

THE NOMAD THEATRE · PROPOSED COMMITTEE PRESENTS

STALLS · ROW A

ADMIT ONE

PROPOSED COMMITTEE EDITION



The Nomads

A SOUVENIR PROGRAMME

The New Nomads

A Ten Point Plan for a Successful Future — securing the theatre we love, for the community that relies on it.

THE NOMAD THEATRE
BISHOPSMOOR PARADE, EAST HORSLEY
SURREY KT24 6RT

ESTABLISHED 1934



THE NOMAD THEATRE · BISHOPSMEAD PARADE, EAST HORSLEY

A NOTE FROM THE PROPOSED COMMITTEE

Welcome to the New Nomads

The Nomads — and, by association, The Nomad Players Limited — stand at a turning point. Without a clear plan to address our ageing building and a shrinking, ageing membership, we risk an unsustainable financial future.

We are without a Five Year Plan. We have an ageing demographic with no youth feed. We are not digitally savvy, and we have a wide range of potential members who would like to take an active role but decline to, because the artistic programme on offer features too little of interest to them.

But we are passionate about the future of this space. How lucky we are to have The Nomad Theatre. This ten point plan secures its future, delivers a better income for NPL, and expands our artistic community — so The Nomads is seen as the ‘go-to’ group in Surrey for actors, dancers, musicians, writers and directors.

Turn the page for the plan in full.

John Want · Graham Botterill · Samantha Potten

ON BEHALF OF THE PROPOSED COMMITTEE

AT A GLANCE

- 01 New elected leadership & two Artistic Groups
- 02 Clear lines of responsibility across Nomads, NPL & Greenroom
- 03 A bolder, better-resourced artistic policy
- 04 A full rebrand of our identity & online presence
- 05 A digital-first way of working
- 06 Total Box Office overhaul
- 07 A new Front of House manager role
- 08 A reinvented Nomes youth theatre
- 09 A serious marketing push
- 10 Deeper community partnerships



Foundations

01

01

New Leadership, New Energy

New leadership with John Want as Chair. If elected, John will propose a split of this role into a Co-Chair arrangement so no single person has full control. He will propose Graham Botterill as Co-Chair. The creation of two Artistic Groups - **Plays** and **Musicals & Christmas** - each with a Lead adopted onto the Committee, so artistic decisions carry a real voice at the top table.

02

Clear Lines of Responsibility

Greater delineation of responsibilities between The Nomads, The Nomad Players Limited (NPL) and The Greenroom. A clearly defined **Delegation of Authority** as part of our Articles, providing space for artistic creativity and community engagement away from management of the building, bar and external bookings. NPL given greater strategic responsibility to seek grant or charitable funding. The Greenroom given greater responsibility for bar rotas and training. The Players and our own groups will always have priority in our space, whilst ensuring external income is maximised to support and maintain operations.

“A clearly defined Delegation of Authority which provides space for artistic creativity and community engagement, away from management of the building, bar and external bookings.”



NEW PROPOSED COMMITTEE ROLES

Co-Chair

Co-Chair

Plays Lead

Musicals & Christmas Lead



03

A Bolder Artistic Policy

A new artistic policy to shape the programme — loosely built around popular ‘big-hitting’ modern and classic plays, musicals and pantomimes on the Main Stage, and experimental, minimalist, challenging productions in The Studio, staged more frequently in shorter, simpler runs. Where possible, we strip back plays to drive creativity and reduce costs — but invest properly in musicals and Christmas shows to maximise full houses, including MD, Choreographer and Director fees where required.

04

Full Rebrand & Online Presence

Investment in a full and broad rebrand of The Nomads and our online presence — possibly sponsored by a local business — so our identity looks as good as the work happening on our stages.



OVERLEAF

Turn to **New Branding Concepts** on page 7 for three early directions on how that identity could evolve.



“Strip back plays to drive creativity and reduce costs — but invest properly in musicals and Christmas shows to maximise full houses.”

The Guest Experience



05

Digital First

A digital first mentality across all operations. Committee meetings hosted online with central digital storage of committee agendas, minutes and papers. A visible, shared calendar for Theatre bookings. Four Elected Roles and Box Office will have Nomad Theatre email addresses and use them for all theatre business.

06

Box Office Overhaul

Total revamp of Box Office practices. Always digital first utilising Ticketsource data to drive marketing communications and ticket purchase frequency. Review the requirements for traditional bookings and the need for in-person and telephone access to box office. Ensure all guests have the best user experience through the process.

07

A New Front of House Role

Create a revised Front Of House manager role, to have oversight and governance over the guest experience. Embrace new guests and ensure their experience is the best possible. Update process and systems for scanning tickets. Improve advance communications with new guests and provide a softer approach to advising them of safety procedures. Recommend drinks, snacks and merchandise listings to The Greenroom which are appropriate for the production at the time, to maximise non-ticket revenue.



Growing Our Community



08

Reinventing The Nomes

The introduction of a new version of The Nomes, focused on two groups — Dance & Song and Acting — run by Nomad members using our space, with parent subscriptions split equally between NPL and the members running the groups.

09

A Marketing Push

Revamped signage on the Bishopsmead green, and reciprocal promotional deals with Squires, The Duke of Wellington and Horsley Towers. Small marketing investment budgeted into every show, plus an annual marketing budget split between The Nomads and NPL — targeting theatre-going families and adults under 45.

10

Community Partnerships

Continued development of community engagement with local artistic, musical and college groups. At least two Strategic Partnerships for joint productions, shared best practice, funding and youth skills — offering our space free to local college and university groups in return for a split of box office.



“With changes to key Proposed Committee roles, embracing the passion and talent of our people, and revising our strategy to be ruthlessly focused on creativity, we will secure the future of our theatre — and the community that relies on it.”

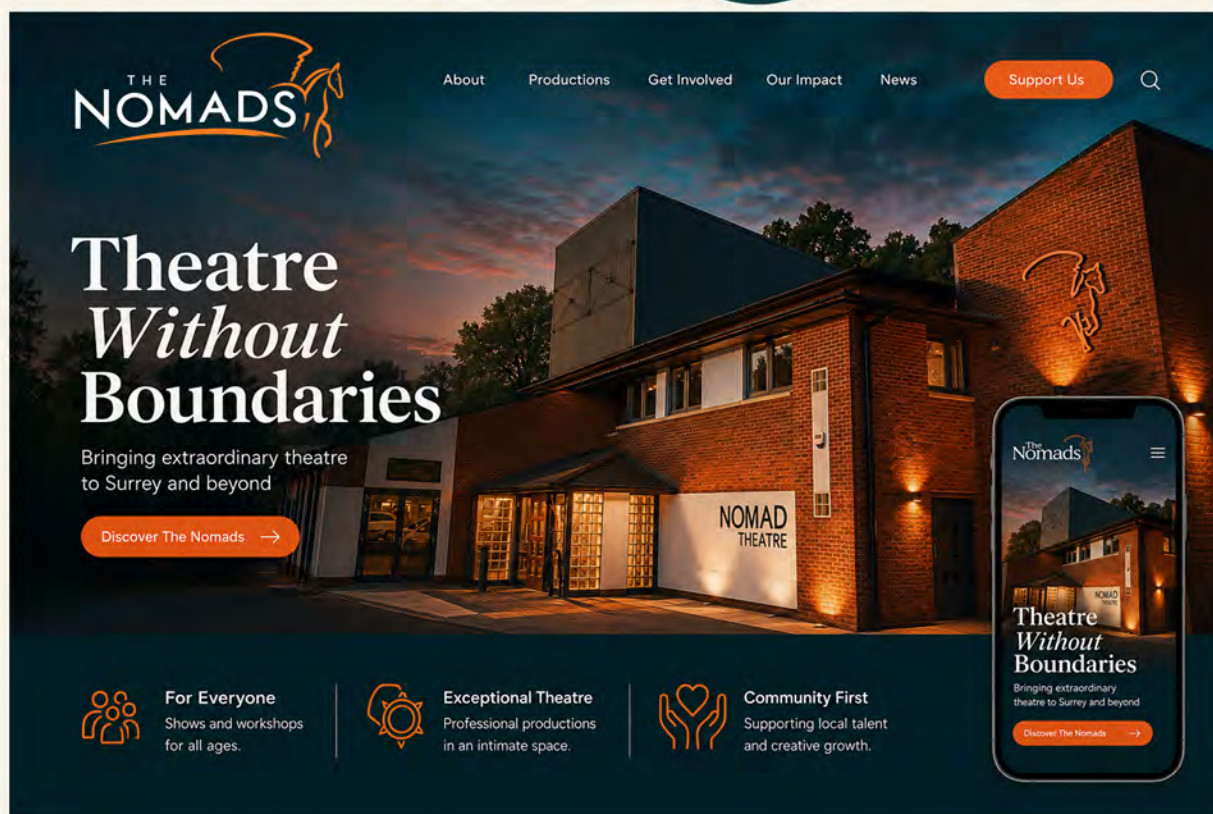
New Branding Concepts

Point 04 calls for a full rebrand of The Nomads and our online presence. Here are three early directions for how our identity could evolve — keeping the warmth (and the horse!) everyone already knows, while working harder across digital, print and front-of-house.



WHERE WE START

Our existing mark — the illustrated running horse alongside a warm, hand-set wordmark — carries real affection. Any new direction should keep its palette and its spirit, while flexing better to a small screen, a ticket, or a van door.



GET INVOLVED

Help Us Build The New Nomads

WAYS IN

- Take a role in Front of House, Box Office or Marketing
- Offer a skill in comms, admin, set build, creative
- Join a working party to build community engagement
- Write, direct, act, dance or sing
- Help run a new Nomes group

WHAT HAPPENS NEXT

- New Co-Chairs are voted in during the AGM
- New Aristic Leads and Nomes Group Leads are recruited
- Rebrand and marketing campaigns begin
- Box Office and FoH Reviews begin
- We open conversations on our first Strategic Creative Partnerships



*Thank you for reading.
Now, let's get to work.*



THE NOMAD THEATRE

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The Nomad Players Limited · Registered Charity No. 287729

Ten Point Plan authored by John Want, Graham Botterill & Samantha Potten.