

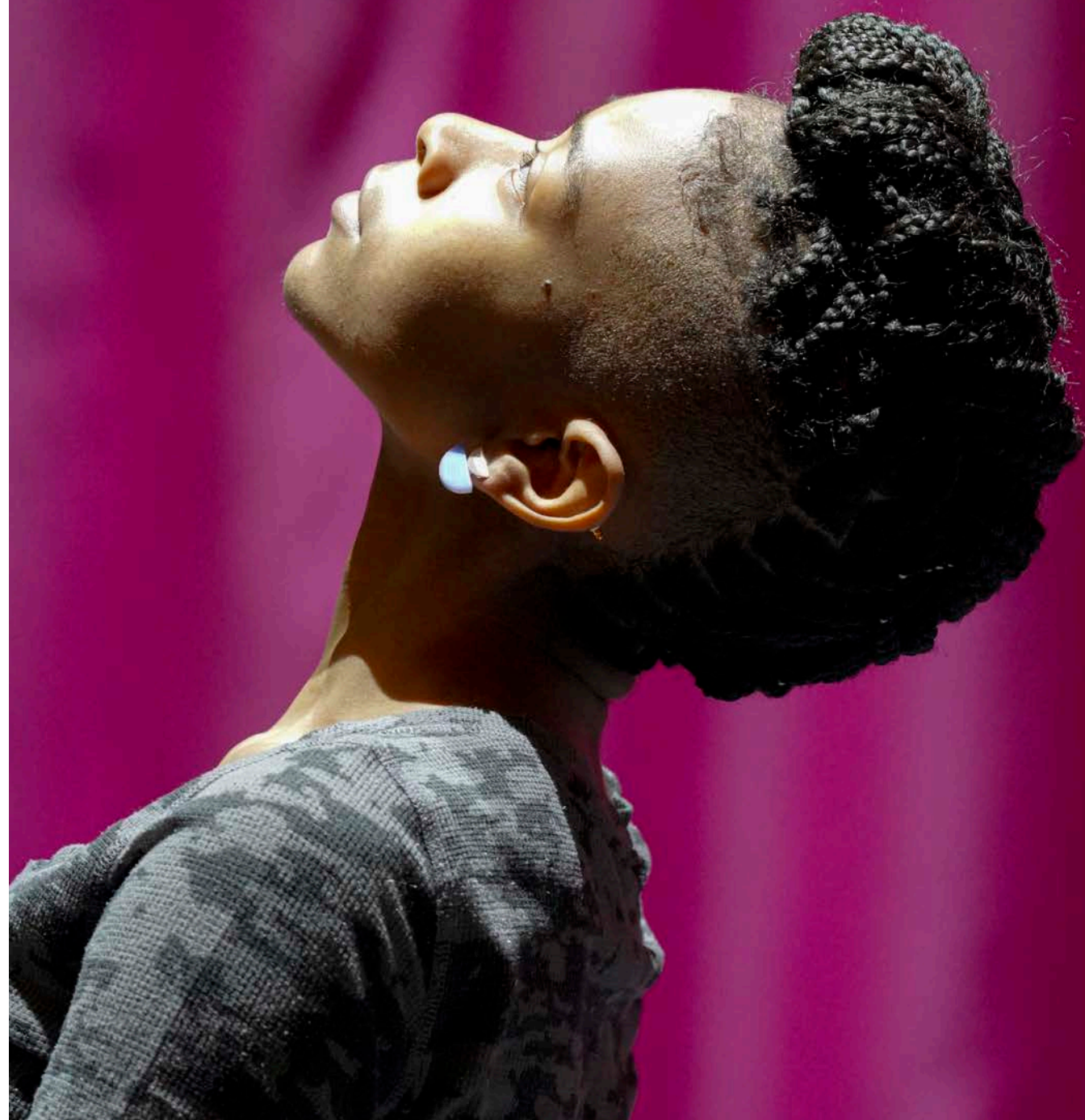
Nº 02

*Committed
to Culture
in Cornwall*

FROM THE EDGE

BROUGHT TO YOU BY **H/C HALL FOR CORNWALL**





FRONT COVER
LEE 'MEMPHIS' KING
OPPOSITE
RAMBERT DANCE
COMPANY

DELIBERATELY DIVERSE

By **JULIEN BOAST** Chief Executive & Creative Director



Hall for Cornwall exists to serve the whole of Cornwall, we're the only large-scale indoor theatre in the region. Through our programming and events we look to engage the widest range of people from different walks of life. Half a million people have visited us since we reopened two years ago, which is pretty good going given the population is 500,000.

It's fair to say Cornwall has its own unique topography, including some of the most disadvantaged areas in the country. It's ranked as the second largest unitary council, but notably has one of the lowest population densities. Cornwall is described as polycentric because it doesn't have a major city like other regions. So, we're trying to engage a dispersed population across a region with a slow changing demographic whilst equally striving to increase diversity and reach! Whichever way you cut it, we need to employ different approaches to foster greater inclusion.

In the heart of the community

In the 1990s Hall for Cornwall (HfC) could have been turned into a supermarket if it weren't for the Cornish community marching on the city hall to save it. Over the last decade, we've been working with and reaching out to communities who have yet to cross our threshold. We've always been in the heart of the community, but our goal now is to make our space open to all. We know we've still a way to go.

Our Community Culture Club (which includes a ticket bank scheme) is one concerted way that we're engaging a wider sphere of people. Over the last year alone 2,000 have enjoyed their first-ever theatre going experience (making it 10,000 people to date).

Cornwall produced shows

When our doors reopened in 2021, we presented the first co-production under Cornwall Playhouse Productions. The world premiere of *Fisherman's Friends, The Musical* delighted audiences from across the Duchy. Since then, we've produced two Christmas shows, both drawing on Cornwall's rich culture and landscape. We know our audiences are immensely proud of our Cornwall-produced shows as they typically turn out in droves to see them.

When you browse through our new brochure, you'll discover a diverse range of cultural activities. We aim to cater for different cultural tastes, so whilst you might not like a music tribute act, there are thousands of people who do.

Variety and quality

It's absolutely our intention to continue presenting a wide range of shows, including drama, dance, classical concerts, musicals, retro music acts and more. Looking ahead, we'd love to offer more music activities for young people, building on the 10,000 who've already enjoyed our Get Creative programme.

Forging strong creative alliances with the likes of Rambert Dance Company and our Celtic partners Eden Court Theatre and Theatr Clwyd also allows us to shake things up a bit. Quality is the common thread in everything we do, but always expect the unexpected in our programming too.

Welcome everyone

At HfC, we understand the value of welcoming everyone through our doors, it's in our DNA – and the team here are one of the friendliest. Talking to and gathering feedback from our audience is key – and being deliberately diverse in what we offer them is of equal importance.

To reiterate, we're here to serve the whole of Cornwall, so please don't stand on ceremony, come and join us whenever you can. The team and I are immensely proud of what we've achieved so far.

We hope you enjoy it!



OPPOSITE (L TO R)
JOSS ARNOTT'S
TIN MAN
HfC'S GET CREATIVE

SOMETHING FOR EVERYONE

By **HELEN TIPLADY** Deputy Creative Director



If you're reading this, you've probably been to the theatre. Or to a theatrical or live experience. Because surely everyone's been to the theatre?

Whilst research shows that more people attend the theatre than football matches, for some stepping into a theatre is daunting. It can be perceived as a club for other people.

What are the rules? Is it like cinema? Can I go for a pee? What do I wear? I've got nobody to go with? What if I don't like the show? These are the kind of questions we get asked.

Our goal is to make the experience of coming to the theatre one that everyone can enjoy. That's why we try to answer these questions in our pre-show visitor briefings.

Removing the barriers

There are many reasons some people haven't yet made it through our doors. Cost and convenience are the tip of the iceberg. Since 2016, we've been running a ticket bank scheme, thanks to support from the Paul Hamlyn Foundation. This scheme allows us to subsidise tickets for people who've not been able to access our theatre before.

On reopening the newly transformed HfC in 2021, we relaunched the scheme as the Community Culture Club, supported by the UK Shared Prosperity Fund. In this instance it's Levelling Up investment doing exactly what was intended. It means that more people can enjoy our programme.

We fully recognise that going to the theatre may not be high on everyone's agenda. The cost-of-living crisis may mean money is tight for many people. Rural isolation, poor transport, childcare costs, poverty, illness, loneliness and/or social anxiety may also be contributing factors.

Attracting first-time visitors

To attract first-time visitors, we're targeting areas and postcodes in Cornwall where people are deemed less likely to attend a cultural event or theatre. We're able to monitor and measure attendance, which informs how we go about engaging potential new audiences.

We want to build on the 2,000 people that have already seen a show through our ticket bank scheme since 2022. And our pre-show visitor briefings help alleviate any



fears or worries folk might have, particularly if it's their first time in a theatre. After a show we also host a workshop, so people can talk through what they've seen. In addition, we're offering people the chance to make their own work after their visit if that's something they want to do. A celebratory showcase of all the work created is earmarked for 2024.

Open to all

We are both excited and realistic about what we can achieve, but we hope our Community Culture Club makes a difference to those it aims to attract. There are different barriers for different people. But one trip to the theatre could be the best night someone has had for a long time – and isn't that a wonderful prospect.

I've seen so many people enjoy what HfC has to offer. And as a team we're motivated to ensure as many people as possible get to experience our theatre and programme. For example, we worked with social prescribers to arrange a visit for a group of recently-bereaved spouses who felt they couldn't go to the theatre on their own. In a different way, we're working with Ukrainian refugees to provide language workshops and visits. And amongst others we've welcome groups from the deaf community too.

Magical moments

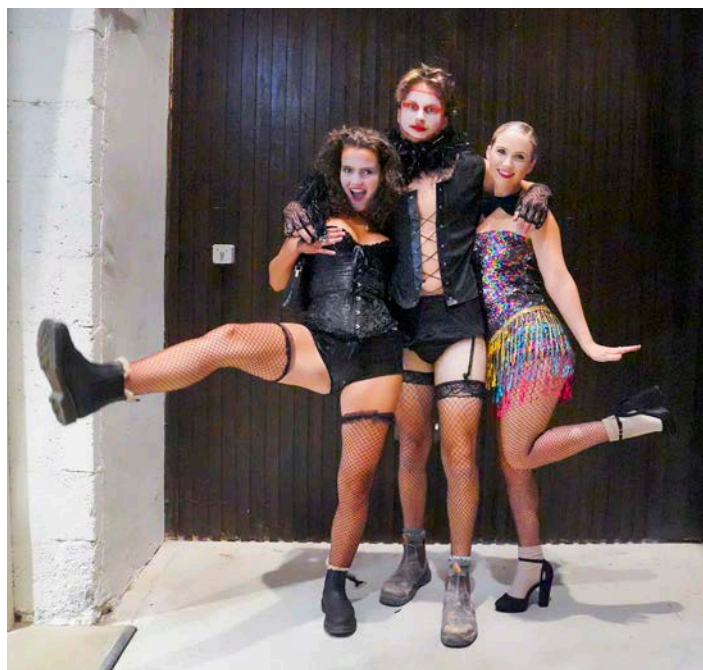
To be honest before I worked at HfC, I was a little sniffy about some of the programme. I understand more so now that we need to provide our audiences with variety. And whilst some shows might not be your taste or mine, it's important to have a diverse programme.

Seeing and hearing the auditorium fizz when it's full of people is always a magical moment. I get goosebumps every time. It's a cliché, but theatre and dance really changed my life – and I want everyone to have the same opportunity to experience it.

For me it's about people knowing that the power of performance can be theirs. Being brave and coming to the Cornwall Playhouse is the first step. I'm so proud of what our Community Culture Club has achieved so far.

There is something for everyone at Hall for Cornwall. I hope more people take that step and enjoy the first of many magical moments of their own.

OPPOSITE (T TO B)
GREAT ORMOND
STREET HOSPITAL
PATIENT WOODY
WITH *PETER PAN*
CAST
YOUTH CELEBRATION
WEEKEND
ABOVE (L TO R)
RAMBERT DANCE
COMPANY OPEN
REHEARSAL
*THE ROCKY
HORROR SHOW*
HfC'S GET CREATIVE



GETTING TO KNOW YOU

By **DAVID DODD** Marketing & Communications Director



We're on a mission to meet audiences with their needs in mind. Our vision is focused on creating an inclusive people-first environment with accessibility, diversity and customer service at its heart.

"If you become a teacher, by your pupils you'll be taught", so says legendary lyricist Richard Rodgers in *The King And I*'s smash hit *Getting To Know You*. As we prepared to reopen back in 2021, we knew we had to listen, learn and be 'taught' by our audiences if we were to truly become a space for all.

Feel right at home

Two years on, we constantly seek feedback from our audiences and celebrate their return too. If, for example, you're a second-time attendee you receive a signed 'welcome back' card on your seat. Our welcome team dedicate themselves to ensuring everyone feels truly welcome – from first timers to regulars and everyone in between. We know theatre 'rules' can sometimes be odd and confusing, so when we manage to coax new people across the threshold, we work hard to ensure they feel right at home.

Some things are more obvious – increased accessible seating, step-free access and regular signed, audio described and captioned performances. Some less-so such as our entire team learning British Sign Language (BSL) or our ushers being trained how to best support people with a neurodivergent condition, including Tourette's.

Creating an inclusive space

Welcoming Cornwall Pride, Black Voices Cornwall and TecWomen as Hall for Cornwall residents has been crucial to achieving our vision. Importantly, our Community Culture Club has engaged first-time visitors, including those living in isolated rural communities.

As we pass our 500,000-visitor milestone, the journey of 'getting to know you' continues to provide new (and exciting) challenges for us. One thing's for sure though, we're ready to rise to them in our bid to create a truly welcoming and inclusive space.

And on that note, if you have any feedback, please speak to a member of the team on your next visit or email us: boxoffice@hallforcornwall.org.uk

OPPOSITE
OUR AUDIENCE
OVERLEAF
RAMBERT DANCE
COMPANY
OPEN REHEARSAL,
CORNWALL
PLAYHOUSE



ACCESS FOR ALL

By **ANNA LOVERING** Box Office & Access Coordinator



We're passionate about being a diverse and inclusive venue – step-free access and British Sign Language (BSL) trained staff is only the beginning. We're a lot like other theatres in how we work, but we always aim to go above and beyond.

We're working hard to broaden the accessibility of our space and services for audiences, staff and collaborators alike. We've made a commitment to providing accessible performances wherever practicable. And working with visiting companies, we're hosting regular BSL interpreted, and audio described performances.

For anyone that isn't familiar – this involves a BSL interpreter who stands at the side of the stage interpreting the performance to the audience. Or in the case of an audio described performance, people with visual impairments are given a headset which allows them to listen to our audio describers. The latter typically starts with a 10-minute introduction which describes the set design and the actors' visual appearances, including their costumes and any other defining features.

Happy to help

In response to our audience's feedback, we have recently been offering captioned performances for some of our week-long shows. Caption screens run the script during the performance for people to follow.

Our sensitive and compassionate Ticketing Team are happy to help with any access needs or concerns our customers might have before or during their visit. We liaise closely with our Welcome Team who greet everyone as they cross the threshold. Importantly, we support anyone who needs assistance to navigate the space in comfort.

We're here to help make everyone's theatre experience the best ever.

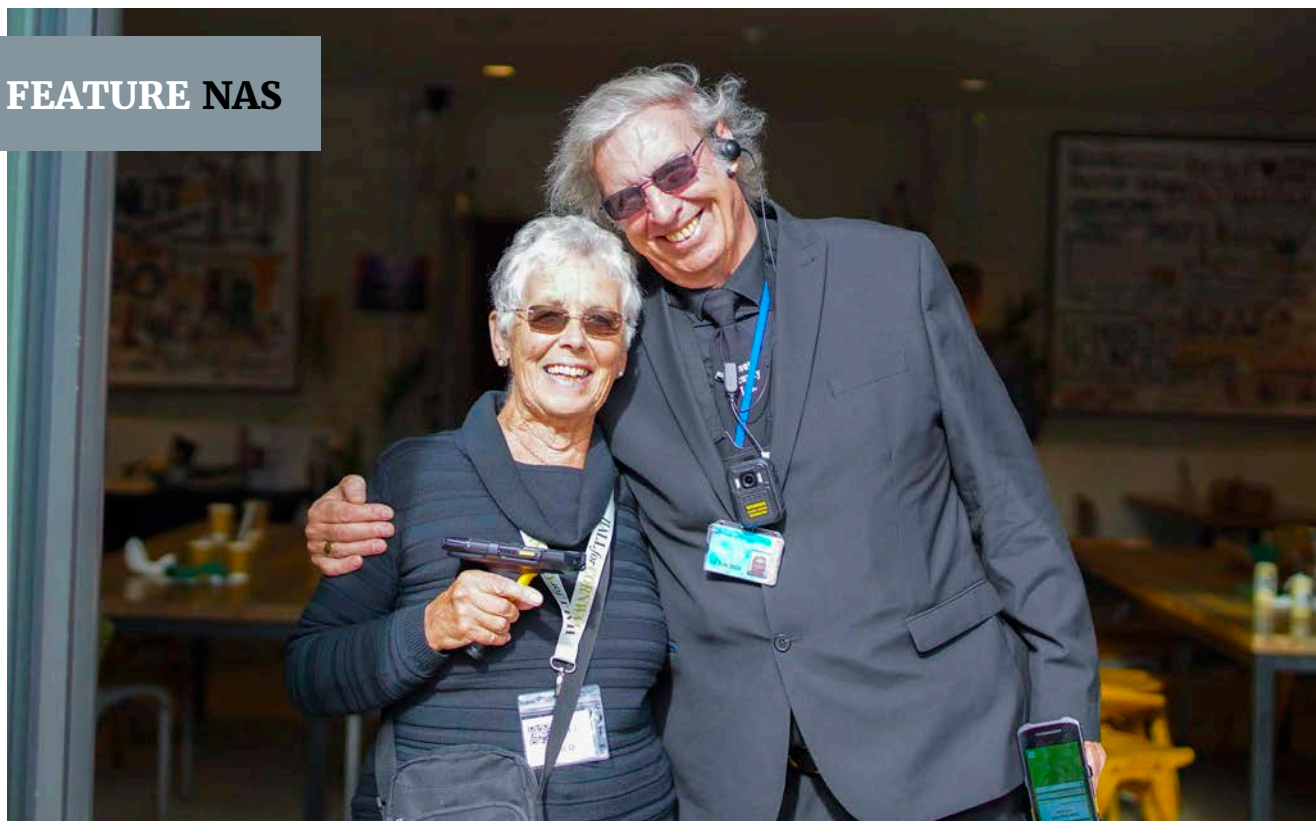
And I'm delighted to let our audience have the last word:

'What a wonderful evening. Honestly, your theatre and staff are a beacon of excellent practice around accessibility and inclusion – it was superb. You made our families feel so welcome and the touch tour was hugely appreciated. The audio descriptor was so good we all loved the performance. What lovely people you are. I've put a 5-star review on Google, but that's only because there's no option for 10!'

Laura Hughes, CEO, Moorvision

OPPOSITE
OUR AUDIENCE





OPPOSITE
TOP & BOTTOM LEFT
OUR VOLUNTEERS
MIDDLE
HFC'S GET CREATIVE,
JULIUS CAESAR
BOTTOM RIGHT
HFC FRONT OF
HOUSE TEAM

VOLUNTEER POWERED

By **JULIE CAPLIN GREY** Deputy CEO & Chief Operating Officer



Volunteers have been the welcoming face of HfC for many years from when it first opened as the Hall for Cornwall in November 1997. Two volunteer ushers, Jenny Tippett and Gavin Adams (pictured left), who joined back then are still with us today.

When the venue closed for redevelopment in June 2018, our volunteers missed it greatly. It was in September 2021 when the Volunteer Team was reunited in the new building for their induction and essential training. Fifty volunteers came together with many returning, along with some new faces.

Later in November, fifty more joined and formed the one hundred-strong team who helped us reopen the new theatre.

Building capacity

Across 2022 our Volunteer Team supported a variety of different productions and developed their skills along the way. Further to this, we recruited a new cohort of volunteers, and have repeated this every other month, gradually building the team's capacity to cover the needs of the new theatre and wider building.

We now have an army of nearly two hundred dedicated volunteer ushers, who live our values of passion, empathy, grit, and gusto on a daily basis. And we currently have 100 people waiting to join our volunteering scheme.

Performances are not the only times that volunteers support us. Many volunteer at the opeway during the day, welcoming visitors to our beautiful theatre and sharing stories about its colourful history and heritage. Some also assist our Get Creative Team with activities such as Crafternoons, which engage some of our youngest participants. Our volunteer team also get together three times a year, and undergo yearly refresher training, which is always a lively occasion.

Celebrating success

Our volunteer cohort will continue to be the welcoming face of HfC. I was lucky enough to build the original Volunteer Team back in 1997. Today I oversee the team, which is now led by Alex Laidlaw.

It's always a joy when we celebrate the work of our volunteers during National Volunteer Week from 1-7 June. Their varied experience in life and work makes them an incredibly dynamic and diverse bunch of people.

Volunteers are the backbone of Hall for Cornwall and vital to our current and future success. I can't thank them enough for giving us their time.



WE KNOW THE SCORE

By **DAVID DODD** Marketing & Communications Director



When we reopened in 2021, we pledged our new venue would be inclusive and open for all. Capturing and responding to feedback is helping us achieve this.

To capture audience satisfaction and consistently monitor how we're doing, we've employed Net Promoter Score™ (NPS), a widely recognised market research metric beloved of big brands, but rarely used in the cultural sector. It's a simple tool that presents us with a big-picture snapshot of customer satisfaction at a given moment.

We've spent a year gathering audience and collaborator sentiment using NPS™ and it's been a game-changer. We've already captured more than 12,000 audience responses.

Audience members are invited to answer a single survey question: "On a scale of 0 to 10, how likely would you be to recommend Hall for Cornwall, based on your experience?". There's a free text box for further comment too. For participants, it's a 1-minute post-show task or a few taps on your phone on the way home. But for us, it's a rich seam of feedback.

Our aggregate score of +88 is an immense source of pride for the whole team (on a scale of -100 to the highest score of 100). The results are both sobering and gratifying.

Responding to feedback

Our audience's comments are reviewed and followed up on a weekly basis by the management team, so we pick up on potential actions. For example, as a direct result of NPS™ feedback we've developed a revised set of house rules and are testing the most effective ways to communicate them to different audiences. Also, if there's a technical problem in a show, the audience responses will tell us, and we can alert the producer.

This satisfaction measure doesn't stop with our audiences. Artists, as well as resident and visiting companies are invited to feed back in the same way. The ongoing results will inform what we do, and importantly, push us closer to our goal of being a truly inclusive place.

The next time you visit, please do take a moment to take part – and thank you in advance.

OPPOSITE
OUR AUDIENCE



CHEAP DATE AT EDINBURGH FRINGE

By **GRACE MURDOCH** Associate Artist



Preparations for the Edinburgh Fringe felt a little like trying to tie your shoes with one hand.

Not my first Fringe, but this time I was headed to the Pleasance for a month with our show *Dirty Words* – and with my husband and toddler in tow. Originally devised pre-Covid, I reworked it in seven days, collaborating with the wonderful Josh Penrose (actor/ performer) and technician Demelza Monk. The show previewed twice before landing in Scotland.

In a nutshell, *Dirty Words* is a physical theatre show which explores what is or isn't a 'dirty' word. Through comedy, movement, speech, film and sound we delved into our relationship to language and the ways we communicate. It's a humorous look at how we talk to one another with our voices, bodies and faces. The audience's response was incredibly positive – from parents and teens to couples, retired head teachers and solo theatre goers.

The other side of taking a show to the Fringe is the flyering. The biggest challenge is standing out from the crowd as everyone is doing the same thing. Our approach was to hand out business cards with our 'dirty' words on them such as 'Narcissist'. It was a brilliant conversation starter, and great to see people proudly displaying them in their lanyards and phone cases.

The reactions we had reaffirmed how theatre, performance and honest storytelling can be enjoyed by everyone. And performing every day on stage was an absolute joy.

Fringe is a whirlwind, but I know we'll be back.

P.S. Quick shout outs – *Strategic Love Play* by Miriam Battye was an utter highlight for me, as was *Birthmarked* by Brook Tate, whose joy and resilience brought me to tears.

OPPOSITE
TOP
DIRTY WORDS
BOTTOM
HFC'S ASSOCIATE
ARTISTS

TEC IS A GIRL THING

By **CAITLIN GOULD** TECgirls Founder and Director



Like many, I aspire to the idea that every child can be anything they want when they grow up. However, the reality is children as young as four are already forming in their minds what jobs are available to them based on gender stereotypes. This is especially true in Technology, Engineering and Creative Digital (TEC).

At Bluefruit Software, we did everything we could to hire a diverse team of software engineers, but we struggled to find female engineers. This is because girls are opting out of a technical education.

In the last 20 years much has been done to encourage more girls into science and maths. Girls are now almost equal to boys and excelling in these subjects too. However, when it comes to computer science, engineering and design technology girls are still woefully underrepresented. In Cornwall only 4% chose GCSE computer science and only 5% chose design technology. I created TECgirls to inspire more girls to opt in!

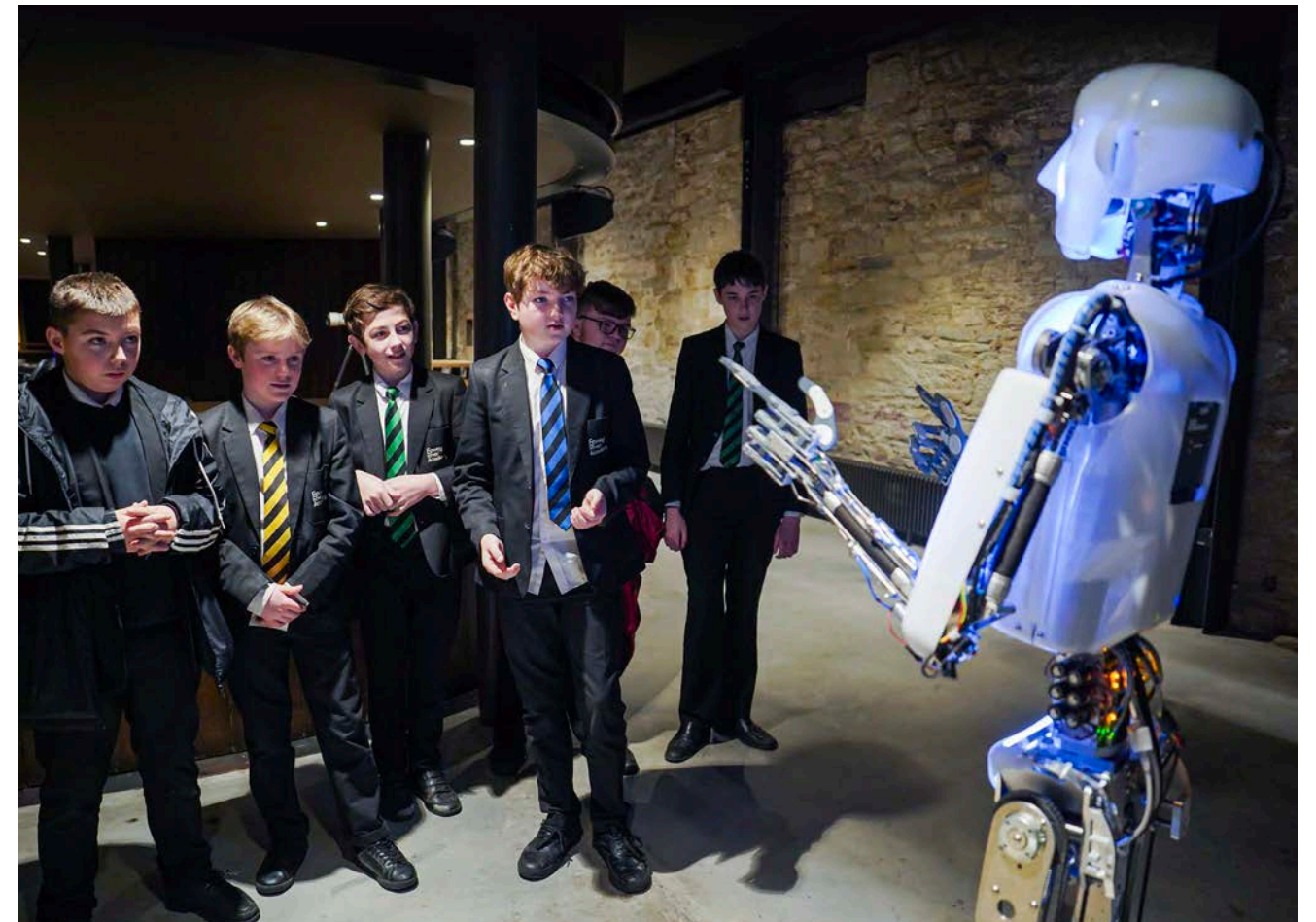
Since 2019 TECgirls has run events in museums and schools across Cornwall, teaching children digital skills and that a digital future is open to all. We've also learnt that women feel they've missed the boat, wishing that TECgirls was around when they were children. So I set up TECwomen CIC, a Community Interest Company that provides training and support for women who work or want to work in technology, engineering and digital industries.

With inclusivity at its heart, I wanted to find us the right home - somewhere that shared our values. When we heard about HUSA, HfC's co-working space, we wanted to be part of it.

TECwomen has been based at HUSA for over a year. During this time, we've engaged over 3,000 children in 60 schools across Cornwall. We're now running a free 8-week online digitalUPLIFT programme for women.

In the last three months alone, seven women from the first programme have found new careers in digital roles. And where TECgirls is active, schools are reporting an increase of girls taking up computer science, which is brilliant.

In February 2024 we'll host the Ctrl Alt Del Summit at HfC as a part of the Cornwall Festival of Tech. We're successfully changing the ratio of women in tech in Cornwall. And in case you are in any doubt TEC is a girl thing!





FULL OF PRIDE

By **MATTHEW KENWORTHY GOMES** CEO Cornwall Pride



Cornwall Pride by its very name is here to celebrate and support the whole of Cornwall.

It was serendipity that brought us back to the heart of the Duchy. Hall for Cornwall (HfC) was reopening at the same time we were looking to move back to Truro. We wanted a space that connected us to different organisations and communities. And being part of HUSA allows us to do just that.

We’re now able to bring partners together and connect more readily with like-minded organisations such as Queer Kernow and Cornwall Council. There’s such a strong support network at HfC. Their focus on being people-centric mirrors ours, and their ethos of being open to all, reflects our aim to create a hate-free Cornwall.

HfC reaches out to different groups who might not see themselves in a theatre or feel represented. Having Cornwall Pride, Wildworks, TECgirls and Black Voices Cornwall in the building means different communities are instantly reflected. There’s much to celebrate, and HfC should be proud of what it has achieved so far.

As Cornwall Pride we often get criticised about what we do, particularly by various populist groups. We’re asked, “Why do we need Pride?” We’re in our third year of being a charity, and in the last two, we’ve organised 11 Pride events, engaging over 45,000 people. It’s extraordinary to think that we’re the fourth largest Pride in the country – it blows my mind!

Looking ahead, we’re rolling out our inclusion training: Inclusion – This is Not a Tick Box! and continuing our mental health support for over 25s. We created Penguin Soup, a forum providing vital support for those who’ve had experience of suicide or suicidal thoughts, because there was nothing like it. And we welcome allies too. Half of the LGBTQ+ community (3% of the population) has experienced depression in the last year, so there’s a need for our work.

Personally, I have a long-standing affinity with HfC. As a child growing up in Cornwall, I adored the Roy Orbison tribute who featured in *That’ll Be the Day* which I saw every year with my mum and dad. I now work in the building where I’ve had so many wonderful times.

It’s both a privilege and an honour to work in this magical place, and with Cornwall Pride, it makes it even more poignant.

OPPOSITE
CORNWALL PRIDE
OVERLEAF
RSC’S JULIUS CAESAR



OUR TEAM AGAN PARA



ALEX LAIDLAW FRONT OF HOUSE MANAGER

What are the main qualities needed to do your job?

Strong interpersonal skills are vital as I interact with lots of different people. Organisational and strong communication skills are equally important and being calm under pressure.

What drew you to live and work in Cornwall?

I was born in Cornwall and lived here until I went to university in 2006. I've lived in the South East and South West London until 2020, when I returned to Cornwall due to the pandemic. Whilst I didn't intend to stay, I realised it's such a lovely place. In spring 2021 I successfully applied for a job at HfC. I can now be on a beach one day and in a beautiful theatre the next, so it's the perfect balance.

Why did you want to work in theatre?

I've loved the theatre since I was five after seeing *Pinocchio* at the Lane Theatre, Newquay. I never thought of it as a serious career though. After university, I worked in Human Resources, but in 2014 I applied to be a casual Front of House Assistant at the New Theatre, Oxford. I loved the job. And when I saw what the Front of House Managers did, it's a role I wanted to do. I was promoted to casual Supervisor and then moved into a full-time position at Richmond Theatre, London. It's the best career decision I've made as it's such an exciting industry.

Describe the benefits of the newly refurbished theatre?

The seating options are fantastic, especially the slips, which are available on all levels. They're perfect for single theatre goers as you can get to/ from your seat without disturbing others. Accessibility within the auditorium is fantastic and 11 wheelchair

accessible spaces in the stalls is unique. The contrast of the Playhouse Bar and Greenroom Café is also a huge benefit. The spaces are so versatile, which means we can host different events.

What's your biggest HfC highlight to date?

Our first annual volunteer refresher training in August 2022. It was a lovely atmosphere and great to see so many volunteers return with such enthusiasm.

What gives you the greatest job satisfaction?

It's always great to see new people join us and then flourish in their roles. It's very rewarding.

What's the toughest challenge you've faced in your role?

Earlier this year, I handled several medical incidents, both physical and mental health related. They were on a scale I hadn't experienced before, so my first aid skills were tested. It was a great learning curve.

What's the best show you've seen at Hall for Cornwall since working there?

Titanic The Musical was by far the best show I've seen. I loved the lyrics and choral music and the simple, but effective staging. Seeing Dionne Warwick on stage in 2022 is also something I will never forget – she had a wonderful stage presence.

Who's been the most influential person in your working life?

My current line manager, Polly Dent. She's the most experienced manager I've ever had, and I've learnt from her. She'd previously supported young people from challenging backgrounds at Fifteen, Cornwall. I've learnt a great deal about people management which I'm grateful to her for.

What's your favourite place in Cornwall and why?

It's difficult to pick one as I have lots of favourite places. I recently went to Durgan Beach, near Falmouth – it was incredibly peaceful. I love Trelissick, just outside Truro too. It has good woodland walks followed by tea

and scones afterwards (jam first, of course).

What's your favourite café or restaurant in Cornwall?

I love a Sunday carvery and often visit The Copper Coast in Pool. Charlotte's Tea House in Truro is also a favourite.

What constitutes a great day out in Cornwall for you?

As a National Trust member, their sites are a perfect day out. Lanhydrock near Bodmin is a favourite, as well as Cotehele, outside Saltash.

What are you reading at the moment?

I'm reading *The Kilt*. I recently started compiling my family tree and this book was written by a distant cousin of mine about our family history. It's been fascinating learning about my Scottish ancestors.

What music are you currently listening to?

My Spotify playlist is varied, but I'm currently listening to musical theatre cast recordings. I like great female singers such as Celine Dion and Barbra Streisand.

What's the best Netflix/ TV series you've watched recently?

It's not recent, but my favourite by far is *Line of Duty* – I loved its twists and turns. My favourite character is DCS Patricia Carmichael, played by Anna Maxwell Martin. I have everything crossed for Series 7.

What's the most important piece of advice you have received in your career?

You can't personally welcome every customer into the theatre. Instead, nurture and care for your team as much as you can, and they'll do this for you and your customers. Great advice.

What advice would you give to a young person who wanted to work in theatre?

Be persistent. Aim to get as much experience as you can in your area of interest. And enjoy learning and getting to the position you eventually want to be in.

OPPOSITE
TOP
ALEX LAIDLAW
BOTTOM
TITANIC THE MUSICAL

OUR TEAM AGAN PARA



PENNY MERGLER VOLUNTEER

What are the main qualities needed to do your job?

A love of the theatre, patience, good humour and a positive, can-do attitude. Together with a genuine interest in giving people the best experience possible.

What drew you to live and work in Cornwall?

I was raised in Cornwall. I went away to train and returned to have my family. It's the best place in the world to bring up children.

Why did you want to volunteer in the theatre?

I have a passion for the theatre and great pride in Hall for Cornwall. I believe we all need to give back to the communities we live in. I'm grateful to be able to do this in such a wonderful place with amazing people.

Describe the benefits of the newly refurbished theatre?

Where do I start? It's a wonderful venue. The whole building has been so sympathetically refurbished – it's the natural materials, original stone, the colour and design of the seats and how the entrance and bar have been retained in their original state. So many things are glorious about the building.

What's your biggest highlight at HfC to date?

Being here for the opening night of *Fisherman's Friends: The Musical*. It was an unbelievable night, seeing the theatre in all its glory with such an amazing show.

What gives you the greatest job satisfaction?

When the audience tell me they've had a wonderful evening.

What's the toughest challenge you've faced in your role?

Every show is different and each one brings different challenges. It's our job to ensure we get it right for each member of the audience.

What's the best show you've ever seen at Hall for Cornwall since working there?

The National Theatre's production of *Ocean At The End Of The Lane*.

Who's the most influential person in your working life?

Alex Laidlaw – he's set a high standard for the ushers. I admire him greatly for the work he does and the way he does it.

What's your favourite place in Cornwall and why?

My cottage in Tregony.

What's your favourite café or restaurant in Cornwall?

I don't have a favourite; I like so many of them.

What constitutes a great day out in Cornwall for you?

A day on the beach in the sunshine with a calm sea and lots of swimming.

What are you reading at the moment?

Fatal Legacy by Lindsey Davis.

What's the best Netflix/TV series you've watched recently?

Derry Girls – the final episode made me cry.

What's the best radio programme or podcast you've listened to?

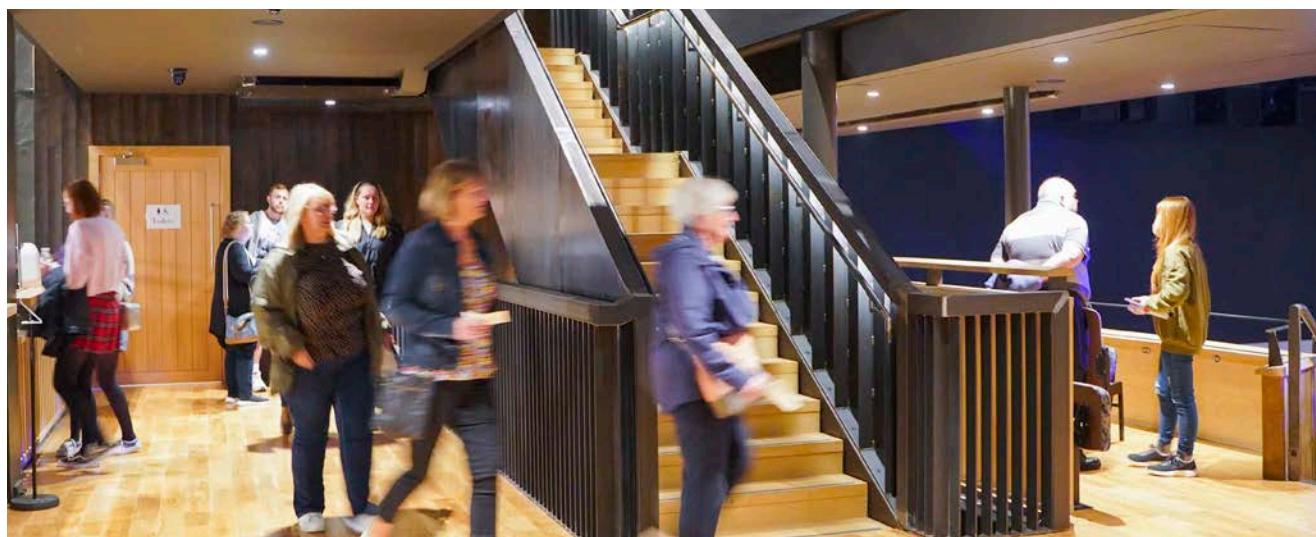
I like Classic FM.

What's the most important piece of advice you've received whilst being a volunteer?

Never point, always gesture with your whole hand.

What advice would you give to a young person who wanted to work in theatre?

Take every opportunity that's offered to you.



OPPOSITE
TOP
PENNY MERGLER
MIDDLE
*FISHERMAN'S FRIENDS:
THE MUSICAL*
BOTTOM
CORNWALL PLAYHOUSE

MORE THAN A THEATRE

By **TANISHA FRANCIS** Senior Supervisor



As a Welcome Team, we're so much more than Front Of House.

I love being in a place that's in touch with its community – and I see us as a helping hand. Whatever we're dealing with, whether its a big buzzy audience or someone coming in for a hot drink in a warm space, it's my job to say: "We're here for you and ready to help."

Eight years ago, I moved from Birmingham to Cornwall to study at Falmouth University. Like many, I started in hospitality. My old restaurant manager used to say the restaurant floor was our stage and we're the performers. On that 'stage' we had hours, sometimes days, to make a good impression on hotel guests. When I joined the Welcome Team at Hall for Cornwall (HfC), I quickly realised you could make or break someone's day in seconds, particularly when there's a busy show to manage.

My mum worked in mental healthcare and I'd go to her workplace after school. I saw how her small acts of kindness helped people who were unwell and needed support. I've carried this forward into how I work today. And when challenges arise, I try to empathise and help someone in a way I'd want them to help me.

My supportive attitude has been a great fit for the culture here at HfC. We're not simply posting a black square on social media and proclaiming we're open to all – instead we're actively connecting with different communities and people that might otherwise be shunned or isolated.

Isolation is a big challenge for Cornwall. As a young black woman, I knew I'd have to push a bit harder than others, and there wasn't a natural go-to community either. In my experience, Cornwall is now as inclusive and open-minded as areas of Birmingham where I grew up.

HfC works harder than other places I've been. But even with everything we do to increase accessibility and diversity, we're still not reaching all of the communities we want to. Importantly though, we've started the journey.

Through our work with Black Voices Cornwall, Falmouth University, Cornwall Pride, our Community Culture Club and more, it feels like we're forging a strong network with Hall for Cornwall as a vital community hub.

We're much more than a theatre – and I'm proud of that.

OPPOSITE
TOP
RAMBERT DANCE
COMPANY
MIDDLE
SHAKESPEARE
NATION'S
*A MIDSUMMER
NIGHT'S DREAM*
BOTTOM (L TO R)
HfC'S GET CREATIVE
BOURNEMOUTH
SYMPHONY ORCHESTRA





PETROC TRELAWNY

By **LORD JOHN HUTTON** Chair of Trustees



In many ways Petroc Trelawny needs no introduction as he’s well-known in Cornwall and beyond – he’s one of the best-known voices in classical radio.

If you’ve listened to BBC Radio 3, you’ll know that Petroc has presented on the station since 1998 and currently hosts the Breakfast show. He previously hosted their drive-time arts magazine programme. This year he hosted his 20th consecutive season as a radio host for the BBC Proms. As well as being an established classical music radio and television broadcaster, he’s a regular contributor to The Spectator, London Evening Standard and BBC Music Magazine.

Whilst born in Worcester, Petroc was raised and grew up in the Meneage district of the Lizard Peninsula. His career started at BBC Radio Devon, and at the age of nineteen, was one of the nation’s youngest presenters. Petroc’s a proud Cornishman, regularly broadcasting from the BBC studios at Phoenix Wharf, Truro.

Petroc joined the HfC Board of Trustees in June 2023 alongside Sarah Preece, Laura Smith and Peter Cox – and what a great addition he’s been. As well as concerts and opera, he loves travel, cinema, books and theatre. Interestingly, he’s currently writing a book about his beloved Cornwall. He’s a big advocate for our classical music programme and programmer, Rosemary Gent, who he worked with at BBC Proms. We are fortunate to have them both, and the Hall’s lively classical music is testament to their expertise and knowledge.

Before joining the Board of Trustees, Petroc was often seen on stage at the Cornwall Playhouse, introducing concerts by the Bournemouth Symphony Orchestra or hosting a live BBC Radio 3 Proms concert.

Petroc’s love for Cornwall is contagious, and he’s helping us showcase Hall for Cornwall, both locally and nationally. With his energy, we’ll continue bringing the best classical music to the people of Cornwall.

OPPOSITE
PETROC
TRELAWNY

'Always first class.'

'Such a fabulous theatre and asset to Cornwall.'

'A really welcoming feel from the team.'

'An uplifting place to visit.'

AUDIENCE MEMBERS via Net Promoter Score™

'The whole experience was fantastic and that was down to you and your team.'

JACKIE GÓLDIÉ Secretary, Cornwall Deaf Community Centre

'For many of our children and young people being welcomed at Hall for Cornwall has opened up a lifelong love of theatre. Thank you from the bottom of my heart and from all the CAAP families.'

SANDY LAWRENCE Director, Cornwall Accessible Activities Programme



ALL BOYS DANCE,
HFC'S GET CREATIVE

ACKNOWLEDGEMENTS & THANKS

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BACK COVER
HFC’S GET
CREATIVE AT
WATERGATE BAY



