



## A2.2

# *Performing to a Commission Brief*

Summary of Findings

&

Evidence of Tasks

# Front of House

## Summary of Findings – Front of House

I researched the Front of House processes and procedures in two professional venues: Burnavon Arts and Cultural Centre, Cookstown and the Bardic Theatre, Donaghmore.

The Burnavon Arts and Cultural Centre accepts bookings in four ways: online; by phone; by text and in person. The Booking Office has defined opening hours Monday to Saturday. A per ticket booking fee applies to all bookings, except those made in person and discounts are available for selected productions/ performances. There is also priority booking for ‘friends’ of the theatre as well as a package of ‘benefits,’ including:

- Two tickets for the price of one on selected opening nights
- Bar discounts
- Free cloakroom
- Exclusive ‘*meet the cast*’ events

There are three full time members of staff for theatre bookings and patrons can book by credit/debit card, or with cash. The theatre books simultaneously for a number of shows throughout each season. There is a range of ticket prices depending on particular areas of the theatre eg Stalls, Grand Circle. The theatre operates a strict ‘no exchanges or returns’ ticket policy.

The Bardic Theatre accepts bookings online, by phone and in person. Credit/debit cards are accepted as payment. There is a single ticket price and some discounts are available but are restricted to Senior Citizens, students and groups. There is no priority booking or ‘friends’ scheme, but as the theatre largely serves local clientele, it does allow ticket exchanges or returns.

The professional venues display an image of their seating plans in their brochures so that patrons have a clear idea where in the venue they are sitting. I decided to post an image of our seating plan on the school website and to have laminated copies at Reception for people booking in person.

All this information informed my thinking when I designed the booking system for *The Road Not Taken* in the School Assembly Hall, 9-15<sup>th</sup> December 2014. I consulted with the Office Manager, who indicated that setting up an on-line system for one show would be too time-consuming and difficult to manage. Because of the staff rotas and breaks, she advised that the seating plan and the spreadsheet to record ticket sales should be kept in a private folder on the computer system, so that administrative staff could access it.

Most of our audience was made up of family, friends, people from the local community and those associated with the school eg Board of Governors, sponsors etc. Many booked by telephone or called in person. The school does not have a

credit/debit card facility, so accepted cash and/or cheques. Bearing in mind that the school is not a business like Burnavon Arts and Cultural Centre, we allowed returns and exchanges, again, as many of our audience were known personally to the school. We also decided to give a 2-day priority booking period to cast members and their families. However, we decided to limit the number of tickets bought to four in case demand exceeded supply! We charged a flat rate of £10 per ticket, with no concessions as we were relying significantly on revenue from ticket sales to cover production costs.

The hall seats 320, so seating was arranged in 20 rows, each seating 16 people, divided by a middle aisle. The numbers and letters eg J9 corresponded to those on the tickets, and ticket sales spreadsheets. This allowed for ease of seating guests. All the seats were on the flat, with no interrupted sight lines, therefore, they were all priced the same. The colour coding was as follows: Black – guests; Red – Special guests; Pink – Reserved seating.

Following last week's consultation, detailed below are the staff projections for each performance of 'The Road Not Taken.' Staff are advised that no change should be made to the schedule without reference to Mr. Brown, Vice-Principal, in order to ensure that each duty is covered and an appropriate gender balance of staff and students.

**Projected Staffing List**

*The Road Not Taken*  
9th-15th May 2015

7 evening shows beginning at 7.30pm

| <b>Names</b>   | <b>Duty</b>   | <b>Location and Time</b>  |
|--|---|---|
| Teachers:<br>Mrs Apple<br>Mrs Orange<br>Mr Pear<br>Ms Prune<br><br>Plus 10 Sixth Form Students | Meeting, Greeting and Seating                           | Entrance Hall. Must be in position at 6.40pm.                                     |
| Mr Black<br>Mr Grey<br>Miss Green<br>Miss Blue<br><br>Plus 6 Sixth Form Students               | Programme Sellers                                       | Entrance Hall and Auditorium. Must be in position at 6.40pm.                      |
| Mr Ford<br>Miss Mercedes<br><br>Plus 2 Sixth Form students                                     | Disability Access                                       | Entrance Hall and Wheelchair access in auditorium. Must be in position at 6.40pm. |
| Mrs Rose<br>Mrs Petunia<br>Miss Lily<br>Mr Daffodil<br><br>Head Girl<br>Head Boy               | Invited Guests/ Reserved seating (Meet, Seat and Greet) | Entrance Hall. Must be in position at 6.50pm for expected 7pm arrival.            |
| Deputy Head Girl<br>Deputy Head Boy  | Display of Raffle gifts in entrance hall.               | Entrance Hall. Must be in position at 6.45pm.                                     |
| Miss Summer<br>Miss Autumn<br><br>Plus 10 Sixth Form Students                                  | Raffle Tickets Sales                                    | Entrance Hall and Auditorium at 6:40pm.   |
| Miss Sunny<br>Mr Cloud<br>Miss Storm<br>Mr Shower  | Box Office (Collection of tickets and pay at door.)     | Entrance Hall. Must be in position at 6.40pm.                                     |
| Vice-Principal   | Welcome and Safety notices                              | Stage – just before curtain up at 7.30pm.   |

\*All staff please note that the First Aid station is situated in the Vice-Principal's office just off the Entrance Hall.

\*Please refer closely to the Briefing Notes well in advance of your duty.

***The Road Not Taken 9<sup>th</sup> -15<sup>th</sup> May 2015***

***Front of House: Briefing Notes***

Thank you for accepting your role in the Front of House Team!

Detailed below are key points to bear in mind, in order to ensure all our patrons have a positive and pleasant experience at each performance of *The Road Not Taken*.

- Please be at your designated position in good time, wearing your name badge (available from Mrs. Smith in the General Office);
- Programme sellers should collect programmes from Miss Brown, General Office;
- Those on 'Meet, Greet and Seat' duty should welcome people by name, as much as possible and guide them into the auditorium in order to keep the Entrance Hall as free as possible;
- Those on Box Office duty should have reserved tickets in envelopes clearly marked with names, for ease of distribution;
- Programme sellers should circulate in the Entrance Hall and auditorium to ensure that patrons have the opportunity to purchase programmes;
- The designated Front of House team member to deliver the safety notices is Mr Brown, Vice Principal.
- The designated Front of House team member to ensure the safe evacuation of disabled audience members is Mrs Burns.
- Raffle Ticket sellers should circulate in the Entrance Hall and Auditorium. Raffle will take place immediately after the final curtain;
- Front of House staff should guide patrons to the Dining Hall at the interval for refreshments and back to the Auditorium for curtain up on Act 2;
- Finally, Front of House staff should guide patrons to the exit doors immediately after the performance.

Enjoy the show!

# A Spreadsheet to Record Ticket Sales

|     |           |                                |     |            |     |                |                                 |     |           |     |                  |                                  |     |                     |
|-----|-----------|--------------------------------|-----|------------|-----|----------------|---------------------------------|-----|-----------|-----|------------------|----------------------------------|-----|---------------------|
| A1  |           | 0 Tech Dept x 2                | Yes | Yes        | F1  |                | 0 Office                        | yes | Yes       | K1  | Una McKeown 12A  | to be confirmed asap             | Yes | Yes                 |
| A2  |           | 0 Tech Dept x 2                | Yes | Yes        | F2  |                | 0 Bio Dept - Collected 14/11    | yes | Yes       | K2  | Una McKeown 12A  | to be confirmed asap             | Yes | Yes                 |
| A3  |           | 0 Paid                         | Yes | Yes        | F3  |                | 0 Bio Dept - Collected 14 Nov   | yes | Yes       | K3  | Una McKeown 12A  | to be confirmed asap             | Yes | Yes                 |
| A4  |           | 0 will collect & pay on night  | Yes | Yes        | F4  |                | 0 Bio Dept - Collected 14 Nov   | yes | Yes       | K4  | Una McKeown 12A  | to be confirmed asap             | Yes | Yes                 |
| A5  |           | 0 holidays                     | Yes | Yes        | F5  |                | 0 Bio Dept - Collected 14 Nov   | yes | Yes       | K5  | Una McKeown 12A  | to be confirmed asap             | Yes | Yes                 |
| A6  |           | 0 Will ring to confirm         | Yes | Yes        | F6  |                | 0 Bio Dept - Collected 14 Nov   | yes | Yes       | K6  | Una McKeown 12A  | to be confirmed asap             | Yes | Yes                 |
| A7  |           | 0 Collected 10/12/14 MMCC      | Yes | Yes        | F7  |                | 0 Bio Dept - Collected 14 Nov   | yes | Yes       | K7  | Una McKeown 12A  | to be confirmed asap             | Yes | Yes                 |
| A8  |           | Principal                      |     | at door    | F8  |                | 0 Bio Dept - Collected 14 Nov   | yes | Yes       | K8  | Una McKeown 12A  | to be confirmed asap             | Yes | Yes                 |
| A9  |           | 0 Principal                    | Yes | Yes        | F9  |                | 0 Collected by C Callen         | Yes | Yes       | K9  |                  | 0 Will ring to confirm           | yes | Yes                 |
| A10 |           | 0 Collected & paid 7 tickets   | Yes | Yes        | F10 |                | 0 Collected by C Callen         | Yes | Yes       | K10 |                  | 0 Collected at Rect 26/11/14     | yes | Yes                 |
| A11 |           | 0 Collected & paid 7 tickets   | Yes | Yes        | F11 | Vicky McKinley | Office                          | Yes | Yes       | K11 |                  | 0 Collected at Rect 29/11/14     | yes | yes                 |
| A12 | Mrs Brown | 0 Collected & paid 7 tickets   | Yes | Yes        | F12 | Vicky McKinley | Office                          | yes | Yes       | K12 |                  | 0 Collected at Rect 29/11/14     | yes | yes                 |
| A13 |           | 0 Collected & paid 7 tickets   | Yes | Yes        | F13 |                | 0 Handed out 22/11/11           | yes | yes       | K13 |                  | 0 Chemistry                      | Yes | Yes                 |
| A14 |           | 0 Collected & paid 7 tickets   | Yes | Yes        | F14 |                | 0 Handed out 22/11/12           | yes | yes       | K14 |                  | 0 Chemistry                      | Yes |                     |
| A15 |           | 0 Collected & paid 7 tickets   | Yes | Yes        | F15 |                | 0 Handed out 18/11/13           | yes | Yes       | K15 |                  | 0 Paid and picked up             | Yes | Yes                 |
| A16 |           | 0 Collected & paid 7 tickets   | Yes | Yes        | F16 |                | 0 Handed out 18/11/13           | Yes | Yes       | K16 |                  | 0                                | Yes | Yes                 |
| B1  |           | 0 Mrs Grey                     | Yes | P/O        | G1  |                | 0 cousin of Art HOD             | Yes | Yes       | L1  |                  | 0 Year 14 Summer Black           | yes | Yes                 |
| B2  |           | 0 Receipt 53701 P/o 1/12/14    | Yes | P/o        | G2  |                | 0 Will ring to confirm          | Yes | Yes       | L2  | Rosie Black Yr 9 | 53687                            | Yes | Yes                 |
| B3  |           | 0 Collected 12/11              | Yes | Yes        | G3  |                | 0 collected by F Duncan Yr8     | Yes | Yes       | L3  | Rosie Black Yr 9 | 53688                            | Yes | Yes                 |
| B4  |           | 0 Collected 12/11              | Yes | Yes        | G4  |                | 0 collected by F Duncan Yr8     | Yes | Yes       | L4  | Rosie Black Yr 9 | 53689                            | Yes | Yes                 |
| B5  |           | 0 Collected 12/11              | Yes | Yes        | G5  |                | 0 collected by F Duncan Yr8     | Yes | Yes       | L5  | Mr Autumn        | to be confirmed asap             | yes | Yes                 |
| B6  |           | 0 Collected 12/11              | Yes | Yes        | G6  |                | 0 collected by F Duncan Yr8     | Yes | Yes       | L6  | Mr Autumn        | to be confirmed asap             | yes | Yes                 |
| B7  |           | 0 Ch recd 11/11/13 (52284)     | Yes | Posted out | G7  |                | 0 Tech Dept X 2                 | Yes | Yes       | L7  | Mr Autumn        | to be confirmed asap             | yes | Yes                 |
| B8  |           | 0 Mrs Purple                   | Yes | Posted out | G8  |                | 0 Tech Dept X 2                 | Yes | Yes       | L8  | Mr Autumn        | to be confirmed asap             | yes | Yes                 |
| B9  |           | 0 Patrick                      | Yes | Yes        | G9  |                | 0 Collected at student Recp     | Yes | Yes       | L9  |                  | 0 Swapped for D1                 | Yes | Yes                 |
| B10 |           | 0 Yr 8E Nephew collected       | Yes | Yes        | G10 |                | 0 Collected at student Recp     | Yes | Yes       | L10 |                  | 0 Delivered to P Brown           | Yes | Yes                 |
| B11 |           | 0 Ticket handed out            | Yes | Yes        | G11 |                | 0 Collected at student Recp     | Yes | Yes       | L11 |                  | 0 Collect thurs am               | Yes | Yes                 |
| B12 |           | 0 Collected at Reception       | Yes | Yes        | G12 |                | 0 Collected at student Recp     | Yes | Yes       | L12 |                  | 0 Mr Winter's Aunt               | Yes | Yes                 |
| B13 |           | 0 Collected                    | Yes | Yes        | G13 |                | 0 Collected at student Recp     | Yes | Yes       | L13 |                  | 0 Mr Winter to pay and collect   | Yes | Yes                 |
| B14 |           | 0 Paid                         | Yes | Yes        | G14 |                | 0 collected on 26 Nov 2014      | Yes | Yes       | L14 |                  | 0 Paid and collected on 21/11/14 | Yes | Yes                 |
| B15 |           | 0 Art Dept                     | Yes | Yes        | G15 |                | 0 collected on 26 Nov 2014      | Yes | Yes       | L15 |                  | 0 office 9/12/13 (53700)         | Yes | Yes                 |
| B16 |           | 0 Art Dept                     | Yes | Yes        | G16 |                | 0 collected on 26 Nov 2014      | Yes | Yes       | L16 |                  | 0 pd & collected (53698)         | Yes | Yes                 |
| C1  |           | 0 collected                    | Yes | yes        | H1  |                | 0 collected                     | Yes | P/o 2/12  | 13A |                  | 0                                | Yes | Yes                 |
| C2  |           | 0 collected                    | Yes | yes        | H2  |                | 0 Recd ch 2/12/13 MMCC          | yes | P/o 2/12  | 13B |                  | 0                                | Yes | Yes                 |
| C3  |           | 0 Collected at Receipt         | Yes | yes        | H3  |                | 0 collected at rec              | Yes | Yes       | 13C |                  | 0 Website Sale                   |     | Refd due to illness |
| C4  |           | 0 Collected at Receipt         | Yes | yes        | H4  |                | 0 Amie Year 10                  | Yes | Yes       | 13D |                  | 0 Website Sale                   |     |                     |
| C5  |           | 0 Collected at Receipt         | Yes | yes        | H5  |                | 0 collected 26/11/14            | Yes | Yes       | 13E |                  | 0 Receipt 53727                  | Yes | Yes                 |
| C6  |           | 0 Collected at Receipt         | Yes | Yes        | H6  |                | 0 Collected                     | Yes | Yes       | 13F |                  | 0                                | Yes | Yes                 |
| C7  |           | 0 Give to Mrs B                | Yes | yes        | H7  |                | 0 Collected                     | Yes | Yes       | 13G |                  | 0 Green family                   | Yes | Yes                 |
| C8  |           | 0 Give to Mrs B                | Yes | yes        | H8  |                | 0 Collected at student Recp     | yes | yes       | 13H |                  | 0 paid & collected 10/12/13      | yes | yes                 |
| C9  |           | 0 Office                       | Yes | Yes        | H9  |                | 0 Maria Year 10                 | yes | yes       | 13I |                  | 0 Henry family                   | Yes | Yes                 |
| C10 |           | 0 Office                       | Yes | Yes        | H10 |                | 0 Maria Year 10                 | yes | yes       | 13J |                  | 0 Henry family                   | Yes | Yes                 |
| C11 |           | 0 Office                       | Yes | Yes        | H11 |                | 0 Collected at student Recp     | yes | yes       | 13K |                  | 0 Rcpt No. 53712                 | Yes | Yes                 |
| C12 |           | 0 Office                       | Yes | Yes        | H12 |                | 0 Collected at student Recp     | yes | yes       | 13L |                  | 0                                |     | at door             |
| C13 |           | 0 Maintenance                  | Yes | Yes        | H13 |                | 0 Collected at student Recp     | yes | yes       | 13M |                  | 0                                |     | at door             |
| C14 |           | 0 Maintenance                  | Yes | Yes        | H14 |                | 0 Collected at student Recp     | yes | yes       | 13N |                  | 0 Patrick Year 14                | Yes | Yes                 |
| C15 |           | 0 Year 13                      | Yes | yes        | H15 |                | 0 Collected at student Recp     | yes | yes       | 13O |                  | 0 Patrick Year 14                | Yes | Yes                 |
| C16 |           | 0 Year 13                      | Yes | yes        | H16 |                | 0 Collected at student Recp     | yes | yes       | 13P |                  | 0                                |     |                     |
| D1  |           | 0 Year 11                      | Yes | Yes        | I1  |                | 0 Receipt No. 53729             | yes | yes       | 14A | N1               |                                  |     |                     |
| D2  |           | 0 Physics Dept                 | yes | YES        | I2  |                | 0 Receipt No. 53729             | yes | yes       | 14B | N2               |                                  |     |                     |
| D3  |           | 0 Physics Dept                 | yes | YES        | I3  |                | 0 Receipt No. 53729             | yes | yes       | 14C | N3               |                                  |     |                     |
| D4  |           | 0 Physics Dept                 | yes | YES        | I4  |                | 0 Collected at student Recp     | yes | yes       | 14D | Mrs Summer       | Yr 14                            | Yes | Yes                 |
| D5  |           | 0 Physics Dept                 | yes | YES        | I5  |                | 0 Collected at student Recp     | yes | yes       | 14E | Mrs Summer       | Yr15                             | Yes | Yes                 |
| D6  |           | 0 Physics Dept-53729           | yes | YES        | I6  |                | 0 Collected at front Recp 26/11 | yes | yes       | 14F | Mrs Summer       | Yr 16                            | Yes | Yes                 |
| D7  |           | 0 Collected                    | Yes | yes        | I7  | Mrs L Green    | 0 Collected                     | Yes | Yes       | 14G |                  | 0 Rcpt No. 53714                 | Yes | Yes                 |
| D8  |           | 0 Collected                    | Yes | yes        | I8  | Mrs L Green    | 0 Will ring to confirm          | Yes | Yes       | 14H |                  | 0                                | Yes | Yes                 |
| D9  |           | 0 Art Dept                     | Yes | yes        | I9  |                | 0 Conor Year 8                  | Yes | Yes       | 14I |                  | 0 Rose Year 9                    | Yes | Yes                 |
| D10 |           | 0 Art Dept                     | Yes | yes        | I10 |                | 0 Collected 22/11/14            | Yes | Yes       | 14J |                  | 0                                | Yes | Yes                 |
| D11 |           | 0 English Dept                 | Yes | Yes        | I11 |                | 0 Collected 5/11/14 Reception   | Yes | Yes       | 14K |                  | 0                                | Yes |                     |
| D12 |           | 0 English                      | Yes | Yes        | I12 |                | 0 Paid                          | Yes | Yes       | 14L |                  | 0                                |     | at door             |
| D13 |           | 0 Jason Year 10                | Yes | Yes        | I13 |                | 0 collected at pupil reception  | Yes | Yes       | 14M |                  | 0 Post to house                  |     | at door             |
| D14 |           | 0 Jason Year 10                | Yes | Yes        | I14 |                | 0                               | Yes | Yes       | 14N |                  | 0 will pay & collect on the nite |     | at door             |
| D15 |           | 0 Jason Year 10                | Yes | Yes        | I15 |                | 0 Receipt No. 53702             | yes | Yes       | 14O |                  | 0 spoke with parent              |     |                     |
| D16 |           | 0 Jason Year 10                | Yes | Yes        | I16 |                | 0                               | yes | Yes       | 14P | N16              |                                  |     |                     |
| E1  |           | 0 Art Dept                     |     |            | J1  |                | 0 Paid via website              | Yes | P/o 25/11 | 15A | O1               |                                  |     |                     |
| E2  |           | 0 Art Dept                     |     |            | J2  |                | 0 Paid via website              | Yes | P/o 25/11 | 15B | O2               |                                  |     |                     |
| E3  |           | 0 RE Dept x 6 will collect ltr | Yes |            | J3  |                | 0 Paid via website              | Yes | P/o 25/11 | 15C | O3               |                                  |     |                     |
| E4  |           | 0 RE                           | Yes |            | J4  |                | 0 Paid via website              | Yes | P/o 25/11 | 15D | O4               |                                  |     |                     |
| E5  |           | 0 RE                           | Yes |            | J5  |                | 0 Paid via website              | Yes | P/o 25/11 | 15E | O5               |                                  | yes | at door             |
| E6  |           | 0 RE                           | Yes |            | J6  | Year 10        | 0 Paid via website              | Yes | P/o 2/12  | 15F |                  | 0                                | yes | at door             |
| E7  |           | 0 RE                           | Yes |            | J7  |                | 0 Paid via website              | yes | P/o 2/12  | 15G |                  | 0                                | yes | at door             |
| E8  |           | 0 RE                           | Yes |            | J8  |                | 0 Paid via website              | yes | P/o 2/12  | 15H |                  | 0                                |     |                     |
| E9  |           | 0 Senior Teacher x 1           | Yes | Yes        | J9  |                | 0 Paid & collected 6/12         | Yes | Yes       | 15I |                  | 0                                |     |                     |
| E10 |           | 0 Reception X 3                | Yes | Yes        | I10 |                | 0 Paid & collected 6/12         | yes | Yes       | 15J |                  | 0                                |     |                     |
| E11 |           | 0 Reception X 3                | Yes | Yes        | I11 | Mrs L Green    | 0 Year 10                       | yes | at door   | 15I |                  | 0                                |     |                     |