

# Watersmeet Review

## 2022-2023



watersmeet

 **THREE RIVERS**  
DISTRICT COUNCIL

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# About Watersmeet

- Opened on 1 May 1975
- A multi-purpose arts facility located in Rickmansworth town centre serving Three Rivers
- A 515 seat main auditorium with the ability to host flat floor events
- Separate function room with a capacity of 100
- A programme of live theatre, film, event cinema, pantomime and hires
- Operated and managed by six permanent members of staff, each with specific areas of responsibility
- 69 casual staff (Duty Front of House Managers, Technical, Box Office and Front of House)
- Supported by 81 volunteers



# Vision & Mission

## Vision

To be recognised as a vibrant arts and entertainment venue, serving the community and inspiring a love of arts and culture.

## Mission

Our goal is to support the wider work of Three Rivers District Council through art and culture, and as a venue for hire. By developing partnerships with local businesses and community groups we strive to encourage a wide range of people to visit us and be inspired, whether that be as a young person performing in their first show, an artist being given the opportunity to showcase their work, or an audience member escaping everyday life. We strive to be a safe and welcoming place where anyone and everyone is able to come, socialise with their friends and experience the arts for the benefit of their own mental health and wellbeing.



MISSION

VISION

VALUES

# Priorities & Values

## Core Priorities

To provide a financially sustainable and affordable arts entertainment and hire facility for the residents of Three Rivers and beyond

- To be welcoming, friendly and to provide the community with a venue they can be proud of
- To provide an efficient and reliable service that exceeds expectations
- To improve the energy efficiency and reduce the environmental impact of the facility
- To be accessible to all

## Values

- We are respectful to, and honest with, our customers, ourselves and the people we work with
- We work as a team to overcome challenges to succeed in everything we do
- We are proud of Watersmeet and the service we provide
- We constantly strive for ways to improve



# 2022-2023 Performance

## Highlights for the 2022/23 financial year include:

- 9802 tickets sold across 34 co-promoted live theatre shows
- 6,198 film tickets sold across 36 titles (including 12 event cinema screenings)
- 14,075 pantomime tickets sold for Aladdin starring Amy Day and Joseph Elliott
- 171 hires by charities, local theatre groups, schools, commercial organisations and religious celebrations



# Financial Position

## 2021/22

- Net turnover of £639,500 resulting in a net direct cost to the Council of £163,900
- The successful award of the £151,000 Culture Recovery Fund grants (£87,500 round two and £63,500 round three) significantly reduced this outturn position

## 2022/23

- Net turnover of £1,004,700 resulting in a net direct cost to the council of £66,189



# Capital Projects & Building Improvements

## Projects in 2022/23:

- Refurbishment of the accessible toilet facilities
- Refurbishment of the main bar
- Completion of the full rewire of the venues bar, foyers and associated areas
- Completion of the projector server and associated works

## Potential future projects: (subject to capital bid approval)

- Replacement of the venue's electrical intake room





# Tenants and Partners

## Watersmeet Tenants:

- Daybreak Nursery – occupying a large section of the ground floor
- G2Film – occupying a section of office space behind the Watersmeet staff office

## Partners and Close Working Groups:

- Paul Holman Associates - the pantomime producer
- Friends of Watersmeet
- Friends of Watersmeet Film Society



# Community Engagement

- Artistsmeet exhibitions and workshops
- Collaboration with Community Partnerships team to screen films supporting Black History month
- Working with Environmental Protection to raise awareness of their recycling, sustainability and climate change programme
- Watersmeet had a presence at the Rickmansworth Festival and Rickmansworth and Chorleywood Christmas Fairs



# Participation & Accessibility

## Participation

- Volunteering – currently over 80 volunteers 'on the books'
- Work experience opportunities with over 30 young people attending a 1-2 week placement
- Opportunities to perform in the pantomime

## Accessibility

- Newly refurbished accessible washroom facility
- Infrared induction hearing system including audio describe facility for up to ten patrons attending cinema
- Touch tours (for specific events including pantomime)
- Relaxed and signed pantomime performances



# Sustainability & Environment

## Sustainability

Watersmeet has an energy efficiency rating of '26' (Oct 2021-22) which is a category 'B' and emits between 110-140 tonnes of CO2 each year. We have continued to take a number of steps to improve the energy efficiency and environmental impact including:

- When lighting has come to 'end of life', this has been replaced by lights with sensors or built in timers
- Replacement of Colne Room, upper foyer and bar lighting
- Continue to replace plastic packaging to more sustainable alternatives in the bar
- The What's on Guide and pantomime print is produced on Forest Stewardship Council® (FSC®) paper
- Clear signage is in place to encourage patrons to recycle
- Digital marketing screens have been installed to reduce leaflet collection when the venue is closed and eliminate the need for single use pull-up banners



# Looking Ahead

## Challenges

- Cost of living crisis is expected to have an impact on all ticket sales
- Increased energy costs will have a significant impact on the venue with electricity bills adding over £30,000 to the cost of running the theatre
- Late booking trend continues on the majority of events with the exception of pantomime which could be considered a family tradition

## Positives

- Current panto sales are slightly ahead of the equivalent point in the last two years
- Watersmeet continues to be in a good visual condition following last year's capital investment
- Attracting a range of high quality shows which has enhanced Watersmeet's reputation with audiences



**Thank you  
for listening**