



The Swan Theatre Company Charity Policy

The Swan Theatre Charity Policy **(revision March 2025)**

Adopted date: 7th April 2025

Review undertaken by: Swan Theatre Marketing Manager (Committee Officer)

Policy Review Period: Five years

Next review date: March 2030

Principles

The Swan Theatre Company will work with local charities, at their request, to help them raise money for local good causes.

This opportunity assists to widen the audience for amateur theatre in the area and enables The Swan and the charity organisation to offer extra publicity about one another.

To Qualify

- Charity nights only apply to productions performed by The Swan Theatre Company. They do not apply to visiting companies or societies.
- To qualify for holding a charity night, you must be a registered charity or recognised voluntary group.
- You must also have a connection with Yeovil or the local area or a local branch of a national or international charity.
- In case of doubt, eligibility will be decided by The Swan Theatre Company.
- The intention is that everyone will have a very enjoyable and fun evening in the process of raising money for some great causes.

How it works

- The Swan Theatre has seating for 129 people, which is the maximum number that can be allocated to the Charity.
- The Charity Night will be the Tuesday night performance.
- The Swan will provide the Charity with an agreed number of tickets for an agreed night of a production for them to actively promote to their supporters.
- At the outset, this will normally be 50% of the available tickets (64 tickets) but can be 100% (129 tickets). The Charity must commit to purchase a specific number of tickets, which will be billed immediately after the performance.
- The precise number will be agreed on an individual basis.
- The remaining tickets will be advertised as usual on the Swan Theatre Box Office.



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- Tickets are currently priced at £13.50, and the takings will be split 50:50 between us, less the box office card handling and admin fee. This will be deducted from the income. Proceeds to the Charity will be after this deduction.
- If The Charity decides to sell tickets at a higher price, with inducements such as a glass of wine and snacks, The Charity will keep the additional difference.

Practicalities

- When booking tickets, the supporters will be directed towards a dedicated '**Charity Booking**' button on the Swan website. Telephone bookings made by the supporters of the Charity will be directed towards the seats allocated to the Charity.
- During the sale process the Charity will keep in touch with the Swan Charity Night Organiser. If sales are good and the Charity wishes to have more tickets these can be provided subject to availability. Alternatively, if tickets sales are slow – then some tickets can be returned for release for general sale.
- In addition, the Charity may organise a raffle in the foyer to raise additional money before the performance starts. The draw must take place either before, or after the show with the prizes marked up with the winning ticket numbers for collection at the end of the evening. It must not occur in the interval.
- The Charity is invited to erect pull-up banner(s) in the foyer, and a trestle table for display of promotional material and raffle prizes. Promotional material must not be attached to the walls.
- The Swan will publish information about your organisation in our theatre programme and on our website. Please send us up to 100 words about your organisation at least 4 weeks before the show.
- Charities are free to offer incentives for their ticket sales – e.g. a free glass of wine, or nibbles before the show. All arrangements for this must be made by the Charity. On request the theatre could let the charities guests in at 6.45 pm for the nibbles/wine and then the public in later.
- The Swan will supply the Charity with promotional information about the play. This will be in the form of posters and/or leaflets, and electronic posters which can be attached to emails or posted on Social Media (Facebook and Instagram pages, for example).
- The Charity may wish to have a collection bucket (and a card machine) available for any donations.
- The Charity will retain 100% of all monies raised from the raffle and donations on the night.



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Contact Details

If you have any questions or complaints, please in the first instance contact:

- The Secretary at The Swan Theatre Company, The Swan Theatre, 138 Park Street, Yeovil BA20 1QT
- or email: Secretary@swantheatre.onmicrosoft.com

The Swan Theatre Company is a registered charity, no 292763

Next Review Date: March 2030

Chairperson:

Name:

Date:

Reviewer:

Name:

Date: