

31/12/24 - POW / MOCC Community Meeting

Present

Andrew Johnson
Andrew Mosley
Coleen Worrall
Ben Farbrother

Apologies

Peter Sidwick
Jamie Norgrove
Darrell Mawle

Discussed Stock Condition Survey. Concerns raised about the quality of the information provided.

Ben shared the business plan with the group. Many thanks to Ben for all his hard work with this and thanks to Mike for his support with the budget.

The LUF funding can be used for the roof if it's for the betterment, this can then be classed as Capital Investment. An extension has been given on the LUF funding. Ben raised concerns that if they don't use the funds for the culture capital of Cannock then there is a risk that the LUF funding could be lost.

Discussed what will happen in the interim whilst the Prince of Wales Theatre is closed, Andrew M shared that this would be the time for works to be completed. Roof and heating and ventilation can be completed at this time, can we look at 'green' options such as solar panels being fitted and LED ambient theatre lighting..

Ben talked through the Business Plan. Governance and Core Professional Roles were discussed. Are there roles that can be shared and / or roles that that could work across both the Theatre and Museum, there will be core functions that are currently being run by IHL that will need to be considered. There is a role at the museum who deals with health and safety and risk assessments.

Discussed Community Interest Company (CIC) as being the suggested legal model. The Friends of Hednesford Park is set up as a CIC, suggested that we talk to them for insight.

Hednesford Football club have just invested in solar panels on the stands, we could approach them for advice?

Ticketing and digital platforms needs to be considered. Andrew M gave an example of Chase Tickets (built on six platform) and its success in becoming 100% digital. Currently 10% is taken off box office sales. POW are currently using Skiddle. Ben is confident that we can reduce costs.

Utilisation of the building could be maximised. What are the plans for the market hall space, was in the original LUF bid.

Discussed Section 106 fund and if there are opportunities and if this should be discussed with the council.

Ben shared the budget information and talked through the model.

Andrew M discussed the Amdram model, Andrew to share the hire document with Ben to support with the budget model.

The budget is based on 180 days of shows hitting 70% of sales, discussed how we can find out if this is currently achieved.

Next steps for the business plan:

- Need to ratify lines on the budget model
- Understanding from the Amdram groups what model would work best
- Understand if the professional model is achievable
- Understand if the catering model is achievable
- Understand if the Levy model would work

Discussed how we can tie in the Museum in to the proposal. There are areas that can be shared across both the Prince of Wales and Museum of Cannock Chase. Museums mainly run on subsidies, different type of entity to the theatre as it would be difficult to charge what would need to be charged to fund the museum. £255,634 is currently received in subsidies to the museum.

From the Culture Review points 5.28 - 5.34 it is felt that it's not fit for purpose, this will be challenge by Andrew Johnson.

Discussed the Museum and use of space in the current market hall if there are no other options to keep the Museum building. The running costs for the museum provided in the SCS were questioned however there is a considerable amount of saving needed to be made. Moving the museum is not the desired outcome however this would be better than not having a museum at all?

Andrew has a meeting 07/01/25 with councillors.

Any proposals have to be in for 09/01/25.

We need to pull together questions to ask the council.

Next meeting 04/01/25 12pm

ACTIONS:

- Speak to Friends of Hednesford Park regarding the legal status of CIC
- To approach the council, what are the plans for the current Market Hall space and what is it's availability and ask about the Section 106 fund - this could be submitted to the council for the meeting
- Andrew M to seen the hire document with Ben
- Update the Business plan to say that ideally we need detailed accounts from IHL
- Talk to McArthur Glen about venue for future meetings
- Ben to update the Business plan and submit to the council
- Andrew J to pull together a proposal to sent to the council, the group can support Andrew with this.
- Add the link to website to social media