

...a
welcoming
place to
enjoy



the
Lights
andover



...a vibrant
place to
meet, share
and relax



...an
exciting
place to
learn



If you require further information or would like to discuss this summary please contact:

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**This leaflet provides a
summary of The Lights
latest Business Plan for
2015 - 2019.**

Business Plan Summary
2015-2019



Where we are now

As The Lights enters its ninth year of trading, we are excited to embark on a new business plan that seeks to build on our achievements over the last eight years as well as to capitalise on our successes. We look forward to undertaking exciting challenges and developments over the coming years by building an entrepreneurial business model.

Thriving and excellent theatres are central to creating great destinations that attract visitors and encourage them to spend money in the wider local economy. The Lights is no different, with its determination to give visitors from both the local community and further afield the best experience possible and put Andover firmly on the map.

Our promise to you

We will continue to endeavour to provide the best customer service possible, and to try and exceed customer expectations wherever possible. We recognise that customers expect, and deserve, service that goes above and beyond to encourage and build a loyal customer base.

Live professional performances remain at the very heart of The Lights and the venue will continue to deliver a strong artistic programme in both the main auditorium and arena areas over the coming years.

At the same time we will strive to make full use of the facilities at the venue, to make the building as welcoming as possible and opening up the space for a wide range of community use.

We aim to create a venue that is busy from morning until night, reaching out to its community.

Our objectives

- Increase the number of new customers experiencing The Lights
- Develop cross-promotional techniques and promotion within community groups
- Develop disability arts performances within the artistic programme
- Increase audiences for family events
- Develop the range of dance performances available by working with new partnerships, offering free participatory workshops for schools and dance schools linked to performances.
- Continue to value and develop the staffing skills required to ensure continued high standard of service delivery
- Work in partnership with local performance groups
- Increase levels of sponsorship at the venue
- Increase the level of business hirings
- Contribute and be part of a strong community