

Scrutiny Review Presentation

Fiona Allan 12 November 2012

CURVE What we do


- One of Britain's leading producing theatres
- Visiting programme: opening new shows
- Host to festivals & community celebrations
- Extensive Education/ Youth/ Community activity
- Conferencing & events
- Bar & café
- Agency ticket selling
- Curve on tour
- Education partnerships- DMU & Rose Bruford

CURVE FAQ 2011/12

- 551 performances on three stages to 180,000 people
- 103 different productions
- 75 conferences, events, graduations for 20,000 attendees
- 419 workshop/participatory sessions for 16,000 participants
- 20 East Midlands artists/companies presented & supported
- 7 artistic residencies
- 75 free public performances
- Door counters installed to track casual visitation

CURVE 11/12 productions and coproductions

- DESH (Contemporary Dance)
- BANG BANG BANG (New Writing)
- ENTITLED (New Writing)
- CUCKOOS NEST (Contemporary Drama)
- BURIED CHILD (Contemporary Drama)
- 42ND STREET (Classic Musical)
- THE KING AND I (Classic Musical)
- HOTEL PARADISO (Physical Theatre)
- GYPSY (Classic Musical)
- LARAMIE PROJECT (Contemporary Drama)
- BUTTERFLY LION (New Writing)
- GULLIVERS TRAVELS (New Writing)
- GAME FACE CYC (New Writing)
- OLIVER! (Classic Musical)



CURVE 42nd Street

2011 Christmas production – 36,000 attendees

Our best selling show to date, almost £750k ticket revenue

Popular demand- extended show by a week

Both tickets sold and revenue were 125% of original targets

89% of bookers from Leicestershire (39% from Leicester).



CURVE Gypsy

Curve production, directed by Paul Kerryson

First major UK revival of this Sondheim musical since 1973

Attracted more visitors to Leicestershire

*This 1959 show is now rarely seen in Britain – which makes Paul Kerryson's magnificent revival all the more exciting...if I were a producer, I would unhesitatingly import Kerryson's production to London. ******
Michael Billington The Guardian March 2012



Beyond 24%

- County 38%
- City 38%



Finding Neverland- case study

World premiere, from the famous Hollywood producer **Harvey Weinstein**

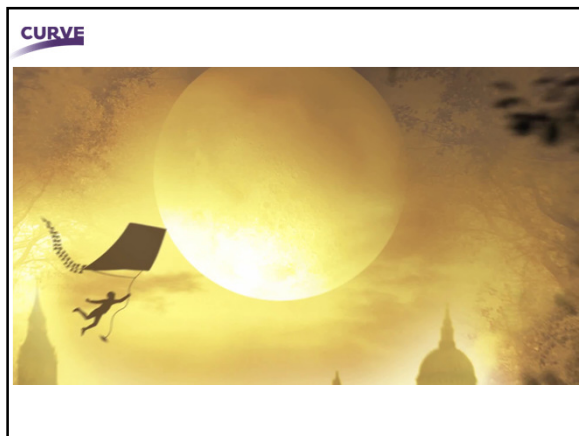
Biggest musical ever to play in Leicester

Media coverage for Curve & Leicester valued at **over £1m**

Over **8,000 people** came, with over £400k of sales and more than 80% capacity sold.

Producers spent **over £120k** on local accommodation & meal allowances

Celebrity visitors included Bono, Katherine Jenkins, Lord Andrew Lloyd Webber and James Corden



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"... the first thing to be said about this visually sumptuous musical version of Finding Neverland ...is that the Curve has done it technically proud."
The Stage 4 October

"Bigshot American producer Harvey Weinstein has chosen Leicester for the world premiere of his new musical, Finding Neverland."
Daily Mail 4 October

"Not only is Curve providing a richly varied programme for audiences from Leicestershire and beyond, but it is increasingly building a reputation as a venue for new productions and original drama."
Leicester Mercury 17 October

"It's certainly a coup for the Curve to be the focus for such an event"
The Guardian 4 October

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Curve as an 'opening' theatre

- An Inspector Calls
- Wah Wah! Girls
- Play Without Words
- Finding Neverland
- One Man Two Guvnors

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Our audiences

Ticketed audiences: growing year on year

In 2011/12, 35,000 bookers purchased 180,394 to a total value of £2.88m

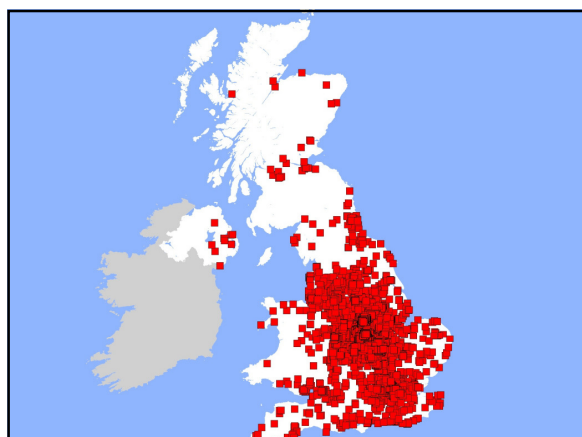
Growing audiences from low income, BME and family and youth audiences- our 'harder to reach' priorities segments

Total Bookers by Year

Year	Bookers (Thousands)
2008/9	21
2009/10	23
2010/11	32
2011/12	35

Ticket Sales by Year

Year	Value of Ticket Sales (£ million)
2008/9	1.28
2009/10	1.56
2010/11	2.53
2011/12	2.84



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Delivering Leicester's cultural ambition

Curve can add strategic value to the development of the LCC's cultural strategies for the future.

Curve takes the strategy, and what the city can provide, onto a whole new level, bringing Leicester on a level with some of the major cities in England in terms of art and culture.

Beverly King, LCC Commissioned Consultant
Evaluation of Curve theatre 2011

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1: Our communities connect through a sense of pride, place and identity

- Curve: a place where Leicester celebrates
 - The Spark Festival, Comedy Festival, Everybody's Reading, Cultural Olympiad, Caribbean Carnivale, Pride, Diwali programme
- This year's annual community production *Oliver!* saw 500 locals audition for 80 parts, and perform to over 10,000 people
- Curve community stage- a free platform to see school and community groups perform at Curve
- Affiliate Community Groups programme allows participatory arts groups opportunity to base their activity at Curve
- Exhibition space- used for showcasing local and regional visual artists

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2: New work is created, new talent is nurtured and new ways are found for self expression

- In 2011/12 Curve presented 8 world premieres of new work, and commissioned a further 4 works
- Additionally we supported 7 companies/artists working in residence developing new shows
- We recently launched a 'Scratch' programme and New Writers programme for 2013
- Our Young Company, Little Movers, over 55 groups and extensive workshop programmes encourage people of all ages to find new ways to express themselves

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2011/12 : East Midlands Companies supported

• Hathi	• Let's Dance Festival
• Darbar Festival	• Citizen 598
• New Perspectives	• 2Funky Arts
• Studio 79	• Kaine Choir
• Centre Indian Contemp. Dance	• David Parkin
• Elaine Pantling	• Dragon Breath
• Leicester Caribbean Festival	• Aakash Odedra
• Speakeasy Theatre	• Desi Masti
• Bloomdance	• New Art Club
• Bad Music Entertainments	• Carol Leeming

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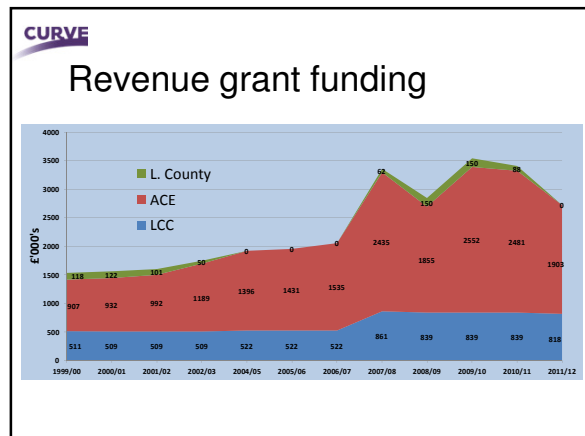
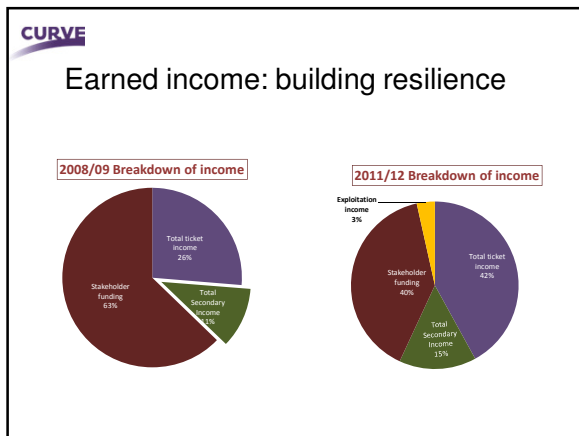
3: Every child and young person will thrive through a rich and adventurous cultural education

- Curve Young Company
- Little Curve & Little Movers
- Teachers' Drama Network
- Schools workshops
- Education packs
- Half term activity
- Youth & Family theatre programming
- Developing new theatre work

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4: Economic growth will flourish through investment, enterprise and business development

- Visiting artists 2011/12 accounted for 8,600 bednights
- In 2011/12 hosted 31 events/conferences from outside Leicestershire- estimated 900 bednights
- LCC funding leverages £1.9m annually from Arts Council
- 2011/12 media coverage valued at £5.1m
- Curve enables new social enterprises via Young Arts Entrepreneurs – 30 new businesses by 2015
- Curve an active member of Leicester's business community



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Optimising our asset

Curve is a stunning facility for producing and opening new shows, for hosting conferences and events- in a league of its own.

- Double physical space of Haymarket- rehearsal rooms, workshops, paintframe, seminar rooms, mezzanine
- Open from 10am as a public space- a resource for everyone to enjoy

Our space allows brilliant work to happen- at a cost

We need to find additional revenue sources to fund asset replacement

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Curve & The Cultural Quarter

"This fabulous new-fledged theatre complex in a frankly unprepossessing corner of Leicester will be a Midlands beacon under Paul Kerryson's adventurous rule – if it can hold its nerve."

Libby Purves, *The Times* Nov 2010

"The additional footfall generated by Curve aids the perception of the Cultural Quarter as a safe and lively place which is essential for supporting the current businesses and encouraging future private investment in the Cultural Quarter."

Cassie Soulsby, *Chair CQBA*, Nov 2012

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Developing the Cultural Quarter

Curve is the major driver of footfall into the CQ
The area needs continued investment to become vibrant
We need better connection to the rest of the City-
Phoenix and Curve remain isolated
Connecting Leicester ... opportunity.



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Partnership: LTT and LCC

“Long term strategies need to be put in place to ensure that Curve can play its role in tourism, business conferencing, the development of art and culture, and retailing in Leicester. Curve can add value to all these, however activities need to be coordinated, impacts measured and benchmarked, and roles and responsibilities across the City and County be agreed and clear”

Beverly King, LCC Commissioned Consultant *Evaluation of Curve theatre 2011*