

Royal Spa
Centre & Town Hall



AMBASSADORS

DO SOMETHING LIFE CHANGING...VOLUNTEER AS AN AMBASSADOR



COMEDY | DRAMA |
FAMILY | FILM | MUSIC | THEATRE

OUR MISSION

WHAT IS A AMBASSADOR?



OUR MISSION

To bring the best available theatre and entertainment to audiences in central Warwickshire and the wider region and to offer those audiences a high quality experience when they visit us.

To be the natural home to a wide range of local amateur arts and drama groups and other community organisations.

AMBASSADORS AND VOLUNTEERING

Warwick District Council defines volunteers as...

“ ...individuals who put their experience, knowledge and skills at the disposal of an organisation, free of charge, with the primary aim of helping the organisation to achieve its service objectives and/or aim of bringing some benefit to the local community.

Volunteers can be from all ages, come from all backgrounds and can include people who wish to make a contribution to the community, people wanting to improve their work experience and their CVs and students.

It can also be organisations or groups who wish to support local services.

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WHY WE SUPPORT AMBASSADORS

Warwick District Council is committed to making the District 'a great place to live, work and visit'.

- Volunteers have an integral role to play in promoting and contributing to community cohesion and wellbeing
- Volunteers can introduce new perspectives, reflect community needs and enrich our services
- The council believes that such a valuable resource must be appropriately supported
- The council seeks to promote the importance and effectiveness of volunteering within the community

OUR AMBASSADORS PRINCIPLES

- Volunteers will not be engaged in work which facilitates the loss of an existing (or past) employees post
- Volunteers will not be used to provide cover for paid staff – they should offer added value
- Volunteer placements will be open to individuals irrespective of race, nationality, gender, disability, sexuality, age, belief or culture
- Volunteers are not formal employees of the council and therefore will not be subject to Warwick District Council's disciplinary procedures

The Royal Spa Centre & Town Hall are owned and operated exclusively by **Warwick District Council**. **50%** of our audience live within the boundaries of the District, but the Royal Spa Centre also attracts over **45,000** people into the area every year. It is estimated that the positive impact of this upon the local economy is **£1.5 million**.



WHAT IS AN AMBASSADOR?



The Runaway Boy – Teatro 2014

WHAT IS AN AMBASSADOR?

- Ambassadors are valued members of The Royal Spa Centre & Town Hall team.
- By volunteering a little of their time our Ambassadors help us to 'spread the word' and also represent the views of our community.
- They are encouraged to share ideas and suggest opportunities for promoting events. They are invited to communicate regularly with the marketing department to pass on new contacts or information about events that are happening in their local area, and give feedback on shows that they've seen to help us develop our audiences.



The Royal Spa Centre auditorium – from stage

50% of the activity we do at the Royal Spa Centre is with local community groups and amateur theatre organisations.

We work in partnership with Teatro to provide disadvantaged young people from the local area with opportunities to participate in the arts, building their self esteem and confidence.

The Spa Centre has **667** seats in the main auditorium and **188** in the studio.

In 2013/14 we presented **361** performances at the Royal Spa Centre, attracting over **90,000** people.

In 2014 Warwick District Council invested **£40k** in upgrading our cinema screening technology to a digital system. This significantly improved the range and quality of films we are able to screen. As well as commercial films we also work with local groups to screen their films.

The cinema is different to our local multiplex and has a loyal local following. We show a mix of art-house and blockbuster films as well as live streams of performances by Glyndebourne Opera, Bolshoi Ballet and other one-off events.

The Studio / Cinema seating



TASKS & RESPONSIBILITIES

- Stimulate positive word of mouth and promote the Royal Spa Centre & Town Hall to others
- Attend performances with first time attenders
- Distribute promotional materials and suggest new places to distribute flyers and posters
- Suggest / introduce community contacts or networks
- Secure bookings from individual guests or groups
- Help us to carry out customer research
- Recruit and train new Ambassadors
- Attend specified performances to meet and greet
- Assist with workshops and events

In 2011 the Royal Spa Centre underwent an extensive refurbishment of its auditorium and foyers. Theatre style, raked seating was installed, meaning we can now change the layout of the main auditorium to suit the needs of the event.



The Royal Spa Centre balcony foyer – exhibition space

AMBASSADORS ARE NOT EXPECTED TO...

- Have unsupervised access to children, young people or vulnerable adults
- Sell products or handle cash
- Use council equipment
- Have access to restricted areas
- Handle / have access to sensitive confidential information
- Assist in the evacuation of the public during an emergency or take on any first aid role

COMMITMENT

As this is a pilot scheme we are not asking for our Ambassadors to commit to certain working hours yet. However, we will ask for each individual volunteer to suggest what they feel they are able to commit to.

We ask that all of our Ambassadors:

- Attend pre-season briefing meetings (January and September)
- Set individual targets for themselves, to be reviewed at the end of each season, such as :
 - Number of group booking tickets you will broker
 - The number of first time attenders you will introduce
 - How many new Ambassadors you will sign up
 - How many events you will attend

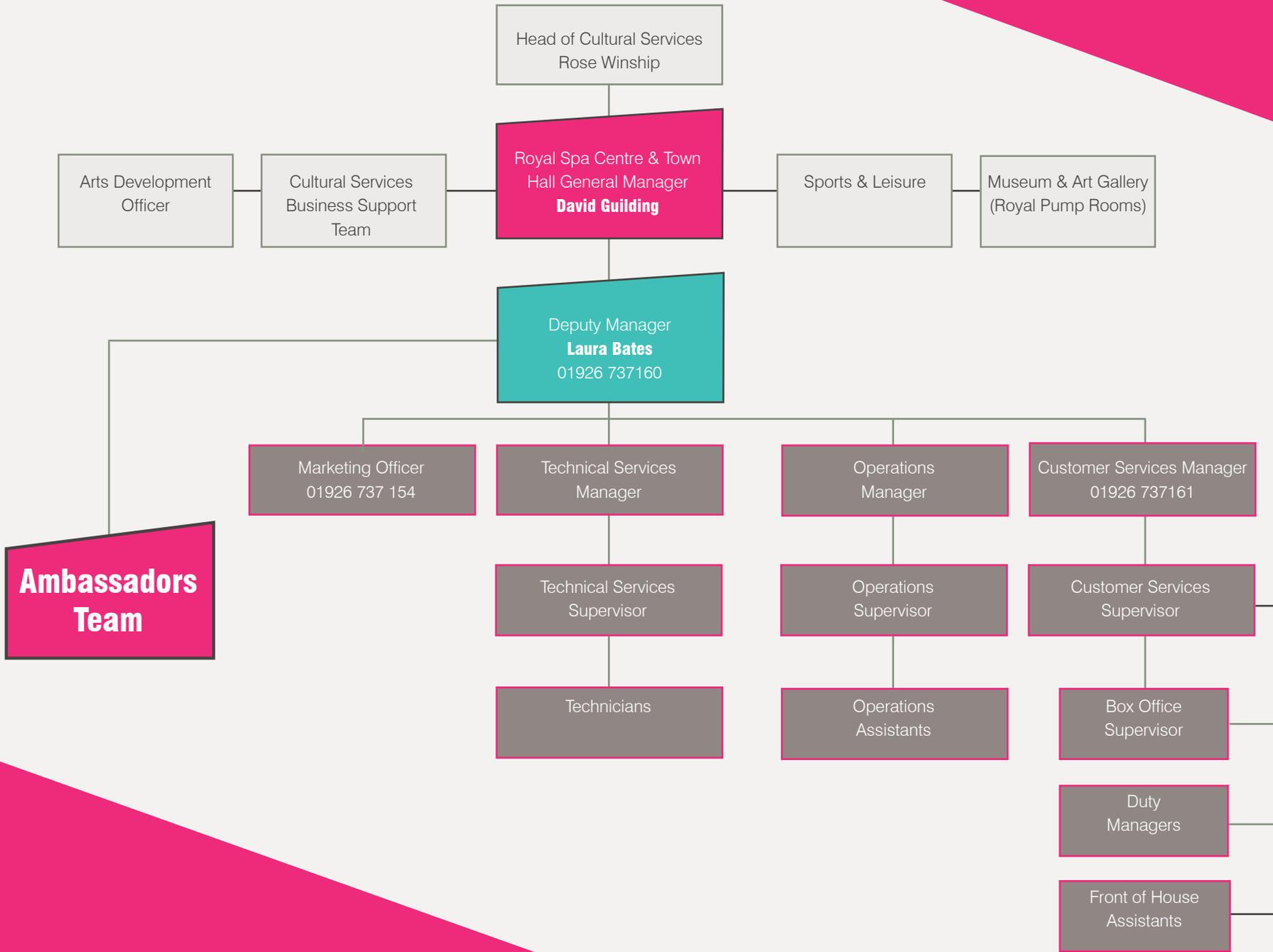
The Town Hall is home to Warwick University Learning Hub, Leamington Spa Town Council, and Bromford's. It hosts **900** events a year – including meetings, wedding receptions, craft fairs and other private functions.

THE BENEFITS

- The chance to be a part of a team, and to make a difference to not only the Royal Spa Centre & Town Hall, but to be part of the cultural life of the District
- Free or reduced tickets – when available
- Pre/post show talks, special events, backstage tours, the opportunity to meet and socialise with other Ambassadors and the team
- Monthly Ambassadors E-newsletter
- Marketing experience and the opportunity to enhance your CV
- Access to advanced 'what's on' information

The box office for the Royal Spa Centre was moved to the Town Hall on the main parade in Leamington Spa. The box office is open Monday 10am – 5pm and Tuesday – Saturday 10am – 2pm

STRUCTURE CHART





The Spa Centre balcony foyer

The Royal Spa Centre & Town Hall have various rooms that are hired by local community groups on a regular basis. The Assembly Hall at the Town Hall is in high demand due to its prominent position in the town.

RECRUITMENT & SELECTION

- Prospective volunteers must complete:
 - A Volunteer Application Form
 - Provide a suitable reference
- Prospective volunteers may then be invited to an informal meeting to assess their suitability
- The prospective volunteer will be informed within one week whether they have been successful
- If selected, they will then be provided with:
 - Volunteer Details Form
 - Volunteer Agreement Form
 - Induction and Recruitment checklist
 - Volunteer Role Description
 - Regular supervision and support sessions
 - Welcome pack
- There is a probationary period of one month

The Royal Spa Centre was opened on 15 June 1972 by Anthony Eden, one time MP for Leamington and Warwick and Prime Minister of the UK. It was originally designed as a civic hall – not as a theatre.

HOW WE SUPPORT AMBASSADORS

- Access to WDC's Safeguarding Policy
- Access to WDC's Health & Safety Policy and procedures
- Induction and training
- Supervised and supported through regular contact and meetings
- Review and feedback after one month and at the end of every season
- An evaluation at the end of the placement
- Insurance – covered under WDCs insurance
- Expenses – may be entitled to travel expenses



The Runaway Boy - Teatro

THE BENEFITS OF ATTENDING

- We are seen as 'Local' and 'Independent' (not profit driven)
- We are situated in a convenient, town centre location
- We are easy to find and well signposted
- We have ample parking, close by
- We have an 'intimate' auditorium(s) – good atmosphere
- We present a wide variety of performances
- Our staff are friendly and welcoming
- We are affordable – ticket prices and secondary spend
- We are family orientated
- Recently updated, comfortable foyers
- Improved auditorium seating – good sightlines
- Lots of eating / drinking places nearby
- Eclectic cinema programme

EVENTS

- **JUNE** Leamington Peace Festival
- **JULY** Warwick Folk Festival
- **JULY** Warwick Thai Festival
- **AUGUST** Bowls Championships
- **SEPTEMBER** Leamington Food & Drink Festival
- **OCTOBER** Warwick Words Literary Festival
- **NOVEMBER** Christmas Lights Switch-On
 - Warwick,
 - Whitnash
 - Kenilworth
 - Leamington Spa
- **DECEMBER** Leamington Lantern Parade
- Carnivals / MOP
- Markets / craft fairs
- Concerts / performances in the parks and Market Square

The Royal Spa Centre & Town Hall are part of Warwick District Council's Cultural Services department, which also includes the Royal Pump Rooms (Leamington Museum & Art Gallery), the District's leisure centres, Victoria Park bowling greens, Newbold Common Golf Course, Events, Sports Development and Arts Development.

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Royal Spa Centre & Town Hall

The Royal Spa Centre & Town Hall Diary is designed and produced by The Media Room, Warwick District Council. Where possible, this information can be made available in other formats, including: large print, CD or other languages if required.