



New Commercial Proposal for Riverbank Riverbank Consultation December 2007/January 2008

‘Congratulations on such long-term effort...’

‘Congratulations on your success so far...’

‘Well done for all that has been achieved so far – special thanks to Rosie Hill.’

‘The work Riverbank has done to bring the community together through arts activities around the town has been great.’

‘Feel positive but wary!’

‘Great news! Let’s make Marlborough a place to visit for its arts events.’

‘It is wonderful that a pro has come forward to bring the dream to its conclusion.’



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Summary of findings

The survey consisted of 240 responses to a questionnaire (24% of 1,050 sent; see below for methodology).

Support for new proposal (Question 1)

YES	86%
Not sure	12%
No	2%

'Great news! Let's make Marlborough a place to visit for its arts events.'

Overwhelmingly yes! The main reason for the 'not sure's and 'no's was a need for more information: what exactly is the commercial proposal? Also concerns of how comfortably commercial interests would sit with the arts, and if the facility could be sustainable.

'Feel positive but wary!'

What is of importance to Riverbank supporters? (Question 4)

Live performance and cinema topped the survey, though all suggestions received at least 50% favourable response. (This must be seen in the light of the ages of those who responded, please see next page).

In order of importance (those who said 'very important'):

<i>Live performance</i>	96%
A cinema	88%
Provision for community groups	69%
Art exhibitions	69%
Event/workshops for under 18s	65%
Event/workshops for families	53%

'It must be a theatre for live events.'

'More important...for younger to stay off the streets and for older to be occupied.'

'Must be accessible for all.'

Who responded?

(91% told us their details.)

Age

Over 62% of respondents were aged 60+. There were no responses from 18-24s and only 1 from under 18s.

Gender

Mainly female answered: 60.5%

Habitation

42% from Marlborough; the majority remaining from surrounding villages.

Supporters

The largest group (39%) attend 2 Riverbank events a year; 14.5% attend 4 or more.

14% have taken part in a community event.

Other thoughts

Questions 2 and 3 gave the opportunity for words of encouragement and raised other important issues (and the number who expressed it):

- Will a commercial venture have community/accessible/cultural arts? (28)
- Would Riverbank be sustainable or have enough local support? (22)
- Would Riverbank compete with local resources and arts venue, and would there be an overlap of facilities? (12)
- More information needed about the proposal. (12)
- Concerns that Riverbank would be 'elitist'. (3)
- The perception that arts venues 'struggle' financially. (3)

'We are sure that the new proposal for the theatre complex will end up being a series of commercial retail outlets.'

Others specified/asked:

- The need for comfortable seats, etc,
- What is the investor getting out of it?
- When will it happen?
- Worry about total investor control.
- Need for continued KVAT 'priority' involvement to ensure an arts programming but also conversely that KVAT may mean it is 'elitist' or 'cliquey'.

Methodology

Questionnaires (see next page) were sent by post to over 1,000 KVAT friends and supporters. Respondents could complete the questionnaire on paper and return freepost, or fill in online. Over 50 KVAT community and arts contacts were invited by email to complete questionnaires online. There is a link at www.riverbank.org.uk.