

THE MOWLEM

Theatre, Cinema & Function Rooms

The Mowlem Community Consultation Headline Data Report

March 2021



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1. Background Context

“The Mowlem could become THE cultural destination in Dorset” (Survey Response)



Image: Newly carpeted (2020) first floor sweet/refreshment kiosk and entrance foyer to theatre.
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The Mowlem

The Mowlem is situated in the coastal town of Swanage, Dorset. It is the main arts venue, cinema and theatre for 20 miles. During 2019 and 2020, preceding and coinciding with Covid 19, The Mowlem began the process of undergoing a period of change. Its newly constituted board of trustees is comprised of different professional backgrounds with extensive experience in business, education, academia and the arts and cultural sectors. With this integration of new trustees there is a renewed appetite to re-position The Mowlem as the ‘cultural heart’ of Swanage. It is the hope that a more adventurous and culturally diverse programme might be possible alongside making alterations to the building’s facilities through funding applications and redesign.

It was felt by the board of trustees that it was essential these choices were informed by the local community. It was this appetite for change and desire to be informed by the needs of local people that resulted in the decision to undertake a piece of community consultation. This was done with a view that the data resulting from this research might be used to inform future funding applications as well as redevelopment and programming choices.

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In the first instance the community consultation involved a community wide online survey which was open for a month and distributed to local organisations, schools, nurseries and businesses, in addition to being shared on social media and being put on the homepage of The Mowlem website. The Mowlem display boards on the outside of the building featured a QR code people walking past could use to access the survey and a phone number for anyone who had access issues and would prefer a telephone call to complete the survey. This short report outlines the headline data resulting from the survey. Some brief recommendations have been made towards the end of the report which require further exploration by the trustees.

Demographic Information: Swanage

Swanage has an approximate population size of approximately just over 10,000 (and in the summer months this figure doubles). The demographic breakdown of the population is 51% female and 49% male. 0-15 year old make up 13.2% of the population of Swanage with 16-64 representing 53% and 65+ representing 24% of the population.

Approximate Age Distribution (Swanage 2019)	
0-9 years	750
10-19 years	986
20-29 years	831
30-39 years	895
40-49 years	1,019
50-59 years	1,640
60-69 years	1,738
70-79 years	1,737
80+ years	1,062

The approximate ethnicity breakdown is 95% White British with 5% Black, Asian and other Ethnically Diverse Background, with only 2% of the population where their main language is not English.

According to the Office for National Statistics 2011 census, 4,195 people are employed (of which 36% are employed in a High Skill Occupation, 47% Intermediate Skill Occupation and 17% Low Skill Occupation).

Cultural Participation & Aspiration: Purbeck

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According to Arts Council England (ACE) Active Lives Survey 2018-2019 data, 67% of the residents of Purbeck had attended an arts event or spent time doing an arts activity in the previous year. Residents were more likely to attend an arts event, museum or gallery than spend time doing a creative, artistic, theatrical or music activity of craft (59% attended one or more event in a year as opposed to 39% spending time doing a creative or artistic activity). This is quite promising data and reveals an appetite for cultural participation locally, in particular the inclination amongst residents of Purbeck for attending an event at a venue or festival.

There are, however, high occurrences of mid-level deprivation and low levels of progression to Higher Education locally, 100% POLAR 2 (Quintile 1 is lowest progression to FE/HE nationally), both of which are factors associated with limited access and engagement with the arts. Additionally, there is no arts venue which is an ACE National Portfolio Organisation in the local area (Diverse City whilst registered to Swanage and an NPO doesn't have a venue in the area). The closest NPOs and major arts centres to Swanage are up to an hour away, Lighthouse, Bournemouth Symphony Orchestra, Poole Arts Trust, BIC and Borough of Poole Museum Service. With an expensive and time-consuming transportation system, this makes The Mowlem the most likely contender for cultural participation locally in Swanage and Purbeck.

Community Response to The Mowlem Survey

The response from the community consultation survey shows a level of interest and investment in the future of The Mowlem which is very promising. Regardless of the varied and contrasting opinions about The Mowlem, its facilities and programming, this consultation research indicates that people *want* The Mowlem to be the cultural heart of Swanage. There was a great deal of excitement locally about the survey with people sharing it on social media and with their networks. This reflects a passion for The Mowlem amongst the Swanage community which is both uplifting and exciting. For some people, this passion reflects their feelings about its potential rather than its current cultural offer and for others it reflects many years of happy attendance and participation in performances. A great many people in Swanage are fond of The Mowlem, when given the opportunity to comment on events they particularly enjoyed, they reminisced about years of excellence from Ranger School of Dance and many wonderful evenings spent watching or performing in production by Swanage Operatic Society or the late Joanne Moore. However, inevitably for a building which has not seen any substantial investment for many decades and has lacked the steer of a long-term artistic director, people feel strongly about what needs to be done to bring it in line with other local cultural venues. It should be noted that The Mowlem has been run on a very limited budget and with a small but motivated and passionate core team, some of whom have committed many hours voluntarily to this effort. This team has tried at times to be adventurous, whether that be through their programming choices or their willingness to support community groups to make use of the building. This has been challenging with a lack of appropriate funding and the structures required to support these endeavours. It is important that their efforts are valued and that comments made by the general public in this report and its subsequent recommendations are taken in this context and viewed as

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constructive feedback for how the core team at The Mowlem might be better supported in the future. It should also be noted here that some redecoration and alterations to the interior of The Mowlem were made during the first 'lockdown' and in the years previously. It is inevitable that some of the comments relating to the building and facilities were made by people who have not yet seen the newly painted building and therefore might not be reflective of the progress already made by the management and trustees. This included amongst other improvements extensive painting, new carpets, installation of new Covid safe measures and a new sweet/refreshment kiosk. Please see appendix for a more detailed list of the improvements made to The Mowlem over lockdown and within the last four years.

"I loved participating in and watching Ranger Dance productions. Caroline and June are very inclusive so the whole dance school is included in the show which means the audience was normally always packed with family and friends so it was a great atmosphere and meant max ticket sales. I loved the night hosted by Jack Daniels when King Salami and The Cumberland 3 played at the Mowlem. They had the freshest most alternative sound to any live performers I'd ever seen in Swanage. Couldn't believe a band I enjoyed watching in London was performing at our local theatre in Swanage so we returned to Swanage that weekend specially to attend the gig" (Survey Response)

1,569 people responded to the survey, a sample size of over 10% of the population of Swanage. 900 completed the survey final demographic information page and 450 (50%) wanted to be added to the mailing list.

This sample size provides us with rigorous data and low margin of error. For a 10,000 population size a response rate of 1,569 gives a confidence level of 99% (the probability that your sample accurately reflects the attitudes of your population) and a margin of error at 3% (margin of error is the range that the response may deviate from non-surveyed participants; the smaller the margin of error the more likely the data reflects the views of participants). For those completing the survey to the final stages the 'confidence level' reduces slightly but still indicates a good probability the sample accurately reflects the attitudes of the population of Swanage. 900 people completed the final stages of the questionnaire, which is indicative of a confidence level of 95% and a margin of error of 3%.

This report indicates further community consultation, particular with younger audiences for instance, might be necessary to gather the necessary data for funding applications and audience development. This could be achieved through targeted online (or face to face) focus groups, youth steering groups and advisory panels.

The following local groups and organisations were interested in being contacted and connecting with The Mowlem in the future:

- Swanage Army Link
- Swanage Theatre Company
- Health Qigong Fitness Classes

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- Purbeck Strings
- Red Beacon Photography
- The Swanage School
- Purbeck Coast Radio 101.2FM
- Swanage British legion poppy appeal
- Purbeck Film Festival
- Lytchett Minster School
- Sandy Hill Studios
- 4th Swanage Scouts
- Albury & Hall Estate Agents
- Swanage Blues Festival
- Swanage Musical Theatre Company
- Swanage Sea Rowing Club
- The Swanage Museum and Heritage Centre.
- Swanage 5050 Club
- BAHARAH BELLYDANCE
- Purbeck Art Weeks Festival charity
- Isle of Purbeck Arts Club
- Little Fishes Parent and Toddler Group
- The Mayday Singers
- Swanage & Purbeck Rotary
- Girl Guiding Swanage
- Swanage Town Twinning
- Swanage Drama Company
- Friends of MS Purbeck
- WILL DOES
- Purbeck Youth Music
- Rivendell Guest House
- Purbeck International Chamber Music Festival
- St Mark's Primary School
- Ranger School of Dance
- Swanage Arts and Crafts Market (at the Mowlem)
- Swanage Jazz festival
- Swanage Choral & Operatic Society
- Ranger School of Dance
- O T Event Technicians
- Purbeck Society

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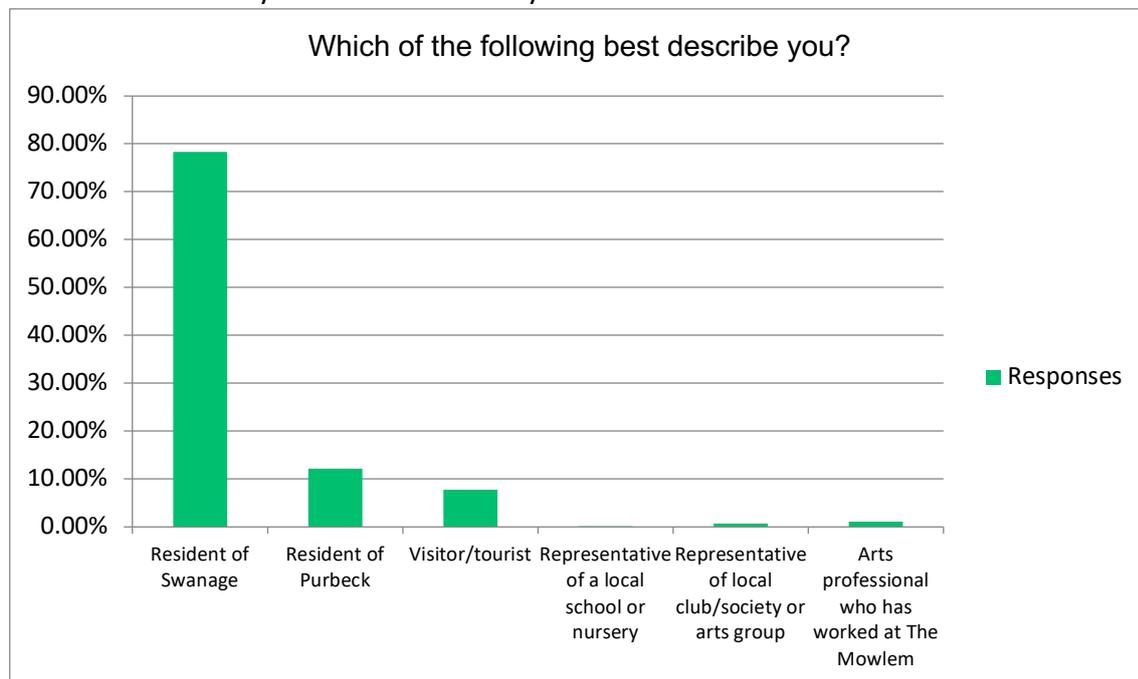
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2. Demographic Information

Location

The majority of people completing the survey were residents of Swanage and Purbeck (78% were from Swanage and 12% were from the wider Purbeck area), 7% completing the survey were tourists/visitors to Swanage and 1% respectively were completing the survey as a result of being a representative of a local club of society or as an arts professional who had worked at The Mowlem.

Chart 1: Community Consultation Survey



Age

The age range was relatively wide, although there was a poor completion rate for those under the age of 25

2% 81+

18% between 71-80

15% 65-70

25% 55-64

20% 45-54

11% 35-44

6% 25-34

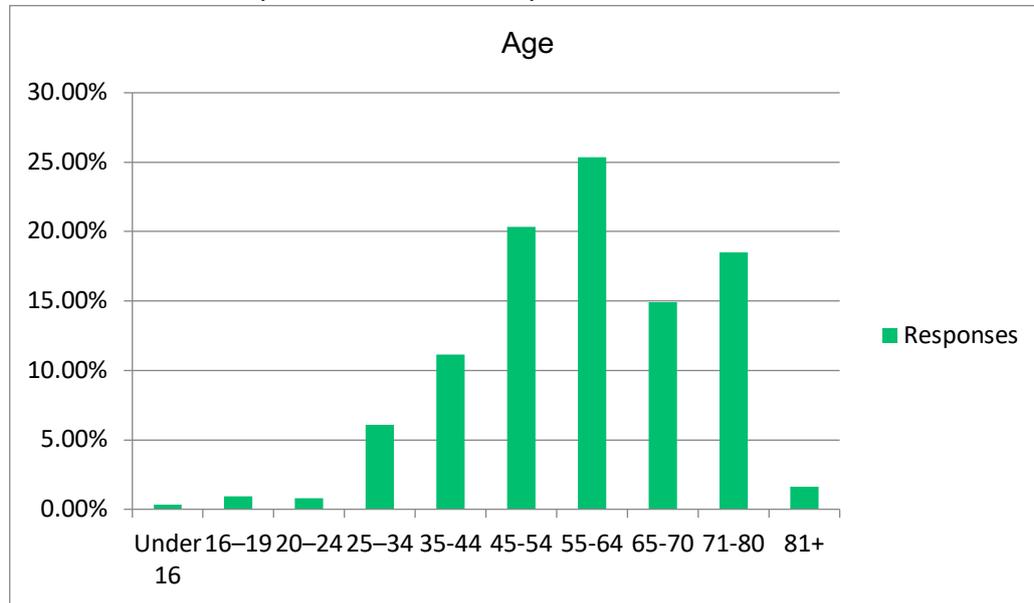
1% 20-24

1% 16-19.

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Chart 2: Community Consultation Survey



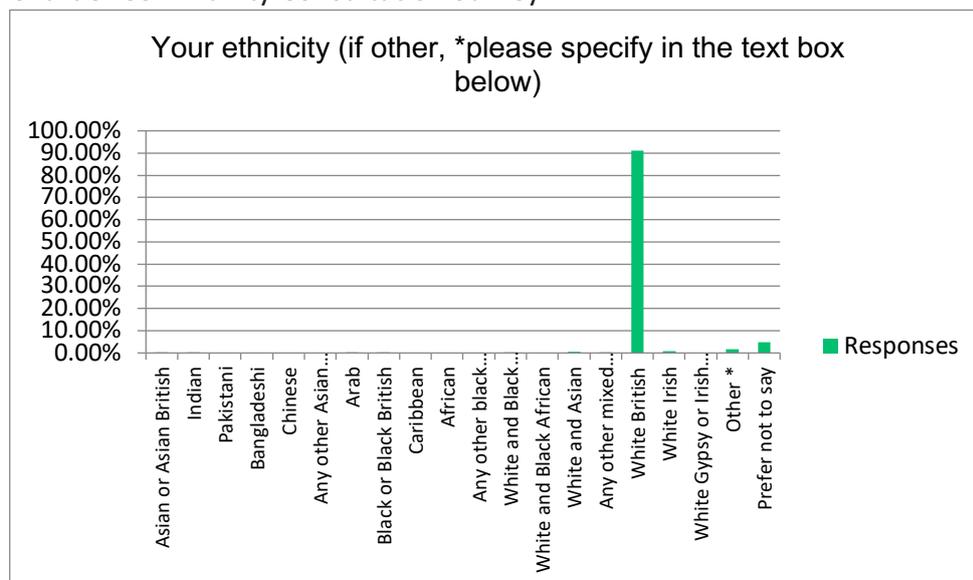
Disability

90% identified as not having a disability, with 6% identifying as being disabled (4% preferred not to say).

Ethnicity

91% of those completing the survey were White British, 0.5 Asian or Asian British and 0.5 Indian, 0.5 Black or Black British and White and Black African background and 5% preferred not to say.

Chart 3: Community Consultation Survey



Gender

69% identified as being a woman and 29% identified as a man (0.5 identified as Non-binary and 0.5 'other', 2% preferred not to say).

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3. Cultural Participation: How people use The Mowlem

71% of those completing the survey rated their experiences of attending an event at The Mowlem as 'Excellent' or 'Good' (21% Excellent and 50% Good). 22% rated their experience as 'Average' and 7% 'Poor or Very Poor'.

Chart 4: Community Consultation Survey

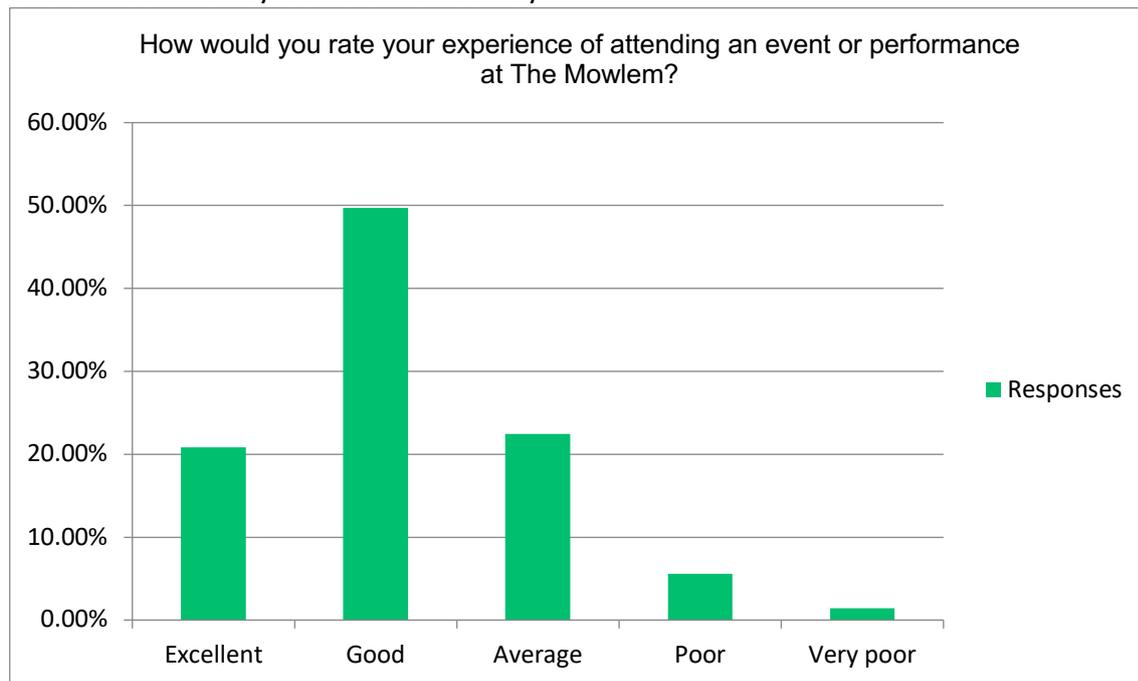


Table 1 below captures how different user groups have rated their experience of The Mowlem to identify where The Mowlem might improve user experience in a targeted way with a view to developing specific audiences. This has been achieved by filtering the data by how people identified as primarily using The Mowlem.

The user group which had the most consistently positive experience of engaging with The Mowlem were people who perform in amateur dramatics productions (94% rating it as Excellent or Good and 0% Poor or Very Poor) closely followed by those attending The Mowlem as part of a school trip (80% rating it as Excellent or Good).

Professional artists were those most likely to have a 'poor' or 'very poor' experience of attending and event or working at The Mowlem (11%).

Table 1: Filtered Data: How would you rate your experience of using The Mowlem?

N.B The **yellow** arrows indicate interesting/relevant divergences in the filtered data, an up arrow indicates a higher differential than the unfiltered data and a down arrow shows a lower differential. For example, the 'all responder' result shows 7% of people rated The Mowlem

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'Poor or Very Poor' whereas the filtered data reveals that 0% of people using The Mowlem as a performer in amateur dramatics shows rated it as 'Poor or Very Poor'- this reduction is highlighted by the use of a yellow down arrow. Whereas the divergent data for professional artists who were more likely to rate it as 'poor' or 'very poor' is highlighted by an up yellow arrow. These yellow arrows are used throughout the report to highlight differences in the filtered data.

	Rate it Excellent/Good	Rated it Poor/Very Poor
All Responders	71%	7%
Visiting as an individual	68%	8%
On a family visit	73%	7%
School Trip	80% ↑	0% ↓
Member of local group using The Mowlem	69%	3%
Performing in amateur dramatics shows	94% ↑	0% ↓
Professional Artists	77%	11% ↑
Suppliers	84%	0%

Cultural Participation at The Mowlem

Film was the most common art form people attended in the years before Covid 19, with a trip to the cinema. 88% of people completing the survey had been to the cinema between 1-6 times in the year prior to Covid 19 (37% visiting between 1 and 2 times, 30% between 3-5 and 21% 6+ times)

The next most frequently visited events were local amateur dramatics productions with 72% of responders attending a production between 1-6+ times a year (45% attending 1-2 a year, 20% between 3-5 times and 7% attending 6+ amateur productions).

The third most well-attended events were professional theatre productions following by the repertory summer season. 59% of responders attended between 1-5 professional productions and 49% attending between 1-5 of the repertory summer seasons.

Social and Communal Spaces at The Mowlem

The Mowlem's spaces were used in other ways, including as a meeting venue for local clubs societies or groups. On average 29% of responders attended a meeting or club between 1-6+ times.

The actual Mowlem building has two spaces which were used by people as a social venue for before and after events they attended, the space which is occasionally used for a pop-up venue The Show Bar and the downstairs Cellar Bar which is leased from The Mowlem. 65% of people attended The Cellar Bar before or after an event between 1-6+ times a year (with the majority 30% of people attending between 1-2 times a year alongside an event). 69% of people responding the survey had visited The Show Bar, which currently only occasionally

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opens when shows are on at The Mowlem, in the year before Covid (with the majority 40% only attending between 1-2 times a year)

Table 2: On average, before Covid 19, how many times did you typically attend the following at the Mowlem a year?

	0	1-2	3-5	6+	TOTAL
Amateur Dramatics Performances (including the Pantomime)	28.82% 298	44.97% 465	19.63% 203	6.58% 68	1,034
Repertory summer season at The Mowlem	50.53% 479	34.28% 325	12.97% 123	2.22% 21	948
Professional theatre productions	38.67% 372	50.31% 484	9.25% 89	1.77% 17	962
Concerts	50.00% 452	40.82% 369	7.52% 68	1.66% 15	904
Comedy	67.77% 551	27.18% 221	3.81% 31	1.23% 10	813
Cinema	12.10% 130	37.15% 399	29.80% 320	20.95% 225	1,074
Dance/Ballet	58.08% 503	34.99% 303	5.77% 50	1.15% 10	866
Meetings for local clubs/societies or groups	70.48% 597	18.18% 154	4.37% 37	6.97% 59	847
Using spaces for meetings	84.78% 674	11.57% 92	1.76% 14	1.89% 15	795
Attending Cellar Bar alongside an event at Mowlem	35.01% 328	29.24% 274	16.12% 151	19.64% 184	937
Attending Show Bar alongside an event	30.73% 303	40.06% 395	17.95% 177	11.26% 111	986

Barriers to Cultural Engagement

Responders identified that the major barrier to engaging in the arts in their local area was that ‘programming was not suited to their tastes’ (74% of people ranked this as either their first or second most significant barrier).

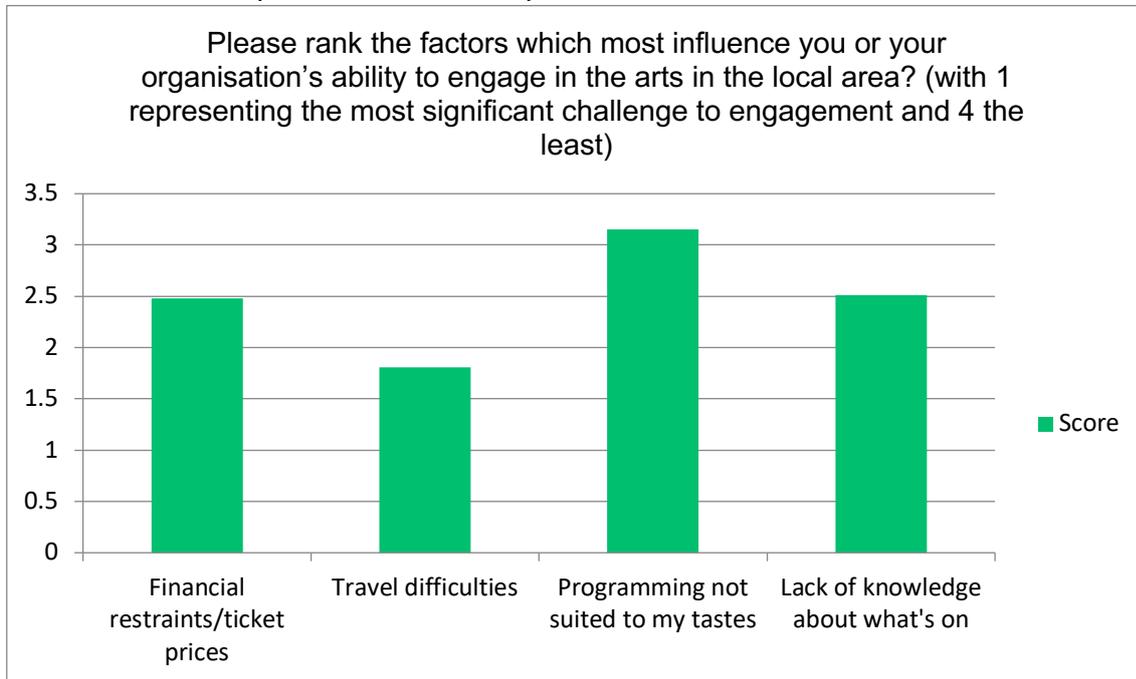
‘Lack of knowledge about what was on’ was ranked as the next most significant challenge to engagement with 55% of people identifying it as either their first or second most significant barrier. Financial restraints/ticket prices were also deemed significant with 47% of people identifying this as a major barrier to engagement.

Travel difficulties was the least most significant barrier with 76% of people ranking it as either the third or least most significant barrier to engagement. It is likely that, were we specifically asking about engagement with The Lighthouse or The Bic for instance, travel difficulties might become a more significant barrier to engagement.

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Chart 5: Community Consultation Survey



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4. Suggested Improvements to The Mowlem Visitor Experience

There were over 700 qualitative comments in answer to the question, how could your experience of attending an event at The Mowlem have been improved? In order to ensure rigour in terms of analysis of these comments, each qualitative comment included in the survey which related to how people felt their experience of the Mowlem might have been improved was assessed and thematically linked by a colour coding system to attempt to quantify the qualitative comments and place them into broad themes. The same has been done with other qualitative comments and questions. Below are the results of the analysis of Question 6 How might your experience of attending an event at The Mowlem have been improved?

The most common improvement suggested related to the need to update and improve the facilities, approximately 52% of all qualitative comment related to this broad theme. The next most common suggested improvement related to updating/overhauling the social spaces and catering outlets. People want their visit to the Mowlem to be a social event, they want to feel a 'buzz' and sense of occasion surrounding their cultural trip. 17% of all comments suggest that improved social spaces and catering facilities would achieve this aim.

16% of all comments related to improving the ambience in and around the building, this included comments suggesting the benefits of opening up the downstairs area so that it is open plan with views of the sea. This open plan communal social space was a frequent suggestion and went hand in hand with the desire to have bars and cafes in those communal areas to meet and greet friends in the daytime and before and after shows. It also included suggestions that visitors should be made to feel it is 'their space', to feel welcomed by approachable and friendly staff in a vibrant atmosphere.

The next most common improvement related to artistic programming, some people felt they would visit more often if the programming was suited to their tastes (approximately 10% of all comments). This is mirrored in other quantitative data where people stated the most common barrier to their artistic engagement was that 'programming was not suited to their tastes'.

As the below table indicates some people felt The Mowlem lacked a clear brand identity and people felt this is apparent in their website, branding and signage. Improving this is likely to develop a more contemporary brand voice and therefore appeal to more diverse (and potentially younger) audiences. Responders often cited The Rex as having a very clear brand, one which was art deco and fashionable. Similarly, The Lighthouse was described to be fresh. They stated that their branding and signage and an interior all tied into this brand image in an appealing way. It should be noted some people commented on a distinct improvement in social media at The Mowlem recently, and have enjoyed interacting with The Mowlem in their 'Tech Tuesdays' and in their more visible and open community engagement online during lockdown.

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Table 3: Question 6: How might your experience of attending an event at The Mowlem have been improved?

Total Number of Constructive Comments: 677

Broad Theme	Total qual references to this theme	Approx. % of total comments	Evidence	Evidence	Evidence
<p>“Improvement to Facilities” (This theme includes references to improvements to temperature control, seating, toilets, committee room space, cleanliness of the communal spaces, screen visibility and projection, sound quality and accessibility) N/B please see facilities broken down in more detail below table</p>	350	52%	<i>“In winter I find the auditorium rather cold and it could do with better heating, whilst in summer there is not enough air conditioning”</i>	<i>“The Mowlem is very dated. Seating isn't all that comfortable Toilet facilities should really be improved, & access should be better”</i>	<i>“Improved toilets, Show bar open before and after films, meeting rooms updated, restaurant facility, regular film nights”</i>
<p>“Improvements to Social Spaces & Catering” (This theme includes references to need for permanent upstairs restaurant/bar, better catering and changes to business model so that venues survive)</p>	117	17%	<i>“Vibrant upstairs bar-make it an occasion to visit”</i>	<i>“In general, a better use could be made of the building to create a lively atmosphere. A high-quality food outlet would help”</i>	<i>“The show bar didn't inspire me to go there at all, bare and uninviting whereas it could have been a nice place to meet for a coffee or a meal before the show”</i>
<p>“Improvements to Ambience: Making it feel like <i>their</i> space” (This theme includes references to ambience, feeling like the space is “for them”/welcoming, making the décor contemporary, opening up the space & the lobby open plan, making the most of the views and ensuring the staff are always welcoming)</p>	108	16%	<i>‘A more welcoming atmosphere. Easier access to facilities. Friendlier staff. A feeling that this was our community place to use’</i>	<i>“A better ambience is needed to create a sense of occasion and anticipated enjoyment. Lighting, decor,</i>	<i>“The feeling of excitement and the buzz of other people's anticipation that you hope for at a cultural event just</i>

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				<i>interior all need up-dating and a more professional attitude encourage"</i>	<i>wasn't there when I walked through the door"</i>
<p>"Improvement to Artistic Programming" (This theme includes references to all art form programming, diversifying the selection and offering regularity in terms of programming- regular film nights etc)</p>	69	10%	<i>"Greater range of cultural opportunities- better theatre productions e.g Le Navet Bete/Kneehigh / Arts reach events that appeal to children (puppet theatre etc)"</i>	<i>"With more performances and more community involvement"</i>	<i>"Improve access for non-profit community organisations"</i>
<p>"Improvement to Communications and Brand Identity" (This theme includes references to better advertising/marketing, communication with community, clearer brand identity, better website functionality)</p>	19	3%	<i>"Develop a sense of its own identity and an exciting brand"</i>	<i>"A bigger audience through increased publicity"</i>	<i>"Better website functionality and the ability to book seats online"</i>
<p>"Improvement to financial model" (This theme includes references to ticket prices, value for money in terms of experience and in the catering venues, offering reductions/subsidies/pay what you can offers)</p>	14	2%	<i>"Too expensive for what it is"</i>	<i>"It's comparable in prices to big cinemas- I would rather travel"</i>	<i>"You could offer subsidised tickets to develop certain audiences- hard up etc"</i>

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5. The Mowlem Building & Facilities



Image: Theatre space, newly painted in 2020. Copyright: The Mowlem

The majority of suggested improvements to The Mowlem related to the building and its facilities.

80% of people rated the acoustics as either 'Excellent, Good or Average' (41% Average). 86% of people rated projection quality at The Mowlem as either 'Excellent, Good or Average' (39% rating it as Average)

Toilet facilities were rated least well with 45% of responders stating they were 'poor' or 'very poor' and 35% rating them as 'Average'

40% rated 'How inviting the space is' as 'poor or very poor'

Heating (although this should read temperature control as in qualitative comments some felt it was too hot in summer and others too cold in winter) was rated 29% 'poor or very poor' and 43% rated it as 'average'. It was also frequently described to be too noisy.

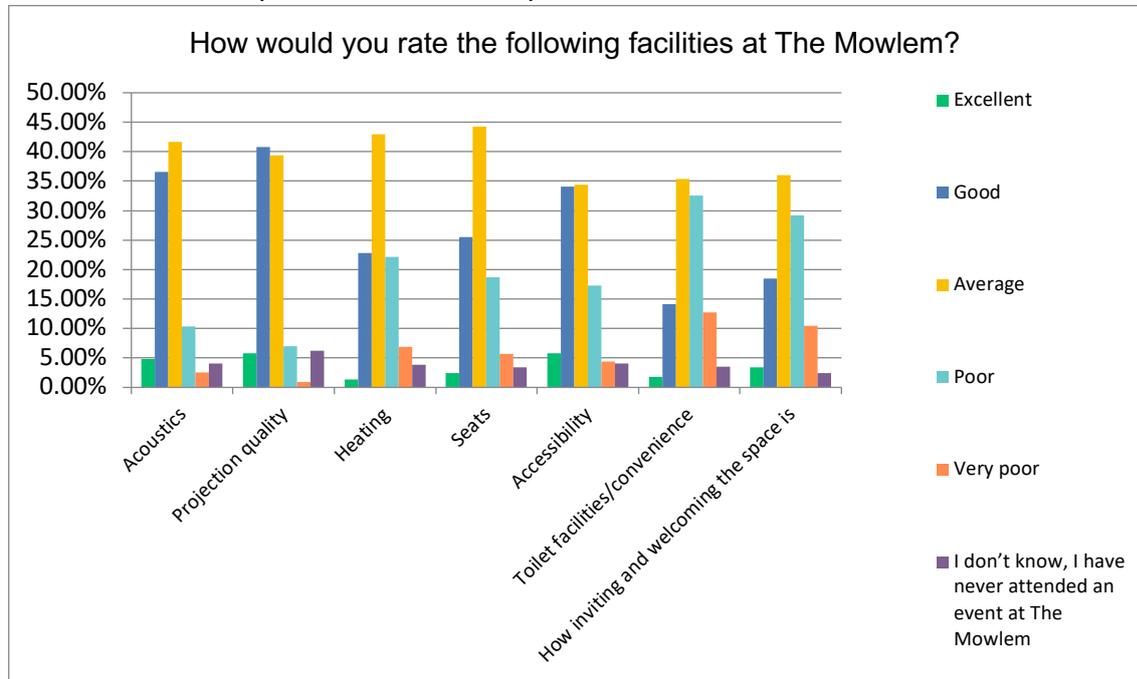
25% of people rated the seating as 'poor' or 'very poor' and 44% rated seating as 'average'.

22% rated accessibility at The Mowlem as 'poor or very poor'.

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Chart 7: Community Consultation Survey



Suggested Improvements to The Mowlem's facilities

There were two opportunities for people to qualitatively comment on improvements to the facilities in the survey, question 6 which asked for general improvements to user experience and question 9 which asked them specifically about the building and facilities. Both were thematically analysed, so all comments were quantified for rigorous analysis.

Table 4: Question 6: Suggested Improvements to The Mowlem Facilities In Detail resulting from question 6: How could your experience of visiting The Mowlem have been improved?

(350 responses in total)

Broad Theme	Total qualitative references to this theme	Represents approx. % of total comments
Temperature Control (Too cold in winter, too hot in summer)	107	31%
Toilets	85	24%
Seating/Comfort	70	20%
Access (Poor provision for disabled people, disabled toilet too far away)	31	9%
Sound Quality	22	6%
Cleanliness of the internal spaces	16	5%
Projection and Screening	15	4%

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(This theme might include references to quality of projection and visibility of screen)		
Committee Room (This theme might refer to the décor, cleanliness and practicality of this space)	4	1%

Table 5: Question 9: How would you improve the facilities at The Mowlem?

Total Number of qualitative comments: 485

Theme	Total qual references to this theme	Approx. % of total comments	Example Comment
"Access"	95	20%	<i>"The biggest issue is the toilet facilities for the disabled. It's great having the lift so they can get up to the theatre/ bar/ community room, but having to go downstairs in the cold, spider filled toilet is not ideal"</i>
"Major Refurbishment of Building- Out of Date" Comments relating to wanting an attractive building & the need to demolish/ refurbish The Mowlem	93	19%	<i>"If you are trying to make the Mowlem a leading Venue you may have to demolish. Otherwise fix the bad stuff and embrace the "Quirky." It goes a long way with customers in our area (The Rex, Tivoli, Mayflower)."</i>
"Ambiance, welcome, entrance" This theme relates to better ambiance, the need for a social hub, restaurant and bar	89	18%	<i>"There is a need for a social hub, a warm welcome a place where you could meet your friends dominated the response"</i>
"Toilets"	69	14%	<i>"Real need for better toilets. Queueing is common"</i>
"Social Hub Refreshment Bar"	41	8%	<i>"Open it up, social space for people to meet with café and bar"</i>
"Performance space" Acoustic sound, too loud or unclear, site lines	33	7%	<i>"The auditorium and backstage clearly need to be totally overhauled and brought up to modern standards"</i>
"Environment: Temperature and Air con"	23	5%	<i>"The heating/cooling can be a bit patchy at times and the toilet facilities are a bit cramped and"</i>

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			<i>can be overwhelmed on a busy night"</i>
"Seating Comfort"	20	4%	<i>"it's an insult to pay so much for discomfort"</i>
"Performers facilities"	16	3%	
"Flexible Community Space" Suggestion for small theatre space etc	6	1%	

Table 6: Filtering Data Accessibility & Toilet Facilities

When the data is filtered according to whether or not the responder considered themselves to have a disability, it reveals that disabled people were more likely to rate accessibility, and in particular the toilet facilities, as 'poor' or 'very poor' by a differential of up to 21%.

Table 6: N.B The yellow arrow indicates relevant/interesting divergences in the filtered data

	% Rate Accessibility	% Rate Toilet Facilities/Convenience
Disabled People	29% Excellent/ Good 42% Poor/Very Poor ↑	19% Excellent/Good 51% Poor/Very Poor ↑
Non-Disabled People	40% Excellent/Good 21% Poor/Very Poor	16% Excellent/Good 46% Poor/Very Poor

Other Uses for The Mowlem

When asked about the ways The Mowlem building might best serve local communities, in addition to its artistic programme, 97% felt Strongly Agreed or Agreed that The Mowlem should connect with local festivals.

91% of people either 'strongly agreed' or 'agree' that The Mowlem should be providing space for local amateur dramatics groups to rehearse and 93% stated The Mowlem should be connecting with local schools. 91% Strongly Agreed or Agreed that there should be dementia friendly and other accessible events at The Mowlem.

89% Strongly Agreed or Agreed that The Mowlem should have an upstairs café/bar/restaurant area. 79% strongly agreed or agreed that there should be a space for local groups to meet.

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Chart 8: Community Consultation Survey

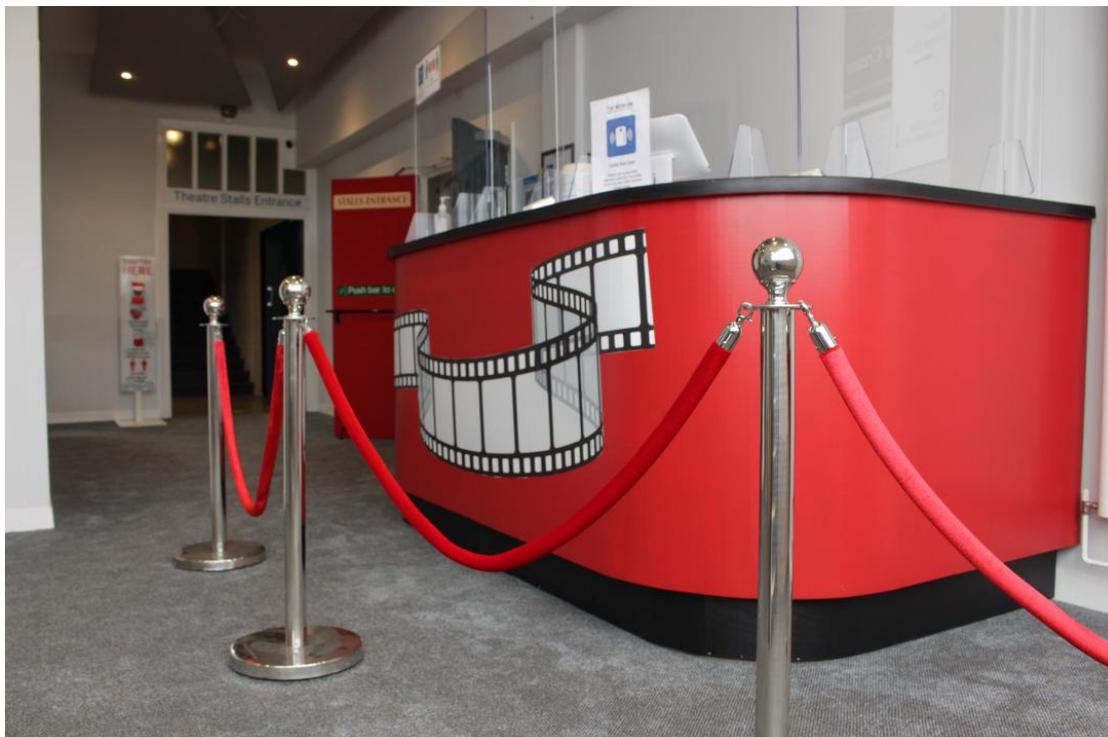
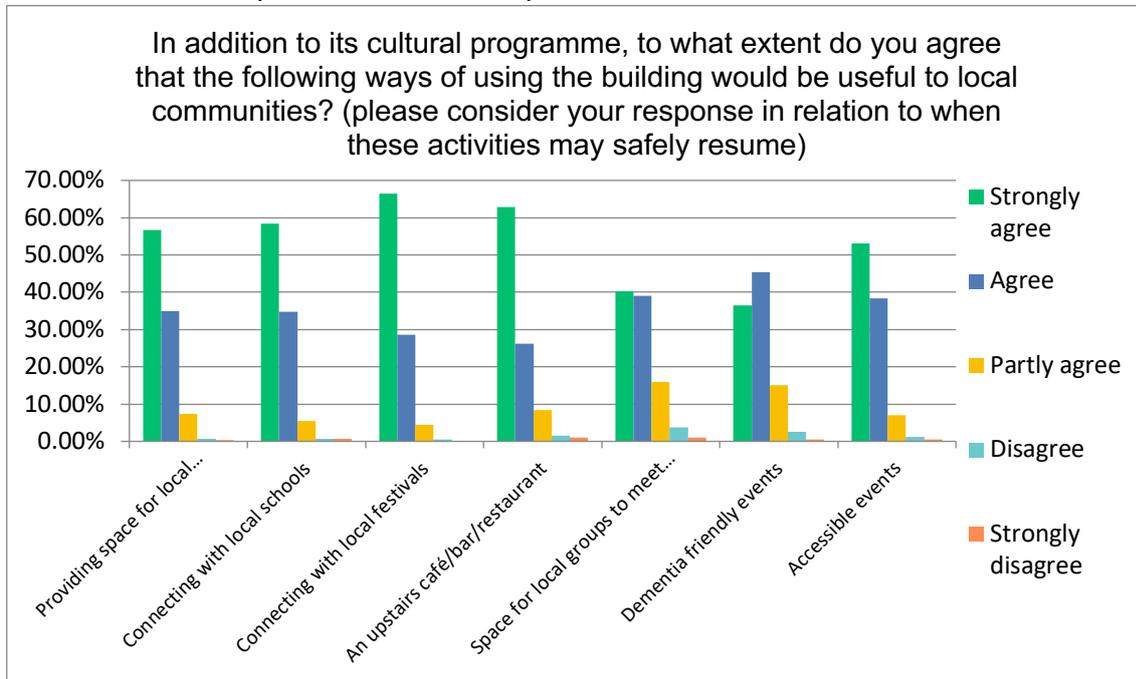


Image: New 2020 Sweet/refreshment kiosk

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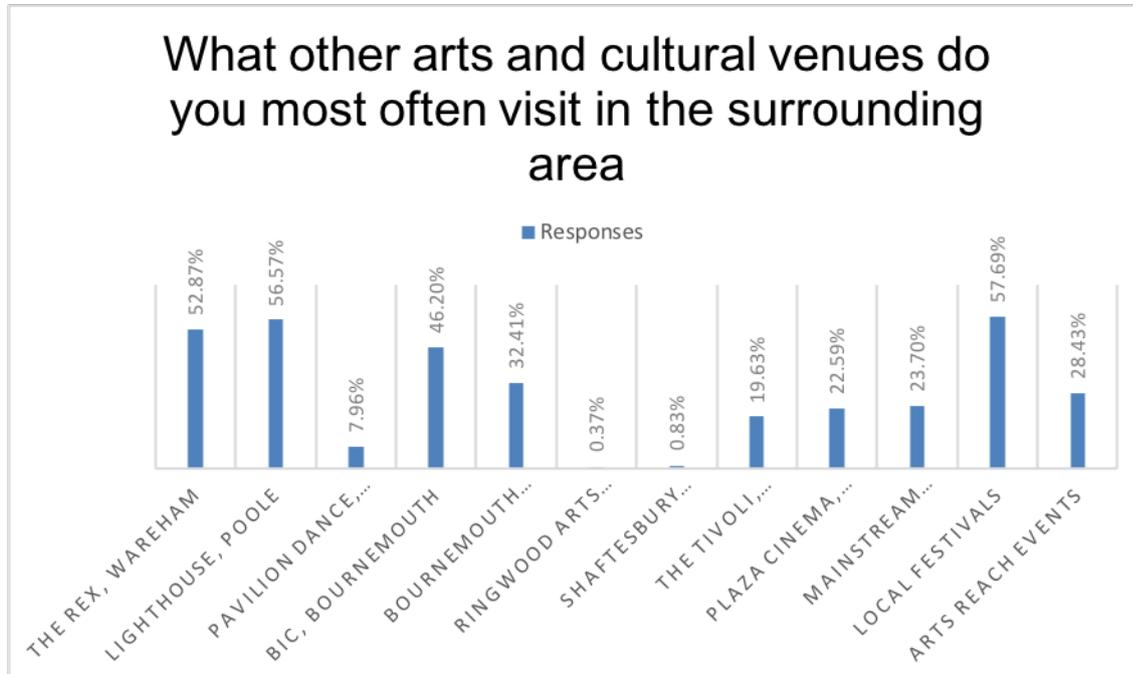
6. Other Local Arts Venues

The most frequently visited local arts venue was The Lighthouse in Poole with 57% of responders regularly attending events there. The Rex in Wareham was also well attended with 53% of responders regularly attending films and events. 46% of responders regularly attended events at The BIC in Bournemouth. This indicates that a large proportion of people responding to the survey (over 600 people) were willing to travel up to an hour to attend a cultural event for the right programming and ambience.

Arts engagement not based on permanent bricks and mortar arts buildings were the most well attended cultural event locally, with 58% frequently attending local festivals and 29% attending Arts Reach events which are often outdoors or in local village halls.

When the data is filtered to reveal how people who frequently attend The Lighthouse and The Rex rate their experience of attending an event at The Mowlem the percentage of people who rate it as 'Excellent' reduces from 20% to 16% and those who rate it as 'Average' 'Poor' or 'Very Poor' raises to 32% from 26%, which indicates that people go elsewhere to seek preferable programming and ambience.

Chart 6: Community Consultation Survey



What people prioritised in the facilities at other venues: Filtered by age

Most people, regardless of age, prioritised 'performance spaces', this represented approximately 85%. This was closely followed by cafes, restaurants, communal spaces and bars.

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Younger people under the age of 35 prioritised café, bars and restaurants more highly than other age groups. People over the age of 65 prioritised car parking and information centres more than other age groups.

Table 7: N.B The yellow arrow indicates relevant/interesting divergences in the filtered data

Use of Space	All Responses	Under 35 years old	35-64	65-81+
Performance Spaces	85%	83%	84%	89%
Café/Restaurants	57%	62% ↑	58%	57%
Communal Space	49%	45%	50%	49%
Bars	49%	56% ↑	53%	42%
Car Parking	34%	20% ↓	32%	41% ↑
Information Centres	24%	14% ↓	18%	30% ↑
Shops	11%	16%	9%	9%
Libraries/Reading Areas	8%	6%	8%	9%

What people appreciate about other local arts venues:

The qualitative responses to survey question 7, which asked about other local arts venues, were thematically analysed and eight common themes were pulled out and given a percentage of the total comments. This was done in an attempt to rigorously assess what people appreciate about other local venues.

What do you appreciate about other arts and cultural venues locally that you most often visit? (499 responses in total)

Variety of Event (38% of all comments related to this theme)

The majority of people commented on the greater choice and breadth of programming at other venues. These included an emphasis on all genres of music, comedy, films (current, art house and foreign) and contemporary art. Some comments called for the inclusion of 'bigger names' at the Mowlem. Generally, other venues had clearer branding and were associated with particular events.

"The Tivoli, which is a similar size to the Mowlem, seem to do a great mix and sometimes get 'names' who don't make it to the Mowlem"

"You need to get The Purbeck Film Festival back again. I saw Julian Temple at The Rex host One of his own films there. Why can't The Mowlem host these events, it's a potential hub for arts and culture in Swanage that is being underused"

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“More varied programme of events that appeals to a younger audience. More Art focused events”

“The Rex is a bit like the Mowlem but more intimate. The lighthouse is a no expense spared lovely building. The films and music at each respectively are fantastic. Art house films and quality music from classical to jazz respectively regarding their programming. The Mowlem could perhaps do more music?”

Ambience (18% of all comments related to this theme)

Many commented on the overall experience of going to a venue, this included a variety of factors that led to a favourable impression. The general aesthetics of the venue and its cleanliness and the friendliness of staff were highlighted. There was a desire that the Mowlem became an active, community hub.

“The Rex and Plaza have a welcoming, charming old-world atmosphere. The Mowlem could easily match or better that”

“I live in Southampton but holiday in Wareham/Swanage 2 or 3 times a year. Quay Arts in Newport, IOW is a place I regularly visit because of its 'arty' atmosphere, lovely cafe which hosts knit/knatter and arts events and exhibitions and shop selling local crafts. Making the Mowlem more like that would make it a destination venue serving the community”

“Younger programme’ or more interesting Arts events. Sense of community engagement – e.g events involving food / workshops (Artsreach). Would be lovely to have a great cafe on site, or and Artshub etc. To feel that the whole Mowlem building was at the centre of the community for families, rather than a place to attend an auditorium for isolated events. Some other arts centres / theatres achieve this feel very well, and the Mowlem has the space and position to achieve this well”

The availability of foods and drink (13% of total comments)

This theme was frequently included in the ambience of going out to the venue. This included both the ability to have snacks and drinks during the performance but also the desire to increase the sociability of the occasion by pre drinks, drinks in the interval and having a meal as part of the experience of attending a venue. Despite the fact The Cellar Bar leases the space from The Mowlem, it was considered an asset to the Mowlem. The Cellar Bar was the most frequently commented bar in the qualitative comments of the survey and it was felt to be a missed opportunity that it is not better integrated into The Mowlem’s offer and indeed, not considered to be physically part of The Mowlem. Despite the fact that the bar only leases its premises from The Mowlem and is not an ‘asset’ (aside from through rental income), it could be made an asset in terms of pulling a younger audience into the space.

“Be able to enjoy the bar meet friends & family Access of drinks/Ice Creams in the interval if a show”

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"I like a good bar so I can get a drink and meet people before and after an event. The bar and toilets at the Lighthouse are fab on busy nights. Lots of space"

"The Lighthouse has a lovely venue for coffees and meal when you are alone"

"I love that you can enjoy a glass of wine while watching a film at The Rex"

"Regularly went to cellar bar independently under new owners, such a great addition and atmosphere"

"Layout is important like a communal area for having a drink, perhaps a meal prior to a performance. Problem is the layout of the Mowlem"

"Combine with a local restaurant promo for pre theatre dining"

Quality (9% of total comments)

This theme included production and the professional nature of the experience at other venues.

"The facilities at The Lighthouse are excellent and their capacity means that they are able to host top class events/concerts"

"Clean tidy venue. Up to date PA system and projectors, good snacks, good restaurants nearby to make an evening of it, bigger music acts are a draw"

Value for money (6% of total comments)

Dorchester Plaza was highlighted for its cheaper tickets and its value for money for a family

"More value for money, it's cheaper for me to take my family of 5 to watch a film at the plaza in Dorchester than it is to watch it at the Mowlem, where I actually live (Bonkers!!)"

Comfortable environment (6% of total comments)

This theme predominantly involved commenting on whether the seating was comfortable

"I most appreciated the comfy seats - book a sofa or an armchair & a great food and drink offer. I wasn't a heavy user of the cinema but when I booked, I'd always spend more than an average visit on higher price comfy seats and cocktails/food etc"

"Reasonably comfy seats and leg room"

Clear programming and booking (6% of total comments)

Early notification of programming and the ability to book online were highlighted

"Easy to book plus up to date cinema releases and programming"

"Can book online a long time in advance"

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External and internal accessibility (5% of total comments)

Parking and accessibility to the building and toilets were commented upon in 5% of all comments.

“Good toilet facilities and accessibility (I can only walk short distances)”

“I find visiting the cinema at Tower Park stressful mainly because it can be difficult to park”

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7. Programming and The Future of The Mowlem

When asked to prioritise cultural activities they would like to see programmed at The Mowlem in the future, 'Mainstream Film' was most frequently ranked as either first, second or third (62% of total responses ranked it as first, second or third out of nine). Mainstream Theatre was ranked as the next priority in terms of programming with 59% of people ranking it either in first, second or third priority out of nine. Music/Concerts were also prioritised highly with 57% of people ranking them in either first, second or third place of nine.

Table 8: Please could you rank the following cultural activities in the order that you would like to see them prioritised at The Mowlem in the future, where 1 is highest priority and 8 is lowest?

	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Mainstream Commercial Theatre	20.89% 178	22.30% 190	16.08% 137	13.38% 114	9.74% 83	6.34% 54	4.34% 37	3.52% 30	3.40% 29	852	6.57
Fringe Theatre	5.29% 45	12.10% 103	12.22% 104	13.87% 118	11.99% 102	15.16% 129	11.63% 99	11.63% 99	6.11% 52	851	4.98
Music/Concerts	16.22% 140	19.47% 168	21.67% 187	16.22% 140	13.56% 117	7.76% 67	2.67% 23	1.85% 16	0.58% 5	863	6.62
Dance	2.20% 19	5.09% 44	9.26% 80	12.96% 112	14.00% 121	18.06% 156	15.74% 136	12.73% 110	9.95% 86	864	4.28
Mainstream Commercial Film	30.85% 269	19.04% 166	12.61% 110	10.32% 90	9.75% 85	6.42% 56	4.82% 42	3.21% 28	2.98% 26	872	6.78
Arthouse film	5.57% 49	7.51% 66	7.74% 68	6.71% 59	9.10% 80	12.63% 111	18.89% 166	18.43% 162	13.42% 118	879	4.08
Visual Art Exhibitions	2.53% 22	3.68% 32	4.48% 39	7.70% 67	9.31% 81	11.61% 101	18.74% 163	21.38% 186	20.57% 179	870	3.42
Stand-up comedy	2.93% 26	6.53% 58	8.45% 75	10.92% 97	12.16% 108	11.49% 102	11.71% 104	17.57% 156	18.24% 162	888	3.99
Community productions/performances	21.08% 196	10.11% 94	12.15% 113	10.43% 97	11.29% 105	8.92% 83	6.67% 62	6.77% 63	12.58% 117	930	5.56

Proportional Programming

It is important to note that genres not often ranked as a priority should not be discounted when programming at The Mowlem. It should also be noted a potential divergence in the qualitative and quantitative programming data, the former indicating a stronger inclination towards visual arts and music than the latter.

It is important to programme a range of events to appeal to as broad a selection of the population as possible. Proportional programming should be considered alongside a strategic approach to audience development. Should The Mowlem wish to develop a specific audience (for instance under 35 years) the data should be carefully reviewed with a view to programming to suit their tastes, for instance when the data is filtered to under 35's and compared to 'all responses' Stand Up Comedy increased in priority by a differential of 17% to 35% and 'mainstream theatre' increased by 12% to 71%. Below is an example of how programming priorities change with age. However closer examination and analysis of this data by the programming team is advisable. The raw and filtered data can be made available

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for this purpose. The raw data can also be filtered so qualitative responses of certain age groups are visible to the programming team.

“The main performance which I mostly enjoyed was FAME, as this was catering for all ages whereas some of the other events may only interest the older generation. I feel the Mowlem needs to cater for the younger generation by doing more bands/concerts/DJ events, we have an awesome space for a vast number of different events which we need to look at” (Responded Mowlem Community Consultation Survey)

Table 9: Filtering the data according to age: Those ranking as first, second or third programming priority.

N.B The yellow arrow indicates relevant/interesting divergences in the filtered data

Genre	All Responses	Under 35 years old	35-64	65-81+
Mainstream Theatre	59%	71% ↑	56%	63%
Fringe Theatre	30%	24%	30%	28%
Music/Concerts	57%	42%	58%	60% ↑
Dance	16%	24% ↑	14%	18%
Mainstream Film	62%	59%	64%	82% ↑
Arthouse Film	21%	10%	20%	24% ↑
Visual Arts Exhibitions	11%	4% ↓	10%	14%
Stand Up	18%	35% ↑	21%	11%
Community Productions	43%	41%	41%	49%

Qualitative comments relating to programming

“The Mowlem could become THE cultural destination in Dorset”

“Swanage is out on a limb so it must have pulling power”

The comments which related to programming at The Mowlem were quite extensive, with many people having very useful ideas for programming specific art forms and styles and other people suggestions were general comments relating to ‘how’ to programme a diverse cultural offer. As such, the comments were split into specific art form programming suggestions/common themes which is called ‘What to programme’ and the second table relates to suggestions/common themes about ‘How to programme’. They have been placed in order of priority, based on the approximate percentage of comments which were included in the theme. The qualitative comments (over 500 for the programming section) provide details of respondents’ priorities for future programming, some of which are not reflected fully in the quantitative analysis, for example, the desire for visual arts exhibitions, the importance of local festivals and the need for an expansion of music provision.

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'What to programme' (330 total comments)

Theme	% of Responses	Example Quotations
1. "Education". Theme includes suggestions for workshops, talks/lectures, classes, introductions, Q & As, Community outreach, strongest possible links with schools also U3A, Adult Ed, History groups, Youth Theatre, Competitions	16% (57 comments)	<i>"Events and performances accessible to young people. They are the people who will support The Mowlem in the future."</i> <i>"More links with schools"</i> <i>"School budgets cannot meet ...the costs of hiring and transport"</i>
2. Links with festivals. This theme related to making link with festivals, especially PAW & PFF.	15% (50 comments)	<i>"The Mowlem needs a robust and visible reputation for supporting local arts events and festivals"</i>
3. Art Exhibitions. This included exhibitions exhibiting works by local, professional, touring and young people	15 % (49 comments)	<i>"Link with Durlston Fine gallery"</i> <i>"Develop exhibition facilities for a visual arts programme."</i>
4. Music. Theme included suggestions for young and emerging, top quality, wide variety, gig nights, most genres and the need for an accompanying bar!!	14% (45 comments)	<i>"Learn from Tivoli" ... "Bridport Electric Palace"</i> <i>"More live music, popular music and classical concerts."</i>
5. Film. Theme relates to the need for wider variety, high profile films	12% (41 comments)	<i>"Saturday morning family films"</i> <i>"More independent films, involvement with PFF"</i> <i>"art-house, classic and streamings; varied screening times and changeover/week"</i>
6.Theatre. More professional rather than "commercial" shows, more great touring companies e.g., Arts Reach. Shows for young adults and children. A broad range of fringe, local and mainstream theatre of a high standard.	11.5% (38 comments)	<i>"Link with other arts organisations e.g., London Theatres."</i> <i>"Quality productions that get you a strong arts reputation as a serious player"</i> <i>"Take several leaves out of Arts Reach's success"</i> <i>"There are some great touring companies that bring quality and varied productions to theatres across the country. I'd love to see a broad range in Swanage..."</i>
7. Comedy.	5.8% (19 comments)	<i>"Get on the comedy circuit.... The current one..."</i>
8.Dance;	3% (10 comments)	
10. Crafts/ Craft fairs. Inside and out	2.4% (8 comments)	

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The below table includes themes which relate to the 'How' of programming as opposed to art form specific suggestions for a diverse cultural offer.

"How" Programming	Percentage of responses	Example Quotes
<p>1. Engage with schools and younger audiences</p> <p>This theme includes all comments relating to education, scheduling, workshops, outreach, youth groups and clubs, Saturday morning drama, art, local history. e.g. for young carers/ parents/ guardians Youth subcommittee. Volunteers</p>	<p>28% (36 comments)</p>	<p><i>"Nice welcoming Café open through the day, an accessible communal space"</i></p>
<p>2. Advertising/Marketing</p>	<p>27% (35 comments)</p>	<p><i>"Better investment, strong branding, better use of social media and website."</i></p> <p><i>"Promote to young audiences and underrepresented groups"</i></p> <p><i>"Use diverse media, traditional, visual display and all web-based...."</i></p>
<p>3. Pricing Structures & Management</p> <p>This theme related to financial structure and management as it relates to programming. Collaboration with other venues. e.g., Tivoli (music) Arts Reach (theatre), Bridport Arts Centre and Electric Palace (comedy, music), Durlston (exhibitions), Lighthouse and London theatres. Also links with Adult Ed, U3A.... On-going consultation, openness and listening to people in the town.</p>	<p>23% (30 comments)</p>	<p><i>"Reasonable pricing structures for venue hire and performances/screenings"</i> <i>"local discounts"</i></p> <p><i>"Collaborate with other arts venues"</i></p> <p><i>"not just what the trustees want"</i></p> <p><i>"Artistic director needed"</i></p> <p><i>"link with Visit Dorset and make it a GO-TO destination"</i></p>
<p>4. Building which facilitates an eclectic programme</p>	<p>11.5% (15 comments)</p>	<p><i>"Get it right and the audiences and artists will follow"</i></p> <p><i>"a local meeting space, welcoming and open"</i></p> <p><i>"better facilities"</i></p> <p><i>"an accessible community arts centre with a balance of professional theatre at affordable prices"</i></p> <p><i>'Open for more hours.... With a variety for all ages'.</i></p>
<p>5. Balance of Amateur and Professional</p>	<p>6% (8 comments)</p>	<p><i>"Am Dram rules the roost at The Mowlem"</i></p> <p><i>"must be more professional"</i></p>

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Theme relates to a perceived tension between amateur and professional and the need to get the balance right		<i>“a home for local productions” “support emerging acts, but maintain quality”</i>
6. Summer Season This theme includes suggestions for events for children, daytime, holiday clubs. Recognise the different audience. Café/ Bar	4.6% (6 comments)	<i>“A more varied offering for summer visitors”</i>



Image: Ground floor foyer space with newly installed Covid 19 safety measures. Copyright: The Mowlem

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8. Recommendations

Further Research & Audience Development

1. The opinions and feelings of under 25 years olds were underrepresented in the survey findings (and even under 35 years to some extent). Should this be an audience demographic The Mowlem wants to develop in the future, further research and community consultation with this demographic would be beneficial. The lack of interest in the survey in this age group indicates that not enough young people feel The Mowlem is relevant to them and a space which is 'for them'. Further research and community consultation with this age group could be achieved through a number of different methods, in the first instance through targeted focus groups (online or otherwise). However, various community engagement models would be useful to develop this potential audience further down the line, for instance making links with schools by offering behind the scenes tours, technical workshops, work placements, visits and talks with local artists on site and/or the formation of a youth advisory board and steering group (ideally with young people from a range of cultural backgrounds, some highly engaged and other less engaged). Ultimately, The Mowlem is well placed to run a number of creative youth groups and socially engaged arts projects from its community room and theatre. Should ACE investment be considered a priority, due to their 2020 strategy Let's Create which prioritises 'cultural communities', this should be considered a priority. Strategically, young people who feel The Mowlem is 'for them' will encourage their parents to visit the venue therefore further developing The Mowlem's engagement with the wider community.
2. Further analysis of the survey results would be beneficial, particularly filtering the data to look at how different age groups hope to engage with The Mowlem. The raw data and filtered data can be made available to the programming and facilities trustee teams to assist them with their discussions.
3. Ongoing research of audience composition would be essential for future grant applications. Research, for example, into the breakdown of audience in the summer season could inform the planning of programmes for a seasonal audience. This could be achieved by surveying sample audiences at events.

Facilities & Social Spaces

1. The building and facilities were the most common suggested improvement. People felt The Mowlem was outdated and tired, some felt fondly of it 'being like a time machine' while other resented the lack of financial investment to bring it in line with other local cultural venues.
2. In line with Assemble's suggestion for two 'tiers for change' for The Mowlem, whereby two options for change were proposed, firstly 'incremental gains' and secondly 'transformation', the data reveals two options for renovation of the facilities. Depending on investment, and appetite and capacity to apply for capital funds, there are two 'tiers' of facility improvements. There are interim improvements The Mowlem could make to the toilets, access, cleanliness, and general interior design of the

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building which might not require extensive capital investment. However, the overwhelming majority of comments indicate an appetite for considerable renovation which would necessitate major capital investment. Toilet facilities, temperature control, seats and accessibility should be a priority in both interim and any future extensive redesign of the building. Should major renovation be an option, opening up the foyer space, integrating the walkway, providing communal areas and embracing the fantastic views on the ground and first floor should be a major priority, with the above issues (toilets etc) being easy to address if complete renovation became financially viable in the future.

3. Responders wanted their trip to a cultural venue to be a social event. This was one of the major things they stated The Mowlem could improve. The building was described to be unwelcoming, with poor communal spaces and a lack of a permanent restaurant/café/bar space which was felt to be part of The Mowlem. People often suggested the downstairs 'quad' should be open plan with view of the sea and The Cellar Bar (or similar) integrated into the internal communal space. In particular those under the age of 35 prioritised this, although 35-65 were extremely interested in seeing their trip to The Mowlem as a social occasion. The opening of the upstairs bar, restaurant and café area should be prioritised in the future, if at all financially viable.
4. Research indicates responders do not always consider The Cellar Bar to be physically part of The Mowlem. Although it is not operationally part of the Mowlem, this was felt to be a missed opportunity for The Mowlem, since The Cellar Bar is often busy (not to mention it is actually IN The Mowlem but is not considered to be!). Attempting to make better links with this social venue by opening up the downstairs area in any redesign and integrating offers and promotions with the bar would help to develop younger audiences and increase young people's appetite to visit The Mowlem, independently of their trip to the bar. Similarly developing an 'in house' bar/café area upstairs was highly prioritised in the survey findings.

Programming

1. One of the main barriers to cultural engagement locally was that the programming was not suited to their tastes. Obviously, 'taste' is a very subjective notion and will differ hugely based on age, cultural history, cultural capital and socio-economic background. Further research and analysis of the data by the programming team would be useful to align programming with the audience development of specific groups of people in Swanage. Most frequently cited were Arts Reach, PAW, Purbeck Film Festival, festivals in general and Arts by the Sea.
2. The importance of making links with pre-established local arts and cultural festivals should not be underestimated and this research indicates this should be made a priority. Particularly since The Mowlem lacks capacity, and an artistic director to steer programming, 'piggy backing' onto successful cultural festivals is an easy win for The Mowlem.
3. The data could be used to offer proportional programming in order to provide a cultural offer which has something which appeals to everyone. People often cited the desire to have regular programming slots, for instance Saturday morning or afternoon

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family films. Regularity and consistency in terms of programming was valued by responders. The raw data can be provided to the programming team to help them further research this area.

4. Socially engaged programming was highly prioritised during community consultation. Making links for local schools, providing educative outreach events, school visits, workshops, talks/lectures, classes, introductions and Q&As, community outreach, U3A, adult education, youth theatre were all suggested to be viable possible programming suggestions for The Mowlem (in addition to a professional programme). A comprehensive community engagement programme isn't about renting space for groups to perform at The Mowlem and should ACE investment be sought in the future The Mowlem would need to show that it's programming and outreach work engaged the community in a number of different and sustainable ways.
5. Educative or socially engaged programming went hand in hand with a desire to open up the space to the community, with a return to the committee room being widely used by local groups and a café and communal room which could accommodate the many parents and baby groups.
6. There was felt by some to be a 'divide between amateur dramatics and professional' at The Mowlem, with a great deal of programming space given to local amateur dramatics groups wanting to book the space. It was felt that in order to bring The Mowlem in line with other professional arts venues a more even balance might be necessary, with increased space dedicated to professional touring theatre companies and a programme which supported other professional art forms.
7. Improvements to the financial model, with a review of ticket prices and offers should be considered. Value for money in a town with a high proportion of middle to low-income families is essential. Some of these families are travelling to Dorchester just to see a film at The Plaza, which is over an hour away, but results in a cheaper night out. 'Pay what you can' offers for more experimental programming and dinner and theatre/film offers (in the first instance with local restaurants but in the future in an in-house restaurants) could be considered.

Brand Identity and Marketing

1. It was felt The Mowlem lacked a clear brand identity and people felt this was apparent in the website, branding and signage. Improving this is likely to develop a more contemporary brand voice and therefore appeal to more diverse (and potentially younger) audiences. It should be noted some people commented on a distinct improvement in social media at The Mowlem recently, and have enjoyed interacting with The Mowlem in their 'Tech Tuesdays' and in their more visible and open community engagement online during lockdown. This is excellent progress encouraged to continue/ be developed further.

Transparency, Community Consultation and Board of Trustees

1. This community consultation research indicates that The Mowlem is seen by some people in Swanage as operationally un-transparent and a 'closed shop'. This may be a residue of former working practices, but it was felt by some that The Mowlem would

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benefit from a greater degree of openness, particularly in terms of the future processes by which it selects its board. Should positions open up on the board in the future, some people felt an open application process might be more appropriate and offer the best opportunity for the board to be fully representative of the town.

2. The Mowlem should find a way to communicate the findings of the survey with the town in a transparent way. It is best practice to reflect back to those who invest into a community consultation process how their input is being used and what impact it might have on the future operating of the venue. Perhaps an openly advertised zoom meeting, with invitations sent to those we have contact details for, where a short summary of the findings is shared and potential next steps are discussed by the board, 'you said X, we hope to do X but this is dependent on X'. This session would not need to make promises to the town but rather reflect their feedback to them, so that they feel listened to. In relation to the above point regarding perceptions of a more 'open' Mowlem, this could operate as a 'meet the board' session which could provide an opportunity for a friendly and more transparent operational model. Alternatively, or indeed additionally, a short one-page report could be made publicly available to reflect their feedback and highlight its potential impact.

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9. Appendix: List of Updates/Renovations

Recent Renovations:

NB it is possible some people responding to the facilities section of the survey have not yet seen the most recent updates made during Covid 19.

Updates First Lockdown 2020:

Paint entrance foyer
Paint All main stairwell
Paint main emergency stairs
Make the projector more sustainable add new IMB
Paint Gents WC
Refurbish ladies WC (New sanitary ware, flooring, worktops, repaint)
Paint all walls in auditorium
Make repairs to roof
Remove redundant roof fan ducting
Remove redundant heating units
Make repairs to East wall above Gents windows
New LED lighting to all public foyer areas
New Carpets in Foyer, stairs and 1st floor landing
New control room desk
New 1st floor sweet/refreshment kiosk for Covid use
New signage throughout internally
Sound reduction panelling installed though out the stairwells
New radiator installed on first floor
New EPOS system in Box Office & Sweet/Refreshment Kiosk
CCTV system installed in auditorium
Steam cleaning of all seating in auditorium
New usage of TicketSource phone booking system

Updates Second Lockdown 2020:

New external floodlighting (from donations)
Carry out repairs to roof
Raise front of house lighting bar to eliminate shadows from Screen

Updates Third lockdown 2021:

New electrical supply to ShowBar
Remove Cellar Bar from Mowlem Water supply
Install mains water supply to dressing room taps
Remove redundant Gas meters for ShowBar
Remove ShowBar electrical circuits from Cellar Bar
Paint the Box Office and install new lighting and sockets
Update projector to add live streaming

THE MOWLEM

Theatre, Cinema & Function Rooms

New Instagram feed linked to Facebook
Replace some main switchgear in electrical intake room

Previous Renovations:

Updates Autumn/Winter 2018

Replace all emergency lighting throughout Auditorium, dressing rooms, main stairs and all emergency stairs
Carry out repairs to roof
Install New LED working lights in auditorium
Refurbish dimmer packs
New electrical distribution for stage area

Updates Spring 2019

New Box Office & online ticketing system
Complete Redecoration of the ShowBar including putting up a sound wall to create a large storage space
Carry out repairs to roof
New worktop and desk in Box Office
CCTV system installed in ShowBar and public foyer areas
New heating for Box Office (none before)

Updates Summer 2019:

New signage on canopy to North and West sides
Remove redundant restaurant signage
Carry out repairs on roof
Renovate & bring back into use scene dock door
New updated website
Install WiFi and networking to whole building
Facebook updated for first time in 2 ½ years
New shutters on old kiosk and box office

Updates Autumn/Winter 2019:

New Quad film and theatre advertising boards
Repaint external wall by parking area
Replace all ropes for fly bars on stage
Partition arcade for fire proofing
New wall to arcade separating shop units from arcade
Remove wall from control room to small cupboard to enable better use of space.
Rewire front of house stage lighting on circle
New hot water system for dressing rooms
Cladding windows in lantern area over stage