

Lawrence Batley Theatre

Why Spektrix is central to future success for Huddersfield's ambitious producing and presenting venue.

Preparing for the future

2020 was due to be the start of a new era for the Lawrence Batley Theatre, with a new Artistic Director, Henry Filloux-Bennett and a new Head of Marketing and Communications, Josh Babcock. Both had come across Spektrix in previous roles, and when they realised that the Lawrence Batley Theatre's existing ticketing system was holding the team back, they were keen to bring the benefits of Spektrix to the venue.

Josh's work began with a detailed, five year marketing strategy for the theatre, including indoor and outdoor performance spaces and catering facilities. He contacted Spektrix early on in the process, well before the theatre was ready to make a definite move, and spoke to Allegra in the business development team. Those conversations helped him to understand exactly what the theatre could achieve with a CRM system that was truly designed around the needs of arts organisations.

Even when short term events were thrown into upheaval, Josh's work on the strategy helped him to focus on delivering against the venue's mission, reaching untapped revenue and strengthening underdeveloped connections with the community in Kirklees.



- 477 seat theatre with a range of indoor and outdoor spaces
- A small, busy marketing and box office team
- Built by and for the community, with a mission to serve local people



Shared ambitions

The Lawrence Batley team believed that a CRM platform built for the arts sector would be more responsive and supportive than those with other priorities. That belief was born out during the 2020 crisis, when Spektrix quickly created a Ticket Converter Tool to retain the value of cancelled tickets, released socially distanced seating tools, and built partnerships to support audience insight and digital content streaming.

In less turbulent years, that arts sector knowledge translates into data insights, shared best practice, and an annual programme of learning and events for users right across the Spektrix community.

COMING BACK STRONGER

Connecting with the community

There was a lot the Lawrence Batley Theatre didn't know about their audiences, making it difficult for them to reach out, build relationships, and fulfil their mission of serving a population the size of a small city.

With a comprehensive view of audience behaviours across marketing, fundraising and sales activity, the team will use Spektrix to track data more closely, identifying trends and driving decision making.

Using automated email programmes in Spektrix and dotdigital, the team will deliver more bespoke communications and target potential members with dynamic content designed around their interests.

They know there are people who would be willing to support the theatre's work, but their existing membership scheme has proven too laborious to administer in recent years. With more targeted communications and closer audience relationships, a tiered membership scheme - and a parallel programme for under 30s - is at the heart of the theatre's audience development plan, with an ambitious target of £10,000 in membership revenue within three years.

As a theatre built by and for the community, the impact of better audience data doesn't stop at communications. That insight will inform future artistic programming, helping the team build attendance and develop new genres. Ultimately, they hope to make their audiences more representative of the demographics of Kirklees and measure the impact of their artistic and community work against their overarching mission.

"Some areas were just really limited - a fundraising consultant joined us to tap into data and drive donations, but the evidence wasn't there to do that work effectively. Allegra spent time understanding our priorities and showing us how Spektrix could meet those needs." Josh Babcock, Head of Marketing & Communications

IN BRIEF

- **It's never the wrong time to explore what alternative CRM systems could do for you. A move might not be possible immediately, but the answers might influence your long term plans.**
- **Your CRM platform isn't an isolated tool - it should form part of your long term strategy. Look for a system that offers both the tools you need today, and the opportunities you need to grow in the future.**
- **Comprehensive audience insight lets you measure not just your daily sales, but your impact across every channel - giving you powerful stories to drive revenue, relationships and funding streams.**