



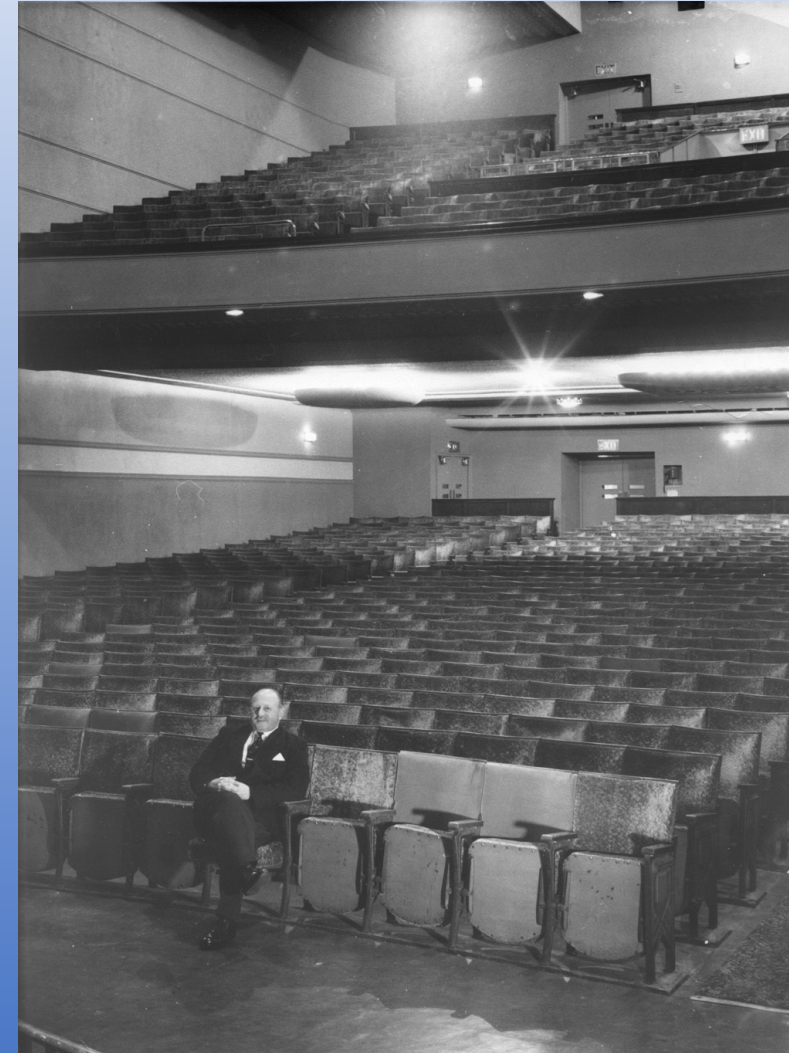
Sevenoaks District Council

Scrutiny Committee:
November 10 2020



The Stag Theatre has been a centre of local entertainment in Sevenoaks since it was built as the Majestic Cinema in 1935

“a rare triumph of unimaginativeness”



- It became an SDC asset in the late 1980s when the original business model failed for the second time
- SDC invested heavily in the building between 1991-93
 - Replacing the coal-fired heating with gas
 - Replacing the boiler building with the Stag Plaza
 - Installing air-handling throughout
 - Refurbishing the theatre and electrics



STAG
SEVENOAKS





After its fourth commercial failure in 2008, Sevenoaks Town Council took on a 25 year lease in 2009 re-launching it as a Community Arts Centre based on a no-risk hall-hire business model.

There was an agreement between SDC & STC that it would be operated as a charity which was set up in 2010

The Stag Community Arts Centre Limited operates independently of both SDC and STC as a charity



The Stag has operated successfully for 10 years advancing commercially and artistically year on year

Over that 10 years it has invested more than £800,000 in the building principally from external grants and money raised from the public.

In 2019/20 it was heading for a very successful year and forward bookings meant 2020/21 would have been The Stag's most successful year ever.

On March 23 we were closed down without income

We moved all of our bookings from a full 2020 into an already mostly full 2021.

- *We returned more than £100,000 of customer ticket and hirer reservations money*
- *We began a public appeal and campaigning for funding for survival*

Grants we applied for (and grants we received...)

- Sevenoaks Town Council
 - Applied for a monthly drawdown grant of up to £22k per month over 10 months
 - Received £65k with another £60k dependent on public appeal

Grants we applied for (and grants we received...)

- Sevenoaks District Council
 - Received commitment for £220k as a loan facility to Sevenoaks Town Council to be used for The Stag
 - Unfortunately Government / Local Authority regulations on capital / revenue spend weren't relaxed during the pandemic and this hasn't been available to us.

Grants we applied for (and grants we received...)

- Public appeal
 - We had originally planned to ask the public of Sevenoaks for £30,000. The people of Sevenoaks were brilliant and raised more than £55,000.

Grants we applied for (and grants we received...)

- Individuals doing spectacular things; such as:
 - Linda Larter and Jamie Alexander Wilson put on a series of Live on the Vine outdoor concerts These raised more than £21,000 split between The Stag's survival appeal and the artists
 - Maisee Palmer a 16 year old who wanted to help and set up a stall and raised £1,000

- Individuals doing spectacular things; such as:
 - Wiebeke Vuursteen is currently running an online auction raising money for The Stag
www.jumblebee.co.uk/thestagsevenoaksonlineauction
 - A young boy who came in during his exercise in lockdown and donated his pocket money as he wanted to keep seeing films here.
(His Father was with him)

External grants

- SDC Discretionary grant £25k
- BFI safety grant £9.6k
- Arts Council sustainability grant £444.4k
- Theatres Trust £5k

One of the problems of having such a major refurbishment in 1991 is that everything is now 30 years old

Sustainability projects: Investing in The Stag

- Replacing broken doors
- Replacing the boilers
- Refurbishing the Plaza



We have more than 200 commercial events booked over the next 10 months

We have many more community events and meetings taking place

We are hosting another flu clinic in The Plaza tomorrow

We have stayed in close contact with our hirers and everyone is staying with us.



Any questions?