		REPORT TO SERVICE PERFORMANCE OVERVIEW & SCRUTINY COMMITTEE TO BE HELD ON 21 NOVEMBER 2007	
		Topic	Whitby Pavilion
		Task Group (if applicable)	Whitby Pavilion Task Group
Corporate Priority	Creating healthy and vibrant communities. Encouraging economic growth and job creation.	Cabinet Portfolio Holder	Cllr D Jeffels

FINAL REPORT OF WHITBY PAVILION TASK GROUP

REFERENCE: SCR/07/11

WARDS AFFECTED: Northern Area

REASON REPORT REQUESTED: In accordance with the timetable agreed for the Whitby Pavilion Task Group.

PURPOSE OF REPORT: To present the Service Performance Overview and Scrutiny Committee with the findings and recommendations of the Whitby Pavilion Task Group.

STATUS OF REPORT: This report is the work of the Whitby Pavilion Task Group on behalf of the Service Performance Overview and Scrutiny Committee.

While we have sought to draw on this review to make recommendations any suggestions that are helpful to the Council, our work has been designed solely for the purpose of discharging our terms of reference agreed by the parent committee. Accordingly, our work cannot be relied upon to identify every area of strength, weakness or opportunity for development.

1. INTRODUCTION

- 1.1 At the meeting of the Service Performance Overview and Scrutiny Committee on 15 November 2006 it was determined that a Whitby Pavilion Task Group be established with the objective of forming a strategy for the future of Whitby Pavilion.

1.2 At the first task group meeting it was agreed that the outcomes should be as follows:

- A clear vision for the future of the facility and its target markets for entertainment, conference and other uses
- Greater community ownership
- Better sustainability through increased income and attendance
- Proposals for building improvements and ongoing maintenance

1.3 Membership of the Task Group consists of Councillor Peter Booth (Chairman), Councillor Joe Plant, Councillor Brian Watson, with officer support from Steve Hollingworth (Head of Tourism and Leisure Services), Mike McCarthy (General Manager of the Spa Service) and Jill Gomez-Mannion (Whitby Pavilion Manager).

2. SUMMARY

2.1 This report sets out to look at Whitby Pavilion in terms of 'where are we now', which is an audit of the current strengths and weaknesses. This is followed by an analysis of what the Pavilion's existing customers and other residents of Whitby hope for or expect the Pavilion to provide for them and finally what action is required in order to satisfy these demands and to move both building improvements and the business forward.

3. BACKGROUND

3.1 Whitby Pavilion Complex is situated on the West Cliff and has two very distinct sections.

3.2 The first is the Victorian Theatre and associated ancillary rooms such as theatre bar, dressing rooms etc. This older section also currently houses the main administration office. Also included in this section are the two currently unused areas of the managers flat which is situated above the main office and the caretakers flat situated above the theatre dressing rooms. The theatre is a traditional proscenium arched theatre. It also has traditional theatre seating on two levels: the stalls and the circle. The theatre provides seating for 377 and 4 wheelchair spaces.

3.3 The second section of the Pavilion is the newer building dating from 1989 and houses the Northern Lights Suite, Crystal Lounge Cafe, the Undercroft, catering facilities and ancillary rooms. The Northern Lights Suite is the largest area in the building being a multi-functional room with a sprung wooden dance floor and includes integral bar facilities. The Northern Lights Suite is currently licensed for 1080 people. The Undercroft is a large open room approximately half the size of The Northern Lights Suite and currently has a rubber sports floor. The Undercroft can be if necessary used in isolation from the rest of the building. The Undercroft is currently licensed for 360 people.

3.4 The catering facilities consist of one relatively small kitchen with several ancillary rooms. The current level of catering equipment is adequate but

becoming dated. There is a servery facility both in the Crystal Lounge Cafe and the Northern Lights Suite. The Crystal Lounge Cafe is currently licensed for 200 people and its main attraction is that it has panoramic views of the coastline and looks directly out to sea.

- 3.5 Vehicular access to the Complex is down Spa Drive from the North Promenade. Parking for vehicles is limited to the private drive adjacent to the theatre and is primarily reserved for artistes and associated vehicles. Pedestrian access is either down the main entrance steps from the cliff top pay and display car park, or down a sloped path parallel to Spa Drive. Disabled access is provided at both entrances on the newer part of the building and a new front entrance to the Theatre end of the building is currently being constructed which will provide appropriate access for customers in wheelchairs.
- 3.6 A review of Whitby Pavilion conducted last year by Bryn Jones Associates drew the broad conclusion that Whitby Pavilion has great potential as an exhibitions and functions centre for the area/region and if confidence in the catering provision could be developed there is much more potential in the dinner/dance and wedding function business. Generally a good standard of service provision was already present and the Pavilion should continue to do what it is doing, but endeavour to improve both in quality and quantity.

Strengths

- 3.7 Within the town of Whitby and the surrounding rural area the main strength of Whitby Pavilion is its physical size and associated capacity. The nearest rival is The Metropole which has a ballroom capacity of approximately 300. The Pavilion's capacity of over 1000 offers a distinct advantage for certain events such as festivals and large catering functions.
- 3.8 Existing community links have also proved to be a major strength of the Complex. The building plays host to some 15 local community groups and organisations. These include Whitby Area Musical Theatre Company, Whitby Table Tennis Club, Whitby and District Interactive Fit Tots Group, Whitby Amateur Dramatic Society, Whitby Musicport, and Whitby Company of Archers. Many of these groups have a long standing connection with the building. One particularly noteworthy group is Whitby Amateur Dramatic Society which has developed over recent years to be a significant part of summer season provision in the theatre.
- 3.9 If Whitby Pavilion were not managed in conjunction with Scarborough Spa it would not be able to staff the larger one off functions. It relies upon backup services and staff from Scarborough Spa to enable high profile functions and events to be undertaken with the resultant financial benefit.
- 3.10 The variety of different events that Whitby Pavilion hosts in any given 12 month period is most certainly a significant strength. These include major national and international festivals (Whitby Musicport, Whitby Gothic Weekend), local festivals (60's Weekend and Eskdale Festival), weddings,

theatre shows of varying sizes, dinner dances (Whitby Town Football Club, Goathland Hunt Ball), charitable fundraising events (Air Ambulance Ball, Help the Aged Tea Dance), community events (Whitby Community College Annual Ball, Whitby Skate Park Fundraiser), various trade fairs (Folk Week Craft Fayre, Wedding Fayre), international conferences (The Worldwide Church of God, Gospel Music Convention), provision for educational workshops (St. Hildas Dance, NYBEP Primary School STEM Fair) and provision of space for smaller meetings (North Yorkshire County Council Primary Care Trust, Coastal Forum, Scarborough Borough Council Street Scene Recycling Introduction).

- 3.11 As Whitby Pavilion facilitates many and varied events it also opens its doors to a wide cross section of the public. This again should be regarded as an important strength of the complex. The wide and varied cross section include children as young as two years who take part in the Fit Tots Groups through to the general concert audiences and on to niche groups within society such as Goths, Northern Soul and Country Music followers.

Weaknesses

- 3.12 Location is seen as a definite weakness. The location in Whitby limits usage through the restrictive nature of transport to the venue whether by personal or public transport. One of the other significant disadvantages to the location is the quantity of medium to large hotels which could accommodate customers who may wish to use the Complex .e.g. delegates for a conference who would prefer to be accommodated in the same hotel. Unfortunately Whitby has only one large hotel but this belongs to a tour company who predominantly take in their own clients. Many of the other hotels are smaller and are booked up during the summer and closed during the winter. Despite several approaches to the large hotel and several smaller hotels to look for a solution this remains an obstacle. This to some degree will limit certain types of business that can be hosted at the Complex, e.g. business conferences. The semi-rural setting and a boundary with the North Sea also physically limits the catchment area. The direct catchment area is approximately 17,500 people plus the village communities of the Esk Valley.
- 3.13 Another significant weakness is the outdated equipment. As new event organisers discuss using the building they expect more and more modern equipment. These include such items as presentation equipment, high speed telecommunications and modern sound and lighting technologies. Providing such equipment from existing revenue budgets is not possible. A recent assessment of the furniture and furnishings suggest that these too are beginning to show their age and need replacing. The major use of the Complex is now the newer section of the building but after 18 years of use and with little or no investment much of this part of the building is starting to show its age and is no longer fit for purpose.
- 3.14 As discussed in the strengths section of this report the Pavilion does rely heavily on staffing support from Scarborough Spa Complex at certain times. This is also an important weakness as the Scarborough Spa can only provide

extensive resources when the Spa does not need the staff themselves. This can be a limiting factor. Being situated in a small population significantly reduces the ability to employ a body of regular part time staff. Being able to employ staff and train them to the requisite standards could improve the quality of service whilst reducing overhead costs; the use of agency staff cost more than directly employed staff. On some occasions the infrequent nature of events prohibits the employment of staff, this in turn can affect the frequency of events.

- 3.15 The majority of the events that Whitby Pavilion plays host to require access to promotional mediums. This area of Whitby Pavilion Complex is severely limited. Many of the events require poster sites that achieve the most footfall, unfortunately there are no poster board sites in the most prominent areas of Whitby e.g. there are no poster board sites in the centre of town or on the main pedestrian routes. Media advertising is also restricted due to the fact that Whitby has one local newspaper which has limited advertising potential and only one local commercial radio station. With all these local advertising mediums price is also a major factor and is often prohibitive.
- 3.16 The external appearance of the building is not attractive to encourage passing trade to enter for either information or use the facilities.

Current Progress

- 3.17 The Task Group has also looked at all aspects of the Pavilion's operation including the marketing function, finances, programming, refurbishment and capital investment. We note the following progress in these areas:

For example :

- A new lighting system in the Northern Lights Suite has been installed.
- The fire alarm system in the Northern Lights Suite has been completely upgraded.
- The Theatre has had a complete upgrade of its fire alarm system and emergency lighting system.
- A new front entrance at the Theatre end of the building which incorporates full disabled access, a new toilet facility for disabled customers and a new box office is currently under construction.
- The Service Transformation Group has approved a number of IT improvements such as a new website, a computerised ticket booking facility and an online ticket booking facility.
- A commitment has been made in the capital programme for 2008/2009 for substantial improvements to the roof of the Theatre.

- 3.18 Considering the Pavilion's strengths and weaknesses there have been some significant achievements both in terms of financial income, provision of access to the general public, development of new business, furthering community links, diversity of events and increased profile.

- 3.19 Over the last few years the Pavilion has increased its financial income by introducing new items to its programming schedule and increasing the number of major festivals. The introduction of two new 60's festivals per year and a new Northern Soul Weekend will not only increase the income of the building but will also increase the footfall. The catering business is still growing with events such as weddings, private parties and a range of other functions. This year has seen an increase in the number of weddings which has reflected positively on the income figures. This is an area for continued development but there are limitations with the existing facilities.
- 3.20 The variety of activities and entertainment affords the opportunity for cross marketing of events and increases the secondary spend. The Wednesday Lunchtime Concerts, free Sunday Lunchtime Concerts, and Children's Workshops are all examples of this approach. This can be seen in Appendix B.
- 3.21 Another significant and important achievement within the Complex has been the development of community links. These include Music Tots (Musicport), Whitby Whalers (an over 50's ladies exercise provision) Whitby Community College Art Exhibition, and Whitby Community College annual school assembly (Whitby Pavilion is the only venue large enough to host the whole of the college).
- 3.22 Versatility and diversity are fundamental to the effective programming of the venue so that the whole of the Community's needs are catered for. This year the Northern Lights Suite for example has hosted festivals, ballet, conferences, dinner functions, weddings, dances, children's parties, fashion shows, concerts, charity events, public meetings, trade fairs, auctions, wrestling, competitions and even during a rainy Regatta a BMX stunt cyclist.
- 3.23 Good PR and a heightened profile have also been part of the business plan. This has partly happened through high profile events such as Musicport but a different perspective has been achieved with the inclusion of the Orchestras Live touring initiative with renowned chamber orchestras. This has seen Whitby Pavilion advertised alongside other famous venues such as Canterbury Cathedral and the Royal Albert Hall. On a more local level the profile has been improved through a brand builder advert on Yorkshire Coast Radio. This advert has sought not to advertise individual events but to publicise the name and functionality of Whitby Pavilion. The feedback from this advert has been very positive with certain functions coming to the building purely from this advert.

4. METHODOLOGY

- 4.1 In addition to drawing up the Strengths and Weaknesses, we agreed that the key to making this process effective was market research and that a questionnaire should be undertaken. We also agreed that Whitby residents are vital to the long-term success of the Pavilion and therefore the questionnaire was largely based around seeking 'local opinion'. The

questionnaire was designed in conjunction with the Council's Performance Management Unit so that the results could be analysed using existing software.

- 4.2 The questionnaire was distributed to existing customers of the Complex, the Council's Residents Panel and other relevant parties and groups living in and around the Whitby area (Circa 750). The aim was to seek their views on what improvements could be made to the service and facilities currently available, to determine whether there are any events that Whitby Pavilion does not yet currently provide that could be provided or just to gauge opinion on a range of issues that will affect future provision.

5. FINDINGS

- 5.1 A full analysis of the results of the questionnaire has been attached at Appendix D, entitled – Whitby Pavilion Usage Questionnaire. The recommendations in section 6 of the report also reflect findings from the management's discussions with existing user groups, organisers, partners and 'friends' or received as feedback after a function or event.
- 5.2 By far the most substantial income is from the catering and catering linked events so this obviously is an area to benefit from any improvement or upgrade. Any improvement or financial investment would potentially see a commercial return and continuous development in this area should provide more income to Scarborough Borough Council. When assessing the catering income, it is important to remember that catering does span and include all events and functions within the building. Business within the catering section could further be developed with the inclusion of catering specific events e.g. party nights, carvery, but again, this would require financial investment. This is further backed up by the consultation undertaken by Bryn Jones Associates in July 2006 which stated that income could be increased with the introduction of new bar facilities as these facilities appear to be running at capacity without further financial investment.
- 5.3 The Northern Lights Suite and associated Undercroft with minimal investment could see an increase in the number of different events than are currently scheduled. It may also help attract more renowned artistes who expect a certain level of equipment to be provided e.g. Scarborough Spa. Again this area of the building is heavily linked to catering and bar income.
- 5.4 As large functions and festivals are the main income in the Northern Lights Suite it would also be beneficial to develop weekday events functions/events/activities as nearly all festivals provide weekend business only. The main area for consideration in this respect is through the local community, which would provide vital financial income whilst also proving that the Pavilion is a valuable local amenity. This is a new business development opportunity that could be explored in the short term.

- 5.5 One of the major areas of financial loss within the complex is that of theatre audiences, albeit this seems to be a national epidemic reiterated by managers and associates from other theatres around the country. However, with some financial investment the Theatre could become a more multi-functional space and therefore a more financially viable space within the Complex i.e. retractable seating. This would allow the Theatre to grow its financial contribution.
- 5.6 All areas highlighted within the following recommendations are beneficial to the business development of Whitby Pavilion, demonstrated by the following scenarios:
- The employment of a fully qualified chef could further the development of the catering section by offering Christmas Party Nights for instance. This works successfully in Scarborough but has not been tried in Whitby because of limited staff resources and limited kitchen facilities.
 - The purchase of new sound and lighting equipment in the various areas would attract, not only more business, but more high profile business i.e. conference, meetings, named in-vogue artistes.
 - The development of spaces within the building such as the Undercroft would facilitate the inclusion of high profile touring exhibitions i.e. Thomas The Tank Engine, Dr. Who, Victorian Costumes etc.
- 5.7 The recommendations below have not been placed in any order of importance, some have income generating potential and some elements are suggested because they are now the norm within this business environment. However it does seem clear that if Whitby Pavilion is to compete with an ever growing number of venues it needs both a financial and business strategy in place in order for it to achieve its full potential.
- 5.8 As Bryn Jones Associates stated in July 2006 - "On the whole Whitby Pavilion does a more than adequate job in all areas of its remit and although it could improve in certain areas of its service provision it was important that the Complex continued doing what it was already doing, but doing more of it".

6. RECOMMENDATIONS

- 6.1 The recommendations are far reaching and many will require capital investment in order for them to be progressed. This has been presented in separate sections for ease of presentation and ranges from issues concerning the physical structure of the building to marketing initiatives which are relatively easily achieved, assuming that there is a full staff structure in place which has been a perennial problem at the Pavilion.

Catering

- 6.2 The Catering and Bars section is by far the largest income generating area in the building. It is important that improvements in this area are not left behind

since all customers at all events require some form of catering service. The key recommendations for catering are as follows:-

- i. The extension of the kitchen to provide a greater and more efficient workspace thus allowing an increase in business by taking on larger catering functions.
- ii. The purchase of new and up-to-date kitchen equipment e.g. new ovens, waste disposal.
- iii. The extension of bar facilities in the Northern Lights Suite providing a greater level of service during festivals thus increasing income.
- iv. The introduction of bar facilities in the Undercroft where currently none exist thus improving the service provision and potentially increasing income.
- v. The creation of a purpose made beer cellar which would enable a greater to range of beverages to be stored and subsequently served.
- vi. The replacement of the current servery to facilitate increased service and people flow during large festivals and to create provision for new catering offers such as a carvery.

Northern Lights Suite (NLS)

6.3 The key recommendations are as follows:-

- i. The purchase of a high quality sound system. Hirers currently have to bring their own which is additional expense and an additional problem for them to deal with.
- ii. The purchase and installation of a high quality technical lighting system which would be able to adapt to the diverse events that take place within this room.
- iii. The purchase and installation of a high quality independent loop system for those customers who are hearing impaired.
- iv. The purchase of a high quality portable staging system. This would possibly facilitate an increase in festival business by allowing the NLS to be more adaptable to individual clients.
- v. The purchase of high quality portable presentation equipment.
- vi. The purchase and installation of modern high speed telecommunication systems which include Broadband and wi-fi communication systems.
- vii. The construction of increased storage facilities at this end of the building.
- viii. The installation of an extra fire exit. This would increase the capacity of the room allowing more tickets to be sold which provides a benefit for the organisers and will increase the potential for secondary spend which will directly benefit the Pavilion.
- ix. Upgrade the general fabric of the building including roof maintenance, window cleaning facilities.
- x. Upgrade the furnishings including new tables and chairs, carpeting and blackout blinds. All of which would hopefully facilitate an increase in business but also improve the comfort of those using the venue.

The Undercroft

- i. The purchase of a high quality portable sound system with the specific acoustics of the Undercroft being taken into account.
- ii. The purchase and installation of a high quality portable lighting system which would be able to adapt to the diverse events that take place within this area.
- iii. The purchase of portable presentation equipment.
- iv. The purchase of a high quality portable staging system. This would possibly facilitate an increase in festival business by allowing the Undercroft to be more adaptable to individual clients.
- v. The purchase and installation of modern high speed telecommunication systems which include Broadband and wi-fi communication systems.
- vi. Installation of partitioning which would allow the space to become break out rooms and meeting rooms for conferences, while allowing the room to be used as a larger space for touring exhibitions.
- vii. The purchase and installation of blackout facilities.
- viii. Introduction/the purchase of dedicated furnishings and the purchase and installation of an appropriate flooring.
- ix. Upgrade of ancillary facilities i.e. toilets, foyer and storage area.

The Crystal Lounge Café

- i. Upgrade of all current furnishings and flooring.
- ii. Purchase and installation of a large screen and projection facilities.
- iii. Implementation of an appropriate window cleaning system.
- iv. Purchase of specialist items and equipment for weddings.
- v. Purchase of a small portable staging system.
- vi. Purchase of a small high quality sound and lighting rig.
- vii. Upgrade of bar facilities incorporating a better utilisation of space.
- viii. Repair/ upgrade of lights.
- ix. Upgrade and extension of toilet facilities as these facilities also serve the Northern Lights Suite.

The Theatre

- i. The purchase and installation of fully retractable seating allowing the Theatre to become a more functional and adaptable business space.
- ii. Purchase and installation of a high quality sound system.
- iii. Purchase and installation of a high quality lighting system.
- iv. Upgrade of the interior décor and fabric.
- v. Upgrade of ancillary rooms.
- vi. Introduction of presentation equipment. The purchase and installation of modern high speed telecommunication systems which include Broadband and wi-fi communication systems.
- vii. Purchase and installation of portable cinema projection equipment, as there is no current, regular established cinema within the town.
- viii. Purchase and installation of a specialised flying rig.
- ix. Upgrade of toilet facilities.

- x. Refurbishment and upgrade of Theatre Bar and corridor, as this is often hired out for small meetings.
- xi. Upgrade of the Bar facilities.

Office/ Administration Systems

- i. The updating of administration IT systems with the provision for the Pavilion to be connected to Scarborough Borough Council's main network.
- ii. Introduction of on-line ticket purchasing and booking.
- iii. The connection of the cliff top booking office to the centralised IT systems.
- iv. The upgrade of office decoration and office furnishings.
- v. Creation of a dedicated promotional website for Whitby Pavilion.
- vi. Purchase and upgrade of cash register systems.
- vii. Upgrading of current CCTV system to a passive recognition system, this being linked to the installation of an up to date fault registering intruder alarm system.

Building Infrastructure

- i. Construction of an appropriate roofing system for the theatre and associated ancillary rooms.
- ii. Currently some rooms are unusable due to their deterioration. If refurbished they could be used as meeting spaces or even let out on a permanent basis.
- iii. Upgrade and maintenance of existing Northern Lights Suite and Crystal Lounge Café roofing system.
- iv. Upgrade and repair of window wall system in the Crystal Lounge Café.
- v. Upgrade of theatre toilets
- vi. Upgrade to the external weather proofing, decoration and appearance of the entire complex.
- vii. Continue with the upgrade of disabled access external to the complex.
- viii. Continuation of new porch to include the entire front elevation of the building with possible use as a mini sun court in the style of the original building.
- ix. Purchase of specialised "get-in" equipment e.g. pallet trucks etc.

Visual Promotion Equipment

- i. Upgrade and repair of external poster board sites.
- ii. Provision of poster board sites within the high footfall areas of the town e.g. Station Square.
- iii. The provision of dedicated promotional space within the Whitby Tourist Information Centre.
- iv. Provision of moving display units that could be varied in their location.
- v. Provision and upgrade of internal visual advertising equipment.
- vi. Purchase of specialised display equipment e.g. leaflet holders and brochure stands.
- vii. Production of specialised Whitby Pavilion Complex brand advertising.
- viii. Production of building specific advertising in CD/DVD format e.g. virtual tour.

Marketing

- i. With the appointment in December 2006 of an Assistant Manager with a specific duty of sales and marketing new avenues for the increase in footfall and income should be explored.
- ii. Whitby Pavilion should develop a modern brand and seek to roll this out to gain the commercial benefits associated with branding and brand awareness.
- iii. Whitby Pavilion should seek to increase its circulation of all current and future advertising publicity material.
- iv. New marketing areas should also be investigated with a view to extending the current catchment area to the North and developing new audiences within the Teesside area.
- v. Whitby Pavilion currently hosts some high profile national and international festivals. Within any marketing strategy it is important to increase the number of such festivals both in terms of profile for Scarborough Borough Council and financial income to Whitby Pavilion. It is also a major target of Whitby Pavilion to undertake some form of audience development both in terms of theatre audiences and festivals/events audiences. The length and depth to which this will be possible will be constrained both by budget and external support.
- vi. Some current promoters who use the building both for individual events and festivals are looking to extend their usage of the Pavilion due to their satisfaction with the service currently offered. Such opportunities should be grasped until capacity becomes an issue particularly where these are new areas of entertainment or provision.
- vii. The marketing manager whilst always looking to diversify should make time to undertake some more focused development work within specific audience categories.
- viii. The introduction of a seasonal brochure detailing and promoting forthcoming events within that season which should take the form of a summer brochure, autumn brochure etc. This will hopefully result in an increase in audience/visitor numbers and also a heightening of the profile of Whitby Pavilion.
- ix. Within the marketing strategy to repeat or replace the “brand builder” advert on the local commercial radio station, Yorkshire Coast Radio. This does not seek to advertise individual events but only to promote and heighten the awareness of the general public to the name of Whitby Pavilion. With a two-fold result that an increase in visitors is apparent and when local residents are looking for a venue the name of Whitby Pavilion is foremost in their minds. General feedback on this particular advert over the last two years has been extremely positive.

Staff

- i. Employment of a qualified chef.
- ii. Employment of specialised catering staff specific for specific tasks.
- iii. All staff to attend a customer service course.
- iv. Increased staff awareness and use of learning hour.
- v. Provision of reference facilities including internet access for use during staff learning hour.

- vi. The increase in casual catering staff for larger functions.
- vii. The possible creation of a Whitby Pavilion staffing agency.
- viii. Continual staff training with reference to specific job descriptions.



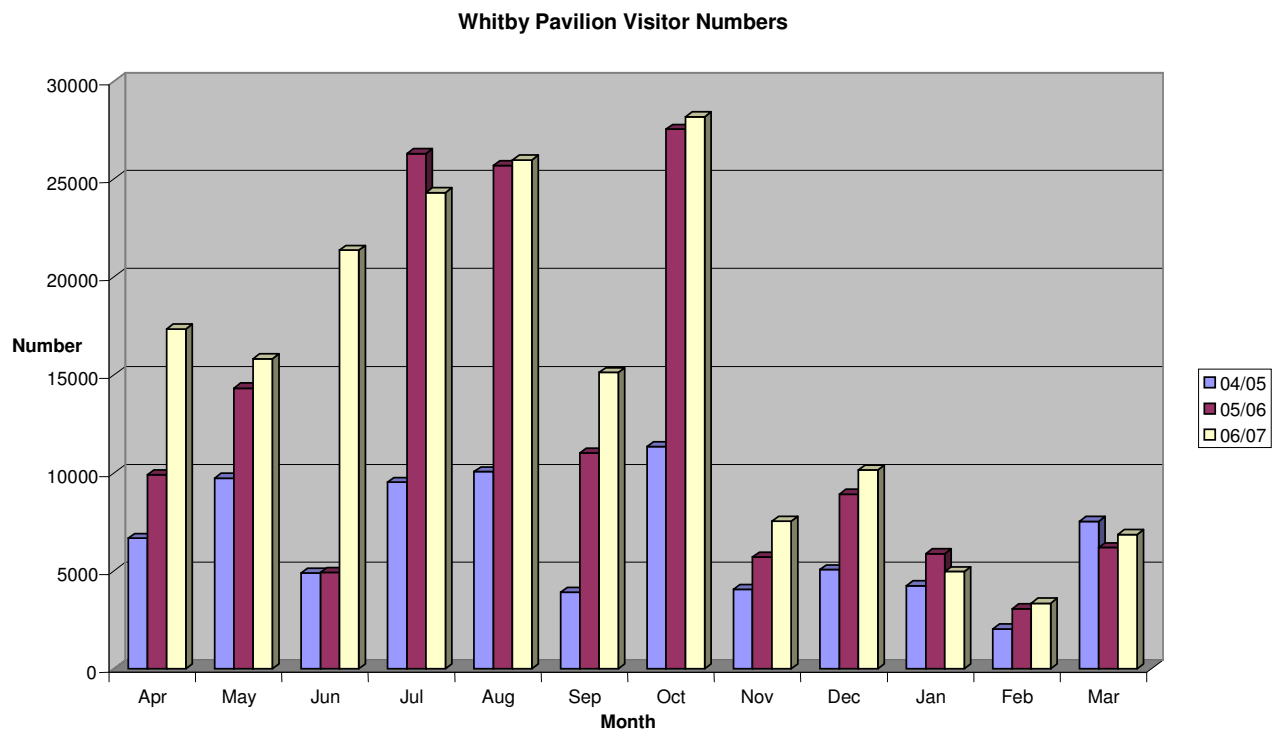
Councillor Peter Booth
Chair of the Task Group

Background papers:
None

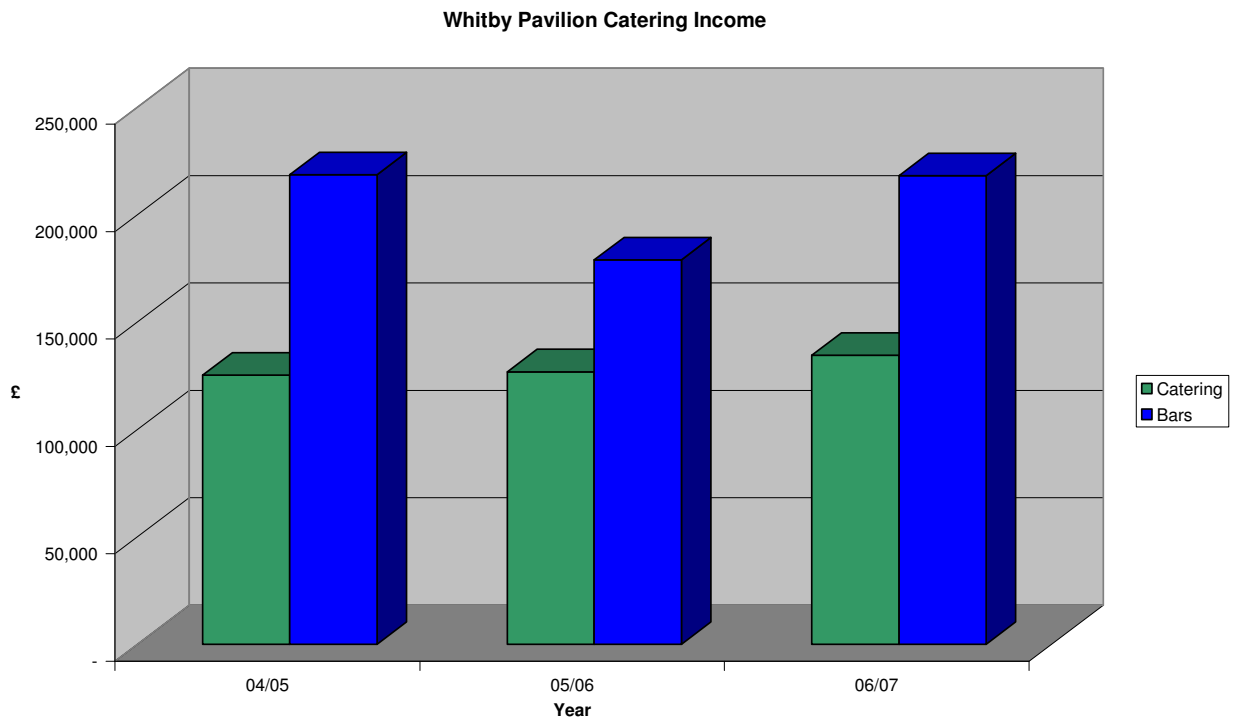
IF YOU HAVE ANY QUERIES ABOUT THIS REPORT, PLEASE CONTACT MIKE MCCARTHY ON 01723 376774, e-mail mike.mccarthy@scarborough.gov.uk

APPENDIX A

WHITBY PAVILION VISITOR NUMBERS



WHITBY PAVILION CATERING INCOME



WHITBY PAVILION INCOME



TOURISM AND LEISURE SERVICES

WHITBY PAVILION USAGE QUESTIONNAIRE ANALYSIS OF CONSULTATION

At Scarborough Borough Council, we constantly monitor our standards of service and we would value any comments our customers may have on The Whitby Pavilion and the service currently provided.

Therefore, a questionnaire was issued to all users of the Pavilion and approximately 200 members of the Council's Resident's Panel who live in and around the Whitby area to seek their views on where improvements, if any, can be made to the service and facilities currently available and to establish any events that Whitby Pavilion does not currently provide that users would like to see available in the future.

A total of 171 completed responses were received, the analysis of which is as follows:

Have you used any of the following facilities at Whitby Pavilion?

The table below show:

- 82.4% of Respondents have used the theatre at Whitby Pavilion and 17.6% have not.
- 85.0% of Respondents have used the bar facilities provided and 15.0% have not.
- 86.9% of Respondents have used the café facilities available at the Pavilion and 13.1% have never used the café facilities.
- 82.6% of Respondents have used the concert hall and 17.4% have not.
- 73.1% of Respondents have used the exhibition hall facilities provided at Whitby Pavilion and 26.9% have not.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Theatre	%	%	%	%
Yes	47.9	33.8	0.7	82.4
No	5.6	9.9	2.1	17.6

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Bar	%	%	%	%
Yes	46.5	36.2	2.4	85.0
No	5.5	8.7	0.8	15.0
	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Café	%	%	%	%
Yes	47.4	35.0	4.4	86.9
No	5.1	8.0	0.0	13.1

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Concert Hall	%	%	%	%
Yes	46.2	32.6	3.8	82.6
No	6.8	9.8	0.8	17.4

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Exhibition Hall	%	%	%	%
Yes	42.6	28.7	1.9	73.1
No	9.3	15.7	1.9	26.9

If No, then please state why:

Residents of Whitby Town

- No subject of interest.
- Did not know about the café.
- I have never found the need to.

Residents of the area surrounding Whitby

- Very rarely go into Whitby and have other recreational interests.
- Not recently, Whitby Now exhibition some years ago.
- Never needed to.
- Whitby has too many visitors and it takes too long to get to by car. Better off going to Pickering.
- Distance and transport.
- Appears to be very little of interest to me.

- Never feel like it.
- Just moved into the area.
- I have not been in a while.

Visitors to the Borough

- I am here for a festival and these facilities are not included.

If you have used any of the facilities at Whitby Pavilion, how often have you/do you use them?

Of those Respondents who have used any of the facilities at Whitby Pavilion, the tables below show:

- 8.1% of Respondents have never used the theatre facilities, 2.9% use the theatre on a weekly basis and 1.5% fortnightly. 12.5% use the theatre monthly and the majority (39.7%) use the theatre facilities annually. 35.3% use the theatre facilities on other occasions.
- 4.4% of Respondents have never used the bar facilities at Whitby Pavilion. 0.9% use the bar facilities on a weekly basis and 1.8% fortnightly. 7.9% indicated they will generally use the bar facilities once a month with the majority 43.9% making use of the bar facilities annually. 41.2% tend to use the bar facilities on other occasions.
- Only 4.2% of Respondents have never used the café facilities available at Whitby Pavilion. 5.8% use the café on a weekly basis and 5.8% fortnightly. 10.8% use the café once a month with the majority (36.7%) using the café for annual events. 36.7% tend to use the café facilities on other occasions.
- 5.7% of Respondents have never used the concert hall facilities available at Whitby Pavilion. 9.8% tend to use the concert hall on a weekly basis and 3.3% fortnightly. 7.4% usually use the concert hall facilities once a month and the majority (39.3%) using the facilities for annual events. 34.4% of Respondents tend to use the concert hall on other occasions.
- 10.6% of Respondents have never used the exhibition hall and facilities available at Whitby Pavilion. 8.5% use the exhibition facilities on a weekly basis and 1.1% monthly. Overall, 43.6% tend to use the exhibition hall and facilities for annual events and 36.2% of Respondents on other occasions.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Theatre	%	%	%	%
Never	2.9	2.9	2.2	8.1
Weekly	1.5	1.5	0.0	2.9
Fortnightly	1.5	0.0	0.0	1.5

Monthly	9.6	2.9	0.0	12.5
An annual event	22.1	17.6	0.0	39.7
Other	20.6	14.0	0.7	35.3

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Bar	%	%	%	%
Never	2.6	1.8	0.0	4.4
Weekly	0.9	0.0	0.0	0.9
Fortnightly	1.8	0.0	0.0	1.8
Monthly	3.5	4.4	0.0	7.9
An annual event	20.2	20.2	3.5	43.9
Other	26.3	14.9	0.0	41.2

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Cafe	%	%	%	%
Never	3.3	0.8	0.0	4.2
Weekly	5.0	0.8	0.0	5.8
Fortnightly	4.2	1.7	0.0	5.8
Monthly	5.0	5.8	0.0	10.8
An annual event	16.7	15.8	4.2	36.7
Other	23.3	13.3	0.0	36.7

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Concert Hall	%	%	%	%
Never	3.3	2.5	0.0	5.7
Weekly	6.6	3.3	0.0	9.8
Fortnightly	1.6	1.6	0.0	3.3
Monthly	3.3	4.1	0.0	7.4
An annual event	20.5	15.6	3.3	39.3
Other	23.0	11.5	0.0	34.4

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Exhibition Hall	%	%	%	%
Never	3.2	5.3	2.1	10.6
Weekly	5.3	3.2	0.0	8.5
Fortnightly	0.0	0.0	0.0	0.0
Monthly	1.1	0.0	0.0	1.1
An annual event	20.2	20.2	3.2	43.6
Other	23.4	12.8	0.0	36.2

If other, please specify:

Residents of Whitby Town

- I love music and go to the pavilion whenever there are musicals or classical music on.
- Random dates/times throughout the year in conjunction with school/recreational activities.
- We only go when there is something to interest us.
- For concerts and musical events.
- I see plays approximately twice a year.
- Depends on the season e.g. unable in summer - Band Concerts.
- 2 - 6 times a year.
- When there are events such as summer theatre, band concerts, etc.
- Use maybe 3-4 times a year.
- Various theatrical and musical events over the years.
- Theatre - any production that is showing.
- At least six times a year.
- My use has to be spasmodic, whenever my health permits.
- On many specific occasions but not exactly weekly or monthly.
- When there are displays on.
- Less than once a year.
- Occasional visits.
- Every couple of months.
- A few times a year.
- Social occasions e.g. weddings/parties and concerts.
- Not regularly but more than annually.
- Ballet Events.
- All, whenever possible.
- Occasional visits.
- One-off concerts and music tots.
- In the summer, when on the beach.
- On various occasions but not on a regular basis i.e. specific events.
- 2/3 times per year.
- Goth Weekends.

Residents of the area surrounding Whitby

- Only when there is something on offer to attract me i.e. Barry Cryer, Paul Jones, etc.
- 2 to 5 times a year.
- Occasional block use.
- As and when productions and activities are attended.
- An average of 6 times a year.
- Several times a year - amateur plays and musicals, some professional shows.
- Occasional, one-off and specific performances or events.
- Regularly.
- Plays, shows and concerts.

- I use all these facilities on quite a regular basis.
- 2 - 4 times a year.
- 4-6 times a year for plays mainly.
- Keep fit weekly on Wednesday's.
- As the occasion dictates.

Visitors to the Borough

- There were no options supplied to support response.

How do you find out about events at Whitby Pavilion?

The table below indicates 25.8% of Respondents find out about events at Whitby Pavilion in the Whitby Gazette and 22.7% via word of mouth. 27.7% of Respondents acquire information from posters displayed outside and inside the Pavilion itself. 11.8% of Respondents obtain information from the 'What's On' guide and only 1.1% search the internet/website to source information about current and forthcoming events at Whitby Pavilion. 8.4% of Respondents acquire information from other sources, details of which are listed below.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Information Source	%	%	%	%
Whitby Gazette	15.7	10.1	0.0	25.8
Word of mouth	10.6	11.2	0.8	22.7
Outdoor poster	12.6	6.4	0.0	19.0
'What's On' guide	7.8	3.9	0.0	11.8
Indoor poster	5.0	3.6	0.0	8.7
Radio broadcast	2.0	0.6	0.0	2.5
Internet search/website	0.6	0.6	0.0	1.1
Other	4.2	3.1	1.1	8.4

If other, please specify:

Resident of Whitby Town

- As a member of WAMTC, I get letters about anything concerning WAMTC.
- Mailing list.
- Friends of Whitby Pavilion.
- Friends of Whitby Pavilion Newsletter.
- Friends of Whitby Pavilion - meetings for specific events.
- Friends of Whitby Pavilion.
- Invites.
- Monthly email.
- Belong to WAMTC.
- Tourist Information.
- Teachers.

- Friends of Whitby Pavilion member.
- I am a friend of Whitby Pavilion.
- Friends of Whitby Pavilion letter.

Resident of the area surrounding Whitby

- Letter.
- Friends of the Pavilion.
- Friends of Whitby Pavilion.
- Friends of Whitby Pavilion.
- Eskdale Festival Programmes.
- Via andram.
- From previous years attendance.
- Scarborough Evening News.
- We try to get posters for our shop to advertise events.

Visitor to the Borough

- Booked to come.
- Event organiser.
- Walked into the Pavilion and looked around.
- Dancing class.

How do you prefer to buy tickets?

The table below shows 35.2% of Respondents prefer to buy tickets in person in advance and 31.8% purchase their tickets at the door on the day/night of the production/performance. 23.5% of Respondents prefer to buy tickets over the telephone and 9.5% via the online booking service available.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Preferred purchase option	%	%	%	%
In person in advance	19.6	14.0	1.7	35.2
At the door on the day/night	19.0	12.8	0.0	31.8
Over the telephone	11.7	11.2	0.6	23.5
Via online booking	5.0	4.5	0.0	9.5

And in your opinion, how did you find the following?

The tables below show:

- 52.8% of Respondents find the general maintenance of the building is of a very good/good standard while 32.6% feel it is average. Only 12.5% feel the maintenance of the building is very poor and 2.1% don't know and offered no opinion.

- 69.7% of Respondents find the overall cleanliness of the building very good/good while 28.2% think it average. Only 1.4% of Respondents feel the overall cleanliness of the building is very poor and 0.7% offered no opinion.
- 74.9% of Respondents find the standard of customer service they receive from staff at Whitby Pavilion is very good/good while 20.3% find it average. Only 0.7% of Respondents feel the standard of customer service is very poor and 4.2% offered no opinion.
- 52.3% of Respondents find the directional signage of a very good/good standard while 30.0% feel the signage provided is average. Only 9.2% feel the directional signage is very poor and 8.5% don't know or offered no opinion.
- 56.1% of Respondents find the internal signage of a very good/good standard while 28.8% feel the signage provided within Whitby Pavilion is average. Only 7.6% feel the internal signage is very poor and 7.6% don't know or offered no opinion.
- 68.0% of Respondents find the overall access to the building is very good/good while 36.1% rate it average. Only 13.6% feel that access to the building is very poor and 1.0% don't know and therefore, offered no opinion.
- 65.0% of Respondents find the WC facilities provided are very good/good. However, 27.1% feel the WC facilities are average. Only 4.3% feel the facilities available are very poor and 3.6% don't know and therefore offered no opinion.
- 42.5% of Respondents find the catering provided and range of food and beverages available is very good/good. However, 31.9% feel the catering provided is of an average standard. Only 7.1% feel the standard and range of food and beverages available is very poor and 7.1% don't know and therefore offered no opinion.
- 53.8% of Respondents feel the box office service provided is very/good while 25.4% find it average. Only 3.8% feel the box office service provided is very poor and 16.9% indicated they don't know and therefore had no opinion.
- 58.4% of Respondents feel the cost of tickets is very good/good and 27.3% find the cost of tickets average. Only 1.5% feels the cost of tickets very poor and 12.9% don't know and therefore offered no opinion.
- 47.3% find the way in which Whitby Pavilion promotes forthcoming events is very good/good. However 38.8% feel events are promoted to an average standard. Only 4.7% feel event promotion at Whitby Pavilion is very poor and 9.3% don't know and therefore had no opinion.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
The building maintenance				

	%	%	%	%
Very good	2.8	5.6	2.1	10.4
Good	20.1	19.4	2.8	42.4
Average	19.4	13.2	0.0	32.6
Very poor	5.6	6.9	0.0	12.5
Don't know/no opinion	1.4	0.7	0.0	2.1

The cleanliness of the building	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
	%	%	%	%
Very good	9.9	6.3	2.1	18.3
Good	22.5	26.1	2.8	51.4
Average	16.9	11.3	0.0	28.2
Very poor	0.7	0.7	0.0	1.4
Don't know/no opinion	0.7	0.0	0.0	0.7

The standard of customer service	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
	%	%	%	%
Very good	11.9	12.6	1.4	25.9
Good	26.6	20.3	2.1	49.0
Average	10.5	9.1	0.7	20.3
Very poor	0.0	0.7	0.0	0.7
Don't know/no opinion	1.4	2.1	0.7	4.2

Directional signage	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
	%	%	%	%
Very good	6.9	4.6	0.0	11.5
Good	18.5	19.2	3.1	40.8
Average	18.5	11.5	0.0	30.0
Very poor	4.6	4.6	0.0	9.2
Don't know/no opinion	3.1	4.6	0.8	8.5

Internal signage	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
	%	%	%	%
Very good	7.6	4.5	0.8	12.9
Good	22.0	18.2	3.0	43.2
Average	14.4	14.4	0.0	28.8

Very poor	3.0	4.5	0.0	7.6
Don't know/no opinion	3.0	3.8	0.8	7.6

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Access to the building	%	%	%	%
Very good	8.0	5.1	1.5	17.6
Good	19.7	20.4	2.9	50.4
Average	16.8	12.4	0.7	36.1
Very poor	5.1	6.6	0.0	13.6
Don't know/no opinion	0.7	0.0	0.0	1.0

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
W/C facilities provided	%	%	%	%
Very good	11.4	7.9	2.1	21.4
Good	22.1	18.6	2.9	43.6
Average	11.4	15.7	0.0	27.1
Very poor	2.9	1.4	0.0	4.3
Don't know/no opinion	2.1	1.4	0.0	3.6

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Catering provided and range of food and beverages available	%	%	%	%
Very good	7.8	2.8	0.0	10.6
Good	12.1	19.1	0.7	31.9
Average	24.1	15.6	3.5	43.3
Very poor	2.8	3.5	0.7	7.1
Don't know/no opinion	5.0	2.1	0.0	7.1

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Box Office service provided	%	%	%	%
Very good	9.2	5.4	0.0	14.6
Good	22.3	16.9	0.0	39.2
Average	13.8	10.8	0.8	25.4
Very poor	2.3	1.5	0.0	3.8
Don't know/no opinion	6.2	7.7	3.1	16.9

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Cost of tickets	%	%	%	%
Very good	6.8	5.3	0.8	12.9
Good	23.5	22.0	0.0	45.5
Average	16.7	9.8	0.8	27.3
Very poor	0.0	1.5	0.0	1.5
Don't know/no opinion	5.3	5.3	2.3	12.9

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Event promotion	%	%	%	%
Very good	8.5	2.3	0.8	11.6
Good	18.6	16.3	0.8	35.7
Average	20.2	17.8	0.8	38.8
Very poor	2.3	2.3	0.0	4.7
Don't know/no opinion	3.1	4.7	1.6	9.3

If average or very poor, what was the problem you encountered and how do you feel it can be rectified?

Resident of Whitby Town

- We did not always find out in plenty of time about events. More advertising is needed.
- We did not always find out in plenty of time about events. More advertising needed.
- Catering poor quality and costly.
- Car parks are remote from the venue. Steps outside and within the building. Events boards and 'Welcome to Whitby Pavilion access/map layout at entrance.
- The outside is in poor condition and need repainting.
- Possibly more publicity.
- The theatre needs refurbishing very badly. There is not enough information at the Box Office, as to when it is open.
- Very little publicity of events - a large notice of daily events near the car park would help. At a recent event, about 400 people were queuing at the cafe with 2 staff serving. The food was very limited and mainly to order, and there was no milk left for the tea!
- The toilets are not very clean - lifting the seat for a male toddler is not pleasant. Food is very dull and the coffee is not great.

- Often you may arrive at an event to be told to use a different door.
- Condition of seats. Disabled access and parking is poor - steep incline and steps. Long queues at ladies toilets. Only one gents and ladies loo. How much more are Sunday evening tickets going to increase every season?
- Odd signage for wheelchair users.
- More publicity nearer the event date.
- Access and location. Catering - one tea/coffee bar makes for a mad interval scramble.
- Some areas need painting.
- A lot is not 'very' poor, just poor. This 'very poor' comment is unfair. The building should be better.
- More work to be done, painting etc. More advertising and signs outside the Pavilion.
- Old dressing rooms at the theatre are not very presentable.
- Catering should be more imaginative and wider ranging.
- Not enough posters. Not displayed outside early enough.
- The lunchtime concerts need posters near the Spa all the time and a board or notice outside on the day of the concert to attract passing trade. For months there has only been one poster at the far end near the Whale Bones. There are posters in the shops but are needed near the Spa at all times.
- More notices should be displayed about events on the road above the Pavilion especially the lunchtime concerts on Wednesday's. Also cafe facilities should be displayed on 'the top' too.
- Events run by the public are much better publicised than council run ones. There is a lack of posters around the town.
- The Spa is difficult to get to on busy nights. No parking (in summer) available!
- Not enough staff. Had to wait 20 minutes for drinks which were very pricey. Tickets to some events are over-priced.
- Building work being undertaken during a large part of the season.
- WC facilities - as the evening wears on, the cleanliness deteriorates. Regular checks of facilities are required.
- Needs some TLC. The roof leaked on the stage at a ballet show. The backstage area is tatty.
- A general upgrade would be appreciated to make people feel welcome and to have had a good day or evening experience.
- Cleanliness - the main areas are very good, however, the tables in the main hall are often sticky. Access is okay if you know which way to go but the steps to main entrance are very poor.
- The posters are nearly always late or non-existent. More attention/enthusiasm required - and some TLC for the building!
- Unless you know where the complex is, it can be very difficult to find and/or direct people.
- No hot water in downstairs toilets. The toilets are not very clean.
- The signage inside is very confusing. Wouldn't be able to understand unless you used the building. Toilets could be cleaner. Not much choice for food in the cafe, particularly for small children.
- The turn on ramp from lift to meeting room is very sharp. Looking forward to new porch and entrance to theatre. Sometimes it is difficult to get wheelchair through tables and chairs at lunch hour concerts.

- Needs upgrading with better directions and bigger choice of food.
- Not enough choice.
- It is looking a bit neglected.
- Better advertising.

Resident of the area surrounding Whitby

- Some modernisation needed.
- The seats are becoming shabby. Access is difficult for 'mature' people but the location affects this.
- More posters (and of a better quality) posted at Bus Station, Rail Station and now Pickering.
- Attempt to cater for vegetarians but a bit unhealthy.
- The building is shabby. When I phoned to ask about hiring the pavilion, the Manager didn't even have the courtesy to return my call, even though it was urgent. For a town of Whitby's status, that is very poor.
- Much more promotion needed in surrounding villages.
- Poor access. Not enough signs to the Pavilion. More money needs to be spent on maintaining the building.
- More adverts about the town and directions to the pavilion for tourists.
- The Spa is good, the theatre is poor, and it needs upgrading.
- The Spa is good. The theatre is poor, it needs upgrading.
- Better advertising in local paper. The outside of the theatre building needs painting, etc.
- Building facilities are a bit tatty and under loved.
- The theatre end of the complex/corridor could do with more renovation from SBC.
- Would like fair-trade tea/coffee always available. I am not sure when there is going to be hot food available. Would like to be able to eat a light meal before a concert. Would like proper espresso coffee.
- Limited range of food on show, to be available.
- It could be revamped and be more visibly accessible from the top of West Cliff. More signs and advertising.
- Depends where in the building, the backstage condition of the building is deplorable. I have noticed two discrepancies between the information in the Gazette and the posters, frequently.
- The poster boards in Whitby town are pretty neglected.
- Access to the building via steep stairs is of some concern to me, especially for children.
- Theatre toilets/public areas are in quite a poor state of repair e.g. torn posters.
- The steps from the top car park to the back entrance.
- Backstage is in need of major refurbishment.
- The state of the building needs updating.
- Some events could be better promoted. Certainly better forward notice.
- Standing in the rain below an overflowing gutter, in a crowd, queuing to get indoors!
- No loo rolls in toilets. No food left in the evening.
- Catering - only burger and chips available on a Saturday night. Poor choice at other times. It is cold and draughty near the portholes where we sat.

- The toilets are clean and well kept, but they are a bit small.
- No hot water in downstairs toilets.
- Lack of signs inside and confusing signs in the lift. No hot water in downstairs toilet.
- The outside of the buildings requires a lot of money spending on them, particularly the roof.
- Theatre bar staff are very slow. Also the bar/counter staff in the pavilion could be quicker and more polite and smile!
- Very slow service. No interest in customers. Poor choice and dirty tables.
- WC facilities are in need of updating. Signage is not always clear. Theatre is cold.
- There is not enough room to respond to this.
- Non-existent. Open cliff top booking office more and Tourist Information Centre.
- Tables take time to be cleared.

Visitor to the Borough

- Running out of certain foods (often).
- Not enough choice on food menu.
- Running out of food during a weekend event.
- There is a lack of choice of food.
- Promotional dates were wrong.

If you were to attend any of the following events provided, whom would you usually go with?

STAGE SHOWS

The tables below show:

- 9.6% of Respondents attend traditional dramatic theatre as an individual while the majority of Respondents (67.2%) usually attend with 1-4 adults. 6.4% prefer to attend with 1-4 children depending on the production and 2.4% as an organised group. 12.8% of Respondents indicated they do not attend and 1.6% attends in another capacity.
- 1.9% of Respondents prefer to attend family/children's events as an individual and 25.1% will usually be accompanied by 1-4 adults and 28.0% attend with 1-4 children. 7.7% of Respondents prefer to attend family/children's entertainment as part of a club or organised group and 32.9% do not attend. 3.9% of Respondents prefer to attend in another capacity.
- 11.0% of Respondents choose to attend comedy events as an individual. However, the majority (59.6%) prefer to attend in the company of 1-4 adults. 4.6% will attend with 1-4 children depending on the event and 1.8% as part of a club or organised group. 20.2% of Respondents do not attend and 2.8% prefer to attend in alternative circumstances.
- 9.6% of Respondents prefer to attend concerts individually while the majority (67.2%) will attend accompanied by 1-4 adults. 6.4% of Respondents usually

attend with 1-4 children depending on the type of concert and 2.4% as a club or organised group. 12.8% of Respondents do not attend and 1.6% prefers to attend in another capacity.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
	%	%	%	%
Traditional dramatic theatre				
As an individual	8.0	8.0	0.0	9.6
With 1-4 adults	36.0	36.0	0.8	67.2
With 1-4 children	4.0	4.0	0.0	6.4
As a club or organised group	0.0	0.0	0.0	2.4
Do not attend	6.4	6.4	1.6	12.8
Other	0.8	0.8	0.0	1.6

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
	%	%	%	%
Family/children's events				
As an individual	1.0	1.0	0.0	1.9
With 1-4 adults	14.4	9.7	1.0	25.1
With 1-4 children	18.3	8.7	1.0	28.0
As a club or organised group	5.8	1.9	0.0	7.7
Do not attend	16.3	15.5	1.0	32.9
Other	1.9	1.9	0.0	3.9

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
	%	%	%	%
Comedy				
As an individual	9.2	1.8	0.0	11.0
With 1-4 adults	32.1	25.7	1.8	59.6
With 1-4 children	2.8	1.8	0.0	4.6
As a club or organised group	1.8	0.0	0.0	1.8
Do not attend	9.2	9.2	1.8	20.2
Other	0.9	1.8	0.0	2.8

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Concerts				

	%	%	%	%
As an individual	8.0	1.6	0.0	9.6
With 1-4 adults	36.0	30.4	0.8	67.2
With 1-4 children	4.0	2.4	0.0	6.4
As a club or organised group	0.0	2.4	0.0	2.4
Do not attend	6.4	4.8	1.6	12.8
Other	0.8	0.8	0.0	1.6

If other, please specify:

Residents of Whitby Town

- There were no other options given to support reply.

Residents of the area surrounding Whitby

- Very seldom.

CATERING EVENTS

The tables below indicate:

- 6.4% of Respondents will usually have pre-event drinks as an individual while 48.6% prefer to drink in the company of 1-4 adults. 3.7% occasionally have pre-event drinks and refreshments with 1-4 children. 2.8% of Respondents usually have pre-event drinks as part of a club or organised group while 35.8% choose not to attend for drinks prior to an event. 2.8% of Respondents prefer to take refreshment prior to an event under alternative circumstances.
- 12.4% of Respondents will have a light lunch as an individual while 32.0% usually lunch in the company of 1-4 adults. 6.2% will usually be accompanied by 1-4 children for a light lunch while 2.1% will lunch as part of a club or organised group. The majority (43.3%) of Respondents do not attend for a light lunch and 4.1% prefer to lunch under alternative arrangements.
- 2.3% of Respondents will usually attend an organised buffet as an individual while 30.2% will attend in the company of 1-4 adults. Only 1.2% of Respondents will attend an organised buffet with 1-4 children and 9.3% as part of a club or organised group. The majority of Respondents (54.7%) do not attend organised buffets and 2.3% prefer to attend in an alternative capacity.
- 2.3% of Respondents usually attend a formal dinner individually while 26.7% prefer to attend in the company of 1-4 adults. 9.3% of Respondents usually attend as a club member or part of an organised group while the majority of Respondents (60.5%) do not attend formal dinners at all. 1.2% prefers to attend under alternative circumstances.
- 16.7% of Respondents will visit the daytime café as an individual while the majority (46.7%) prefer to use the café in the company of 1-4 adults. 12.5% will

sometimes attend with 1-4 children and 0.8% as part of a club or organised group. 22.5% do not use the daytime café facilities and 0.8% prefers to attend under alternative circumstances.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Pre-event drinks	%	%	%	%
As an individual	5.5	0.9	0.0	6.4
With 1-4 adults	27.5	19.3	1.8	48.6
With 1-4 children	1.8	1.8	0.0	3.7
As a club or organised group	0.9	1.8	0.0	2.8
Do not attend	21.1	14.7	0.0	35.8
Other	1.8	0.9	0.0	2.8

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Light lunches	%	%	%	%
As an individual	9.3	3.1	0.0	12.4
With 1-4 adults	14.4	15.5	2.1	32.0
With 1-4 children	4.1	2.1	0.0	6.2
As a club or organised group	2.1	0.0	0.0	2.1
Do not attend	24.7	18.6	0.0	43.3
Other	2.1	2.1	0.0	4.1

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Buffets	%	%	%	%
As an individual	1.2	1.2	0.0	2.3
With 1-4 adults	12.8	16.3	1.2	30.2
With 1-4 children	0.0	0.0	1.2	1.2
As a club or organised group	8.1	1.2	0.0	9.3
Do not attend	33.7	20.9	0.0	54.7
Other	1.2	1.2	0.0	2.3

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Formal dinners	%	%	%	%
As an individual	2.3	0.0	0.0	2.3
With 1-4 adults	14.0	11.6	1.2	26.7
With 1-4 children	0.0	0.0	0.0	0.0
As a club or organised group	8.1	1.2	0.0	9.3

Do not attend	32.6	26.7	1.2	60.5
Other	1.2	0.0	0.0	1.2

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Daytime cafe	%	%	%	%
As an individual	14.2	2.5	0.0	16.7
With 1-4 adults	21.7	23.3	1.7	46.7
With 1-4 children	7.5	4.2	0.8	12.5
As a club or organised group	0.0	0.8	0.0	0.8
Do not attend	11.7	10.8	0.0	22.5
Other	0.0	0.8	0.0	0.8

If other, please specify:

Residents of Whitby Town

- During intervals of productions
- With friends

Residents of the area surrounding Whitby

- Occasionally
- With family, adults and children

PRIVATE FUNCTIONS

The tables below show:

- 14.7% of Respondents will usually attend an organised meeting as an individual while 17.6% attend accompanied by 1-4 adults. 12.7% of Respondents usually attend meetings as part of a club or organised group while the majority of Respondents 54.9% never attend organised meetings on any occasion.
- 11.0% of Respondents will usually attend a conference individually while 15.0% will attend in the company of 1-4 adults. 1.0% of Respondents will attend an organised conference accompanied by 1-4 children and 10.0% as part of a club or organised group. The majority of Respondents (62.0%) will not attend a conference and 1.0% prefers to attend under alternative circumstances.
- 1.1% of Respondents will attend a wedding as an individual while 19.1% will usually attend in the company of 1-4 adults and 4.3% accompanied by 1-4 children. 8.5% of Respondents prefer to attend a wedding function as part of a club or organised group and 64.9% do not or have not attended a wedding function at Whitby Pavilion. 2.1% of Respondents prefer to attend in an alternative capacity.
- 1.0% of Respondents will attend a children’s party as an individual while 10.4% in the company of 1-4 adults and 11.5% accompanied by 1-4 children. 6.3% prefer to attend a children’s party as part of a club or organised group. The majority of Respondents (69.8%) do not attend children’s functions altogether and 1.0% prefers to attend under alternative circumstances.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Meetings	%	%	%	%
As an individual	8.8	5.9	0.0	14.7
With 1-4 adults	10.8	6.9	0.0	17.6
With 1-4 children	0.0	0.0	0.0	0.0
As a club or organised group	8.8	2.9	1.0	12.7

Do not attend	29.4	23.5	2.0	54.9
Other	0.0	0.0	0.0	0.0

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Conferences	%	%	%	%
As an individual	6.0	5.0	0.0	11.0
With 1-4 adults	9.0	6.0	0.0	15.0
With 1-4 children	0.0	1.0	0.0	1.0
As a club or organised group	7.0	2.0	1.0	10.0
Do not attend	35.0	25.0	2.0	62.0
Other	0.0	1.0	0.0	1.0

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Weddings	%	%	%	%
As an individual	1.1	0.0	0.0	1.1
With 1-4 adults	13.8	5.3	0.0	19.1
With 1-4 children	3.2	1.1	0.0	4.3
As a club or organised group	6.4	1.1	1.1	8.5
Do not attend	33.0	29.8	2.1	64.9
Other	1.1	1.1	0.0	2.1

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Children's party	%	%	%	%
As an individual	1.0	0.0	0.0	1.0
With 1-4 adults	6.3	4.2	0.0	10.4
With 1-4 children	8.3	3.1	0.0	11.5
As a club or organised group	5.2	0.0	1.0	6.3
Do not attend	37.5	30.2	2.1	69.8
Other	0.0	1.0	0.0	1.0

If other, please specify:

Residents of Whitby Town

- No other options were provided to support response

Residents of the area surrounding Whitby

- Golden wedding party
- Council events

OTHER EVENTS

The tables below show:

- 1.1% of Respondents will attend a ballroom dance as an individual while 27.5% usually attend in the company of 1-4 adults. Only 1.1% of Respondents will attend accompanied by 1-4 children and the majority (68.1%) do not, or have not attended a ballroom dance at Whitby Pavilion. 2.2% prefer to attend under alternative circumstances.

- 14.6% of Respondents prefer to attend a lunchtime concert individually while 34.0% usually attend in the company of 1-4 adults. 2.9% of Respondents will attend a lunchtime concert accompanied by 1-4 children and 1.9% as part of a club or organised group. The majority of Respondents (44.7%) do not or have not attended a lunchtime concert at Whitby Pavilion and 1.9% prefers to attend in another capacity.

- 14.5% of Respondents usually attend festival events individually while the majority (48.7%) attend in the company of 1-4 adults. 10.3% attend accompanied by 1-4 children and 11.1% as part of a club or organised group. 13.7% of Respondents do not or have not attended a festival event and 1.7% prefers to attend under alternative circumstances.

- 15.2% of Respondents usually attend an exhibition on their own while 47.3% attend in the company of 1-4 adult. 7.1% usually attend an exhibition accompanied by 1-4 children and 5.4% as part of a club or organised group. 22.3% of Respondents do not or have not attended an exhibition at Whitby Pavilion and 2.7% prefer to attend in an alternative capacity.

- 10.9% of Respondents usually attend a fundraising venture as an individual whole the majority (40.9%) prefer to attend in the company of 1-4 adults. 4.0% of Respondents usually attend a fundraising venture accompanied by 1-4 children and 12.9% as part of a club or organised group. 28.7% of Respondents do not or have not attended a fundraising venture at Whitby Pavilion and 3.0% prefer to attend under alternative circumstances.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Ballroom dances	%	%	%	%
As an individual	1.1	0.0	0.0	1.1
With 1-4 adults	8.8	18.7	0.0	27.5
With 1-4 children	0.0	1.1	0.0	1.1
As a club or organised group	0.0	0.0	0.0	0.0
Do not attend	40.7	26.4	1.1	68.1
Other	1.1	0.0	1.1	2.2

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Lunchtime concerts	%	%	%	%
As an individual	12.6	1.9	0.0	14.6
With 1-4 adults	17.5	16.5	0.0	34.0
With 1-4 children	2.9	0.0	0.0	2.9
As a club or organised group	1.9	0.0	0.0	1.9
Do not attend	24.3	19.4	1.0	44.7
Other	1.0	0.0	1.0	1.9

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Festivals	%	%	%	%
As an individual	10.3	3.4	0.9	14.5
With 1-4 adults	29.1	17.1	2.6	48.7
With 1-4 children	7.7	2.6	0.0	10.3
As a club or organised group	4.3	6.0	0.9	11.1
Do not attend	6.0	7.7	0.0	13.7
Other	0.9	0.9	0.0	1.7

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Exhibitions	%	%	%	%
As an individual	13.4	1.8	0.0	15.2
With 1-4 adults	31.3	16.1	0.0	47.3
With 1-4 children	6.3	0.9	0.0	7.1
As a club or organised group	2.7	1.8	0.9	5.4
Do not attend	9.8	11.6	0.9	22.3
Other	0.9	0.9	0.9	2.7

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Fundraising venture	%	%	%	%
As an individual	8.9	2.0	0.0	10.9
With 1-4 adults	24.8	15.8	0.0	40.6
With 1-4 children	4.0	0.0	0.0	4.0
As a club or organised group	9.9	2.0	1.0	12.9
Do not attend	13.9	13.9	1.0	28.7
Other	1.0	1.0	1.0	3.0

If other, please specify:

Residents of Whitby Town

- Very rare occasions
- Public meetings

Residents of the area surrounding Whitby

- As a family

Visitors to the Borough

- No other options were given to support response

COMMUNITY EVENTS

- 7.8% of Respondents usually attend fitness/sports events as an individual while 11.8% prefer to attend in the company of 1-4 adults. 2.0% of Respondents are usually accompanied by 1-4 children and 4.9% as part of a club or organised group. The majority (70.9%) of Respondents do not or have not attended a fitness/sports event at Whitby Pavilion and 2.9% prefer to attend in an alternative capacity.
- 5.7% of Respondents will usually attend creative activities as an individual. However, 18.3% prefer to attend in the company of 1-4 adults and 13.6% accompanied by 1-4 children. 4.9% usually attend as part of a club or organised group and the majority (58.7%) do not or have not attended creative activities at Whitby Pavilion. 0.9% of Respondents prefer to attend such activities under alternative circumstances.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Fitness/sports	%	%	%	%
As an individual	3.9	3.9	0.0	7.8
With 1-4 adults	4.9	6.9	0.0	11.8
With 1-4 children	1.0	1.0	0.0	2.0
As a club or organised group	2.9	1.0	1.0	4.9
Do not attend	40.2	27.5	2.9	70.6
Other	2.0	1.0	0.0	2.9

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Creative activities	%	%	%	%
As an individual	3.8	1.9	0.0	5.7
With 1-4 adults	10.8	7.5	0.0	18.3

With 1-4 children	9.8	3.8	0.0	13.6
As a club or organised group	4.9	0.0	0.0	4.9
Do not attend	31.4	24.5	2.8	58.7
Other	0.0	0.9	0.0	0.9

If other, please specify:

Residents of Whitby Town

- Fit tots

Residents of the area surrounding Whitby

- No other options were provided to support response

Are there any events that Whitby Pavilion does not currently provide that you would like to see in the future?

The table below shows 53.2% of Respondents would like to see alternative events that the Pavilion does not currently provide, a list of which is detailed below, and 47.7% are happy with the schedule of events the Pavilion currently provides.

	Resident of Whitby Town	Resident of the area surrounding Whitby	Visitor to the Borough	Total
Reply	%	%	%	%
Yes	28.4	22.7	1.1	52.3
No	22.7	21.6	3.4	47.7

If yes, please specify:

Residents of Whitby Town

- Solo artistes
- Regular plays
- Tai Chi classes.
- Play readings
- Special rates for charity events
- Bingo
- More for young children
- Surprise us!
- Children's activity day
- Good quality shows/plays
- More children's shows - bigger known acts.
- More family events. Music festivals
- More family event/festivals. More music events for younger people.
- Play readings, reading groups, tai chi
- More variety shows - Sunday lunches like the ones provided at Scarborough Spa

- Football
- Metal bands
- More chart bands - past or present

Residents of the area surrounding Whitby

- More chances to hear traditional music
- Folk concerts. World music concerts
- More big bands please
- A barn dance (occasionally)
- Art Exhibition
- More use of the Pavilion for sports activities
- More concerts including orchestras and jazz music
- More for younger people (under 50's)
- More events to attract young people

Visitors to the Borough

- No suggestions were supplied to support reply

Finally do you have any further comments you wish to make? Please give details of improvements that could be made or suggestions for the future of Whitby Pavilion.

Residents of Whitby Town

- Catering - the ice cream is very expensive. Coffee is reasonable.
- As I only live 5 minutes walk away from the pavilion, I only attend plays or musicals. I can't dance and I am too unfit to go to fitness/sports.
- Targeting schools/organisations with forthcoming attraction leaflets.
- There is only one matinee for children under 5 at Christmas
- I think the standard of the services provided are excellent
- The Northern Lights hall could be much more welcoming with flowers and curtains, etc. The stage is very small for many events and the hall is often cold. The air conditioning makes hearing difficult. The hall is like an austere aircraft hanger!
- Better heating in theatre bar
- Oddly designed questionnaire, you are not asking opinions, you want us to give your answers. Whitby Pavilion is great, given the limited resources that SBC give them.
- There is very little variation in the Pavilion from the bands/choirs formula.
- Building fabric could be improved - windows in seaside could do with a clean. Sound systems for public meetings are not brilliant.
- Someone answering the phone - always the answer machine, so people have to climb up the stairs to collect tickets.
- I feel that the Spa is improving all the time and the WADS productions are always excellent. The Spa site makes it difficult for non-drivers and public transport is almost non-existent in the evenings. 2-way taxi fares often double the ticket price. I speak as an 85 year old!

- I am looking forward to the new entrance. Improvements needed to door for wide access toilet.
- The lunchtime concerts are excellent for Whitby residents and tourists but should be well promoted.
- Please put a board out advertising the lunchtime concerts and cafe where people can see it, as they walk along the road above the pavilion.
- Qualified Theatre specialists do not run the running of the Theatre/Spa Complex. As far as I can see, Whitby needs a designated Theatre Manager who should have a wealth of knowledge from running other successful theatres. At the moment, we have very pleasant, well-meaning amateurs. The charges SBC make are often prohibitive to charities that would enjoy using the complex for fundraising events. As has just been proved, the Kate Rusby concert was organised by people from the RNLI not SBC. 700 people in the Spa must have raised substantial revenue for the running of the Spa and the staff.
- The catering side is extremely slow and expensive
- The porch entrance - I understand it is being looked at as at present this area causes a bottleneck and is quite serious congestion both in and out of the building
- Outside the lovely old Victoria Theatre should be made to look worth sitting in.
- The Manager once said to me "you would think more local people would come". I told him we could not get down the steps, no buses, pensioners cannot afford taxis. The place is an island!
- The young bar staff could do with better training. They are often off-hand and lax, giving the place a bad name.
- Better access the pavilion in winter
- More aggressive promotion of events - posters up in good time
- More drama
- Develop a better marketing strategy
- It is pretty boring for a teenager
- The seating upstairs in the theatre should be made 'No.1' priority. Not enough staff on catering, particularly on a Wednesday dinnertime at 'Vincent Billington' concerts.
- Emphasise the history of the building - architecture, etc
- The Spa is a valuable asset to Whitby. It needs active SBC support and care to ensure its future.
- Get more bands in, music theme nights

Residents of area surrounding Whitby

- Antiques Roadshow, Any Questions, Question Time. Theatre refurbishment - check out how Middlesbrough Theatre has developed over the past 5 years and follow suit.
- Fair-trade tea and coffee would be good. Enjoy the live music events. Dressing rooms need improving. Have previously been made to arrive by a certain time to gain entry which I disagree with. Once the ticket is bought, you should be able to turn up when you want.
- I am delighted to see the porch is to be replaced with something more fitting. Now concentrate on the fabric of the lovely old theatre so it can be preserved for

generations to come. It should be the second most important venue in the town. We have plenty of visitors to tap into!

- Better, brighter decor for the old part of the Spa Pavilion and a more efficient bar, open at more events.
- The Manager and staff are brilliant - look after them!
- The snacks available at the lunchtime concerts started off good but slipped back to poor - do not now use. The lunchtime concerts/brass band is excellent.
- Find a way to clean the windows/roof lights without a 'bosons' chair.
- More classical concerts. What about the rural arts circuit, smaller acts such as they have at Helmsley but need good publicity.
- For visitors to the area, there are no notices, a-boards or banners to say there is a cafe and it is not visible from the top promenade.
- More signposts from the top of the cliff. Box office at the top of the steps.
- It is a huge asset to the town and deserves the highest level of support from the Council and the public. It has an exceptionally good Manager. I love it!
- Those noisy 'expel air' fans in the Northern Lights Suite behaved themselves quite well when the Manchester Camarata came the other Sunday - well done to you! It is very important that such musical happenings have as much quiet as possible.
- The dressing rooms and backstage decor is dreadful. External damp in places, external guttering are overgrown, some broken windows in former flat area. In general, the theatre area would benefit from fresh funding.
- The schools make good use of it, as it is the only venue big enough to cater for large numbers.
- The dancing is excellent, keep up the good work.
- Keep up the dancing on Tuesday's and Thursday's - it's very good.
- More promotion of events at the Pavilion, for example, flyers through doors of events both in theatre and sports.
- Backstage is in need of major refurbishment
- I would like to see better-known professional acts, especially during the summer season.
- Improve the state of the building
- The theatre and pavilion are wonderful facilities for Whitby area residents and visitors alike. The theatre in particular badly needs refurbishment. Look to stage more events of quality including Arts Council sponsored.
- The hire charges are unrealistic
- Supply loo rolls in the toilets; the ladies loo had no tissue. Insufficient food during the night for public. At 8.30pm no food was left, I had to go out.
- The bar prices are absolutely atrocious.
- The bar prices are a little high
- The theatre is much improved by the filling of the new seats.
- Maintenance on outside of building
- Much more/better advertising - often find out after the event
- We would like to see more plays and shows
- Better parking
- I do not use the Whitby Pavilion that much
- The Pavilion Cafe is now a delightful area with lovely views over the sea and good service from the catering department. I feel, however, that it is not

advertised sufficiently from the promenade and people do not know of its existence.

- Erect a sign at the top of the Spa drive that tells people Whitby has a theatre and give directions to it.
- Poor theatre entrance, too small and theatre bar too small.
- I would like to see more child prices for the evening concerts and bands

Visitors to the Borough

- A super venue but cafe could be improved

ABOUT YOU

To which of the following age groups do you belong?

Age Group	Gender		Total %
	Male	Female	
	%	%	
12 years or under	0.0	1.3	1.3
13 - 16 years	4.7	3.3	8.0
17 - 19 years	2.0	1.3	3.3
20 - 29 years	4.0	2.0	6.0
30 - 39 years	3.3	6.7	10.0
40 - 49 years	2.7	9.3	12.0
50 - 59 years	6.7	12.0	18.7
60 - 69 years	10.0	17.3	27.3
70 years or over	4.7	8.7	13.3

The Disability Discrimination Act 1995 states that a person has a disability if he or she has a physical or mental impairment which has a substantial and long-term adverse effect on his/her ability to carry out normal day-to-day activities.

Do you consider that you have a disability in the terms of the above definition?

The table below indicates 16.4% of Respondents consider themselves disabled under the terms of the above definition (5.3% male, 11.2% female) and 83.6% consider themselves not to have a disability (32.2% male, 51.3% female).

Reply	Gender		Total %
	Male	Female	
	%	%	
Yes	5.3	11.2	16.4
No	32.2	51.3	83.6

If yes, do you feel it affects your usage of the Whitby Pavilion?

Of those Respondents who consider themselves disabled under the terms of the above definition, only 27.3% feel their disability affects their usage of the Whitby Pavilion (0.0% male, 27.3% female). 72.7% of Respondents feel their disability does not affect their usage of the Pavilion (27.3% male, 45.5% female).

Reply	Gender		Total
	Male	Female	
	%	%	%
Yes	0.0	27.3	27.3
No	27.3	45.5	72.7

Which of the following best describes you?

The table below indicates 48.7% of Respondents are residents of Whitby Town (17.1% male, 31.6% female) and 46.7% resident of the area surrounding Whitby (18.4% male, 28.3% female). 4.6% of Respondents are a visitor to the Borough (1.3% male, 3.3% female).

Residential Status	Gender		Total
	Male	Female	
	%	%	%
Resident of Whitby Town	17.1	31.6	48.7
Resident of the area surrounding Whitby	18.4	28.3	46.7
Visitor to the Borough	1.3	3.3	4.6

Scarborough Borough Council

**Tourism and Leisure Services
Whitby Pavilion Usage Questionnaire**

At Scarborough Borough Council, we constantly monitor our standards of service and we would value any comments you may have. Please would you spend a few moments completing the following questionnaire in order to help us keep regular checks and make improvements where necessary

Q1 Have you used any of the following facilities at Whitby Pavilion?

- Yes
- Theatre
- Bar
- Cafe
- Concert Hall
- Exhibition Hall

If No, please state why then go to Q7

Q2 How often have you used the following?

- | | Never | Weekly |
|-----------------|--------------------------|--------------------------|
| Theatre | <input type="checkbox"/> | <input type="checkbox"/> |
| Bar | <input type="checkbox"/> | <input type="checkbox"/> |
| Cafe | <input type="checkbox"/> | <input type="checkbox"/> |
| Concert Hall | <input type="checkbox"/> | <input type="checkbox"/> |
| Exhibition Hall | <input type="checkbox"/> | <input type="checkbox"/> |

If Other, please specify:

Q3 How do you find out about events at Whitby Pavilion?

- Indoor Poster
- Outdoor Poster
- 'What's On' Guide
- Whitby Gazette

If Other, please specify:

Q4 How do you prefer to buy tickets?

- In person In advance
- Via online booking
- Over the telephone
- At the door on the day/night

Q5 And, in your opinion, how did you find the following?

Very good

- The building maintenance

- Cleanliness of the building
- Customer service standard
- Directional signage
- Internal signage
- Access to the building
- W/C facilities provided
- Catering provided/Range of food/beverages available
- Box Office service provided
- Cost of tickets
- Event promotion

If average or very poor, what was the problem you encountered and how you feel it can be rectified:

Q6 If you were to attend any of the following events provided, whom would you usually go with?

Stage Shows:

	<i>As an individual</i>	<i>With 1-4 adults</i>
Traditional dramatic theatre	<input type="checkbox"/>	<input type="checkbox"/>
Family/children's events	<input type="checkbox"/>	<input type="checkbox"/>
Comedy	<input type="checkbox"/>	<input type="checkbox"/>
Concerts	<input type="checkbox"/>	<input type="checkbox"/>

If Other, please specify:

Catering events:

	<i>As an individual</i>	<i>With 1-4 adults</i>	<i>With 1-4 children</i>	<i>As a club or organised group</i>	<i>Do not attend</i>	<i>Other</i>
Pre-event drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Light lunches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buffets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal dinners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daytime cafe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If Other, please specify:

Private Functions:

	<i>As an individual</i>	<i>With 1-4 adults</i>	<i>With 1-4 children</i>	<i>As a club or organised group</i>	<i>Do not attend</i>	<i>Other</i>
Meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weddings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If Other, please specify:

Other Events:

	<i>As an individual</i>	<i>With 1-4 adults</i>	<i>With 1-4 children</i>	<i>As a club or organised group</i>	<i>Do not attend</i>	<i>Other</i>
Ballroom dances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Lunchtime concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising venture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If Other, please specify:	<input type="text"/>					

Community Events:

As an individual

With 1-4 adults

Fitness/Sports	<input type="checkbox"/>	<input type="checkbox"/>
Creative activities	<input type="checkbox"/>	<input type="checkbox"/>
If Other, please specify:	<input type="text"/>	

Q7

Are there any events that Whitby Pavilion does not currently provide that you would like to see in the future?

Yes

If yes, please specify:

Q8

Finally, do you have any further comments you wish to make? Please give any details of improvements that could be made or suggestions for the future of Whitby Pavilion?

ABOUT YOU

Q9

To which of the following age groups do you belong?

12 years or under	<input type="checkbox"/>	40 - 49 years	<input type="checkbox"/>
13 - 16 years	<input type="checkbox"/>	50 - 59 years	<input type="checkbox"/>
17 - 19 years	<input type="checkbox"/>	60 - 69 years	<input type="checkbox"/>
20 - 29 years	<input type="checkbox"/>	70 years or over	<input type="checkbox"/>
30 - 39 years	<input type="checkbox"/>		

Q10

Are you male or female?

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

Q11

Do you have any long-standing illness, disability or infirmity? (Longstanding means anything that has troubled you over a period of time or that is likely to affect you over a period of time)

Yes	<input type="checkbox"/>	
No	<input type="checkbox"/>	(Please go to Question 13)

Q12

If Yes, do you feel it affects your usage of the Whitby Pavilion?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Q13

Which of the following best describes you?

Resident of Whitby Town	<input type="checkbox"/>
Resident of the area surrounding Whitby	<input type="checkbox"/>

If you wish to be included on our mailing list, please enter your contact details below:

Name, address and postcode

Email

Thank you for taking the time to complete this questionnaire. Please return in the prepaid envelope provided to Corporate Performance Unit, Town Hall, St Nicholas Street, Scarborough, YO11 2HG. If you have any questions or queries regarding the questionnaire, please contact Jaclyn Goddard on (01947) 604855/820625 or email jaclyn.goddard@scarborough.gov.uk.