

Venue Hire Survey Report January 2024

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1. Summary

Questionnaire format: *Web*
Responses: *Winding Wheel; 18*

Date range: *19th December 2023 to 5th January 2024*

2. Introduction

Respondents were asked to complete a short survey regarding their views on how individuals / groups currently use the Winding Wheel Theatre and how they think any price or operational changes would affect them / their group.

An invitation to participate was requested via email to 32 Winding Wheel venue users.

The Budget Conversation

Before taking part in the survey, respondents were asked to read through the background information included in the Budget Conversation brochure.

The Budget Conversation survey asked a broad set of questions about where and how people think we could make budget savings and should focus where we spend our budgets. Within the survey there were 10 opportunities for respondents to make comment. Around 900 comments were made in total (multiple responses from the same respondents). Around 10 of the comments specifically mention the three venues and 9 comments specifically mention use of community venues. Please see the full Budget Conversation Survey report [here](#). (link to be added)

Further comments and feedback

Some further responses were received separately via email and in-person. These are included at the end of the report.

3. Questionnaire results

How strongly do you agree or disagree that the council should ensure that fees and charges for discretionary services, which are services it does not have to legally provide, and which some residents may not need, should cover the cost to the Council of providing the service?

How strongly do you agree or disagree that the council should ensure that fees and charges for discretionary services, which are services it does not have to legally provide, and which some residents may not need, should cover the cost to the Council of providing the service?					
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
No.	1	9	7	1	0
%	5.6%	50.0%	38.9%	5.6%	0.0%

How strongly do you agree or disagree that venue hire fees and charges should be set at a level, for any groups or individuals using the service, that covers the cost of providing the service to help reduce the council's budget gap?

How strongly do you agree or disagree that venue hire fees and charges should be set at a level, for any groups or individuals using the service, that covers the cost of providing the service to help reduce the council's budget gap?					
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
No.	3	7	5	2	1
%	16.7%	38.9%	27.8%	11.1%	5.6%

Do you / your group currently pay for the hire of facilities at the Winding Wheel Theatre?

Do you / your group currently pay for the hire of facilities at the Winding Wheel Theatre?		
	Number	Percentage
Yes	16	88.9%
No	2	11.1%

If yes, if the rates for hiring the Winding Wheel Theatre were significantly increased, what would be the impact on your group and / or those people who access the service you provide?

16 responses were received, as follows:

We would no longer be able to use the venue and we would have to look elsewhere
If they were to significantly increase we would either have try and find a new venue or increase the cost for tickets to the audience
We have to consider the commercial viability of any event we organise and would consider alternative venues if more cost-effective options were available to meet our needs.
If they were significantly increased we would no longer be able to attend
Had to take a harder edge to ensure that costs incurred from the WW would be met, and that audience members knew that fixed costs incurred by the promoters such as ourselves had to explicitly set out to the audience members.
Unable to attract an audience with higher ticket prices
The likely impact will be that we will be unable to continue using the venue for our concerts. This could ultimately impact on the survival of the group. As far as I am aware. We do pay the full charges for using the venue.
We would likely look elsewhere

We do over 100 disco events a year all over the UK - 3 of which are at the WWheel. The WW hire prices are already comparatively high compared to the other council run venues we take our shows to, so we would look for another venue in the area if the prices rose any further as it wouldn't be cost effective for us to bring the event to you. Our events provide a larger than normal bar revenue for the WW, so please bear that in mind
we cannot use the Winding wheel due to the increase in the charges
The impact would be that we would maybe not be able to use the venue because we are a charity
We would have to consider our viability
If the increase is big, we would look at alternative local venues.....
If too high would possibly seek an alternate venue.
I am unsure we will be able to afford to hire the venue depending on how much they will be increasing with our school being small.
We are a small, local children's dance school. We aim to keep our costs low so that dance classes can be affordable for all families and believe no child should miss out on such experiences. There is a limit to how much our parents would be willing to pay for a ticket to see their child on stage for just a few minutes in a dance show yet we know how invaluable this experience is for a child. Performing in front of an audience builds so much confidence and getting to do this in such a grand venue like the Winding Wheel is an unforgettable experience for any child. If the hire fees are increased we simply would not be able to make use of the venue and would have to look at holding our show elsewhere. This would be a massive shame that children from Chesterfield would not be able to make use of a beautiful local venue. We are not a big company who can afford to fund the expenses or charge a high-ticket fee and I imagine many dance schools in the area will be in same position. It would be nice for you/the council to consider how it can work with and help support all the local dance schools/theatre groups and small businesses of Chesterfield when setting the new hire fees so that no child has to miss out on the joy of performing on stage.

If you have any other comments, please provide them below:

7 responses were received as follows:

I value the WW as a venue for our particular booking. The audience capacity and the management staff reflect a caring and willing attitude which is worth a lot out of monetary totals.
The concessionary car parking passes are used extensively by our audiences
Always been happy with services when using the Winding Wheel
It will be a great loss to Chesterfield if the hire charges of the Winding Wheel drive out the remaining armature groups who use the venue. It is hard enough keeping these groups running without being denied performance spaces. I suspect if we were talking about a sports facility the conversation would be different.
see previous
We feel that smaller businesses such as local dance schools will struggle to afford much bigger fees/charges. I also think the first 2 questions could be simplified which is why we did not strongly agree or disagree. It seems fair to suggest setting the fees but in the creative sector, there are many other deciding factors.... larger theatre companies are more likely able to afford higher fees/ticket prices, e.g. local dance schools not so.
I chose the middle answer for 1 and 2 as i didn't fully understand the question.

Which of the following describes you best?

Which of the following describes you best?		
	Number	Percentage
I represent a business	8	44.4%
I represent a community organisation	3	16.7%
I represent a charity	5	27.8%
Other	2	11.1%

4. Further comments regarding the Winding Wheel Theatre

Response 1:

From our point of view if prices were significantly increased we would no longer be able to attend. Your prices are similar to many other places we book if not slightly higher.

Response 2:

I think we would have to look elsewhere which would be a shame as we have been there once a week for 30 years...The hire of the hall is already very high. When we meet on Sundays we only need a caretaker we mainly sort ourselves out so that should save money. Just some thoughts.
Thanks

Response 3:

I appreciate your request for information regarding hire costs, but my personal opinion is that some services which are not legally required merit a discretionary allowance. I also understand that the cost of keeping venues such as the Winding Wheel theatre, Pomegranate Theatre, and Museum must cost £500,000.00 or more to be there, even if not used, due to their importance to Chesterfield and the outlying district, tourism, and active community/entertainment venues. As a staunch community volunteer, who is involved with a number of not-for-profit organisations, I feel that some activities that take place in the venues mentioned could merit more financial discretion if those activities support Chesterfield and District activities and visitor attractions. This in no way a negative approach to the need to Chesterfield Borough Councils budget requirements.

Response 4:

If the price goes up, we would have to increase the price of the tickets, and possibly reduce the period of hire down from 3 days to 2 days.