

Saffron Walden Annual Town Meeting 2023 Report
Saffron Hall

Alice in Wonderland AT BRIDGE END GARDENS

August 2021 with:
KD Theatre productions, Saffron Hall and Saffron Walden Town Council





KD Theatre Productions, Saffron Hall & Saffron Walden Town Council
present

Alice IN Wonderland

**Saffron
Hall**

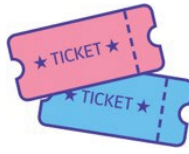
FRIDAY 19 & SATURDAY 20 AUGUST
Bridge End Gardens | Saffron Walden
TICKETS FROM £15

Supported by
GREENWOOD FINANCIAL PLANNING
ANGELA REED

www.saffronhall.com or 0845 548 7650
(7p per minute plus access charge)

Alice in Wonderland at Bridge End Gardens Box

office data



774 tickets issued

33% of tickets issued to under 25's



120 tickets given away to pupil premium families & Ukrainian families and host families (13%)



45% new bookers to Saffron Hall



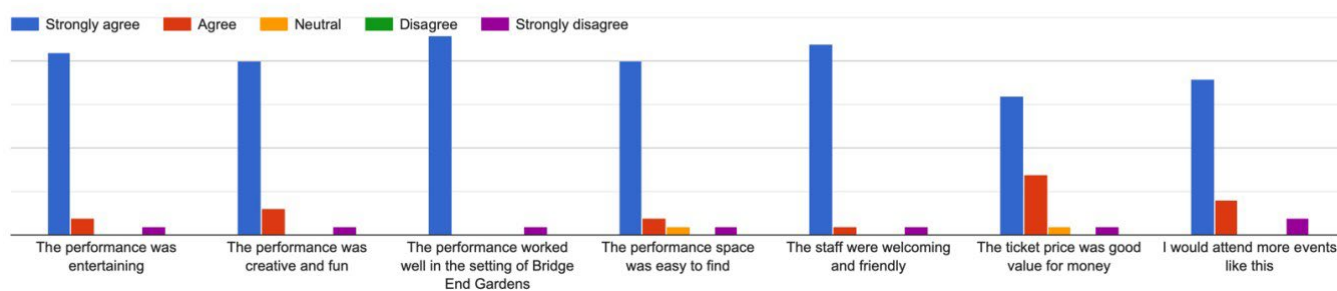
65.1% from CBB11 and CB10

48% visited Saffron Walden Town Centre before or after the performance

Alice in Wonderland at Bridge End Gardens Audience Feedback

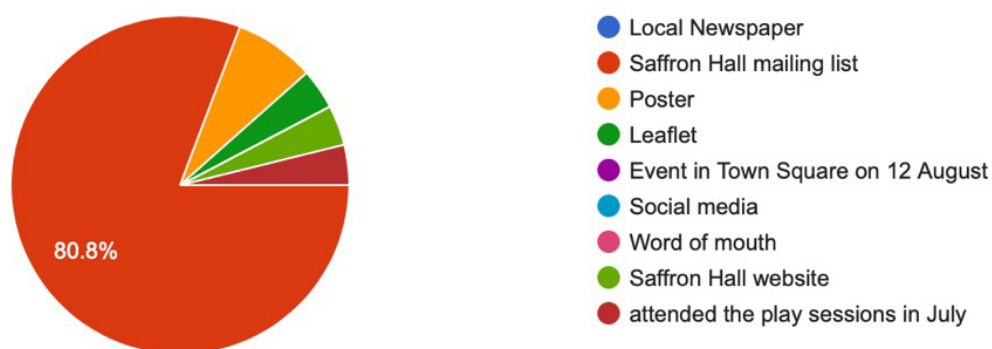
After the performances, we sent a survey to all bookers, below is a summary of the responses.

How strongly do you agree or disagree with the following statements?



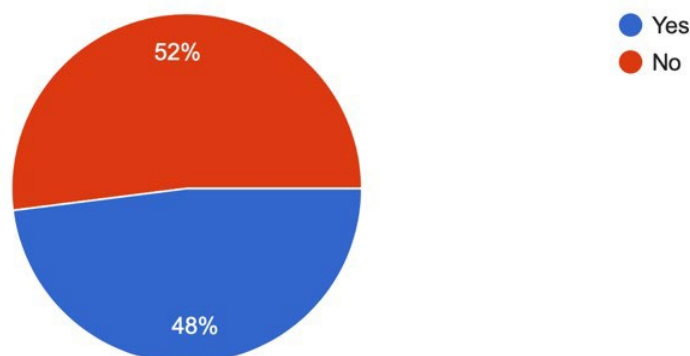
How did you find out about Alice in Wonderland?

26 responses



Did you visit Saffron Walden town centre before or after the performance?

25 responses



What was your favourite part of the experience? (Selection of responses)

- The performance
- All of it
- The location and the relaxed atmosphere for children.
- Cast was fantastic
- Music/songs
- my children loved the cast running through the audience and getting to meet them at the end.
- The singing and dancing were brilliant. Wonderful show
- there is no way that we were prepared to sit on the grass. We live in an apartment so we don't have garden chairs to take
- Actors using the audience space to enter/exit stage
- Venue very good as such a lovely sunny day.
- The humour, we thought it was very funny.
- The songs and the great costumes!
- Having some kind of interaction with the cast made the show feel even more magical.
- Actors involvement with the audience
- The performers created such a lovely atmosphere from start to finish. No particular favourite part as it was fun from start to finish

What was your least favourite part of the experience? (Selection of responses)

- None
- It was all fab
- It was all great!
- Nothing
- No least favourite
- There wasn't one
- I do not have any negative feedback for you. I enjoyed it all.
- None
- Everything was brilliant
- Fully enjoyed the performance from start to finish

Please let us know you have any other comments about your experience. (Selection of responses)

- The show covered all ages, colourful, funny, professional and lovely welcoming from staff.
- Excellent singing, dialogue & interaction with the audience
- Great for children and adults alike
- We didn't realise that there was no seating. We are too old to sit on the grass so we didn't attend. You should make it clear about this when you take bookings *(this has been addressed with the customer)*
- We thought the performance was brilliant and very funny. Really great acting. We thoroughly enjoyed it. Thank you to all the actors and everyone involved in this superb production.

- More affordable 'pocket money' snacks available for children would be helpful. We cannot all afford 'Saffron Walden' prices.
- The enthusiasm and talent of the cast was wonderful. 3 generations of us loved it.
- None really, I thoroughly enjoyed everything.
- It was really great and I hope that there are more shows / events like this!
- I thought the sound quality was excellent . Perhaps next time out the picnic areas and seating areas could be signed a little clearer.
- Being miked up was brilliant. Sound absolutely clear. Great singing slots and all extremely well spoken and comprehensible.

Alice in Wonderland Day

We also worked with the team at SWTC to present a fun day in the Town Square on Friday 12 August. The cast played games with children (of all ages!) and many attended (despite it being one of the hottest days of the year!)



12 WALDEN LOCAL Wednesday August 17 2022

Curiouser and curiouser! What a visit by Alice, White Rabbit, and The Queen of Hearts!



● "We're all mad here." The kids have a fabulous time with Alice. Below right: Anthony and Carolyn Rogers with Grand-daughters Chloe and Alice dressed to impress.

SAFFRON WALDEN Town Council (SWTC), Saffron Hall and KD Productions thoroughly enjoyed providing the FREE Alice in Wonderland interactive family story telling sessions held last Friday; this was the third instalment of SWTC's FREE Summer Square programme of events held every Friday during the Summer holidays. Characters from the forthcoming production at Bridge End Garden (19th & 20th Aug) brought fun and entertainment to lots of families, not to mention plenty of photo opportunities! A big thank you to Dorothy Free, for providing her theatrical costumes, allowing them to be used for dressing up – she personally made them in 1985 originally for a performance celebrating the 150th anniversary of Saffron Walden Museum!

Saffron Walden Library joined the fun again with their pop-up stall encouraging families to join their summer reading challenge. Working collaboratively with suppliers and organisations to showcase their work has meant that SWTC has brought each of the Summer Square events to the community on a cost neutral basis.

Joining SWTC at the Market Square this Friday 19th August is 1Life; the team from Lord Butler Fitness & Leisure Centre. The day will consist of sporting games and activities from 10am to 3pm along with FREE face painting between 10am – 1pm (only), and the library joining us too. Other games and colouring will also be provided, all for FREE!

More information can be found online (<https://saffronwalden.gov.uk/news/free-summer-market-square-events/>) or visit the Tourist Information Centre.

Thank you to Saffron Walden Town Council for supporting the event, it was great to work in partnership with the team at SWTC. Without the in-kind venue support, we would not have been able to present this work in Saffron Walden town centre.

Charity Number: 1153685

Saffron Hall