

Dear Members of the Finance and Establishment Committee of Saffron Walden Town Council

Thank you once again for agreeing to our grant request for our use of Bridge End Gardens on Sunday 19th June.

We had a very enjoyable day with appreciative audiences and ok weather - just! Thank you also to Claire who came to meet us on the day.

As you know we operate on a Pay What You Decide model where our audiences book for free and then make a donation afterwards. George and I discussed the pros and cons of this model at some length when we met with the Committee in April regarding our grant application, so I thought that members may appreciate the following breakdown of numbers from the day...

2pm performance:	5pm performance:
89 persons booked in	91 persons booked in
54 persons attended	59 persons attended
= £696 in donations	= £723 in donations

The drop off rate between the number of people who booked and the number who attended is fairly typical for a Sunday performance.

Whilst we didn't quite hit our target of £825 (the amount we need to take in donations per performance to break even by the end of our tour), we felt that, for a debut outing in Saffron Walden, the day was a success which we hope to build upon.

As is also evident in the above data, the grant was very much needed in order to make the day financially worthwhile so, once again, thank you!

Around 25% of both audiences were children which we were delighted with. We have since received the following email from a SW resident:

Hello, Just a quick note to thank you so much for a thoroughly enjoyable evening watching 'Much Ado' in Saffron Walden. We took our kids aged 8 and 6 along and wondered how they would get on with their first experience of Shakespeare but both were enthralled - often laughing out loud. I loved it too. Many thanks and good luck with the rest of the run, Celia

Also, to update you on our progress with bringing a production/workshop into a local school - a part of our agreement when receiving the grant...

We have contacted (and have an ongoing dialogue with) two local schools. We were unable to sync a date to bring Much Ado into these schools so have instead offered them the opportunity of a performance of A Christmas Carol which we will be touring in December.

Whilst neither school has 'jumped' at the chance to book a date for our visit, we are confident that we will get something fixed and will keep you updated (we also understand that, with our contacts being teachers, they are very busy and that booking a visiting theatre company for December is perhaps not an immediate priority for them!).

Many thanks once again and we will keep you updated on our progress with local schools.