

From: Thomas @ National Theatre Tents [\[mailto:tom.moore@letsdotheshowrightthere.com\]](mailto:tom.moore@letsdotheshowrightthere.com)
Sent: 16 October 2012 17:19
To: Sarah Harrison
Cc:
Subject: Re: Kids Show - Leicester

Hi

Many thanks. I'll give her a call first thing in the morning.

Best

T

Sent from my iPhone

On 16 Oct 2012, at 17:14, Sarah Harrison <Sarah.M.Harrison@leicester.gov.uk> wrote:

Hi Thomas

Following our meeting today, I contacted licensing and they do suggest you liaise with them now rather than later just to ensure everything goes smoothly. Please contact (I have copied her into this email) on 0116 252 .

I will come back to you tomorrow on ticket sales

Thanks

Kind regards

Sarah

Sarah Harrison
City Centre Director
York House
91 Granby Street
Leicester LE1 6FB
DD: 0116
M:

Twitter:

From: Thomas Moore - National Theatre Tents [\[mailto:tom.moore@letsdotheshowrightthere.com\]](mailto:tom.moore@letsdotheshowrightthere.com)
Sent: 09 October 2012 15:42
To: Sarah Harrison
Cc: Christopher Green
Subject: RE: Kids Show - Leicester

Hi Sarah

Would it be possible to meet with you later this week so we can have a quick chat about our project - we can probably cover more ground in a face-to-face chat than endless emails - it would be really great to have you involved in what is set to be a very high profile event for Leicester.

best

thomas

LetsDoTheShowRightHere.com

From: Sarah Harrison [<mailto:Sarah.M.Harrison@leicester.gov.uk>]
Sent: 29 September 2012 16:30
To: 'tom.moore@letsdotheshowrighthere.com'
Cc:
Subject: Kids Show - Leicester

Dear Thomas

I understand from _____ that you contacted us to ask if there was a facility you could use to sell tickets for the children's shows you are putting on in Southgates car park. Before we look at if we can help, we would need to know that you have the necessary entertainment licence and risk assessment/PI in place. It goes without saying that the city could not support an activity that did not have all the necessary consents and paperwork which I am sure you do but we will need evidence.

Thanks

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Sarah Harrison
City Centre Director
York House
91 Granby Street
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Twitter:

From: Thomas @ National Theatre Tents [<mailto:tom.moore@letsdotheshowrighthere.com>]
Sent: 29 September 2012 20:14
To: Sarah Harrison
Subject: Re: Kids Show - Leicester

Hi there

As the largest theatre tent operator in Europe and having just completed work on the Olympics i can safely say that yes, we have all the necessary paperwork and procedures on place for this project :-)

Best

T

Sent from my iPhone

On 29 Sep 2012, at 16:29, Sarah Harrison <Sarah.M.Harrison@leicester.gov.uk> wrote:

Dear Thomas

I understand from _____ that you contacted us to ask if there was a facility you could use to sell tickets for the children's shows you are putting on in Southgates car park. Before we look at if we can help, we would need to know that you have the necessary entertainment licence and risk assessment/PI in place. It goes without saying that the city could not support an activity that did not have all the necessary consents and paperwork which I am sure you do but we will need evidence.

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Sarah Harrison
City Centre Director
York House
91 Granby Street
Leicester LE1 6FB
DD:
M: _____ 5

Twitter:

From:
Sent: 23 March 2012 09:22
To: Liz Blyth
Subject: RE: City Mayor - Draft Response for Clearance - Letter from Let's Do The Show Right Here

Hi,

Is this Ok, spoke to Maggie, she is happy to meet with him to discuss further. Let me know and I will then forward details to Maggie.

Cheers

From: Liz Blyth
Sent: 21 March 2012 17:36
To:
Cc: Mike Candler
Subject: FW: City Mayor - Draft Response for Clearance - Letter from Let's Do The Show Right Here

Hi

I presume this has now been referred to Piara, although I haven't seen it yet. Can you prepare a response for him to consider at his briefing on Tuesday.

, for tracker.

Thanks
Liz

Liz Blyth
Interim Director of Cultural Services
A13 New Walk Centre
Tel: 0116 252 internal: 29

From:
Sent: 15 March 2012 09:52
To: Mike Candler
Cc: Liz Blyth;
Subject: City Mayor - Draft Response for Clearance - Letter from Let's Do The Show Right Here

Mike

has suggested that I send this email to you.

Please find attached a letter dated 13 March 2012 to the City Mayor from Thomas Moore of Let's Do The Show Right Here about a proposed pantomime in a theatre tent to take place in the city centre this Christmas, together with a suggested draft response.

Please could you either confirm that the draft response is suitable to be put before the City Mayor for signature, or suggest alternative wording where this is required.

The corporate deadline for response to this letter is 28 March 2012, so I would be grateful for a response by 10am on Friday 23 March.

Thanks

City Mayor's Office
Leicester City Council
New Walk Centre
Welford Place
Leicester
LE1 6ZG

Tel 0116 252 6073
e-mail: [@leicester.gov.uk](mailto:leicester@leicester.gov.uk)

From: Thomas Moore [<mailto:tom.moore@letsdotheshowrighthere.com>]
Sent: 18 October 2012 17:57
To: Sarah Harrison
Subject: Re: Kids Show - Leicester

Hi

Just to keep you in the loop, I've spoken with [redacted] (we had spoken previously) and updated her on the conversations we've had with the environmental health, etc and worked out the optimum timetable for our submission so that it speeds through the system.

FYI we've now agreed terms/conditions informally with the police, fire and environmental health (essentially the only people who could veto our license or impose restrictions that would have any serious impact) so expect to submit a license application next week which should pass through under the automatic acceptance process as we've essentially pre-negotiated the terms.

Best

T

On 16 Oct 2012, at 17:14, Sarah Harrison <[redacted]> wrote:

Hi Thomas

Following our meeting today, I contacted licensing and they do suggest you liaise with them now rather than later just to ensure everything goes smoothly. Please contact [redacted] (I have copied her into this email) on 0116 252

I will come back to you tomorrow on ticket sales

Thanks

Kind regards

Sarah

Sarah Harrison
City Centre Director
York House
91 Granby Street
Leicester LE1 6FB
DD: 0116
M:

Twitter:

Dear Tom,

Thank you so much for your email. I have now spoken to Antony Flint our de Montfort Hall Manager and he will get in touch with you to explore how it might be possible to work together.

I am afraid that having discussed it carefully with Councillor Clair and Liz Blyth we are still unable to agree to a christmas show, but we would very much like to explore other opportunities that may be possible working with de Montfort Hall in the new year.

Once more, we are very sorry it took so long to provide a response to your initial enquiry. Thank you

for being so patient.

Kind regards

Sarah

From: Thomas Moore [<mailto:tom.moore@letsdotheshowrighthere.com>]

Sent: Wednesday, July 25, 2012 11:26 AM

To: Sarah Levitt

Subject: Re: Your proposal for a Christmas show in Leicester

Dear Sarah

It all sounds very promising, hopefully deMontfort hall will see how beneficial the extra parking spaces will be.

Best

Thomas

On 25 Jul 2012, at 09:12, Sarah Levitt [@leicester.gov.uk](mailto:sarah.levitt@leicester.gov.uk)> wrote:

Dear Tom,

Thank you so much for all the information you sent and for being so helpful. I had a good discussion with Councillor Clair yesterday and also our Director Liz Blyth. I am just about to have a meeting this am with our de Montfort Hall Manager to go over it properly with him, and I will get back to you later today. I hope this is OK.

Best wishes

Sarah

Sarah Levitt
Head of Leicester Arts and Museums Service
A Block, Floor 12
New Walk Centre
Welford Place
Leicester
LE1 6ZG
0116 252

[@leicester.gov.uk](mailto:sarah.levitt@leicester.gov.uk)

follow us on Twitter, and view us on Facebook and YouTube

www.leicester.gov.uk/museumsandgalleries

www.demontforthall.co.uk

www.leicester.gov.uk/festivals

From: Thomas Moore - National Theatre Tents [<mailto:tom.moore@letsdotheshowrighthere.com>]
Sent: 23 July 2012 13:27
To: Sarah Levitt
Cc: Liz Blyth; Cllr Piara Singh Clair
Subject: RE: Your proposal for a Christmas show in Leicester

Sarah

Following on from our telephone conversation on Friday please find enclosed:-

An Event Synopsis (including images from previous panto's)
Copy of the parking/congestion report we compiled

To address particular concerns that were mentioned in last email I'd say:-

Competition - There is NO competition between this event and the Curve / deMontfort Hall productions - these are both slick musicals designed for adults, we are presenting a show aimed squarely at children who have NO live entertainment choices in Leicester this Christmas. We are aware of smaller productions taking place at the y-Theatre & Little Theatre however these are on a totally different scale to our production and with over 100,000 children within 30min drive of Leicester the market is more than big enough for us all.

Ground Damage - as detailed elsewhere the location we've suggested on Victoria Park already has hardstanding in the high traffic areas and we have an enviable reputation for leaving sites in impeccable condition. In the last couple of years we've created mega-venues at World Heritage sites and several stately homes, we are currently providing structures for the 2012 London Olympic Games. In 2013 we're building a venue at the Tower of London!

Car parking & Congestion - as you'll see from the spread sheet attached there's only a handful of days when there could be a car-parking issue and we have identified an adjacent patch of grass that can be trackway'd over (at our cost) to create additional car-parking spaces such that we will have NO impact on the number of spaces available for DeMontfort Hall and will actually create MORE spaces for visitors to either show on the majority of days.

Revenue - as discussed we typically pay around 50p/seat/day for similar inner-city park locations which will produce a significant revenue of thousands of pounds for LCC. Re-instatement costs would, naturally, be in addition to this fee

This is the perfect opportunity for Leicester to present an exciting and unique, eco-friendly, Christmas event that will draw visitors and media from across the country to Leicester whilst giving thousands of children a memorable first-step in to the world of theatre that will undoubtedly inspire them to visit Leicester's other theatres throughout the rest of the year.

I'm happy to answer and further questions or provide any more information that you need.

Regards

thomas

National Theatre Tents

From: Sarah Levitt [[mailto: Sarah.Levitt@leicester.gov.uk](mailto:Sarah.Levitt@leicester.gov.uk)]
Sent: 20 July 2012 15:42
To: tom.moore@letsdotheshowrighthere.com
Cc: Liz Blyth; Cllr Piara Singh Clair
Subject: Your proposal for a Christmas show in Leicester

Dear Mr Moore,

Thank you very much for your email to the City Mayor's office of 18th February. Councillor Clair asked me to look into the issues around holding your proposed Christmas show in Leicester, and respond to you and so I have just left a message on your answerphone. I would very much like to speak to you about it, and would be very happy to meet you, or otherwise we could speak on the phone. This is my number: 0116 252 0116 . Would you mind giving me a call?

Kind regards,

Sarah Levitt
Head of Leicester Arts and Museums Service
A Block, Floor 12
New Walk Centre
Welford Place
Leicester
LE1 6ZG
0116 252

[@leicester.gov.uk](mailto:Sarah.Levitt@leicester.gov.uk)

follow us on Twitter, and view us on Facebook and YouTube

www.leicester.gov.uk/museumsandgalleries
www.demontforthall.co.uk
www.leicester.gov.uk/festivals

Please ask for: Maggie Shutt
Direct line: 0116 252 0116
Date: 31st May 2012

Thomas Moore
Senior Tentmaster
Let's Do The Show Right Here
The Old Post Office
Beatrice Road
Leicester LE3 9FD

Dear Mr Moore

I have been passed your letter by Cllr Piara Singh-Clair with regards to a pantomime in Leicester over the Christmas period, as I am responsible for taking bookings for parks & open spaces in Leicester.

If you would like to discuss your proposal and consider suitable locations, please contact me on 0116 or alternatively send me an email to [@leicester.gov.uk](mailto:leicester@gov.uk) and we can arrange a meeting.

Yours sincerely,


Maggie Shutt
Festivals & Events Manager

The organisers parking solutions below.... and attached

Simon Brown
Festivals & Events Officer
Regeneration & Culture
Leicester City Council

Tel: 0116
Fax: 0116
Email: [@leicester.gov.uk](mailto:leicester@gov.uk)
www.leicester.gov.uk/festivals

-----Original Message-----

From: Tom Moore @ Theatre Tents [<mailto:tom.moore@letsdotheshowrighthere.com>]
Sent: 08 July 2012 11:16
To: Simon Brown
Cc:
Subject: RE: Leicester Christmas..

Simon

Following on from our meeting on Thursday and the particular issues of "congestion" (traffic and people) and car parking we've downloaded the performance times for Grease / deMontfort Hall and paired them with our planned performance times in the spreadsheet enclosed thus enabling us to spot the "problem" dates quickly and easily to help plan and prevent them from occurring. I'd also point out again that there is absolutely no clash between us and deMontfort Hall in terms of target audience (our show is aimed squarely at children and young families, Grease is NOT suitable for nor Marketed at either of these demographics) so there can be absolutely no suggestion of this event cannibalising deMontfort Hall's business in any way.

Keyfacts

Congestion issues relate to both traffic trying to leave the car-park as well as people walking thru the relatively confined space. Typically an audience arrives around 30mins before showtime and the majority have left within 20min of show ending Grease has a runtime of 140min, Jack & the Beanstalk has a runtime of 120min (including intervals) Grease/traditional theatre is typically attended in groups of 2 whereas Panto is typically attended by the whole family (average booking size is 4.2

tickets) or coach trips from youth-groups. Accordingly assuming a typical audience capacity the J&B audience would only require a maximum of 150 spaces if EVERYONE came by car. It's realistic to assume that 10% of patrons will walk to the venue, 10% will park "off-site" and 10% will use public transport of some form thus we would expect to need around 105 car-park spaces. As the majority of our tickets will be purchased in advance we can notify patrons of the parking situation and advise them accordingly.

Traffic Congestion Summary

You'll notice we have adjusted our start-times to ensure that both venues do not have shows starting (or ending) at the same time in order to minimise the peaks of congestion.

There are 15 days when there is absolutely no congestion - no shows are run concurrently or within 30mins of each other. There are 11 days when there is minor congestion potential on ONE performance - for example on 14th December the audience for the J&B 2:30pm performance will be leaving the site between 4:30-4:50pm; the audience for the 5:30pm performance of Grease will be arriving from 5:00pm so the "late departers" from J&B may cross the "early-birds" for Grease. We do not expect there to be any significant issue as we would expect there to be no more than a handful of people this effects and well within the capabilities of the location to handle.

Parking Congestion Summary

There are 15 days where there is absolutely no clash of use for the carparking for ANY performance. There are 11 days when both venues patrons would want to be using the car-park at the same time with 8 of those days having a clash on just ONE performance.

Solutions

We have already been able to minimise the impact to the site by adjusting our standard start-times to take performances out of sync and thus reduce congestion and resource clashes.

We will actively seek a partnership with a local bus operator to create a "park and ride" or "free bus travel" option to the site and push this promotion to all ticketholders to reduce the number of cars visiting the site.

We propose creating 110 additional, temporary car-parking spaces on site so that our presence will have no detrimental net effect on the parking spaces available for deMontfort Hall, with the added benefit that for non-clash performances there would be significant EXTRA spaces available for deMontfort Hall patrons. On the enclosed picture we have identified the most suitable part of the site, we propose having this area trackway'd over to create good weatherproof parking (and also

prevent ground damage) by a recognised trackway company and provide appropriate marshals to ensure that the space is used properly and efficiently. Appropriate signage would direct deMontfort Hall patrons to this "new" car-park (as there would be direct access in to their grounds) whilst J&B patrons would be directed in to the existing car-park (as there would be direct access in to our pavillion) thus creating an improved experience for all patrons.

In short the solutions we're proposed guarantees that our visit will have NO negative effect on the number of parking spaces available for deMontfort Hall patrons (in fact there will be MORE spaces available than normal for the vast majority of performances!) and not create any extra traffic or circulation issues on the site thanks to the adjustment of our showtimes. We would obviously also open a dialogue direct with deMontfort hall to ensure that we are always working together and ensure that everything goes without a hitch.

I'd appreciate your thoughts

best

t

LetsDoTheShowRightHere.com

-----Original Message-----

From: Simon Brown [<mailto:Simon.Brown@leicester.gov.uk>]

Sent: 03 July 2012 14:47

To: 'Thomas Moore - National Theatre Tents'

Cc:

Subject: RE: Leicester Christmas..

Hi Thomas

Are you able to make any later on Thursday as I have a meeting I need to attend at 12.30 and another at 2pm.

3pm would be great, I have checked with the park officer and he can do that time as well.

If you could let me know.

Thanks

Simon Brown
Festivals & Events Officer
Regeneration & Culture
Leicester City Council

Tel: 0116
Fax: 0116
Email: @leicester.gov.uk
www.leicester.gov.uk/festivals

-----Original Message-----

From: Thomas Moore - National Theatre Tents [<mailto:tom.moore@letsdotheshowrighthere.com>]
Sent: 02 July 2012 13:59
To: Simon Brown
Subject: RE: Leicester Christmas..

Hi

Please find an overview of the event along with some previous event pictures to give you a feel for what we're planning

See you on thursday

Regards

Thomas

LetsDoTheShowRightHere.com

-----Original Message-----

From: Simon Brown [[mailto: @leicester.gov.uk](mailto:@leicester.gov.uk)]
Sent: 27 June 2012 16:39
To: 'Thomas @ National Theatre Tents'
Subject: RE: Leicester Christmas..

Great see you then

If we meet next to the ball court in the car park on Victoria Park.

My mobile

If you can let me have a contact number for you incase any issues.

thanks

Simon Brown
Festivals & Events Officer
Regeneration & Culture
Leicester City Council

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From: Thomas @ National Theatre Tents
[\[mailto:tom.moore@letsdotheshowrighthere.com\]](mailto:tom.moore@letsdotheshowrighthere.com)
Sent: 27 June 2012 16:37
To: Simon Brown
Cc: Maggie Shutt
Subject: Re: Leicester Christmas..

I can do next Thursday @ 12:30 on the park, I'll make sure there's a proper event outline with you for early next week.

Best

T

On 27 Jun 2012, at 16:28, Simon Brown <@leicester.gov.uk> wrote:

> Tom
>
> We are manic at the moment working on the Torch Relay next Monday, but
> I
can meet with you next Thursday 5th July at 12.30pm. If you are not familiar with Victoria Park we could meet there, and would be useful to include the park officer.
>
> If you have a brief on your proposal, along with dates, infrastructure details etc. you can email before that.
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> Thanks
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> Simon Brown
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> Tel: 0116
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> www.leicester.gov.uk/festivals
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> -----Original Message-----
> From: Maggie Shutt
> Sent: 27 June 2012 10:59
> To: Simon Brown
> Subject: FW: Leicester Christmas..

>
> Simon urgent action next week please.
> Maggie

>
> -----Original Message-----
> From: Thomas Moore [<mailto:tom.moore@letsdotheshowrighthere.com>]
> Sent: 26 June 2012 10:18
> To: @leicester.gov.uk; Maggie Shutt
> Subject: Leicester Christmas..

>
> Hi
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> Sorry we kept missing each other on the phone, I guess email is going
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be the more practical way to communicate. I realise you're also very busy with the various summer
festivals and 2012 events.

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> I'm under a lot of pressure to get a new Leicester location arranged
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that everyone else involved (pr, marketing, casting, logistics & even the Mayor's office) can start
planning and mapping out their workload to ensure we deliver the best possible show for leicester
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>
> Are we looking at Leicester's "traditional" site at Victoria park or
> is
there somewhere else you'd had in mind?

>
> Best
>
> T
>
> Sent from my iPad

Simon

Just following this up to see if there's any further information or clarifications you need ?

best

t

LetsDoTheShowRightHere.com

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From: Tom Moore @ Theatre Tents

[\[mailto:tom.moore@letsdotheshowrighthere.com\]](mailto:tom.moore@letsdotheshowrighthere.com)

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Festivals & Events Officer
Regeneration & Culture
Leicester City Council

Tel: 0116 238 5080
Fax: 0116 238 5079
Email: [@leicester.gov.uk](mailto:)
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> Festivals & Events Officer

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> Tel: 0116
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> is there somewhere else you'd had in mind?

> Best

> T

> Sent from my iPad

Please ask for: Peter Soulsby
Direct line: 0116 252
Our ref: 2012/Mar/033/PC
Date: 15th March 2012

Thomas Moore
Senior Tentmaster
Let's Do The Show Right Here
The Old Post Office
Beatrice Road
Leicester LE3 9FD

Dear Mr Moore

Thank you for your letter of 13th March 2012 and for letting me know about your exciting proposals.

I have asked Assistant Mayor Councillor Piara Singh Clair to lead on this matter, as he has responsibility for culture, heritage, leisure and sport. Councillor Clair will make contact with you in the near future.

Best wishes.

Yours sincerely,

Peter Soulsby
City Mayor

Sarah

His Mobile no. is

Below is an email trail, plus attached is a draft outline of the proposal. I'll also forward you his suggested parking solutions.

Simon

Simon Brown
Festivals & Events Officer
Regeneration & Culture
Leicester City Council

Tel: 0116
Fax: 0116
Email: @leicester.gov.uk
www.leicester.gov.uk/festivals

-----Original Message-----

From: Thomas Moore - National Theatre Tents [<mailto:tom.moore@letsdotheshowrighthere.com>]
Sent: 02 July 2012 13:59
To: Simon Brown
Subject: RE: Leicester Christmas..

Hi

Please find an overview of the event along with some previous event pictures to give you a feel for what we're planning

See you on thursday

Regards

Thomas

LetsDoTheShowRightHere.com

-----Original Message-----

From: Simon Brown [[mailto: @leicester.gov.uk](mailto:@leicester.gov.uk)]
Sent: 27 June 2012 16:39
To: 'Thomas @ National Theatre Tents'
Subject: RE: Leicester Christmas..

Great see you then

If we meet next to the ball court in the car park on Victoria Park.

My mobile

If you can let me have a contact number for you incase any issues.

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Cc: Maggie Shutt
Subject: Re: Leicester Christmas..

I can do next Thursday @ 12:30 on the park, I'll make sure there's a proper event outline with you for early next week.

Best

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Sent from my iPhone

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can meet with you next Thursday 5th July at 12.30pm. If you are not familiar with Victoria Park we could meet there, and would be useful to include the park officer.
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> If you have a brief on your proposal, along with dates, infrastructure details etc. you can email before that.
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> Thanks
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>
>

> -----Original Message-----

> From: Maggie Shutt
> Sent: 27 June 2012 10:59
> To: Simon Brown
> Subject: FW: Leicester Christmas..

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> Simon urgent action next week please.

> Maggie

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> -----Original Message-----

> From: Thomas Moore [<mailto:tom.moore@letsdotheshowrighthere.com>]
> Sent: 26 June 2012 10:18
> To: [@leicester.gov.uk](mailto:tom.moore@leicester.gov.uk); Maggie Shutt
> Subject: Leicester Christmas..

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be the more practical way to communicate. I realise you're also very busy with the various summer festivals and 2012 events.

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that everyone else involved (pr, marketing, casting, logistics & even the Mayor's office) can start planning and mapping out their workload to ensure we deliver the best possible show for leicester this Christmas.

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> Are we looking at Leicester's "traditional" site at Victoria park or

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there somewhere else you'd had in mind?

>

> Best

>

> T

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Hi Tom

Apologies for not coming back earlier but have been waiting for feedback from management regarding the proposal for the use of Victoria Park.

I have made your suggested alternative parking arrangements and other measures clear, and explained about the different target audiences however due to a combination of factors including, Traffic / Parking Issues, potential ground damage, and the competition with other existing shows we are not able to offer permission for use of this site. In terms of other Parks sites within the city as discussed previously with you there are no other suitable options.

I wish you well with the project and hope that you are able to find a more suitable alternative.

Simon Brown
Festivals & Events Officer
Regeneration & Culture
Leicester City Council

Tel: 0116
Fax: 0116
Email: [@leicester.gov.uk](mailto:simon.brown@leicester.gov.uk)
www.leicester.gov.uk/festivals

-----Original Message-----

From: Tom Moore @ Theatre Tents [<mailto:tom.moore@letsdotheshowrighthere.com>]
Sent: 17 July 2012 17:57
To: Simon Brown
Subject: FW: Leicester Christmas..

Simon

Just following this up to see if there's any further information or clarifications you need ?

best

t

LetsDoTheShowRightHere.com

-----Original Message-----

From: Tom Moore @ Theatre Tents
[\[mailto:tom.moore@letsdotheshowrighthere.com\]](mailto:tom.moore@letsdotheshowrighthere.com)
Sent: 08 July 2012 11:16
To: 'Simon Brown'
Cc: '
Subject: RE: Leicester Christmas..

Simon

Following on from our meeting on Thursday and the particular issues of "congestion" (traffic and people) and car parking we've downloaded the performance times for Grease / deMontfort Hall and paired them with our planned performance times in the spreadsheet enclosed thus enabling us to spot the "problem" dates quickly and easily to help plan and prevent them from occurring. I'd also point out again that there is absolutely no clash between us and deMontfort Hall in terms of target audience (our show is aimed squarely at children and young families, Grease is NOT suitable for nor Marketed at either of these demographics) so there can be absolutely no suggestion of this event cannibalising deMontfort Hall's business in any way.

Keyfacts

Congestion issues relate to both traffic trying to leave the car-park as well as people walking thru the relatively confined space. Typically an audience arrives around 30mins before showtime and the majority have left within 20min of show ending Grease has a runtime of 140min, Jack & the Beanstalk has a runtime of 120min (including intervals) Grease/traditional theatre is typically attended in groups of 2 whereas Panto is typically attended by the whole family (average booking size is 4.2 tickets) or coach trips from youth-groups. Accordingly assuming a typical audience capacity the J&B audience would only require a maximum of 150 spaces if EVERYONE came by car. Its realistic to assume that 10% of patrons will walk to the venue, 10% will park "off-site" and 10% will use public transport of some form thus we would expect to need around 105 car-park spaces As the majority of our tickets will be purchased in advance we can notify patrons of the parking situation and advise them accordingly

Traffic Congestion Summary

You'll notice we have adjusted our start-times to ensure that both venues do not have shows starting (or ending) at the same time in order to minimise the peaks of congestion.

There are 15 days when there is absolutely no congestion - no shows are run concurrently or within 30mins of each other There are 11 days when there is minor congestion potential on ONE performance - for example on 14th December the audience for the J&B 2:30pm performance will be leaving the site between 4:30-4:50pm; the audience for the 5:30pm performance of Grease will be arriving from 5:00pm so the "late departers" from J&B may cross the "early-birds" for Grease. We do not expect there to be any significant issue as we would expect there to be no more than a handful of people this effects and well within the capabilities of the location to handle.

Parking Congestion Summary

There are 15 days where there is absolutely no clash of use for the carparking for ANY performance There are 11 days when both venues patrons would want to be using the car-park at the same time with 8 of those days having a clash on just ONE performance.

Solutions

We have already been able to minimise the impact to the site by adjusting our standard start-times to take performances out of sync and thus reduce congestion and resource clashes.

We will actively seek a partnership with a local bus operator to create a "park and ride" or "free bus travel" option to the site and push this promotion to all ticketholders to reduce the number of cars visiting the site.

We propose creating 110 additional, temporary car-parking spaces on site so that our presence will have no detrimental net effect on the parking spaces available for deMontfort hall, with the added benefit that for non-clash performances there would be significant EXTRA spaces available for deMontfort Hall patrons. On the enclosed picture we have identified the most suitable part of the site, we propose having this area trackway'd over to create good weatherproof parking (and also prevent ground damage) by a recognised trackway company and provide appropriate marshals to ensure that the space is used properly and efficiently. Appropriate signage would direct deMontfort Hall patrons to this "new" car-park (as there would be direct access in to their grounds) whilst J&B patrons would be directed in to the existing car-park (as there would be direct access in to our pavillion) thus creating an improved experience for all patrons.

In short the solutions we're proposed guarantees that our visit will have NO negative effect on the number of parking spaces available for deMontfort Hall patrons (in fact there will be MORE spaces available than normal for the vast majority of performances!) and not create any extra traffic or

circulation issues on the site thanks to the adjustment of our showtimes. We would obviously also open a dialogue direct with deMontfort hall to ensure that we are always working together and ensure that everything goes without a hitch.

I'd appreciate your thoughts

best

t

LetsDoTheShowRightHere.com

-----Original Message-----

From: Simon Brown [\[mailto:Simon.Brown@leicester.gov.uk\]](mailto:Simon.Brown@leicester.gov.uk)

Sent: 03 July 2012 14:47

To: 'Thomas Moore - National Theatre Tents'

Cc:

Subject: RE: Leicester Christmas..

Hi Thomas

Are you able to make any later on Thursday as I have a meeting I need to attend at 12.30 and another at 2pm.

3pm would be great, I have checked with the park officer and he can do that time as well.

If you could let me know.

Thanks

Simon Brown
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Tel: 0116

Fax: 0116

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Sent: 02 July 2012 13:59

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Sent: 27 June 2012 16:37

To: Simon Brown

Cc: Maggie Shutt

Subject: Re: Leicester Christmas..

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Sent from my iPhone

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> Tel: 0116

> Fax: 0116

> Email: tom.moore@letsdotheshowrighthere.com

> www.leicester.gov.uk/festivals

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> -----Original Message-----

> From: Maggie Shutt

> Sent: 27 June 2012 10:59

> To: Simon Brown

> Subject: FW: Leicester Christmas..

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> From: Thomas Moore [<mailto:tom.moore@letsdotheshowrighthere.com>]
> Sent: 26 June 2012 10:18
> To: @leicester.gov.uk; Maggie Shutt
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Hi

Just had a look at the abbey park site, although it looks like a great location Denise informs me the
park Bylaws say it has to shut at 4:30 in December and opening past this time would involve the
costs of changing the Bylaws and the significant extra cost of having to open and "operate" the park
for the extra 5 hours every day.

I think this rules Abbey Park out as a location?

I'll draft up a parking proposal for the Victorian Park site and have it to you for Monday.

Regards

T
Sent from my iPad

On 3 Jul 2012, at 14:46, Simon Brown <@leicester.gov.uk> wrote:

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