

## Assembly Hall

A) We propose to operate the Assembly Hall this year within the budget set on 13<sup>th</sup> December 2021 and minimise the costs wherever possible.

B) VAT issue

- VAT has not been treated consistently in the past and now this has been identified, we'll need to make some changes to the way we invoice hirers and event bookings
- Going forward, we may have to investigate creating a holding or client account for ticket sales.

C) Price review

- Local comparative venues have been approached for their pricing structures and in line with baseline operating costs for the Assembly Hall, the following pricing structure is being proposed. It is worth noting that the Assembly Hall pricing structure has (anecdotally) not been reviewed for 10 years. All prices are exclusive of VAT.
- The terms and conditions for hirers have been inconsistent and we propose the following:
  - All bookings pay a 20% deposit at point of sale otherwise they are treated as an enquiry and will not be entered onto the booking system until such time as the deposit has been paid.
  - All bookings are fully paid up 21 days before the event.
  - A damage and cleaning deposit is taken and cleared 21 days before the event. This will be returned 7 days after the event to ensure we are adequately covered.
  - the cancellation policy also needs to be signed in advance so hirers are clear of their obligations.

Facility	Community rates		Commercial Rate £ excl. VAT
	Current	Proposed	
<b>Assembly Hall</b>			
Auditorium Mon-Thu	27.50/hr	35.00/hr	
Auditorium Fri-Sun	30.00/hr	50.00/hr	
Lounge	22.20/hr	25.00/hr	
Kitchen (cold prep)	36.00	36.00	75.00/ 4 hrs, £100 over 4
Kitchen (full use)	90.00	90.00	100/ 4 hrs, £150 over 4
Stage	16.00	inclusive	
Microphone system	15.60	20.00 (£100 deposit)	
Projector/screen	30.00	30.00	

Static Lighting	20.00	20.00	
Dressing Rooms	9.60	20.00	
Whole building	42.00/hr	60.00/hr	POA
Whole building (Fri-Sun)	n/a	75.00/hr	POA
<b>Town Hall</b>			
Main Hall (9am-6pm)	8.25/hr	15.00/hr	
Main Hall (6-10pm)	10.75/hr	20.00/hr	
Committee Room	5.85/hr	12.00/hr	
Ante Room	5.85/hr	10.00/hr	
Foyer	5.85/hr	POA	

All prices excluding VAT

Hiring the whole building includes: Kitchen, Lounge, Main Hall and Dressing Rooms

It is to encourage whole building hirings more which are more cost effective for hirers.

### Commercial Hirings

Price on Application this will apply to big acts which we know will be successful and a suggested charge will be in the region of £1,500. This works out similar to a split deal but takes the risk out of the booking for the Town Council.

A less well known act could be priced on a pro rata basis starting at £500 for the hall for up to 200 ticket sales with further income to the town council agreed depending on ticket sales on a sliding scale as follows

200 – 250 sales – 20% of face value  
251 – 300 sales – 21% of face value  
301 – 350 sales – 22% of face value  
351 – 400 sales – 25% of face value  
400 + sales – 30% of face value

- The bar prices have been raised just before Christmas and they will be going up again in April in line with our suppliers increases.
- For venue hire for bands that we know are going to be successful, we will engage them on a hall hire basis. There is to be a baseline cost and a pro rata charge based on ticket sales. ie the more successful the ticket sales, MTC will benefit with an improved net income as depicted above.

#### D) Relaunch & rebrand

- The programme that we propose will be more community focussed with a range of activity that more broadly reflects the demographic. The opportunity for public

consultation is an important consideration to ascertain the wishes of the community.

- Some of the suggestions so far are:

Event	Notes/requirements
Parent toddler group	<ul style="list-style-type: none"> <li>• Purchase of soft play equipment, inflatables, toys etc.</li> <li>• Currently looking into a half-hall curtain for partitioning</li> <li>• DBS checked staff</li> <li>• Income: Entry fee, Tea/coffee/sweets sales</li> </ul>
Record fairs	<ul style="list-style-type: none"> <li>• Our event – Can populate stalls through Bruce’s contacts</li> <li>• Staggered loading in a la Xmas fair</li> <li>• Income: Stallholders fees, entry fees, bar</li> </ul>
Toy/collectors fairs	<ul style="list-style-type: none"> <li>• Possible hire – Toy Planet have expressed interest</li> </ul>
Melksham movies	<ul style="list-style-type: none"> <li>• For new film releases. We are potentially ready to go with this, just need to find time to look into.</li> </ul>
Film Club	<ul style="list-style-type: none"> <li>• Older films, seasons, ‘event’ screenings etc.</li> <li>• If proves popular, set up regular events, perhaps an annual sign up</li> </ul>
Local band nights	<ul style="list-style-type: none"> <li>• Our event, paying bands small guarantee as opposed to door split</li> <li>• Need to research bands</li> <li>• Possible tie-ins with PITP/Artbeats</li> </ul>
Monster Ball - Halloween	<ul style="list-style-type: none"> <li>• Returning this year</li> <li>• Planning as we speak</li> <li>• Popular in the past</li> </ul>
Bingo	<ul style="list-style-type: none"> <li>• Seed of an idea right now, need to look into companies who may do as a hire, or staff to run.</li> </ul>

Roller Skating	<ul style="list-style-type: none"> <li>We have an incumbent hirer and the sessions were popular before Covid. The sessions before Christmas were sold out but had to be cancelled with the Omicron resurgence.</li> </ul>
Tea Dances / Line dancing / Teen Disco	<ul style="list-style-type: none"> <li>These have been popular in the past. With targeted promotion to the right audience, they could be a vibrant</li> </ul>
Open mic afternoons	<ul style="list-style-type: none"> <li>Take place in Lounge</li> <li>Sunday afternoons?</li> <li>Chilled, Sunday pub vibe</li> </ul>
Live gaming competitions	<ul style="list-style-type: none"> <li>This is very popular amongst the gaming community and using the big screen, its within our capability to host.</li> </ul>
Real Ale Nights / Beer Festival / Oktoberfest.	<ul style="list-style-type: none"> <li>Using our links with local brewers, we could surely host these type of events</li> </ul>
Quiz nights with food	<ul style="list-style-type: none"> <li>This is a must. There are no quiz nights in Melksham.</li> </ul>
Tuesday market Bric a Brac	<ul style="list-style-type: none"> <li>To tie in with the existing Tuesday market</li> </ul>
Christmas Film screening of Polar Express for the kids.	<ul style="list-style-type: none"> <li>Secondary spend opportunity with interval and popcorn etc</li> </ul>
Panto!	<ul style="list-style-type: none"> <li>Local am dram group or hire in theatre group</li> </ul>

And so on, to add to a few select acts that we will hire the hall to, possibly once a month.

Once you start thinking, the possibilities are endless and we have a real opportunity to get a more community based programme up and running.

There is a suggestion that with this change in focus of activity , that we rebrand the hall to:

**“The Assembly”**

**“the Place where Melksham meets”**

But alternative suggestions are sought so that the promotional strapline better reflects the cohesive and varied programme suggested. This could even go as far as a community competition!

We have recently been improving the kerb appeal of the hall with painting of the woodwork and improved LED external lighting as a start. We have recently purchased a scrubber drier to keep the newly refurbished floor in great condition.

The site has been largely neglected as regard to repairs and maintenance in recent years and essential works are now being undertaken.