more of?

More challenging and contemporary drama

More live-music

More plays

More comedy

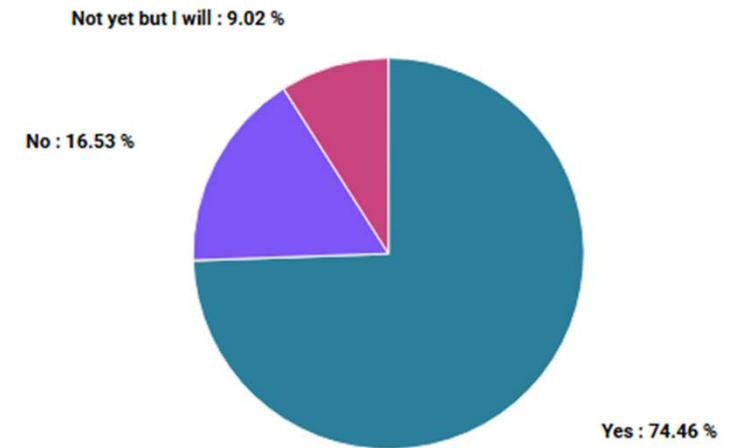
We asked people what their favourite shows were

1. Summer Play Festival
2. Steampunk Orchestra
3. Variety By The Sea
4. Christmas Pantomime
5. Tribute Bands

The Summer Play Festival

- Most popular fixture
- Most mentions
- Most attended

📊 Do you come to the Summer Play Festival?



Box office opening hours

Constructive Criticism

More online advertising and a greater presence on social media are needed

More matinees

Improvements to seating and refurbishment is needed

The transport infrastructure locally can make it difficult to attend

Comments

At the end of the survey there is an opportunity to leave a comment. This was overwhelmingly positive with too many to list them all. Here is a quick look at the stats:

346 Comments in total

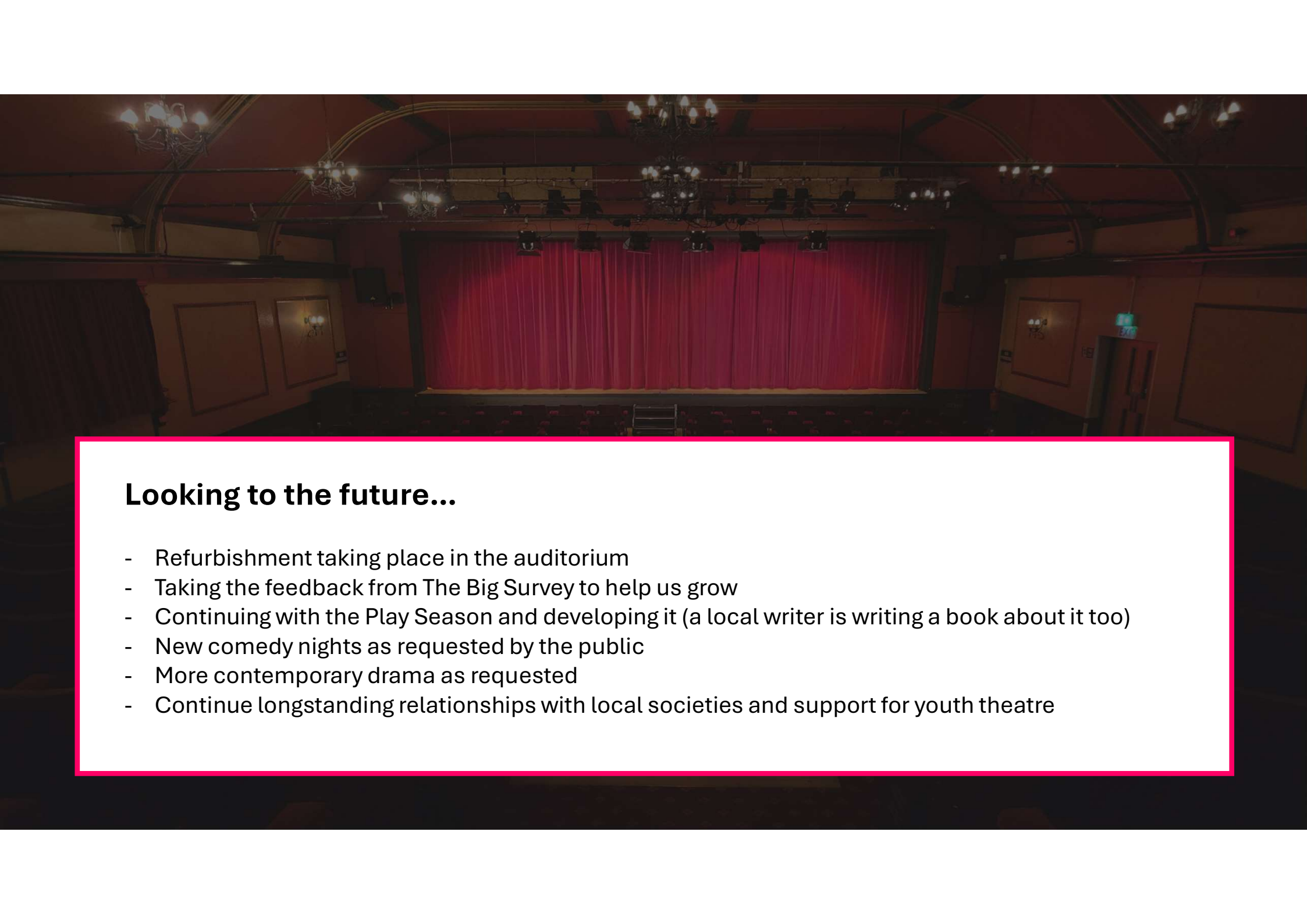
Most repeated comments

- 1. Welcoming and friendly staff **60 mentions**
- 2. We are lucky to have such a great theatre / it is an asset to the community **52 mentions**
- 3. I plan my holiday / I visit Sidmouth because of the theatre **32 mentions**
with **6 people** saying it influenced their decision to buy property here!



5 people referred to it as ‘The Jewel in the crown’ of Sidmouth / East Devon





Looking to the future...

- Refurbishment taking place in the auditorium
- Taking the feedback from The Big Survey to help us grow
- Continuing with the Play Season and developing it (a local writer is writing a book about it too)
- New comedy nights as requested by the public
- More contemporary drama as requested
- Continue longstanding relationships with local societies and support for youth theatre