

LONDON OPERA GLASS COMPANY

The theatre views newsletter

Greetings!

SPRING 2010

Despite gloomy economic news, 2010 is proving to be a very busy year for the UK theatre community with lots of success stories to report from our 54 host theatres. The high profile opening of the long awaited sequel to Phantom, Love never Dies, at the Adelphi has shown that confidence is still strong. The success of a new show can often be measured by the levels of opera glass usage by the audience and if the recent usage at the Adelphi is anything to go by, Love Never Dies is already a huge hit.

Shaftesbury Theatre wins champagne

Patrons often complain if opera glasses have been removed from their holders. To encourage theatres to promptly replace any lost glasses, we are offering a bottle of champagne to the best performing theatre.

This is the theatre who's staff do the best job at promptly replacing missing opera glasses. This quarter the winner is the Shaftesbury Theatre who just beat Her Majesty's and Aldwych into first place. Shaftesbury theatre staff replaced missing glasses over the three months so efficiently that LOGC staff only had to replace 9 in total. Champagne will be on its way to manager David Scarr and his team with our thanks.



Designer Opera Glasses

London Opera Glasses aren't only to be found in the leading theatres of the world. If you find yourself having lunch at Terence Conran's uber stylish Blue Print Cafe in London, you may recognise a familiar object on the table.

Those rather stylish blue binoculars provided to help you appreciate the stunning views of the River Thames are of course London Opera Glasses.

Jerusalem needs more opera glasses.

People are just desperate to get a better view of Mark Rylance's performance in Jez Butterworth's epic new play, Jerusalem, now showing at the Apollo.

The critically acclaimed play features a landmark central performance "so charismatic, so mercurial, so complete and compelling that it doesn't look like acting", according to the Evening Standard. This view is certainly backed up by the opera glass usage which has gone through the roof. Theatre staff at the Apollo have been handing out glasses from refill bags in the balcony, to keep patrons happy and more dispensers have been requested to cope with demand.



£250 donation for the Theatres Trust.

More and more theatres are using the vital revenue from opera glass rentals to fund vital maintenance and preservation work and the London Opera Glass company has been a corporate supporter of the Theatres Trust for many years.

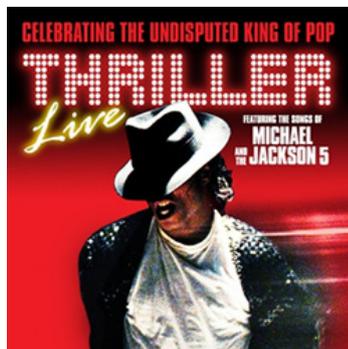
"Every time a new theatre agrees to install our famous glasses, we donate £50 to the Theatres Trust to try to help preserve all UK theatres" explains Managing Director, Philip Main.

This month a cheque for £250 was sent to the Theatres Trust based on installations at The Savoy & Comedy Theatres in London, the Ashcroft Theatre & the Concert Hall at Croydon and the Palace Theatre in Westcliff



Thrilling Results at the Lyric.

Over 15,000 new £1 opera glass dispensers have already been successfully installed across UK theatres including the Lyric where Thriller is proving to be a big hit. Patrons are keen to get as close as possible to the action which means opera glasses are proving more popular than ever.



Following the recent upgrade to the latest £1 dispensers and a new fit in the balcony, receipts from glass rentals at the Lyric topped all prior records. Revenue from opera glass rentals were over 3 times more than the same period last year. Well done to the hard working team at the Apollo. Please keep up the good work.

Please do get in touch if you have your own opera glasses story or you think we might be able to help your venue.

Regards,

Philip Main - Managing Director

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