

# Theatre Royal Margate - Public Engagement Survey

## Results December 2023

As part of the restoration of the Theatre Royal a public engagement exercise and survey was launched between 7 and 20 December 2023.

A public drop-in session took place on Thursday 7 December 2023 between 2pm and 7pm, at the Theatre Royal, with the project team and architect. Information boards remained on display on the exterior of the Theatre Royal, with online surveys and paper forms (available at the Council Offices on Cecil Street). As an opportunity for local residents and stakeholders to understand the proposed plans for the project and give feedback and submit questions they might have about the plans for the Theatre Royal.

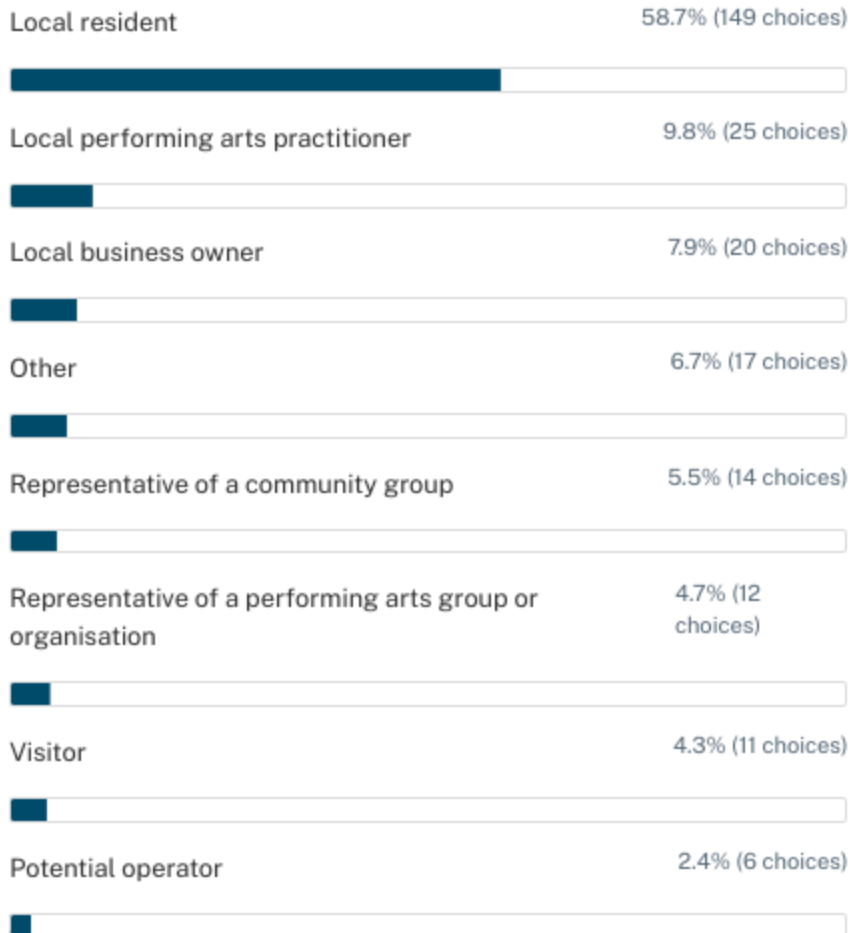
180 people attended the event and 177 surveys were completed. The results are set out below. Questions where multiple choice was applied the overall percentages have been worked out based on total 177 respondents and choices not the multiple choice split % shown in the tables below.

### What is your connection to the Theatre Royal Margate?

Overall 79% were local residents (based on total 177 respondents and choices not the multiple choice split % shown below which are likely in addition), 10% local performing arts practitioners, 8% local business owners, 6% representing a community group, 5% representing performing arts groups, 4% visitors to the area and 2% prospective operators. Over 20% were sector representatives and the majority of those also local residents.

## What is your connection to the Theatre Royal Margate?

Multiple choice - choose many - required



## Age Ranges

A wide range of ages completed the survey from 25 to 84 years old. 27% were between the ages of 65 and 84 (retirement age), 10% between the ages of 25 to 34. The majority of 60% between the ages 35 to 64. 50% of survey respondents did not represent any children or young people in their responses. But ages 0 to 4, 5 to 9, 10 to 14 and 15 to 19 were represented between 10% and 15%, meaning an overall of 52% of respondents represented children and young people.

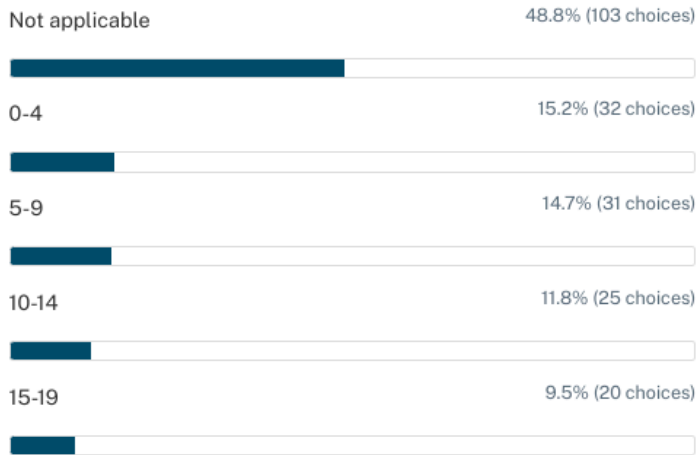
## What age group are you in?

Multiple choice - choose one - required



### Please tell us the ages of any children that you represent.

Multiple choice - choose many - required

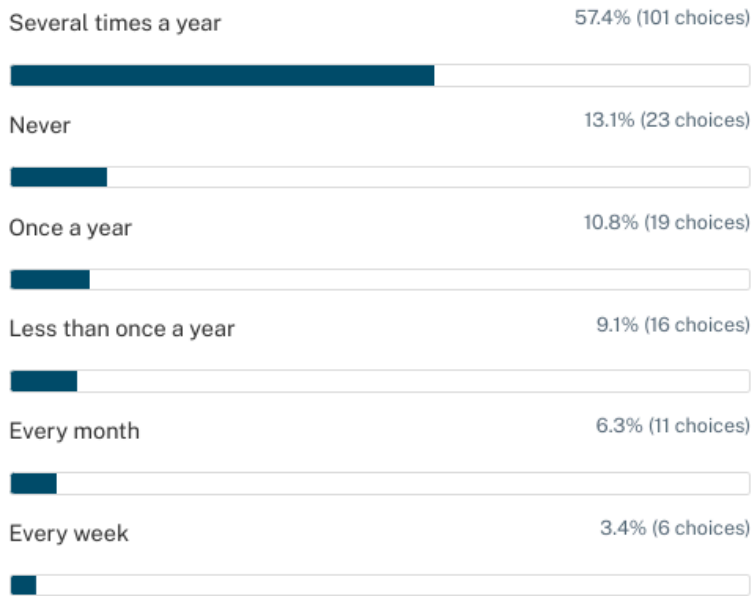


## Attending the Theatre

60% of respondents attended the theatre several times a year, with 4% attending weekly, 6% monthly and 10% annually. 9% less than once per year and 13% never (this is perhaps due to it being closed since April 2022).

## When the Theatre Royal Margate was open, how often did you attend a performance?

Multiple choice - choose one - required

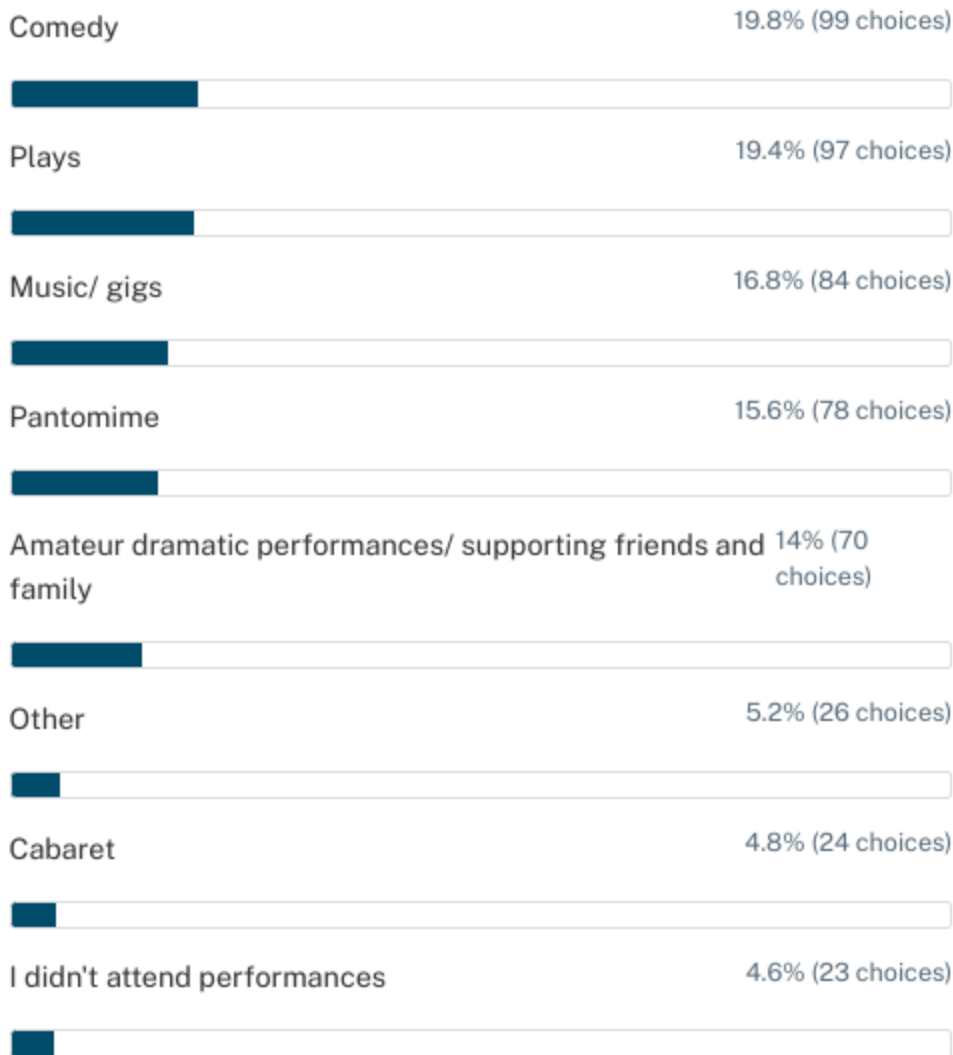


## Performance Types

The most frequented type of performances attended were comedy (20%) and plays (19%) closely followed by music (17%), pantomime (16%) and amateur dramatics (14%). Cabaret was least visited at 5% and another 5% have not attended any performances.

## Which types of performances did you attend?

Multiple choice - choose many - required



## New vision and its importance

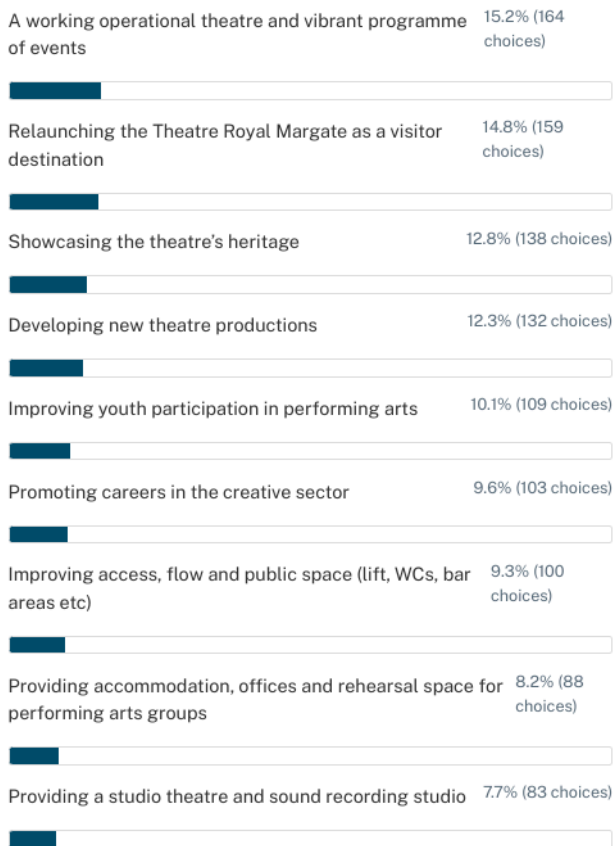
Overall all aspects of the new vision were supported. 92% wanted to see the theatre operational with a vibrant programme, almost the same number wanted to see the theatre relaunched as a heritage and visitor destination (89%). In addition 78% wanted to see a specific focus on showcasing the theatre's heritage. Meaning the respondents wanted to see the heritage profile raised as part of the project and that heritage is valued equally to theatre use. Collectively 60% of people wanted to see performing arts focused youth participation and creative careers. Less

people (c45%) wanted to see accommodation, rehearsal space, offices, sound recording studio and studio theatre.

NB; % are based on a total 177 respondents and choices not the multiple choice split % shown below.

### Thinking about the Theatre Royal Margate project and new vision, which of these is important to you?

Multiple choice - choose many - required



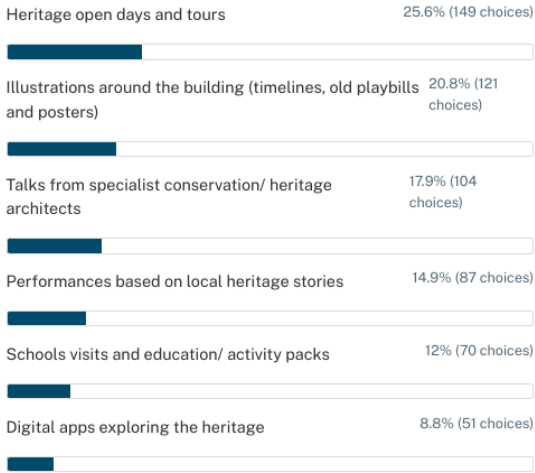
## Exploring Heritage

84% of people would attend heritage open days and tours as the most popular way to engage with the theatre's heritage. 68% were keen on physical interpretation and illustrations and 58% were keen on conservation and heritage architectural talks. Heritage interwoven into performance was less popular (49%) alongside school visits (31%) and digital interpretation methods (28%). However the latter two are unlikely to appeal to the non-millennial and older audiences responding to this survey.

NB; % are based on a total 177 respondents and choices not the multiple choice split % shown below.

**Which of the following would encourage you to visit the Theatre Royal Margate to understand more about its heritage?**

Multiple choice - choose many - required



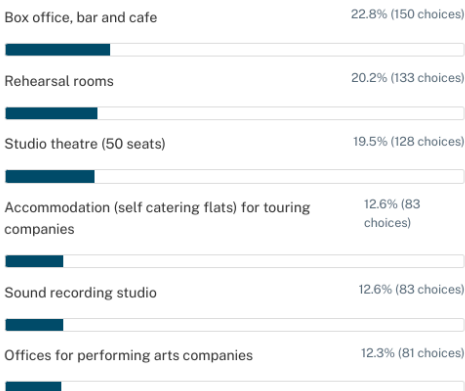
## 19 Hawley Square as Production House

The most important three aspects of the 19 Hawley Square as production house proposals was the new box office, bar and cafe with 85% of respondents supporting this, rehearsal rooms (75%) and studio theatre (73%). Accommodation for touring companies, sound recording studio and offices were less appealing (43%) but this is potentially due to the sector rather than direct public benefit.

NB; % are based on a total 177 respondents and choices not the multiple choice split % shown below.

**Thinking about the proposals to redevelop 19 Hawley Square as a theatrical production house, which aspects are most important to you?**

Multiple choice - choose many - required



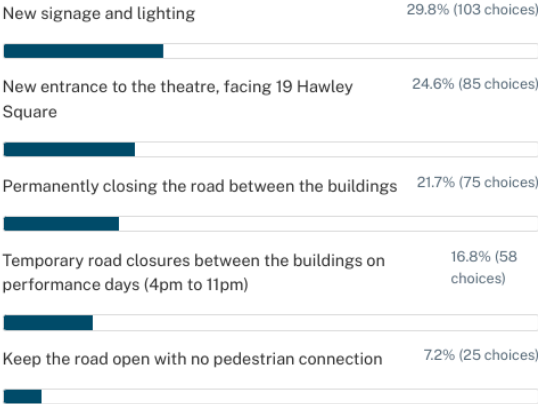


# Connecting the buildings

The key priorities for respondents to connect the theatre and 19 Hawley Square was with new signage and lighting (58%) and creating a new entrance to the theatre opposite 19 Hawley Square (49%) and to permanently close the road between the buildings (42%). Whereas timed road closure on performance days (4pm to 11pm) was supported by 32% of respondents and only 14% wanted to leave the road open with no closures timed or otherwise. Meaning there was general support for some road closure provisions.

**We have identified some opportunities to connect the Theatre Royal Margate and 19 Hawley Square buildings.**

Multiple choice - choose many - required

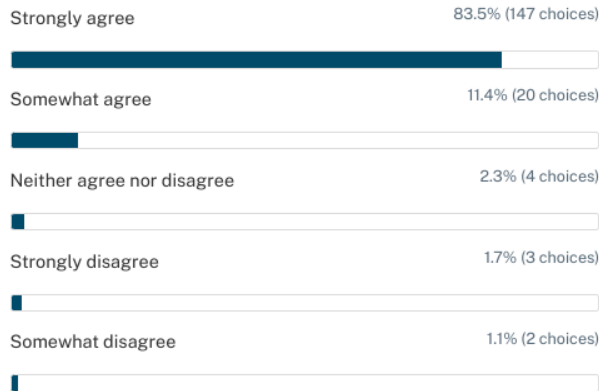


# Support for the Project

Overall 84% of people strongly supported the project vision and proposals. 11% agreed somewhat, 2% neither agree or disagree and only 3% somewhat or strongly disagreed.

### How much do you agree with the proposals to refurbish the Theatre Royal Margate and 19 Hawley Square?

Multiple choice - choose one - required



### Three words to describe the Theatre Royal Project



# How did you find out about the survey?

The majority of people found out about the project and survey via social media, then through attending the public engagement event and via word of mouth.

## How did you hear about this survey?

Multiple choice - choose many - optional

