

Bradford Theatres

ALHAMBRA

ST GEORGE'S

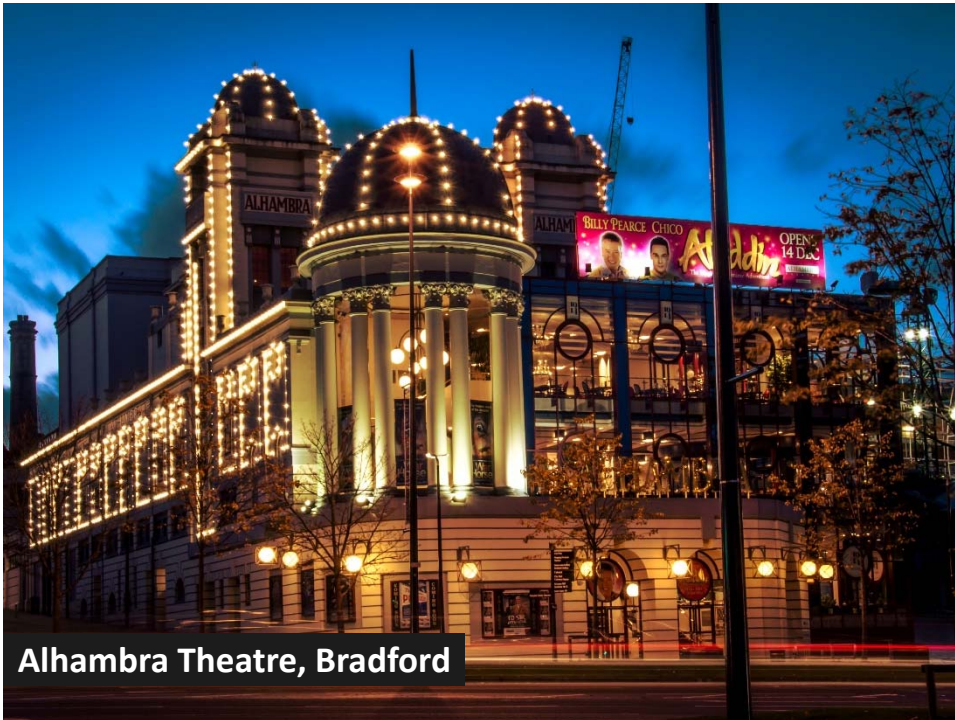
T H E A T R E C O N C E R T H A L L

The Studio, Bradford and Kings Hall & Winter Gardens, Ilkley

Successful Public Venue Catering

ADAM RENTON

General Manager, Bradford Theatres



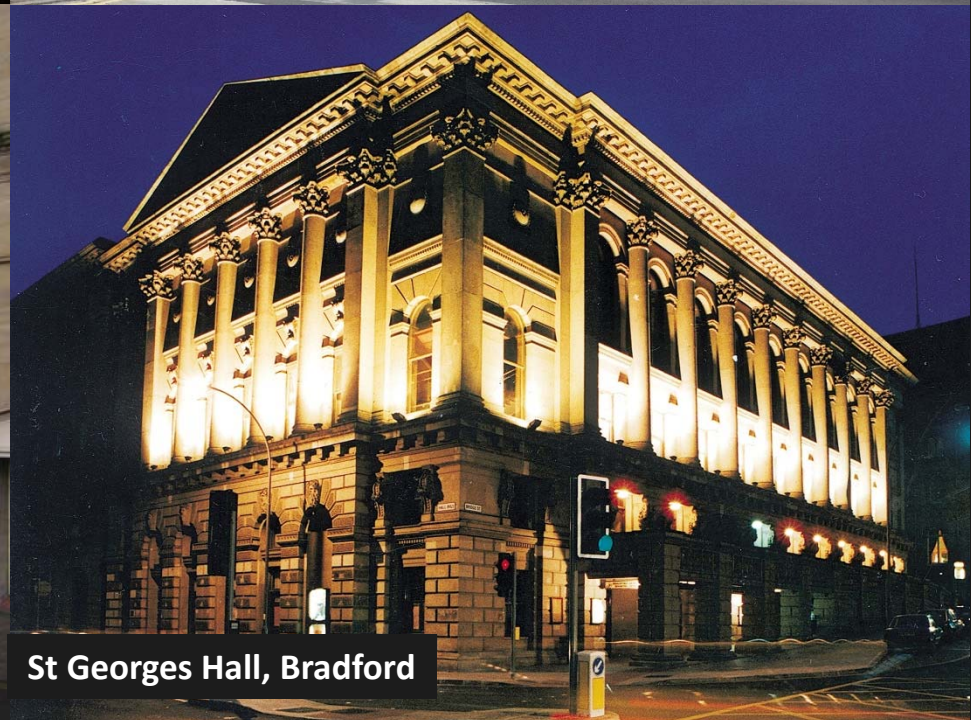
Alhambra Theatre, Bradford



Kings Hall & Winter Gardens, Ilkley



Alhambra Studio, Bradford



St Georges Hall, Bradford

OVERVIEW

Bradford Theatres is part of the Sports & Culture Service within CBMDC department of Environment & Sport.

Catering Service Operates 12 Bars, 2 Restaurants, a VIP Champagne Bar and Function hires up to 300 guests.

8.5 Million income target of which 1.2 Million is from Catering.

The Alhambra Theatre alone attracts approximately 280,000 visitors a year and hosts the second biggest selling pantomime in the UK.

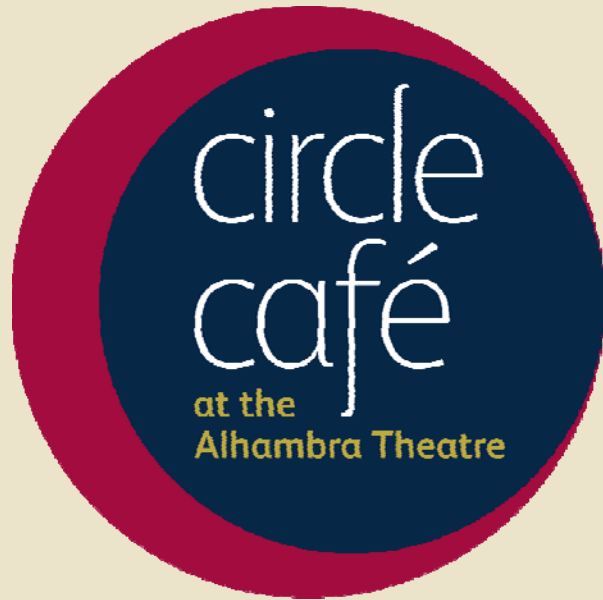
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BACKGROUND

In House / Externalised / Integral part of the business.

Bars & Catering team consists of approx 40 – 70 staff
4 Managers, 1 Restaurant Manager, 3 Chefs, a Cellar Man & team of
Waiting & Bar Staff. Plus recently appointed 'Commercial Catering
Manager'.

- Poor Customer Service / Arrogance
 - Poor Quality Food Offering
 - Poor Stock Results
 - Us & Them Culture
- No Forward Thinking / "We've always done it this way."



CURRENT OFFER

- Based on the Dress Circle Level.
- Serves jacket potatoes, salads, soups, freshly made sandwiches and desserts.
- Simple, honest food with generous portions and swift service.
- Needs to change to reflect changing customer trends.



COMING SOON

- Potential for quick, simple food.
- Needs to compete with Wetherspoons.
- Less qualified staff.
- More relaxed.
- Mustn't affect Restaurant 1914.

RESTAURANT 1914

Opened in 2013 named after the year the Alhambra Opened.

80 – 90 Cover Restaurant with fabulous views over the award winning 'City Park'.

Cost £250k to create and fit out. Financed through prudential borrowing over 20 years.

2015/16 – 15,000 Covers. Avg Spend £22 a head.





LAILDLER LOUNGE VIP BAR

Newly refurbished for 2015. The Laidler Lounge is the Theatres VIP Champagne Lounge.

Seats 30 people pre-show and interval at each performance.

Patrons get a glass of Taittinger champagne on arrival, a house programme and use of the private facilities.

Exclusive feel.

Includes a private rest-room to beat the queues!



THE STUDIO

Newly refurbished for 2016.

220 Capacity performance space.

Fully refurbished bar and currently creating a new kitchen within the studio.

Perfect for smaller scale performances, events, meetings
and post-show parties / pre-show bar.











Making the Venue Work Hard

Currently operates a busy programme, 46 weeks of the year.

Team currently increasing revenue by making front of house spaces work harder during auditorium dark periods.

Mother's Day * Afternoon Tea * Weddings
Society Get Togethers * College Balls
Packed lunches * Food and Drink To Go

Wine tasting evenings, murder mysteries, and the highly popular 'Fawlty Towers dining experience'.

Post-show parties are also offered at suitable performances.

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Outcomes and Future Targets

- Regularly achieve target GPs of 70% wet and 65% dry over a very diverse and difficult to predict audiences.
- Restaurant 1914 Trip Advisor Certificate of excellence.
- Five Star Food Hygiene Rating.
- Plans to open a third food service soon at the Alhambra Theatre, 'The Pit Kitchen'.
- Investment into facilities is key with the prestige offering and to exceed customer expectations.
- £5.4 million refurbishment of St George's Hall.
- Reduce core subsidy to nil before central recharges.
- Greater community involvement.

Top Tips

- Get senior managers on board and interested.
- Find an opportunity to show what you can do.
- Remove cheap substandard menus.
- Utilise staff skills – floristry design, menu design etc.
- Reduce GP initially to gain business over competition.
- Showcase your offer.
- Support from suppliers if poss.
- Constantly talk up your service around the right people.

