

Communication Plan

Holding statement: this is designed to be a statement than can be said to any stakeholder to share the current status of the project.

The Marina Theatre project is being developed to understand how improvements can come forward to make the buildings better for its customers and to make it a stronger assets for town centre. The project has planning permission for its improvement plan, and we are now working up the more detailed designs to understand the costs and timeframe of the building. All partners, LTC, MTT and ESC wish for a successful project to be delivered but we are weighing up the practically to doing so to not place pressure on the building owner or tenant. We are currently working with a leading Theatre specialist to undertake the detailed work required.

Stakeholder	Assumed Expectations	Influence	Interest/Importance	Current Message	Last engagement	Any update/action
Lowestoft Place Board	Supportive	H	H	Provide update on progress on the project.	06/3/2024	Provide updates at Quarterly meeting – confidential.
LTC members	Supportive	H	H	Provide update on progress on the project.	Monthly Committee meeting	Provide updates at monthly Full Council meeting – confidential.
MTT Board	Supportive	H	H	Provide update on progress on the project.	Monthly Board meeting	Provide updates at monthly meeting – confidential.
East Suffolk Council members	Supportive	H	H	Provide update on progress on the project.	N/a.	Provide updates via a letter/email.

County Councillors	Unknown	L	H			Provide updates via a letter/email.
Promoters	Supportive	L	H	<p>The planned works to the Theatre aim to provide a better venue for all. The Auditorium is planned to have a short period of closure during the quieter period from June 2025 and will be closed for approx. 5 months. When reopened the stage and backstage facilities/ capacity won't have changed. The seating capacity will be reduced; however, given the improvements to the venue is it expected that a slightly higher price can be charged for tickets. The technical equipment will remain unchanged.</p> <p>During the works bookings will be usual and we will work with those carrying out the works to min disruption. Any changes to access the building will be explain up front.</p>	Regular	<p>Works whilst open: How will this affect our visit? Will this affect our access? Will there be noise disruption?</p> <p>Closure Period: When will you be reopening? How long will you be shut for? Will your tech specs change? What will be the capacity on reopening?</p>
Customers	Supportive	L	H	<p>The planned works to the Theatre aim to provide a better venue for all. The improvement are based on feedback from customer on what they'd like to see as changes such as having a lift,</p>		<p>What will change? Will the Café still be open? When are the works taking place and how long for? Can we still book tickets? Can we still contact the Box Office? Where will it be?</p>

				<p>better leg room, more toilets available during intervals etc..</p> <p>We are hoping to start works from this winter through to the following year. The majority of the works can happen with the Theatre and Café open, and we will work with those doing the works to minimize disruption. We already know that we are not going to have any works in Auditorium during the Panto period.</p> <p>During the closure period, customers will still be able to book for shows happening once we reopen.</p> <p>Tickets can be purchased in the normal way – phone, online and in person. The Box Office will move as part of the works to the New Link building and will continue to communicate when this takes place.</p> <p>To build a space for the lift the current Link to the building will need to be demolished and 3 storey Link will be built.</p>		<p>How will the works affect our visit? Will be Marina Card subscription be extended because of the closure period?</p>
Community Groups	Supportive	L	H	During the time in which works are happening, the Theatres various	What will happen to the Waterstones Book Group that	

				community groups will take place in other areas of the building or off site and these will be communicated to participants by the Theatre.		meet once a month? (in the link) Will we still be able to host Wine Club here on the 3 rd Thursday of the Month (on the first floor?)
Suppliers	Neutral	L	H	We will work ensure this is communicated once we have a construction team on board and we know their plan in more detail. For example, if a road is temp closed, we will communicate the close unloading and unloading bay to the Theatre or if the Yard (at the rear to the Theatre) is not available to use.		How will we make our deliveries?
Staff	Supportive	H	H	The aim to improve the Theatre to attract more users and its competitiveness with other venues and as such the project should be as way to invest in not only the building but the staff. We are hoping to start works from this winter through to the following year. The environment will be safe for staff and visitor with Health and Safety overseen by the Design Team.		How does this affect my job? What will we do during the closure period? What will happen to our fire exit routes? Will we still be able to hire out our first floor and bar during the day if needed? Will we and customers be safe whilst works are happening whilst open?

				<p>The majority of the works can happen with the Theatre (all floors) and Café open, what you will notice is that the Link will be out of use and therefore we need to direct people between the Café and Auditorium. The hiring out the first floor and bar during the day is possible but there will be noise disruption to be mindful of.</p> <p>It's not possible to make improvements to the Auditorium without shutting it. The Design Team are aware of the importance of it being closed for as little time as possible and will work with us to do the works during our quieter times.</p> <p>For staff, who work in the Auditorium affected during this time, we envisioned that you can be redeployed to be supportive within other areas of the Theatre.</p>		
Player's Theatre	Neutral	L	H	<p>We are currently exploring options to improve the audience experience at the Marina Theatre and look forward to providing detail in the coming months once detail designs have been worked up.</p>		<p>Player Theatre say are supportive of the project but see it as competition to them/excluding them</p>

