



Case Study Wolverhampton Grand Theatre

The Platinum Group Service Sector has been key to us building links with the local business community, contributing to our corporate strategy.

Vicky Price
Associate Director, Wolverhampton Grand Theatre



Founded in 1894, Wolverhampton Grand is a long established theatre in the heart of the Midlands. It receives a wide range of major touring productions including drama, musicals, ballet, dance, opera, variety, concerts, children's shows and one of the biggest pantomimes in the UK, with audiences from across the region and beyond.

The arrival of a new Chief Executive in June 2015 signalled a significant period of change for the Theatre, commencing with the complete remodelling and renovation of the Front of House area, which took place in summer 2016, as well as a full replacement and upgrade of auditorium seating.

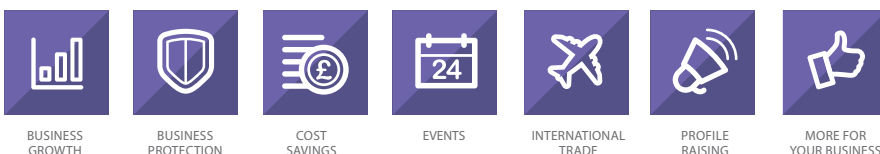
Peer Learning Harnesses Business Togetherness

As one of the founding members of The Platinum Group Service Sector, which was launched in September 2016, Wolverhampton Grand Theatre have had a key role in the development of The Group - a role that has proven itself to be invaluable to the Theatre's corporate relations.

Through their involvement with The Platinum Group, Wolverhampton Grand have strengthened their engagement with the local business community, which was something that they were keen to address through the Black Country Chamber.

A unique and important aspect of The Group is the way in which it serves to promote peer-to-peer learning and sharing best practice amongst its members, which is facilitated through a series of confidential meetings that take place on a regular basis. Through regular attendance at these meetings, Wolverhampton Grand Theatre have successfully strengthened their working relations with a number of businesses across the Black Country. In addition, they have also hosted Chamber events at the theatre itself, thereby showcasing the facilities that are available to corporate clients.

Furthermore, as a result of sharing best practice with like-minded businesses on a range of processes and operations, including HR and sales, Wolverhampton Grand have been able to implement a series of cost saving initiatives that have helped to enhance their efficiency.





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Black Country Chamber of Commerce

Staff Development Enhances Strategic Vision

Wolverhampton Grand Theatre saw that it was necessary to develop the leadership and managerial skills of their staff, particularly at a strategic level. With this in mind, they enrolled 2 members of staff onto the Black Country Chamber's Strategic Leadership Programme and an additional 3 onto the Management Development Programme.

Delivered by award-winning facilitator, Wendyanne Shapiro, these programmes offer a holistic approach towards the development of strategic leadership skills, as well as the skills that are required on a day-to-day basis for those working in managerial positions.

With regards to the impact of these programmes on the business, Vicky Price, Associate Director of Wolverhampton Grand Theatre, commented: "Both the Strategic Leadership and Management Development Programmes have served to enhance and strengthen our internal processes, challenging our approach to business management whilst moulding the strategic vision of the Theatre moving forwards."

With the continued support of the Black Country Chamber of Commerce, Wolverhampton Grand Theatre aim to further increase their engagement with businesses throughout the region. They also aspire to increase their social impact work within the local community, which is something that the Black Country Chamber can help to facilitate.

During the next few years, the Theatre's artistic vision will expand and there will be emphasis given to re-establishing the venue's esteemed history of producing quality 'in house' theatre for the people of Wolverhampton and beyond.

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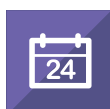
BUSINESS
GROWTH



BUSINESS
PROTECTION



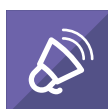
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