

Theatre Royal Plymouth Booking Fees – Guidance and Context

From Wed 24 July 2013 onwards the Theatre Royal Plymouth implemented new booking fees for all tickets booked in person, online and on the phone at the Theatre Royal Plymouth.

A 70p per ticket booking fee is applicable on all bookings made online, by phone and in person, for any payment method, up to a maximum of nine tickets. An additional 80p postage fee applies for tickets that are mailed to customers. Corporate Members, Friends, Groups and Schools tickets do not incur a booking fee.

Why have we introduced these fees?

Theatre Royal (Plymouth) Ltd. is a charity and our booking fees contribute to the cost of running our Box Office (for the provision of an in person, phone and online booking service; staffing, administration costs, software costs, tickets etc).

Continued reductions in our funding from both the Arts Council England and Plymouth City Council and new changes in legislation (April 2013) have made it necessary for us to amend our Box Office charges.

We strive to keep these fees at a low and reasonable level, and they are significantly lower than other theatre/performance venues in the South West and our comparators nationally.

We believe the new charges are fairer to all our customers, as they do not discriminate against a particular way of booking tickets.

We are required to implement these new fees:

- To comply with the ASA Guidelines and new Legislation
- In the light of ACE funding cuts, as a charity we need to ensure we are covering, or at least contributing to, the costs of running our operation. This includes the Box Office customer service. This new booking fee will contribute (but not pay for) the Box Office service – including staffing, software, tickets, administration and infrastructure.
- If we were unable to afford to run an in-house Box Office service we would be obliged to use a ticket agent to sell our tickets, all of which would charge customers significantly higher booking fees.
- By charging a per ticket fee for all methods of payment (including in person/cash) it is fair and equitable – we are not discriminating against anyone who might not be able to purchase tickets in a particular way.
- From our research we know our new booking fees are cheaper than other entertainment venues and theatres of a similar scale in the South West – this includes Plymouth Pavilions, Bristol Hippodrome, Princess Theatre and Hall for Cornwall. Our booking fees are also

cheaper than similar venues across the UK – Birmingham Hippodrome, The Lowry.

Why are there certain exemptions?

Groups, Schools and Corporate Members don't incur any booking fees.

- Groups – the cost to the organisation of processing a group booking is significantly less than processing a number of individual bookings (i.e. the difference between 1 person booking 100 tickets and 50 people booking 2 tickets each).
- Schools – school group tickets are significantly subsidised to enable young people to attend the Theatre. This is part of our funding agreement. The same principal as groups applies in terms of the cost of processing school group bookings.
- Corporate Members/Friends – these customers pay a membership fee/ give us an annual donation and the booking fee exemption is a benefit as a result of their donation.