

LONDON OPERA GLASS COMPANY

Theatre Views Newsletter

Summer 2012

Welcome to our latest newsletter and although the media is full of gloomy news of double dip recessions and a Euro-zone meltdown, the first five months of 2012 has seen 28,000 more people use London Opera Glasses than for the same period last year. Our small team is very proud to be a positive British business story and be part of the effort across UK theatre to beat the recession.

The UK Theatre Top 10

This is the latest theatre Top 10 based on FoH staff who replace lost or missing glasses. There are some new movers and shakers and the Top 3 will be all receive a goody hamper in the next few weeks as usual.

1. Regent, Stoke-on-Trent - fourth Top 10 hit in a row
2. Theatre Royal, Norwich - up from 8
3. New Victoria, Woking - first time in the Top 10
4. Aldwych, London - return to the Top 10
5. Her Majesty's, London - down from 2
6. Vaudeville, London - return to the Top 10
7. Theatre Royal, Notts - new entry
8. Bristol Hippodrome - new entry
9. Cliffs, Southend - new entry
10. Piccadilly, London - down from 6

Well done and thank you to all the FoH staff who do a great job.

Everyone sitting comfortably in Cardiff

New upper circle seating is on its way at the New Theatre, Cardiff offering patrons cushioned comfort, increased leg room and of course, access to London Opera Glasses.



The new seat fit should be complete by September. Operations Manager, Grant McFarlane says "I would like to thank all of our customers who for the last 17 months have been generously contributing to this major improvement of the New Theatre."

The London Opera Glass company is supporting the continuing New Theatre campaign to raise more than £113,000 to help fund the refit by sponsoring one of the seats.

Jubilee Opera Glasses at the Blueprint Cafe



Ultra stylish London riverside restaurant, the Blueprint Cafe, marked the big Jubilee occasion with special Jubilee opera glasses. The popular eatery run by D&D London placed the opera glasses on all their diner's tables. It was one of the best (and driest) views of the river pageant in London.

Opera glasses on top of the mountain

London Opera Glasses have been taken to the summit of Mount Kilimanjaro in Africa, the highest free standing mountain in the world, when the company sponsored 19 year old student, Eve Davies, to climb the famous peak. Eve is raising money for Childreach International and spent two weeks on the expedition.

"It's been a massive challenge but very worthwhile," says Eve.

"It was a privilege to take the famous London Opera Glasses all the way to The Roof of Africa to help admire the incredible view."

Eve raised in excess of £2,500, most of which went directly to the charity which works in partnership with local communities in the developing world to help improve children's healthcare, education and protection.

"I am really grateful to the London Opera Glass Company for their support," says Eve, who will be keeping the glasses as a unique souvenir of the trip.



Coming to a theatre near you

Martin Palmer joined the London Opera Glass Company in March as Operations Manager.

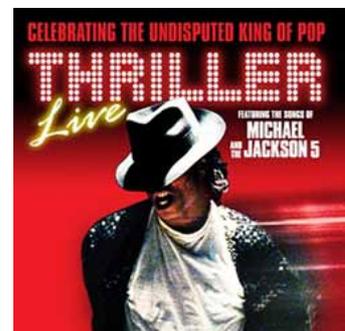
He is responsible for the day to day running of the business including dealing with the 62 client theatre's across the UK. Martin is a keen sportsman and worked for many years as a Senior Relationship Manager for a large PLC.

"I am hoping to build more relationships in the world of theatre" says Martin. And in case you're wondering, what Martin's favourite production is?

"It has to be Lion King," says Martin, "just fantastic."

Thrilling theatre-goers with more opera glasses at the Lyric

The Lyric may not be the largest theatre in the West End but Thriller continues to pull in the patrons and is one of the most popular venues for the use of Opera Glasses in the UK. Now theatre manager, David Holder has ordered more opera glasses to be installed so that every seat has a dispenser rather than every other seat, as in most UK theatres. "They are very popular with the patrons and they increase spend inside the venue. It wasn't a tough decision" says David.



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

The London Opera Glass Company Ltd
Email: philip.main@operaglasses.co.uk
Telephone: +44 (0) 1304 620360 www.operaglasses.co.uk

