

Epsom Playhouse Survey 2017

Report prepared for: Audit, Crime & Disorder
and Scrutiny Committee

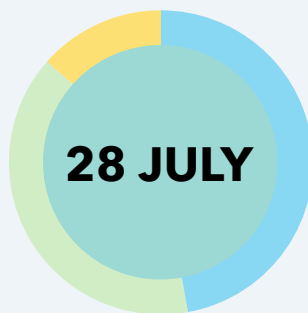
Date

August

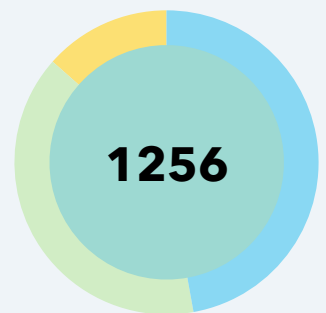
2017



Date sent to respondents



Deadline



Responses received

Please contact Adama Roberts or Craig Salmon in the Policy, Performance & Governance Team should you require more information on the Epsom Playhouse Survey Report 2017

Email: contactus@epsom-ewell.gov.uk



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Summary of main findings

Top Three!

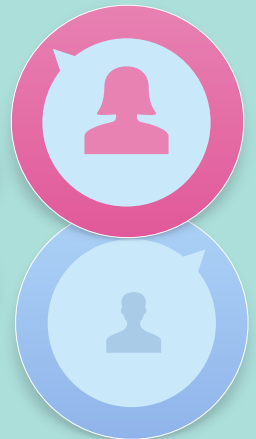
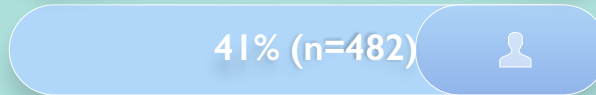
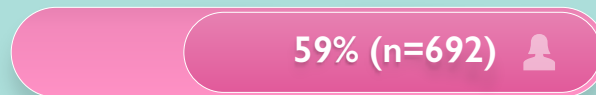
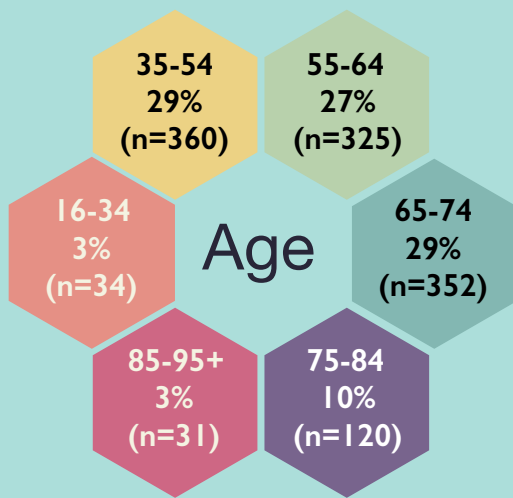
Politeness and friendliness of staff, 91% satisfied

Ease of booking 90% ticked very satisfied or satisfied

Quality of shows/event, 90% ticked very satisfied or satisfied

The survey ran from 10 to 28 July 2017. It was available online and in paper format. It was sent to Playhouse mail shot subscribers, Citizens Panel members and it was also published online. A total of 1256 survey responses were received, 36% (n=453) of responses were from our Citizens Panel and 64% (n=803) from the Epsom Playhouse's subscribers via the mail shot sent and from our website.

Nearly seven in ten respondents were British white 65% (n=789), followed by English white 25% (n=302). Six in ten respondents said that they are Christians 61% (n=730) and 71% (n=840) are married/Civil partnership while 8% (n=96) stated that they had a disability.



Overall, 50% (n=632) of respondents have visited within the last six months. Nine in ten respondents attended a show/event in the Main Auditorium (93%, n=1108). The majority of respondents attend on average one to three shows a year (82%, n=935).

Top three very satisfied or satisfied responses

Cleanliness of entrance area: 92% (n=1077); cleanliness of Main Auditorium: 91% (n=1054) and cleanliness of toilets facilities 79% (n=924).

Top three genres respondents are interested in

Overall 80% (n=952) ticked music; 59% (n=699) ticked comedy and 54% (n=642) ticked drama.

Finding out about shows: Over a third of respondents 35% (n=415) through leaflets/brochures/posters followed by 31% (n=367) from the Epsom Playhouse website.

Epsom Playhouse's What's on Guide, 72% (n=724) have seen it; **Epsom Playhouse Pass Card** only 9% (n=104) are members; **Possibility of App usage** 42% (n=470) said they will use it.

Room For Hire

51% (n=584) are aware and 49% (n=571) are not

Shopping/ Go For A Meal 16% (n=151) said yes they went shopping on their most recent Epsom Playhouse visit while 40% (n=431) went for a meal

94% said the Epsom Playhouse offers value for money

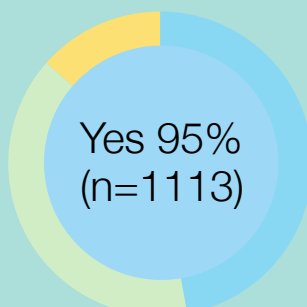
Parking

89% (n=887) park in the Ashley Centre multi-storey car park

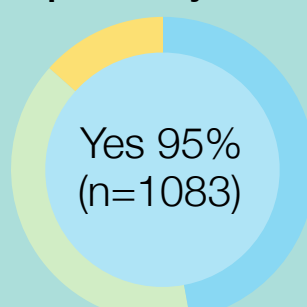
Go For A Drink

Only 28% (n=277) have a drink in a local restaurant/pub; 72% (n=706) ticked no

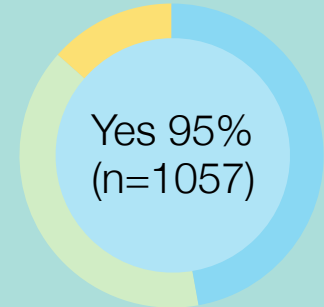
Epsom Town Centre benefits from the Epsom Playhouse



The borough benefits from the Epsom Playhouse



Would you recommend Epsom Playhouse?





Objectives & methodology

The survey was conducted by Epsom & Ewell Borough Council on behalf of its Audit, Crime and Disorder & Scrutiny Committee. This survey seeks to review the services we provide at Epsom Playhouse to ensure they are efficient, effective and meet the needs of our residents. Councillors will use the findings of this survey as part of their review and when making decisions.

Questionnaire Development:

The questions were developed in liaison with the Chair of Audit, Crime and Disorder and Scrutiny Committee, the Head of Venues & Facilities and the Scrutiny Officer. Question areas include:

- When respondents last visited the Epsom Playhouse and frequency of visits or lack of
- Purpose of their most recent visit and average visits within a year
- Satisfaction levels with various aspects of the Playhouse such as ease of booking, box office service, online ticketing, Playhouse website etc
- Satisfaction levels with cleanliness of entrance area, cleanliness of toilets etc
- Genres of show respondents are interested in seeing
- How they found out about shows they have attended
- Whether they have seen the latest edition of the Epsom Playhouse's What's on Guide, if they will use an app for the Epsom Playhouse and whether they are members of the Epsom Playhouse pass card
- Respondents were asked if they were aware that rooms at the Epsom Playhouse were available for hire such as the Main Auditorium and whether they hired rooms elsewhere
- They were also asked where they parked their car if they travelled by car, whether they went shopping, had a meal at a local restaurant/pub or a drink at a local cafe/pub at their most recent visit
- They were asked if the Epsom Playhouse offered good value for money and whether it benefits the Town Centre and the Borough
- Additional comments.

Methodology:

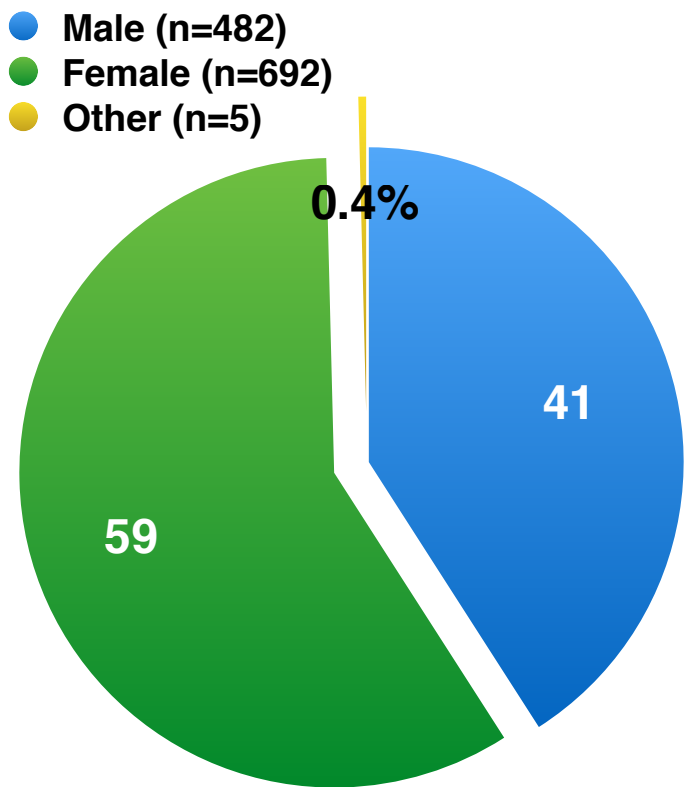
The survey ran from 10 to 28 July 2017 - a period of three weeks. The survey was sent to the Epsom Playhouse subscribers via an E-shot, Citizens Panel members and a link was published on our website allowing interested users to take part. A total of 1256 survey responses were received. Overall, 36% (n=453) of responses were from our Citizens Panel and 64% (n=803) from the Epsom Playhouse's subscribers via the E-shot sent and our website. However, it's worth noting that of the 64% that responded, the majority are from the Epsom Playhouse's database as a result of the mail shot. Please note that the same link was used for both website and mail shot respondents hence it's impossible to split the two figures. However, based on historic evidence of responses received and the number of responses received once the staff at the Epsom Playhouse notified our Policy, Performance & Governance team that they have sent their mail shot, an assumption can be made that of the 64% responses received the majority are from the Epsom Playhouses's mail shot.

Responses to the questionnaires were sent to an outside agency for data inputting, then imported into the survey design and analysis package (SNAP v11). The results were analysed by our Policy, Performance & Governance Team.

The figures in this report are calculated as a proportion of respondents who answered each question – excluding No Reply responses. Percentages in a particular chart might not always add up to 100% due to rounding, or because a respondent is allowed to give more than one answer to the question. Please note that respondents equate to the actual number of people that answered a question while responses equate to one respondent given more than one answer to a qualitative or literal question.



Respondent's Demography & Equalities Monitoring



Base: All respondents 1179

Gender Reassignment

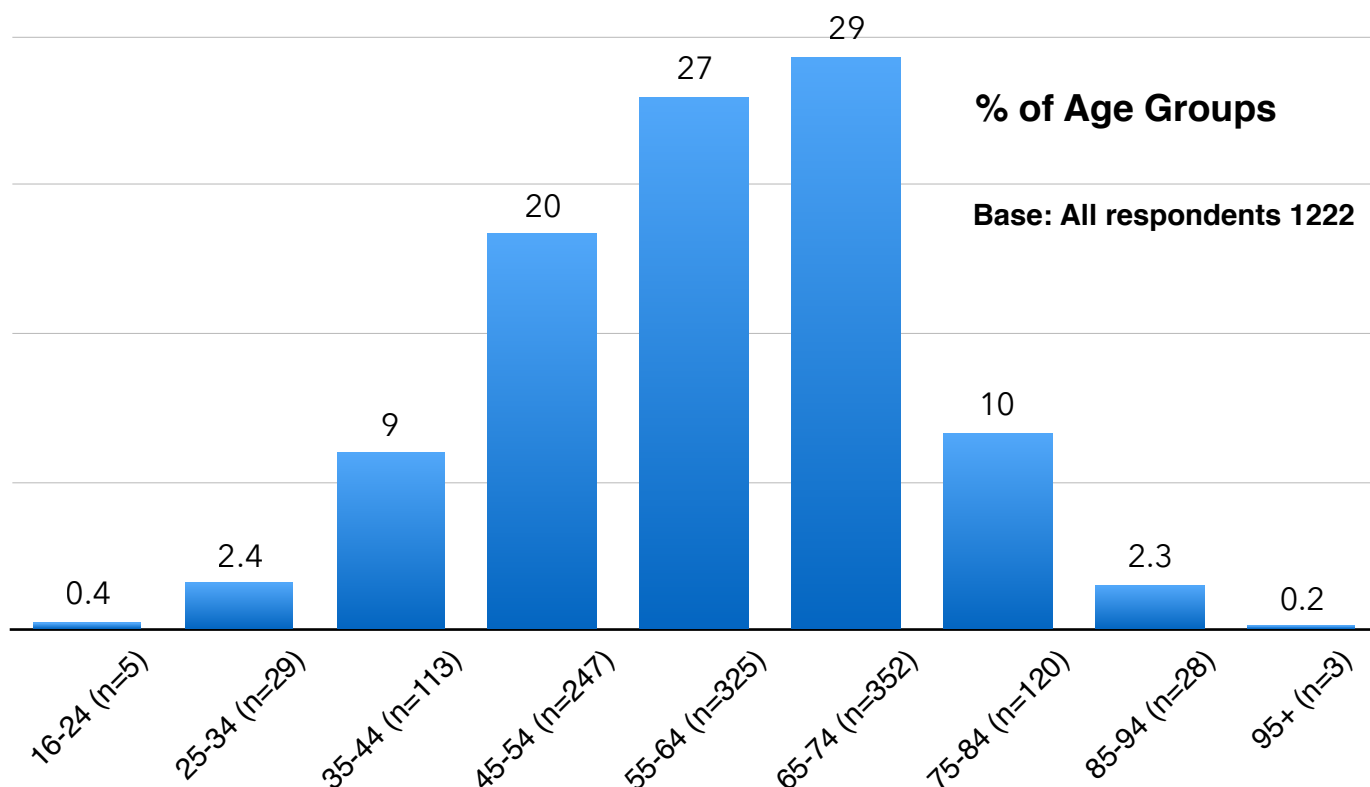
When asked if their gender identity is different from the sex assigned at birth, 96% (n=1120) ticked 'No' and 4% (n=49) ticked 'Yes'.

Sexual Orientation

Overall, nearly nine in ten were heterosexual 89% (n=1042), a further 9% (n=102) ticked prefer not to say, 1% (n=11) said they were either a gay man/gay woman/lesbian, 0.7% (n=8) were bisexual and 0.4% (n=5) ticked other.

Disability

Respondents were asked if they had a disability according to the Equality Act, 92% (n=1109) ticked 'No' and 8% (n=96) ticked 'Yes'.

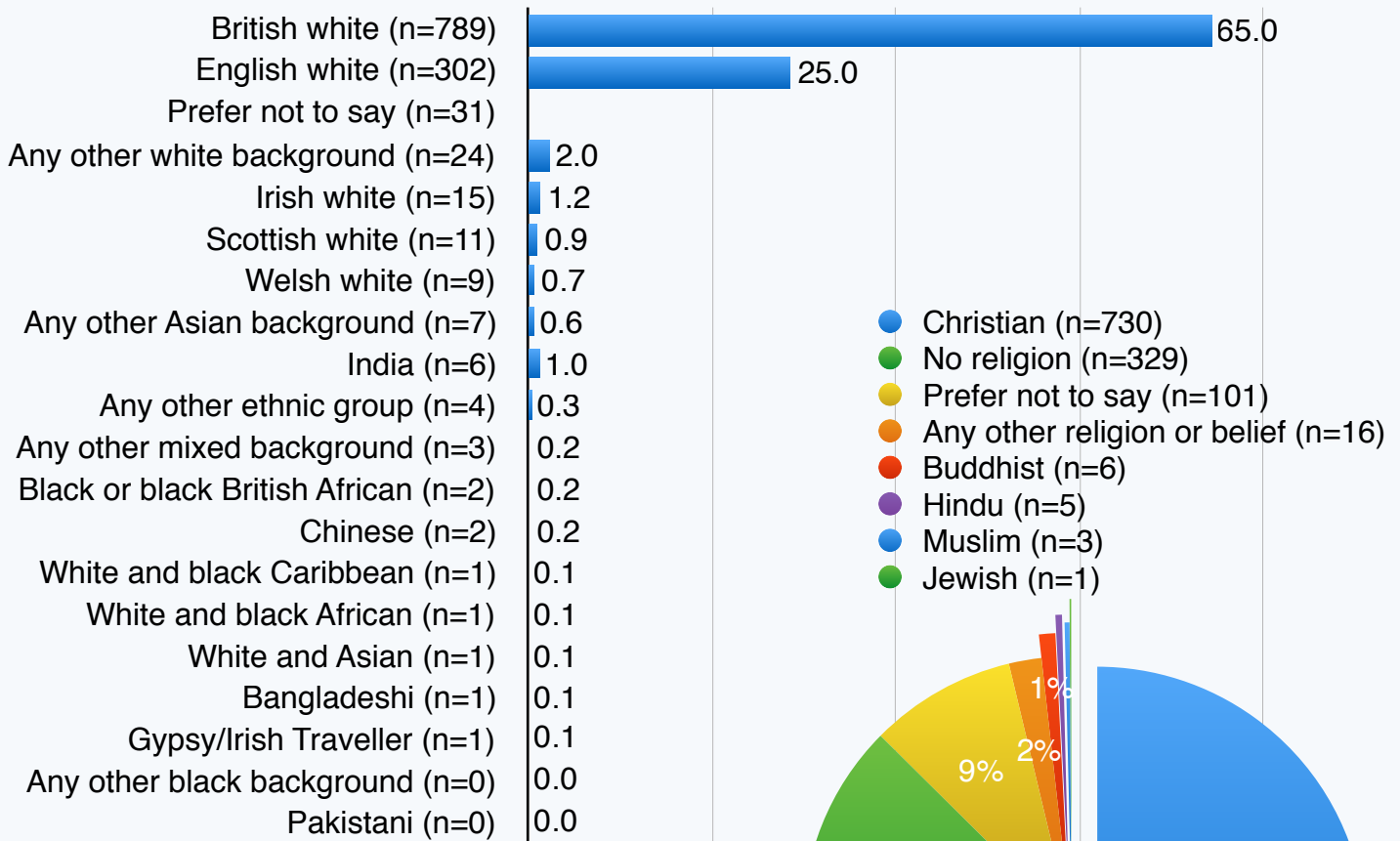


Base: All respondents 1222



Ethnic group, Religion or Belief & Marital Status

Base: All respondents 1211



Respondents were asked their ethnicity, religion or belief and marital status.

The majority of respondents were British white 65%, six in ten respondents were Christian 61% and 71% were married or in a Civil partnership.

Base: All respondents 1191

71%

(n=840)

Married/Civil partnership

11%

(n=130)

Single

9%

(n=109)

Divorced

8%

(n=93)

Widowed

1%

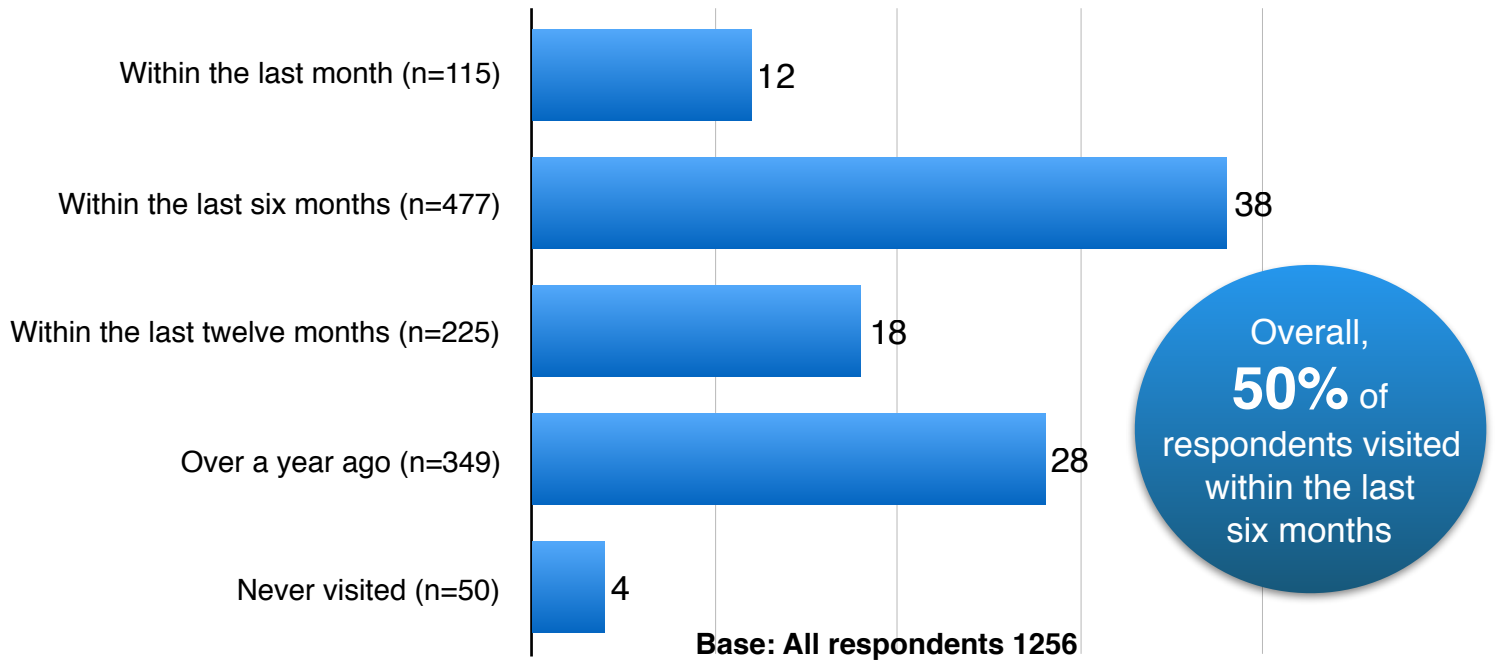
(n=17)

Separated

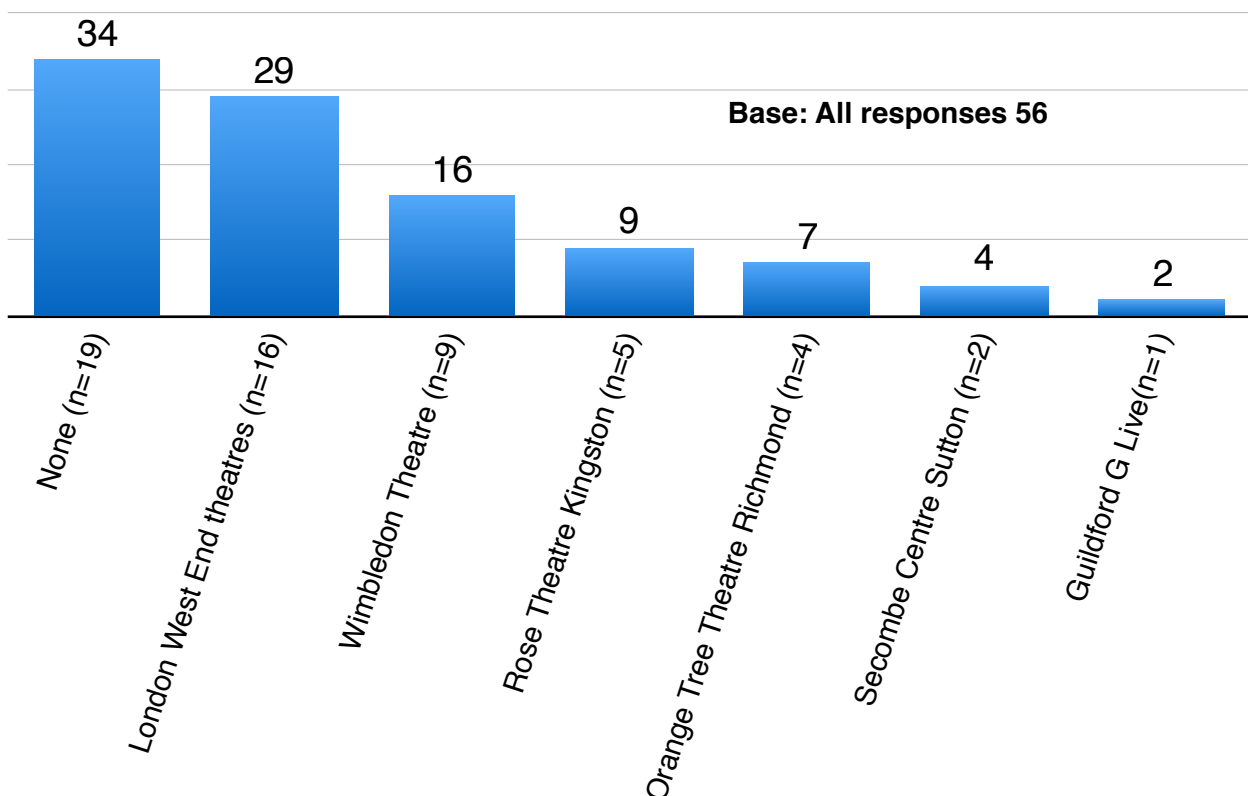


Analysis of Results

■ % When was your last visit to the Epsom Playhouse?



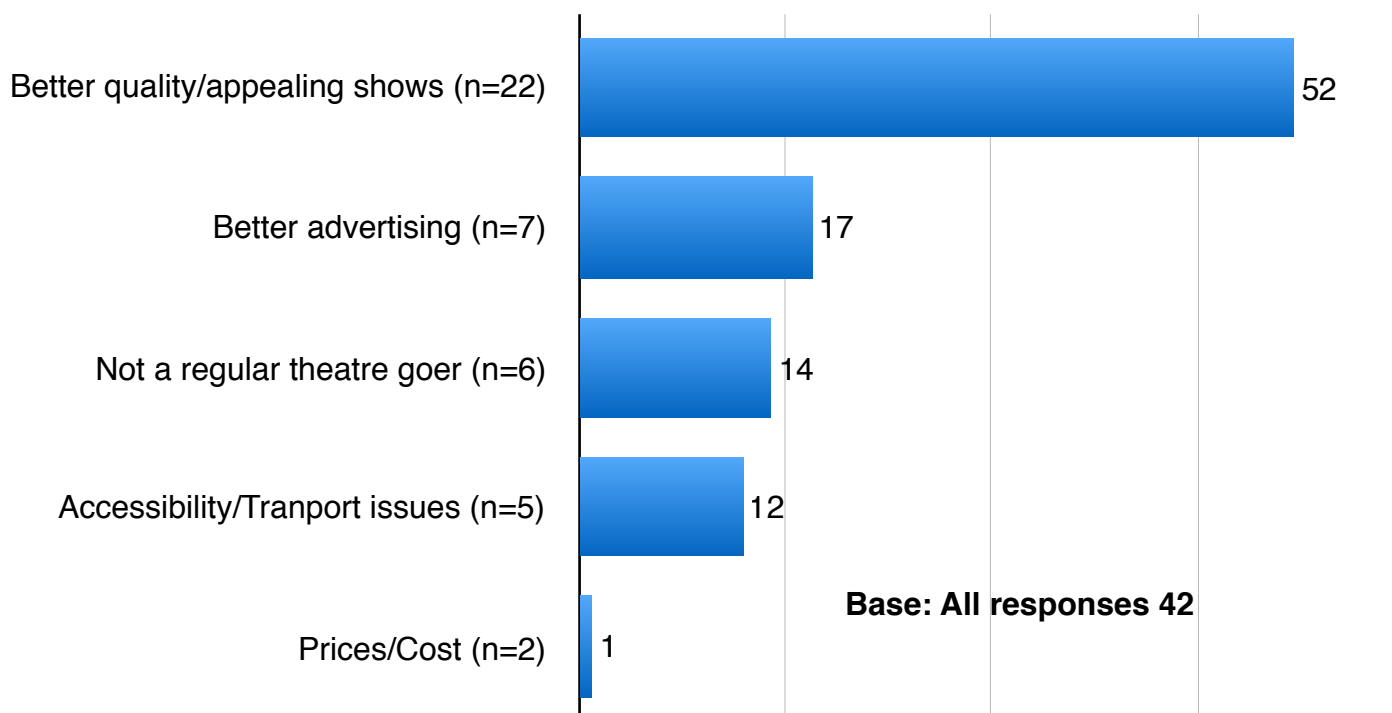
■ % If you have never visited the Epsom Playhouse, which other theatre/s do you visit?





Analysis of Results

■ % What would make you interested in visiting the Epsom Playhouse more often?



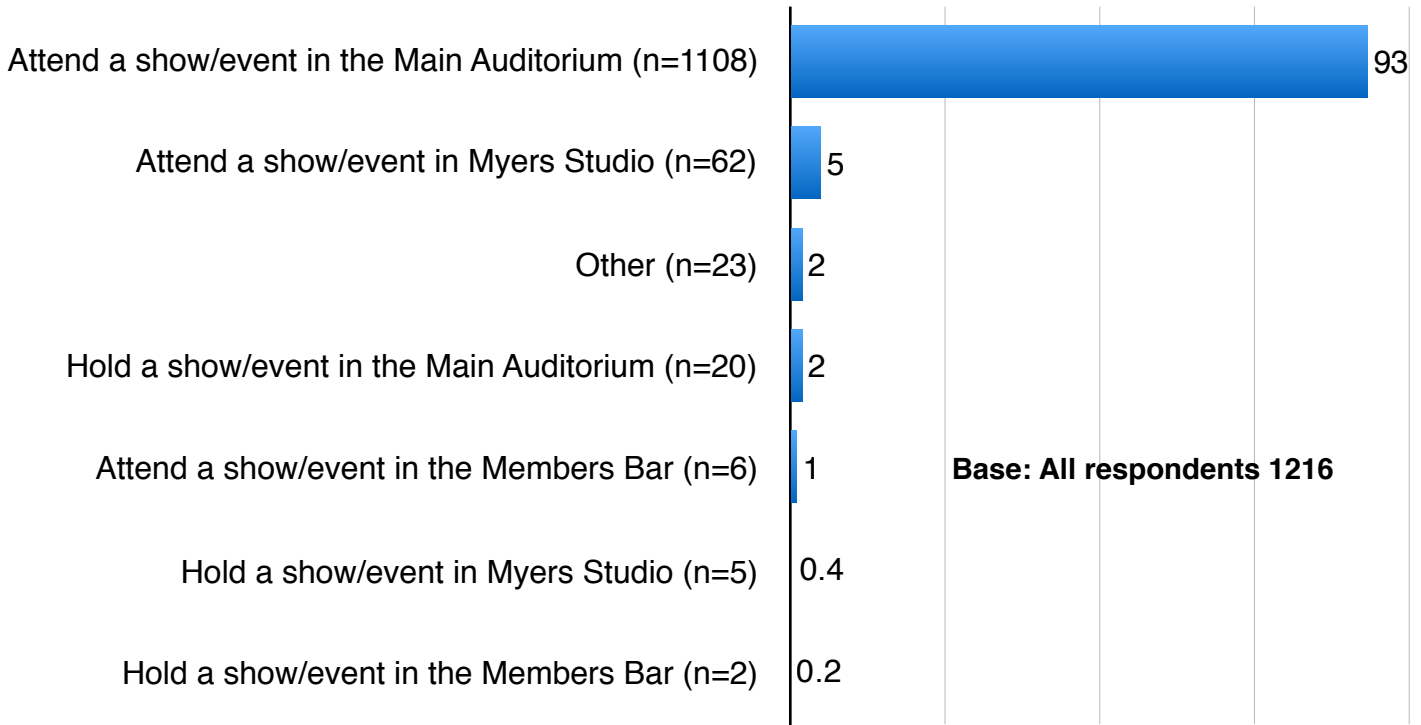
Examples of literal responses include:

What would make you interested in visiting the Epsom Playhouse more often? (Base: All responses=42)	
Theme:	Examples:
Better quality/appealing shows	<ul style="list-style-type: none"> • Interesting plays • Better quality productions, such as touring rep plays, Shakespeare and opera • Bigger stars and bigger shows.
Better advertising	<ul style="list-style-type: none"> • Better advertising - knowing what's on at the Playhouse. • More local advertising.
Not a regular theatre goer	<ul style="list-style-type: none"> • Depends what's on, don't go too often. • I seldom visit Theatres.
Accessibility/Transport	<ul style="list-style-type: none"> • The information with regard to wheelchair access is very poor. • Being able to get there
Prices/ Cost	<ul style="list-style-type: none"> • Cheaper prices.

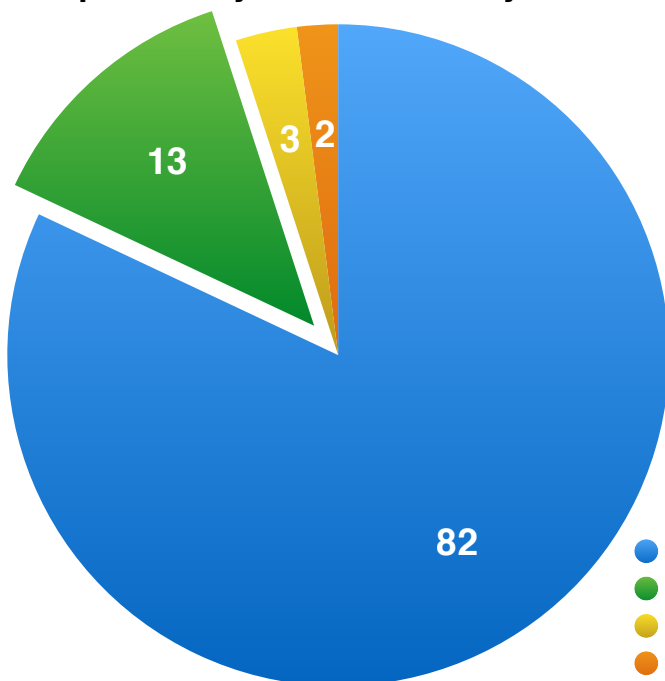


Analysis of Results

■ % What was the purpose of your most recent visit to the Epsom Playhouse?



On average how often do you visit the Epsom Playhouse within a year?



Base: All respondents 1146

- One to three visits per year (n=935)
- Four to six visits per year (n=149)
- Seven to ten visits per year (n=39)
- Over ten visits per year (n=23)

Other responses for what was the purpose of your most recent visit to the Epsom Playhouse?

Overall, 65% (n=11) stated the purpose was to attend a performance/ Show/ Function; 18% (n=3) said for the Polling station/ Voting; 12% (n=2) were staff members and 6% (n=1) to collect their tickets.

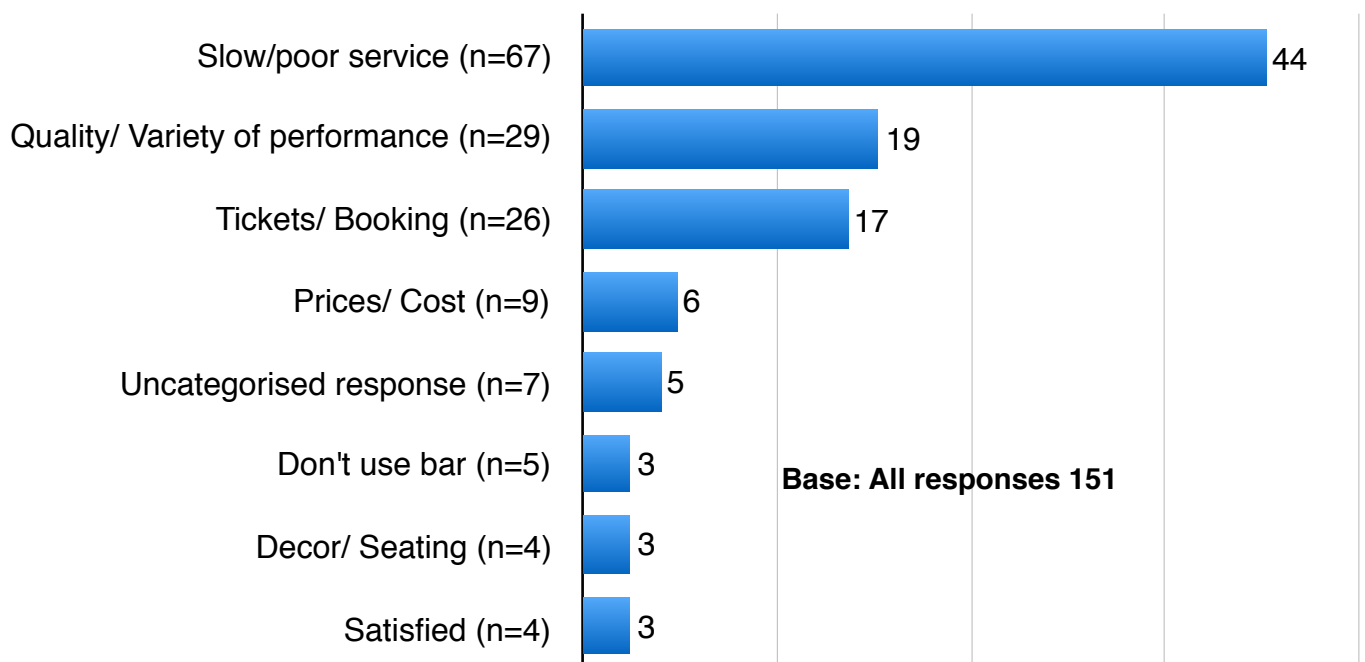
Base: All Responses 17



Analysis of Results

How satisfied were you with the following aspects of the service provided by the Epsom Playhouse...	Favourable	Neutral	Unfavourable	Don't know
Ease of booking	90% (n=1004)	5% (n=55)	1% (n=9)	5% (n=53)
Box Office service	86% (n=998)	6% (n=70)	1% (n=10)	8% (n=87)
Online ticketing	67% (n=757)	8% (n=92)	2% (n=25)	23% (n=255)
Playhouse website	73% (n=834)	10% (n=115)	1% (n=16)	15% (n=171)
Bar service	54% (n=611)	19% (n=220)	8% (n=82)	20% (n=233)
Politeness and friendliness of staff	91% (n=1064)	6% (n=73)	1% (n=12)	3% (n=32)
Availability of staff	80% (n=923)	13% (n=151)	3% (n=29)	5% (n=61)
Knowledge of staff	74% (n=855)	14% (n=162)	1% (n=10)	11% (n=127)
Quality of show/event	90% (n=1092)	6% (n=67)	3% (n=34)	2% (n=22)

■ % Of respondents who were dissatisfied with the question on the table above?





Analysis of Results

Examples of literal responses include:

How satisfied were you with the following aspects of the service provided by the Epsom Playhouse? If you ticked dissatisfied or very dissatisfied please explain your reason/s (Base: All responses=151)

Theme:	Examples:
Slow/poor service	<ul style="list-style-type: none"> • Bar service is very, very slow. • Slow service. • Very long queue for drinks at the interval.
Quality/Variety of performance	<ul style="list-style-type: none"> • The show was rubbish and not the quality that was advertised. • We do not find most of what's put on attractive to us.
Tickets/ Booking	<ul style="list-style-type: none"> • When I tried to use the online service to book a ticket it didn't work and I had to go to the box office to get a ticket. • Seems unfair to pay a booking fee. • It is disappointing that a charge is made for a debit card payment both online and at the Box Office.
Prices/ Cost	<ul style="list-style-type: none"> • The prices were extortionate. • Think bar prices are very expensive.
Uncategorised response	<ul style="list-style-type: none"> • I did not book the tickets.
Don't use bar	<ul style="list-style-type: none"> • Didn't use the bar. • Have never used.
Décor/ Seating	<ul style="list-style-type: none"> • The bar area and seating looks old, tatty run down and extremely tired. It is the worst bar area of all theatres. • The place could really do with some renovation. The toilets were terrible. • There are 2 rows with restricted leg room.
Satisfied	<ul style="list-style-type: none"> • All staff very helpful and polite.



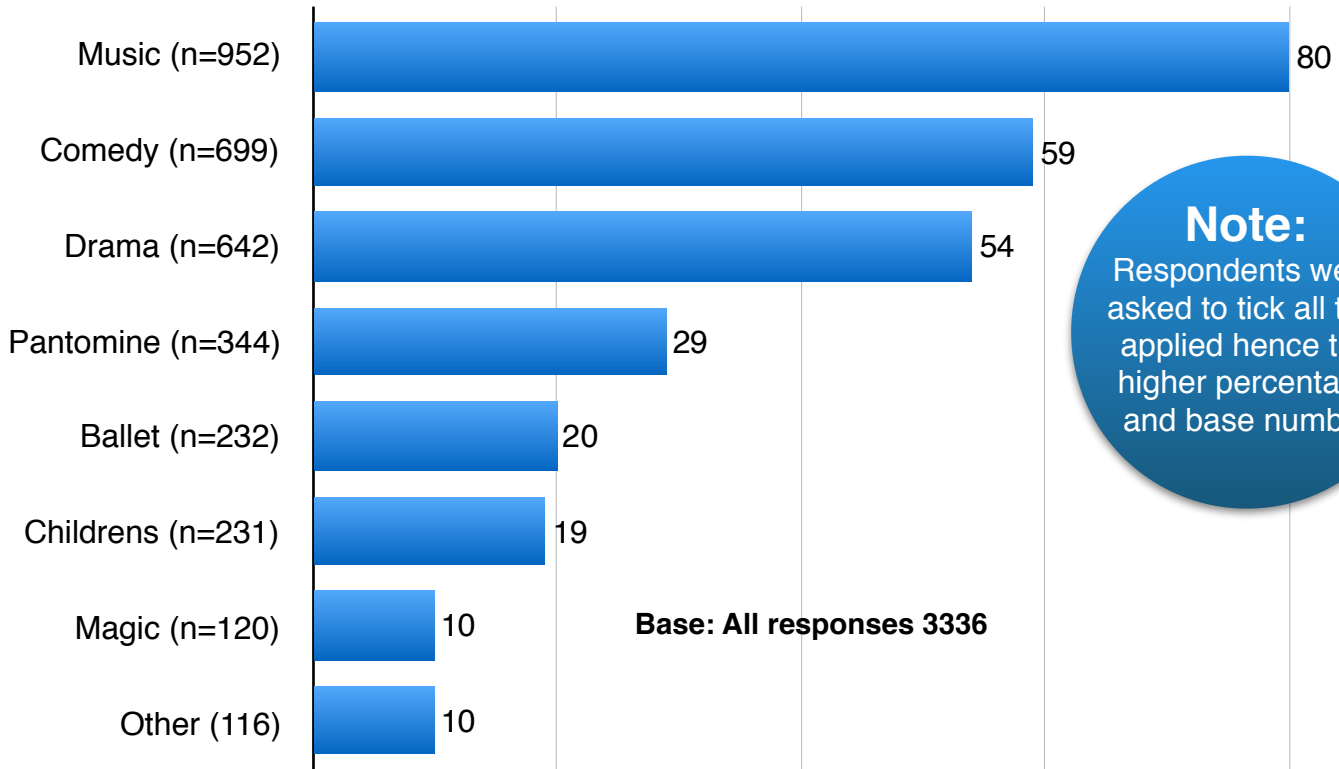
Analysis of Results

How satisfied were you with the following on your most recent visit to Epsom Playhouse...	Favourable	Neutral	Unfavourable	Don't know
Cleanliness of entrance area	92% (n=1077)	7% (n=76)	0.2% (n=2)	2% (n=21)
Cleanliness of toilet facilities	79% (n=924)	10% (n=117)	3% (n=35)	8% (n=97)
Cleanliness of Myers Studios	28% (n=303)	10% (n=104)	0.4% (n=4)	61% (n=655)
Cleanliness of Main Auditorium	91% (n=1054)	7% (n=76)	0.2% (n=2)	3% (n=35)
Cleanliness of ground floor bar	72% (n=829)	10% (n=112)	1% (n=8)	17% (n=197)
Condition of furniture	69% (n=809)	24% (n=280)	3% (n=32)	4% (n=45)
Decoration of the building	69% (n=808)	25% (n=298)	3% (n=34)	3% (n=32)



Analysis of Results

■ % Which of the following genres of show are you interested in seeing at the Epsom Playhouse?



Note:
Respondents were asked to tick all that applied hence the higher percentage and base number

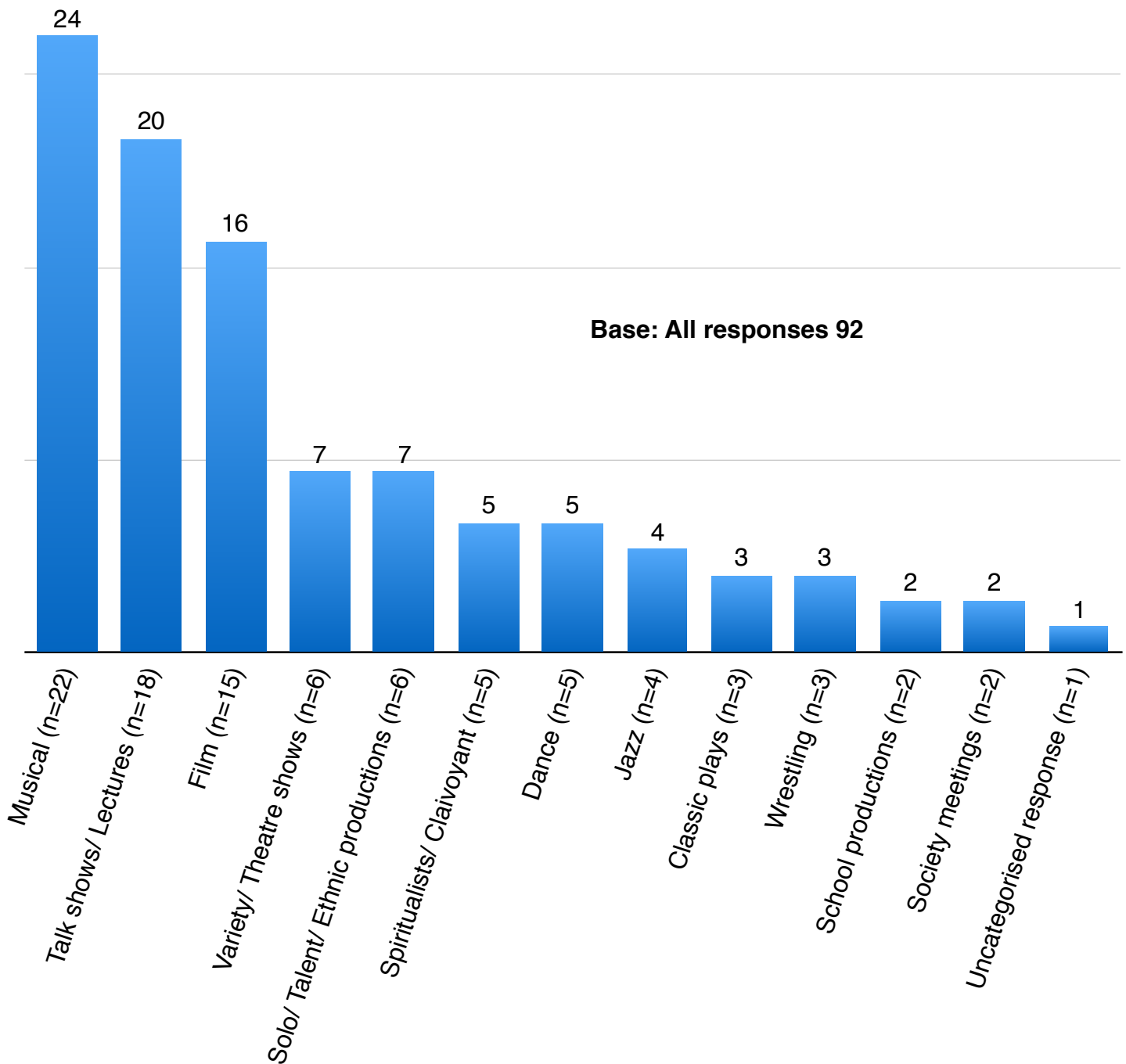
Further analysis was carried out across genders and age groups. Overall, 79% (n=359) of men are interested in music, 58% (n=261) in comedy and 51% (n=230) in drama while 80% (n=530) of women are interested in music, 60% (n=394) in comedy and 57% (n=377) in drama. This is consistent with the findings depicted on the graph above.

	Music	Comedy	Drama
16-24	60% (n=3/5)	80% (n=4/5)	40% (n=2/5)
25-34	72% (n=18/25)	76% (n=19/25)	48% (n=12/25)
35-44	68% (n=75/110)	78% (n=88/110)	43% (n=47/110)
45-54	73% (n=174/238)	75% (n=178/238)	53% (n=126/238)
55-64	90% (n=283/316)	63% (n=198/316)	60% (n=188/316)
65-74	82% (n=271/332)	42% (n=140/332)	53% (n=175/332)
75-84	77% (n=86/112)	46% (n=51/112)	55% (n=62/112)
85-94	75% (n=15/20)	30% (n=6/20)	45% (n=9/20)
95+	67% (n=2/3)	67% (n=2/3)	67% (n=2/3)



Analysis of Results

■ % Of Other Respondents to genres of show they are interested in?





Analysis of Results

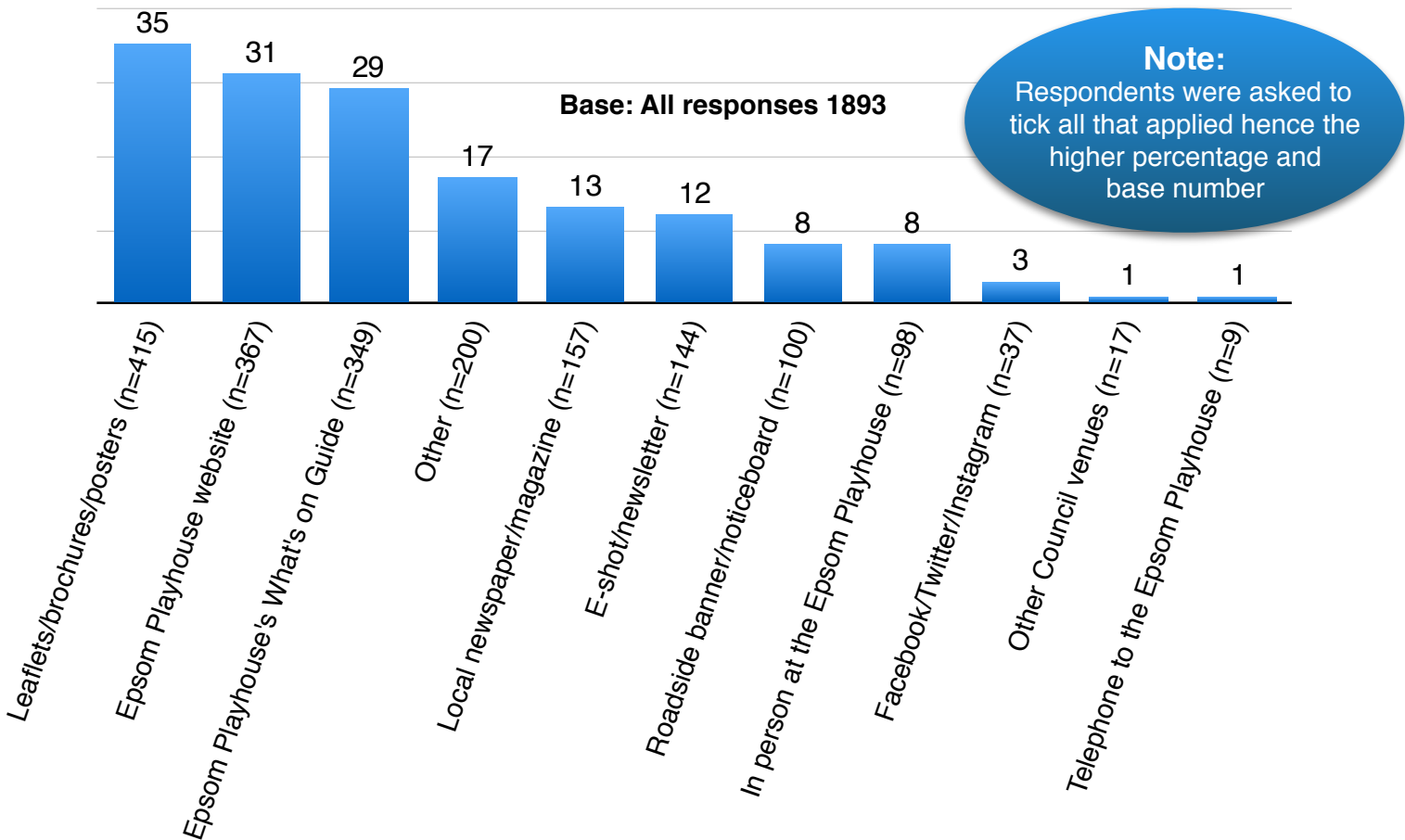
Examples of literal responses include:

Which of the following genres of show are you interested in seeing at the Epsom Playhouse? If other, please specify (Base: All responses=92)	
Theme:	Examples:
Musicals	<ul style="list-style-type: none"> • Musicals/songs from West End musicals. • Musical Theatre. • Good. Musical, i.e. 42nd Street?
Talk shows/ Lectures	<ul style="list-style-type: none"> • Celebrity talks. • People coming to talk about their lives/work, etc. • Talks, lectures, etc.
Film	<ul style="list-style-type: none"> • Movies. • Films in summer. • Would like the August film festival returned.
Variety/ Theatre shows	<ul style="list-style-type: none"> • Variety. • London touring shows.
Solo/talent/ethnic productions	<ul style="list-style-type: none"> • Ethnic - Indian programme • Solo artists • Local talent showcases.
Spiritualists/ Clairvoyant	<ul style="list-style-type: none"> • Physic events. • Spiritual events. • Clairvoyant evenings - Psychic Sally was brill
Dance	<ul style="list-style-type: none"> • Dance Show • Dance eg ballroom • Dance- modern
Jazz	<ul style="list-style-type: none"> • The Monday night jazz in the Myers Studio is excellent. • Jazz.
Classic plays	<ul style="list-style-type: none"> • Shakespeare plays. • Classic plays such as Hay Fever by Noel Coward and Shakespeare
Wrestling	<ul style="list-style-type: none"> • Wrestling.
School productions	<ul style="list-style-type: none"> • Local school productions.
Society meetings	<ul style="list-style-type: none"> • Arts Society meetings.
Uncategorised response	<ul style="list-style-type: none"> • None. Do not like atmosphere.



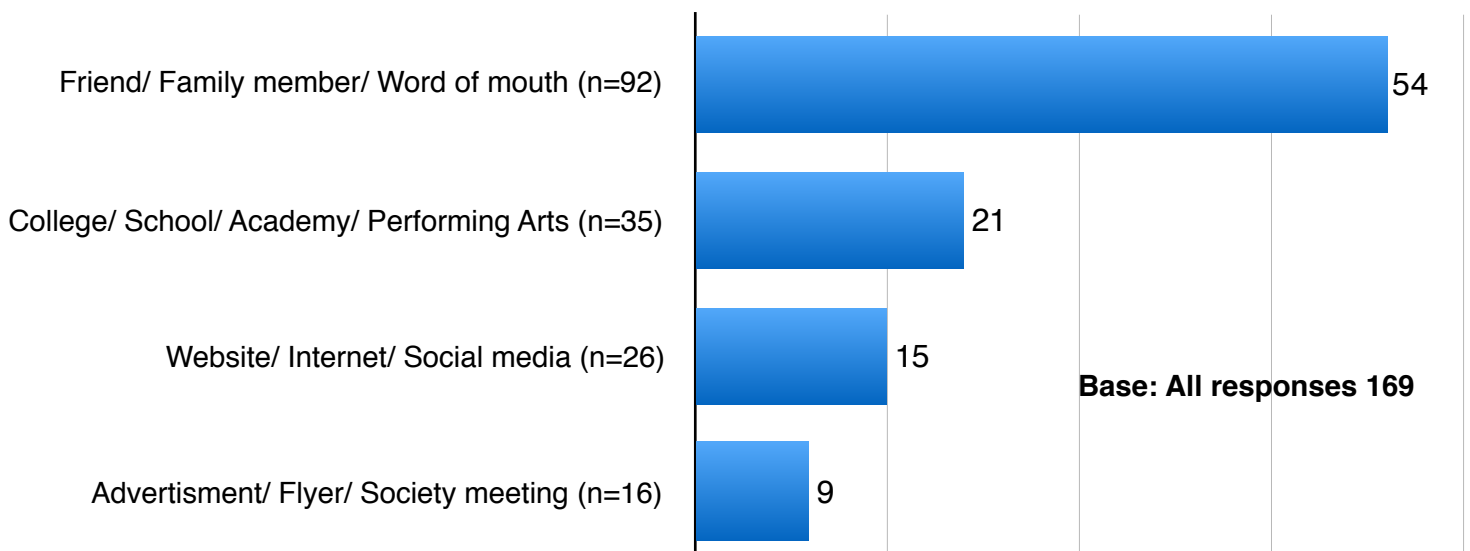
Analysis of Results

■ % How did you find out about the last show you attended at the Epsom Playhouse?



The top three ways of finding out about shows at the Epsom Playhouse as illustrated on the graph are through leaflets brochures/posters, via the Epsom Playhouse website and Epsom Playhouse's What's on Guide.

■ % of Other Responses to How did you find out about the last show...?

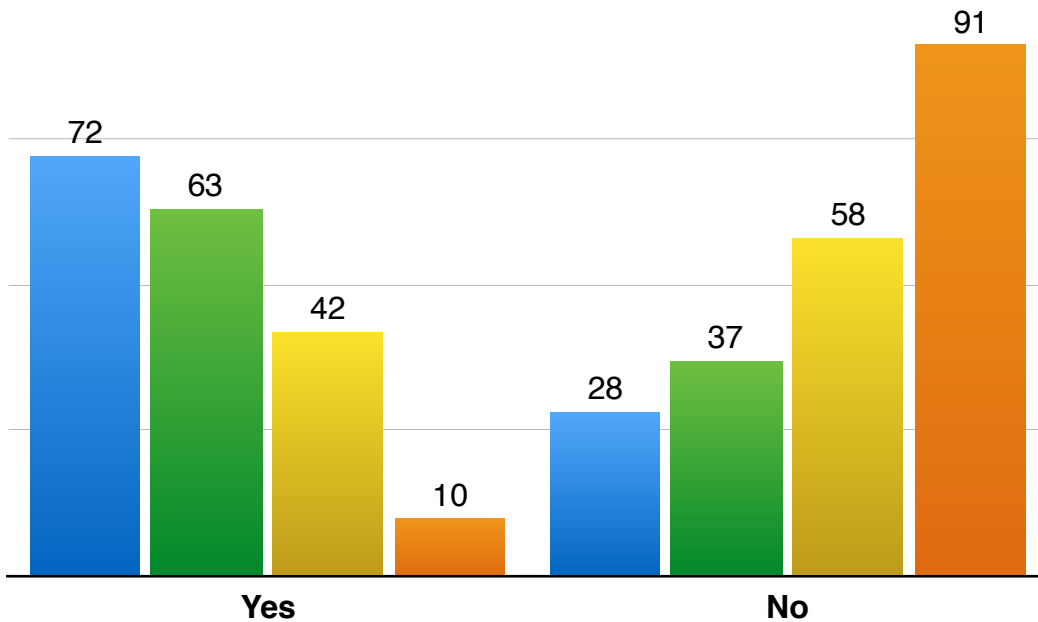




Analysis of Results

Responses to please tick one option for the questions below

- % Are you a resident of the borough? (Yes n=835; No n=330)
- % Have you seen the latest edition of the Epsom Playhouse's What's on Guide? (Yes n=724; No n=423)
- % Would you consider using an app for the Epsom Playhouse if available? (Yes n=470; No n=660)
- % Are you a current member of the Epsom Playhouse pass card? (Yes n=104; No n=994)



If you are not currently a member please explain your reasons:

Don't frequent enough/
Value for money 51%
(n=92)

Not heard of it 36% (n=65)

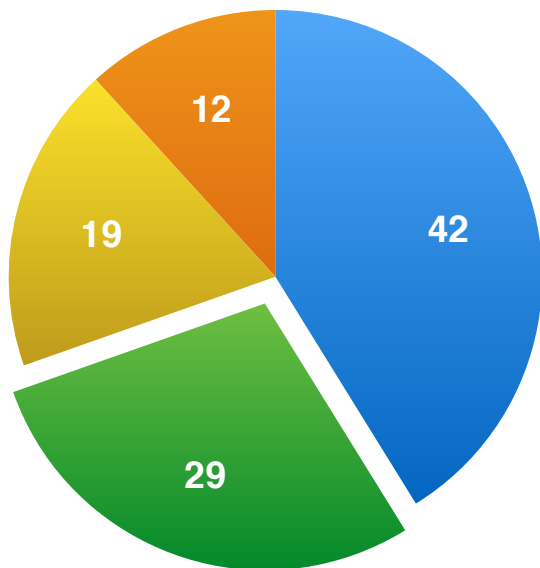
Not local/ Too far away/
Transport issues 6%
(n=11)

Uncategorised responses
3% (n=8)

Considering 3% (n=6)

Base: All responses 182

If you are not a current member of the Epsom Playhouse pass card, please explain your reason(s) below



- Don't know (n=455)
- Not interested (n=314)
- Other (n=206)
- Not value for money (n=132)

Base: All respondents 1107

If no, have you been a member previously:

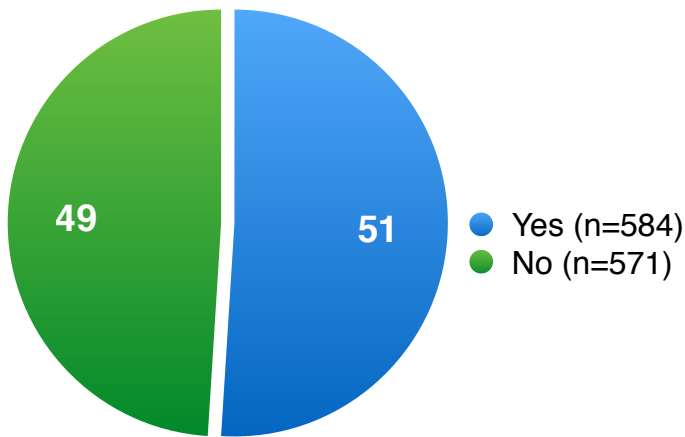
Overall, 69% (n=234) stated that no, they have not previously been a member; 25% (n=85) stated that yes, they have previously been a member; 5% (n=16) stated that they have not heard of the membership pass or that they were not sure or it wasn't applicable in their case and 1% (n=5) gave an uncategorised response.

Base: All responses 340



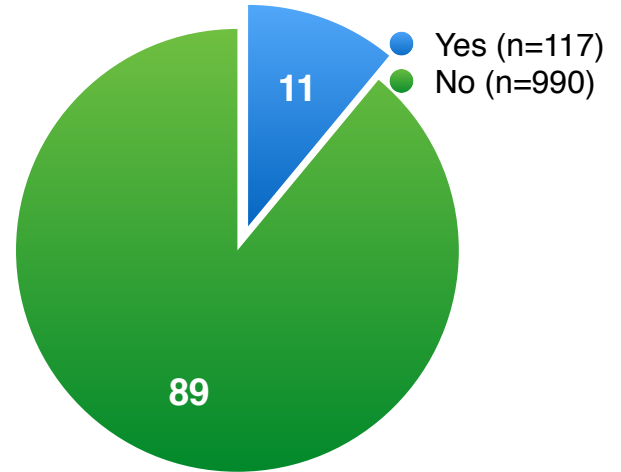
Analysis of Results

Are you aware that the rooms including the Main Auditorium at the Epsom Playhouse are available for hire?

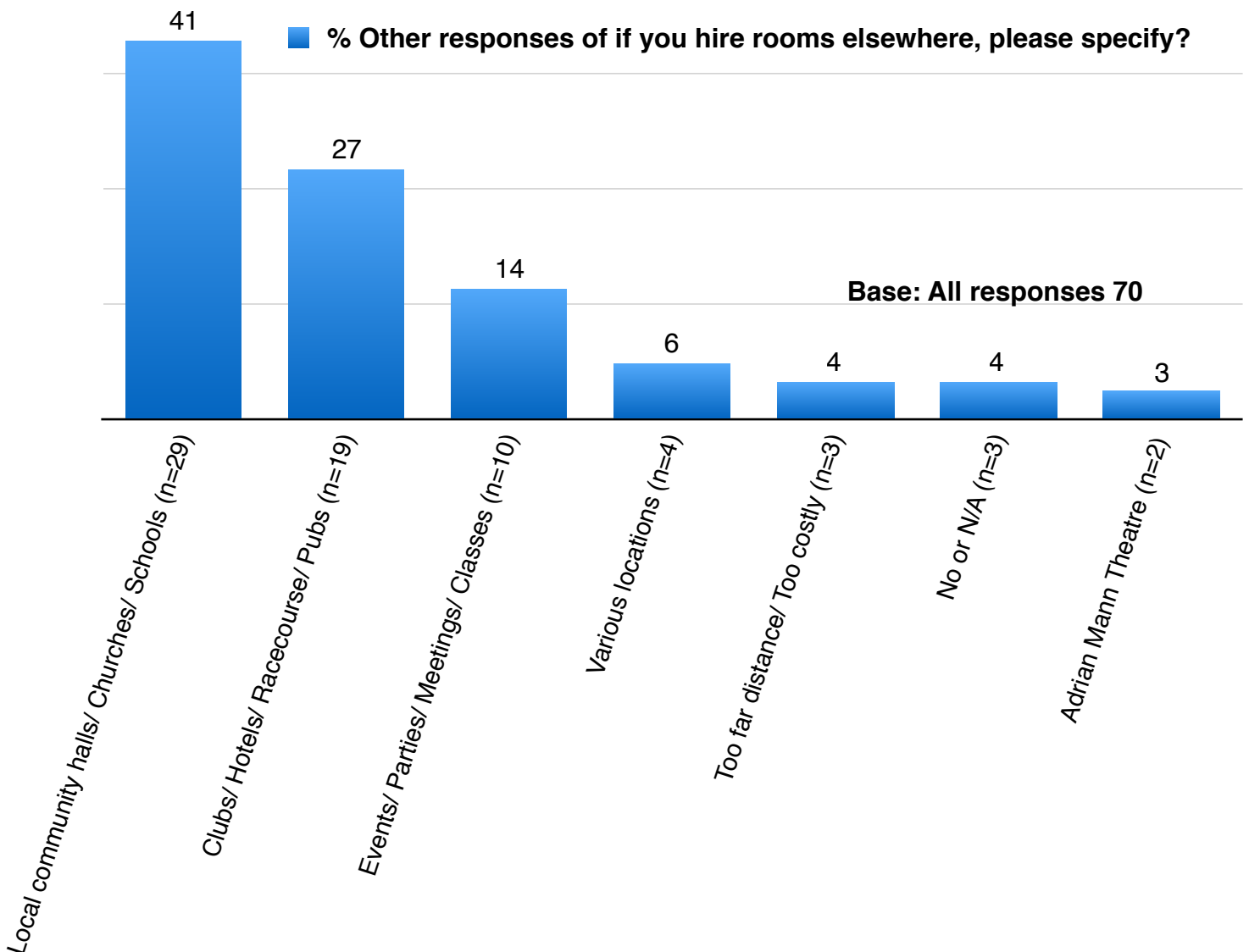


Base: All respondents 1155

Do you hire rooms elsewhere?



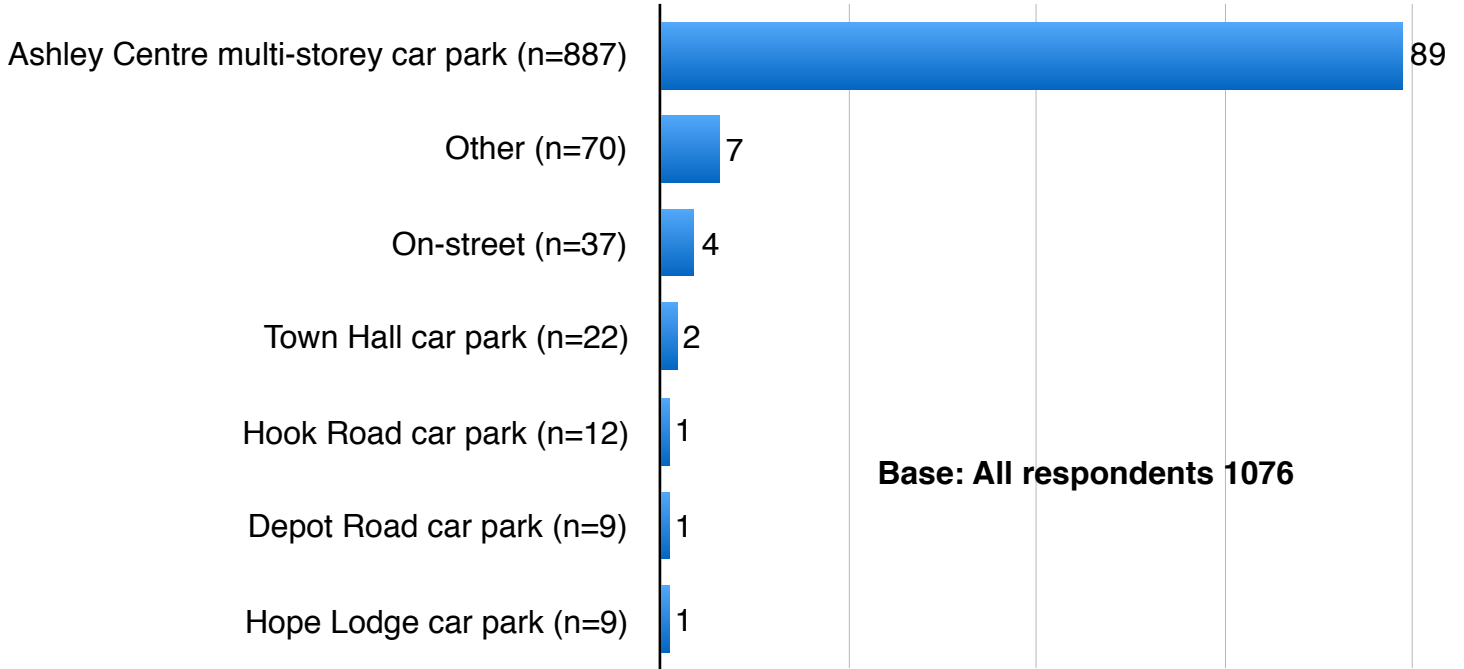
Base: All respondents 1107



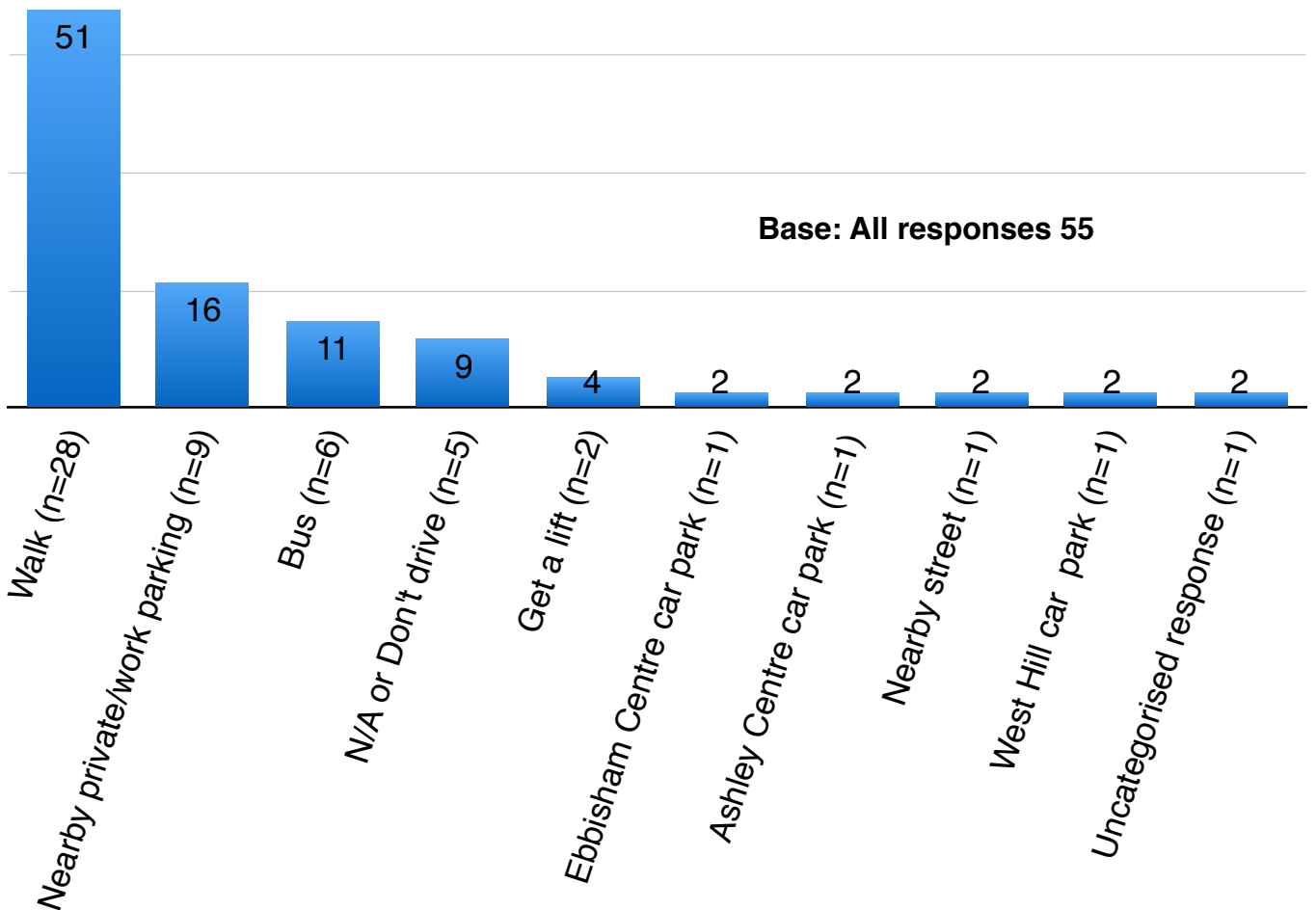


Analysis of Results

■ % If you travelled by car, where did you park your car?



■ % If you travelled by car, where did you park your car? Other responses

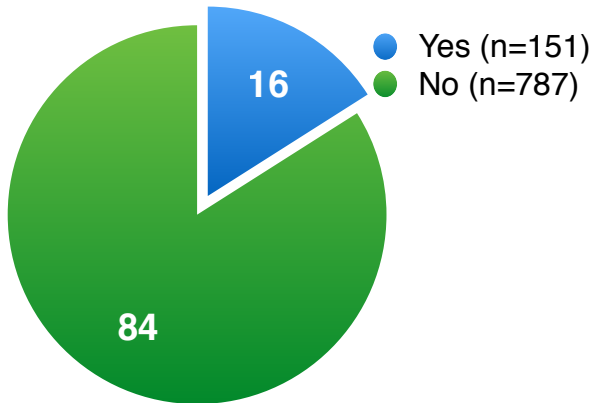




Analysis of Results

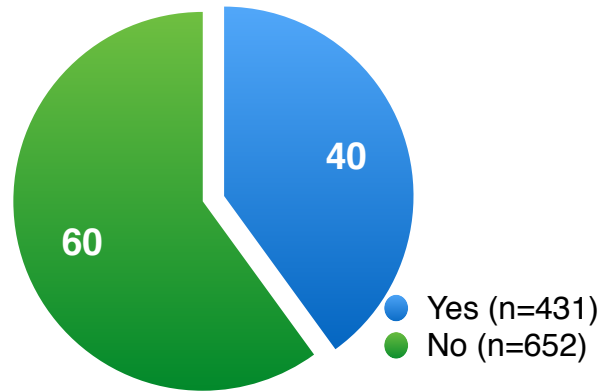
On your most recent visit to Epsom Playhouse, did you also?

Go shopping



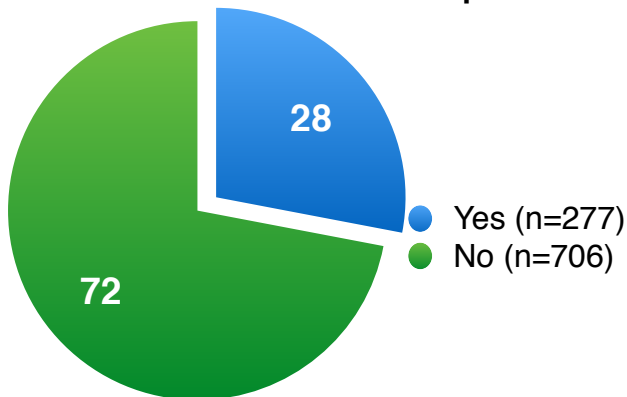
Base: All respondents 938

Have a meal in a local restaurant/pub



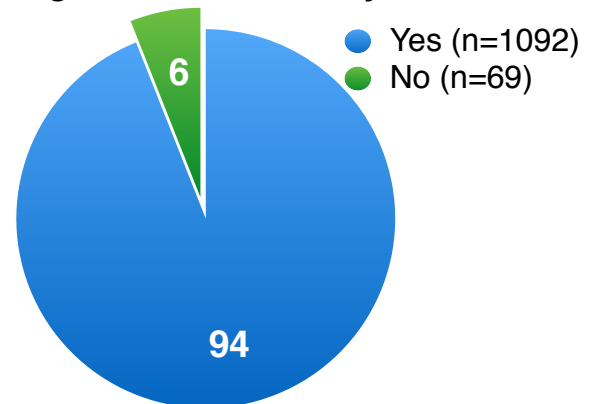
Base: All respondents 1083

Have a drink in a local restaurant/pub



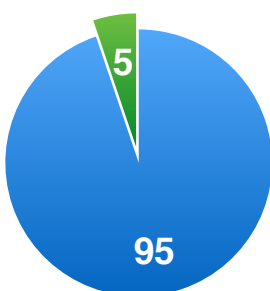
Base: All respondents 983

Does the Epsom Playhouse offer good value for money



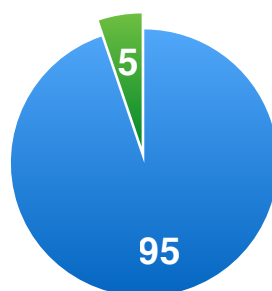
Base: All respondents 1161

Do you think that Epsom Town Centre benefits from Epsom Playhouse?



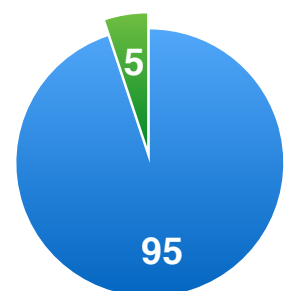
Base: All respondents

Do you think that the borough benefits from Epsom Playhouse?



Base: All respondents 1083

Would you recommend Epsom Playhouse?

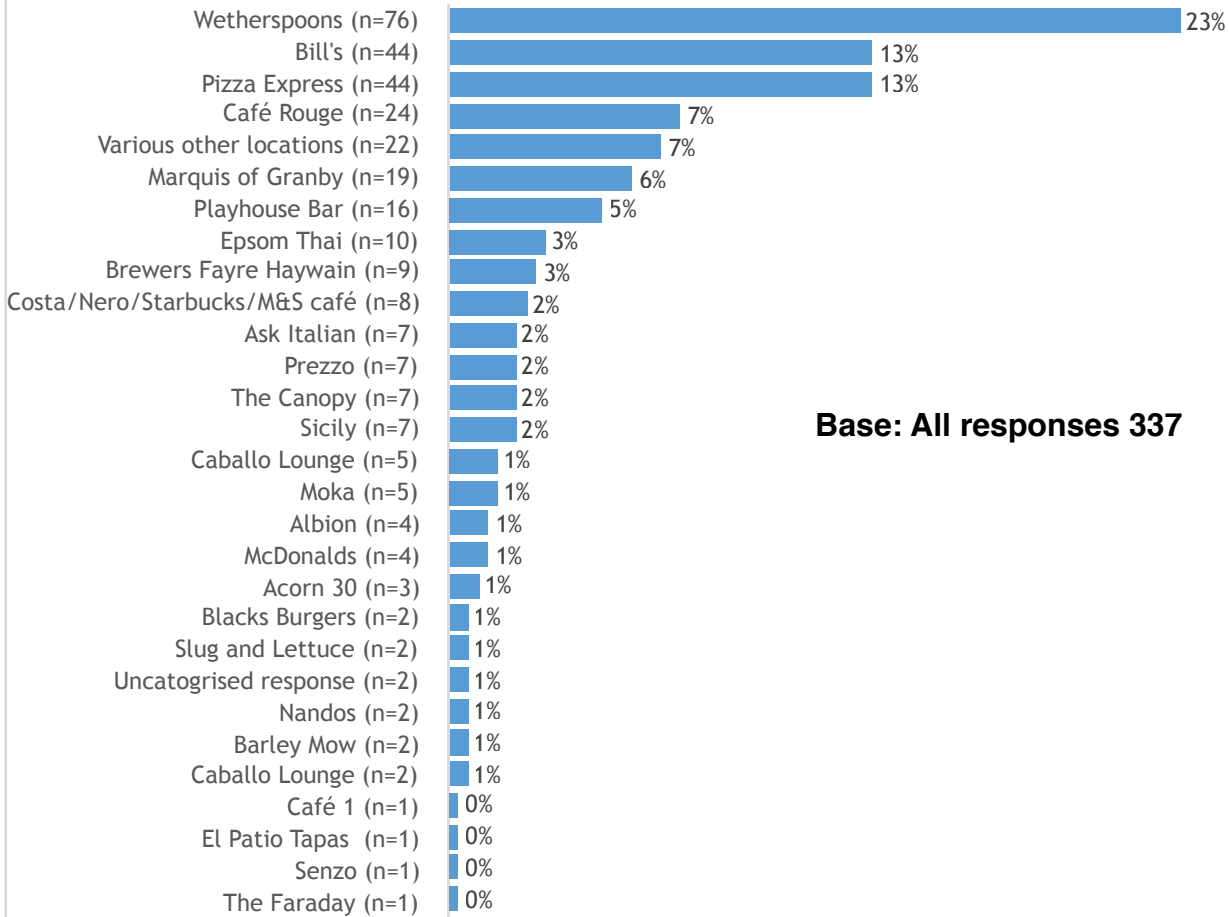


Base: All respondents 1114



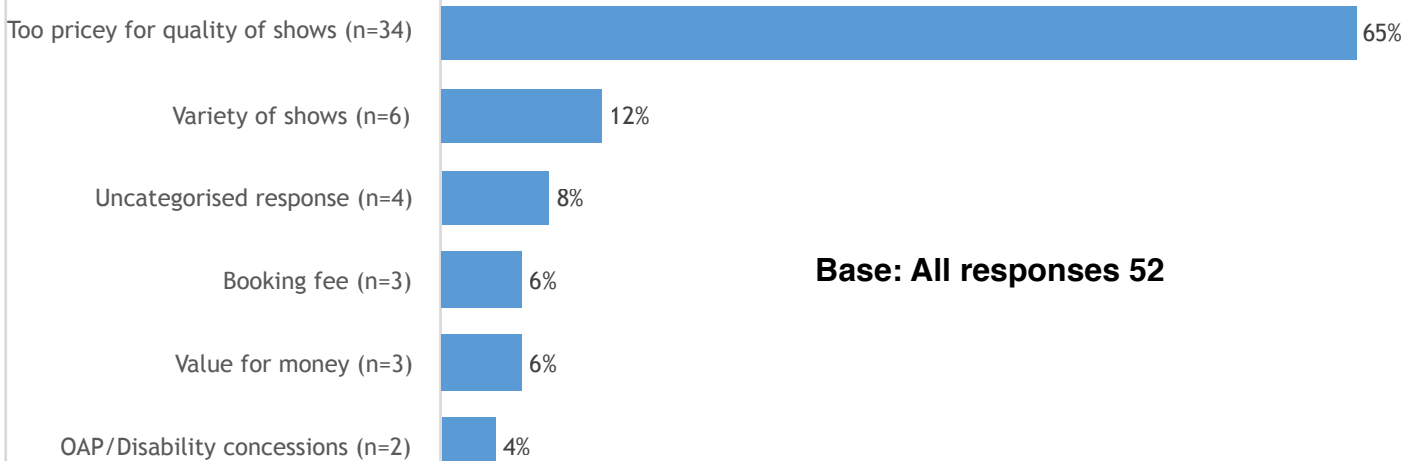
Analysis of Results

If you ticked 'Yes' to visiting a local restaurant/pub/cafe, please specify the establishment you visited



Base: All responses 337

Does the Epsom Playhouse offer good value for money?
If no, please specify

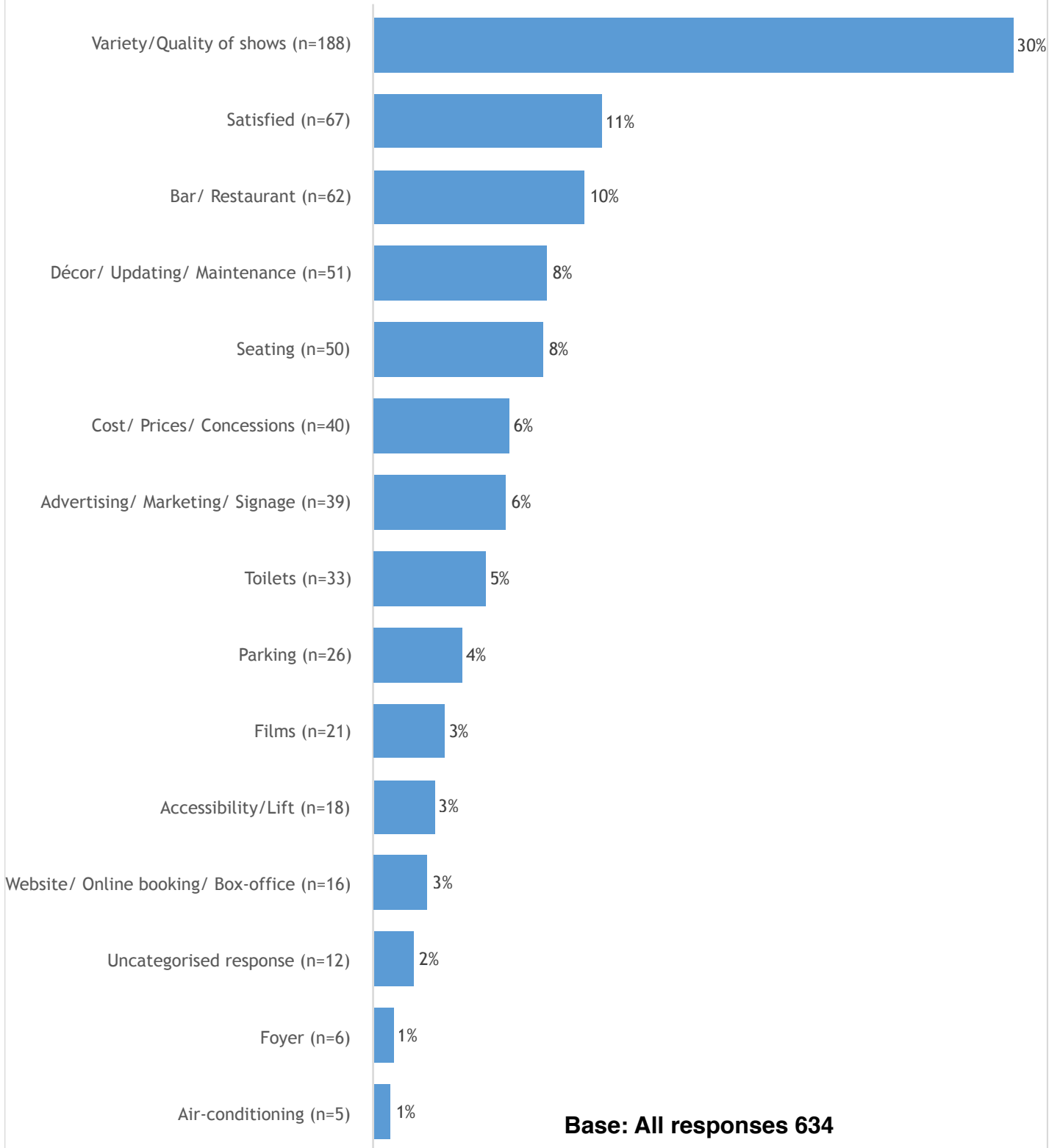


Base: All responses 52



Analysis of Results

Is there anything you would like to see changed or improved at the Epsom Playhouse?





Analysis of Results

Examples of literal responses include:

Is there anything you would like to see changed or improved at the Epsom Playhouse? (Base: All responses=634)

Theme:	Examples:
Variety/Quality of shows	<ul style="list-style-type: none"> • Please bring in good quality performances; dramas, plays - not trashy shows. • More children's shows, e.g. The Julia Donaldson plays • It's called the Playhouse, but doesn't offer any plays any more. • More staged plays.
Satisfied	<ul style="list-style-type: none"> • Epsom Playhouse is a very good venue and adds to a great town. • I find the Playhouse homely. • Playhouse provides great entertainment and services for many people inside and out of the Borough.
Bar/ Restaurant	<ul style="list-style-type: none"> • Not enough staff in bar and were slow to serve. • Improved bar service and possibility of food. • The long queue at the bar during a busy interval.
Décor/ Updating/ Maintenance	<ul style="list-style-type: none"> • It needs a bit of a refit as, looks a bit tired. • The décor inside the main auditorium is now very dated, seating is well past its best, it needs a major overhaul, and soon. • Decor and furniture needs updating.
Seating	<ul style="list-style-type: none"> • Cramped seating. • The seating is very squashed. Although I am short I feel very confined and have no leg room. • I find the leg room very limited and I am only 5 feet tall!
Cost/ Prices/ Concessions	<ul style="list-style-type: none"> • Cheaper ticket prices. • I object to having to pay extra charge on tickets when I book at the theatre. • Cheaper prices so the place is full - would get as much revenue as a half empty theatre.
Advertising/ Marketing/ Signage	<ul style="list-style-type: none"> • More publicity across the borough. • Reinstate sending brochure/what's on to home address. • It would also be good to get email alerts and sign up to things you want to go and see.
Toilets	<ul style="list-style-type: none"> • Better toilet facilities. • There is insufficient toilets especially during intervals. • Toilets were old and not nice to use.
Parking	<ul style="list-style-type: none"> • Parking concessions in the Ashley car park. • The cost of parking in the Ashley Centre car park has increased out of all proportion in recent years, especially the evening charge. • A change in the car parking arrangements caused total confusion on exit from the car park. Not able to pay in advance for exit. People becoming agitated on delay on exit.
Films	<ul style="list-style-type: none"> • More films that are no longer being shown at local cinemas. • To show cult films or a whole day screening a certain directors several films. • A film festival included in the programme which showed golden oldies and the best of foreign films.



Analysis of Results

Examples of literal responses include:

Is there anything you would like to see changed or improved at the Epsom Playhouse? (Base: All responses=634)

Theme:	Examples:
Accessibility/Lift	<ul style="list-style-type: none">• A lift installed for those who need access to the upper levels of the theatre.• Better disabled access.• Wheelchair access on left side (foyer side) is excellent but other side is awful. Having to go outside the theatre and in through emergency exit, only possible with help from staff, is uncomfortable and demeaning.
Website/ Online booking/ Box-office	<ul style="list-style-type: none">• Better website. Have had difficulty booking tickets in the past.• I object to having to pay extra charge on tickets when I book at the theatre.• It would be a good idea to have the box office open during the interval.
Uncategorised response	<ul style="list-style-type: none">• Pull it down and build social housing.• Remove any Council / rate payers subsidy.
Foyer	<ul style="list-style-type: none">• The foyer is rather small.• A bigger foyer area.



Conclusion

To conclude, 50% (n=632) of respondents stated that they have visited within the last six months. Of the respondents that said they have never visited - they were asked what will make them visit more often and 52% (n=22) said better quality or appealing shows. Nine in ten respondents 93% (n=1108) attended a show/event in the Main Auditorium. The majority of respondents 82% (n=935) attend one to three visits per year on average at the Epsom Playhouse.

It's worth noting that the majority of respondents to the survey 91% (n=1064) rated the politeness and friendliness of staff favourably by ticking either very satisfied or satisfied, this was filled by 90% (n=104) giving a favourable response regarding ease of booking and another 90% (n=1092) for quality of shows. Respondents who were dissatisfied or very dissatisfied were asked to explain their reason/s and of the responses received 44% (n=67) said show or poor service, this was followed by 19% (n=29) stating their dissatisfaction with the quality/variety of performance. Eight in ten respondents stated that they were interested in Music.

The result of the survey is very positive however, it's worth noting that under additional comments, service improvements areas have been identified by respondents such as the variety of shows, poor service, decor/seating, toilets, accessibility issues etc. Some of the concerns raised are quick fixes that could further improve customer satisfaction when an action plan is drawn and implemented. Overall, respondents are happy with the service.