

MMSI Case Study

Theatre

Company Background

This theatre is run by a trust. The theatre is a converted church and is currently subsidised with income from a bar and a restaurant located at the premises.

Research Requirements

Research was undertaken to ascertain the demand for the venue, bar and restaurant and formed an integral part of a funding application. The trust had some grant assistance for the research from the local development agency but was still required to keep costs as low as possible without jeopardising the quality of the results.

Research Undertaken

The research was classic in design, involving two focus groups followed by a street survey of a statistically valid sample of 1066 people. The focus groups were undertaken within the theatre and utilised the restaurant for meeting and briefing participants. A report was produced and later a marketing plan developed that created a unique proposition for the venue.

Constraints

To keep the costs of the street survey down, interviewers were employed directly by the theatre but selected, briefed and trained by MMSI. Quality control and supervision was undertaken by MMSI personnel, as was questionnaire design, the moderation of the focus groups and all analysis and reporting.

Results

The results of the grant application are imminent but the theatre staff feel confident that they will be awarded the money they require to undertake the development work at the theatre. Promotions have been developed to increase the revenue generated for the theatre from both the bar and restaurant. We continue to work with the trust and they have recommended us to several other arts groups. By working in partnership we were able to make the research budget stretch to cover all the research requirements without compromising the quality and, hence, reliability of the research. The research produced some quite startling information of the attendance of live performance by the local population.