

## PERFORMANCE VENUE REPORT SUMMARY:



Using the data gathered during the course of the study, several bar and column charts have been generated. Question twelve asks respondents to rate twelve characteristics of performance venues that are important to them with regard to the venue's comfort, security, efficiency, technical competence and general appeal (aspects of the theatre experience which contribute to the general enjoyment of cultural productions). The rating scale used ranges from "Extremely Unimportant (1)" to "Extremely Important (5)" and the characteristics presented are as follows:

1. Parking Facilities
2. External Appearance
3. Efficiency of Ushers
4. The Lobby
5. Bathroom Facilities
6. The Cafeteria
7. Seating Comfort
8. House Lighting
9. Air Conditioning
10. View of the Stage
11. Clarity of Stage Sound
12. Ease of Exit from the Building

The eight venues which are the focus of this investigation are:

1. The LRC (Learning Resource Center) at UWI
2. Queen's Hall
3. The Little Carib Theatre
4. The Naparima Bowl
5. NAPA – The Lord Kitchener Auditorium
6. Trinidad Theatre Workshop
7. Center of Excellence at Macoya
8. The Central Bank Auditorium

It is to be noted that several other characteristics could have been selected for investigation e.g. The Box Office experience, Special needs seating/parking, House Announcements etc. The selection of these twelve characteristics was made only after consultation with smaller groups of audience members and venue managers, and also with regard to the design and administration of the questionnaire itself. What is presented here is information which can be used as an **indicator of possibilities**. For example, the ratings generated for each characteristic indicate that they can be grouped into three categories. These are:

1. **Group A:** Very important to the audience – Parking Facilities, Bathroom Facilities, Seating Comfort, View of the Stage and Clarity of Stage Sound.
2. **Group B:** Of moderate importance to the audience – House Lighting, Air Conditioning and Ease of exit from the Building
3. **Group C:** Of least importance to the audience – External Appearance, Efficiency of Ushers, The Lobby and The Cafeteria

Similarly, venue selection was made only after consultation with smaller groups of audience members and venue managers. For each of these venues, the audience was asked to rate each of the twelve venue characteristics (using the same five point scale as in question twelve) as they related to that particular venue e.g. how would you rate the Trinidad Theatre Workshop with respect to “Parking Facilities”. Comparisons were then made between the ratings for each of these twelve venue characteristics and those of the overall importance ratings. The results of these comparisons indicated relationships that were in some cases quite obvious and expected while in others they were a lot more subtle and revealing e.g. The Little Carib Theatre, The Trinidad Theatre Workshop and The Central Bank Auditorium were all given low ratings for the Group A characteristic “Parking Facilities”. Familiarity with these venues will tell you that this is an expected result simply because patrons to these venues have to park their vehicles on the streets which border the respective theatre. However, because this is a Group A characteristic which by definition is very important to the audience member, emphasis should be placed on addressing this problem by venue managers. The introduction of security guards for example, whose responsibility would be to patrol the streets and safeguard vehicles, would go a long way towards alleviating this concern by theatre goers (and even residents of the area surrounding the venues. But this is another problem that cannot be addressed here...).

Other more subtle relationships present themselves on the charts. For example Queen’s Hall, which rates highly on almost all characteristics, seems to have a problem with seating comfort, and to a lesser extent stage view and sound, all three being Group A characteristics. The Lord Kitchener Auditorium at NAPA which, like Queen’s Hall, rates highly on several characteristics, seems to have a problem with “Clarity of Stage Sound”, which again is a Group A characteristic and therefore, very important to the audience. Close examination of these comparison charts for each of the eight theatres would reveal further relationships between the venue ratings and the overall importance ratings (a summary of these relationships is presented at the end of each chart). Also of interest would be a comparison of ratings between venues of similar physical size, structure and ambience and maybe similarities in what they present to the audience in terms of comfort, security and technical competence.