

The Albert Halls - update

Corporate and External Issues Scrutiny Committee

9th February 2023



Context

- Management of the Albert Halls transferred from Department of Place to Chief Executive's in July 2022.
- Marketing, Events and Communications (MEC) team service review concluded in September 2022, new structure included addition of two council services – The Albert Halls and the Civic team
- The Albert Halls forms one of six key objectives for the MEC team: to reinvigorate and reimagine the offer and delivery of services within the complex
- Bar Services were brought back in-house following the termination of agreement with Heathcote's. The complex has three main bars, 'The Albert' at ground level, The Lancaster suite on the first floor and the Theatre Bar on the second floor. All bars are fully operational and opened during busy shows or for specific events.
- With no in house caterer, currently catering services are offered and delivered by three preferred suppliers (Pig and Rhubarb, Percival's, and Odessa).
- Ticketing for all shows is currently managed and delivered by Quaytickets, who are on a rolling contract with the Albert Halls. Shows on sale for 2023 as well into 2024 and even 2025.

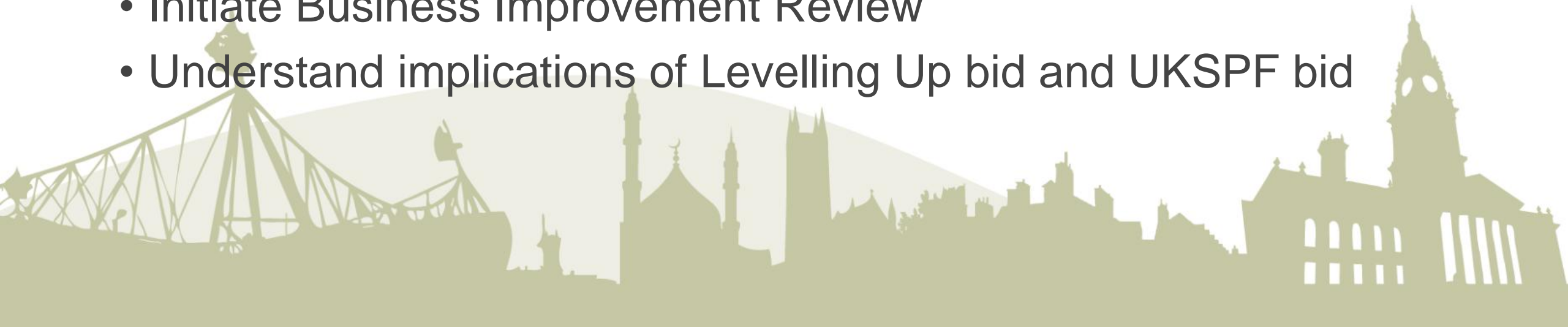
Albert Halls Vision

- Re-set the complex as a vibrant, community cultural hub
- Create a sustainable business model to ensure the future of the complex
- Explore opportunities and options to develop business across core thematics – theatre, food and beverage offer, weddings, conferences



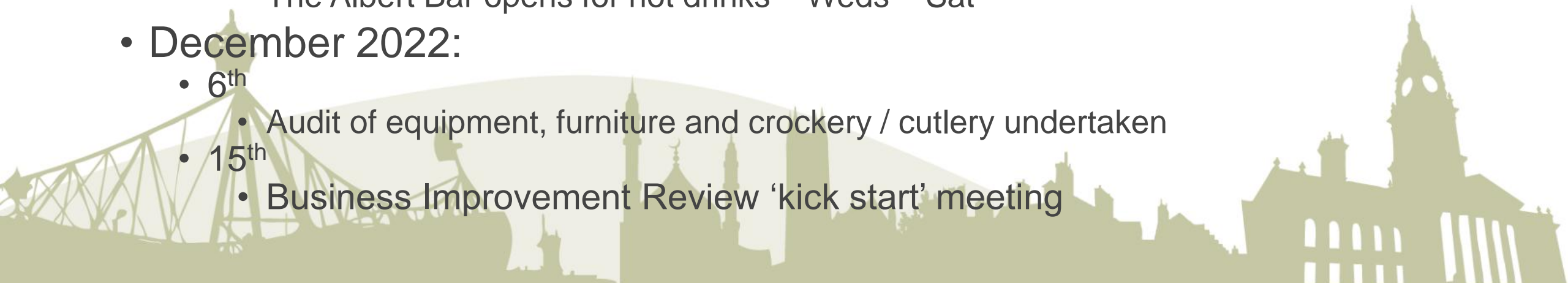
Key Priorities – Winter 2022/23

- Focus on Food and Beverage offer
 - Priority to reduce 'dark days' and open the complex to the public
 - Audit existing spaces: Kitchens, equipment, furniture and crockery / cutlery
- Review public facing marketing
- Initiate Business Improvement Review
- Understand implications of Levelling Up bid and UKSPF bid



Timeline

- October 2022:
 - Meet the team and identify priorities
- November 2022:
 - 7th
 - Food and Beverage Contract Development brief created
 - 16th :
 - Introduction of physical box office – Weds – Sat
 - The Albert Bar opens for hot drinks – Weds – Sat
- December 2022:
 - 6th
 - Audit of equipment, furniture and crockery / cutlery undertaken
 - 15th
 - Business Improvement Review 'kick start' meeting



Timeline

- January 2023:
 - 4th
 - Light food offer introduced in The Albert Bar
 - 13th
 - Filming production – Cobra (SKY TV with Robert Carlyle)
 - 16th :
 - Deadline for Food and Bar documentation
 - 19th:
 - Levelling Up funding is not granted
 - 25th
 - The Albert Bar hosts The Bereavement Café monthly sessions (last Weds of each month)



Timeline

- February / March 2023:
 - Website – complete redesign of site focusing on core offers
 - Ticketing Offer – re-tender of existing contract to achieve value for money
 - Option paper developed for future management of core areas of the business
 - Theatre and programming
 - Food and beverage
 - Weddings
 - Conferences and businesses
 - Community
 - Civic
 - UKSPF project plan defined ready for implementation April 2023



Questions?

