



# CHANGES FOR THE BETTER

Celebrating a 10th anniversary

▶▶ **with sustainability**

# ▶▶ Lime Tree Theatre:

## Celebrates their 10 Year Anniversary and Embrace Changes for the Better

The Lime Tree Theatre is a modern **510-seat theatre** located in Mary Immaculate College in Limerick's city centre.

In 2019, they implemented enhancements to help the environment and become a green venue.

In the run-up to their Decennial celebration, they are pushing these crucial reforms further and focusing on their brochure and **new season programme launch**.



View the Anniversary Brochure

# ▶▶ A Spotlight on 10 Years: Lime Tree Theatre and Belltable Arts Hub

Since 2012, Lime Tree theatre has been hosting full houses of audiences both young and old coming from near and far to enjoy the theatre's diverse range of performances including theatre, music, comedy, traditional arts, schools' performances and conferences.

Joining forces with the more intimate venue Belltable Arts Hub in 2016, the Lime Tree family also boasts contemporary theatre and art cinema through Belltable's more eclectic programming.

Over the years, Lime Tree saw steady growth in ticket sales with an **increase of revenue of 13% from 2014 to 2019** which was definitely a result of offering the best local, national and international performing arts as well as encouraging and growing a diverse grassroots community and school performances.



**13%**  
Increase in  
revenue

And in 2019 there came a monumental shift in thinking - particularly around climate change. 2019 was the year of Greta Thunberg - and the year of **#ClimateStrike**, when millions took to the streets to demand concrete action to combat the climate crisis. If 2020 and 2021 were the Covid years, 2019 was certainly the year of climate action.

Like other theatres, Lime Tree did their best to be as environmentally friendly as possible, 2019 was a wake up call - and when the Lime Tree team really took a bold step and announced their green ambitions in clear strategy.

While the covid years may have interrupted their progress, the team are back on track and have critically assessed their operations and are encouraging an environmentally friendly touch on all of their processes.



# ▶▶ Lime Tree Theatre

aren't afraid to make changes for the better

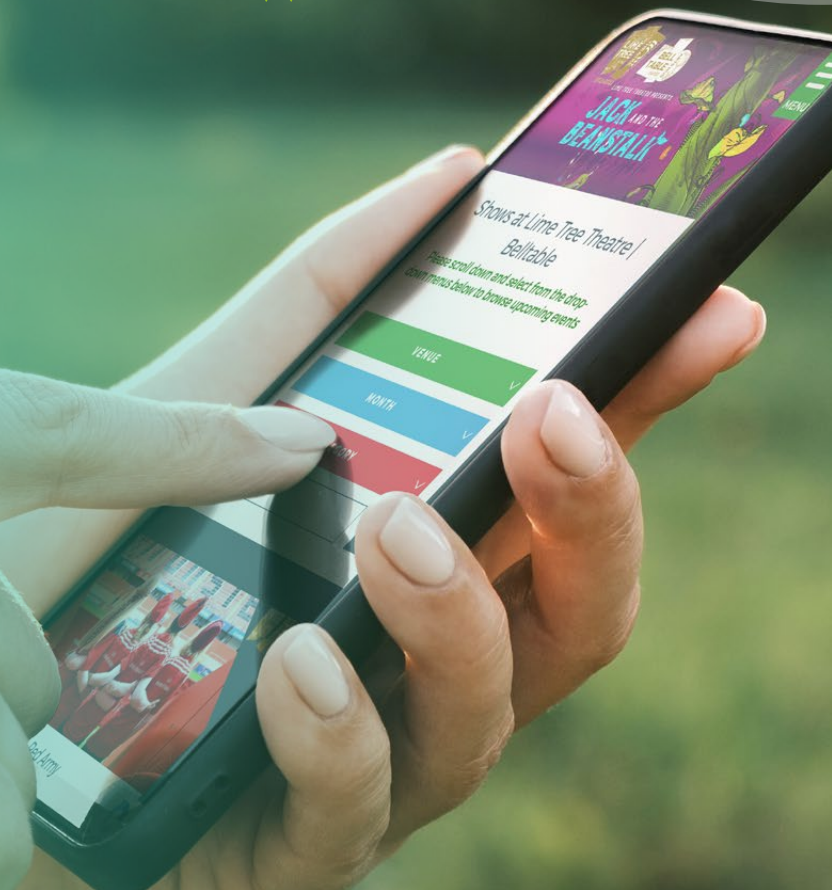
In December 2019, Lime Tree Theatre announced their two-fold green strategy:

- ▶▶ **Theatre-wide changes** to make a green impact
- ▶▶ **Encourage audiences** to make more informed decisions when engaging with the theatre.

Importantly, the team wanted to focus on a few critical areas to update and overhaul. Areas that could make a big and lasting impact, but also areas that were easy and quickly wins.

- 1 Climate-conscious fundraising and development campaign
- 2 Reducing paper and non-recyclables through e-ticketing
- 3 Re-assessing their printed materials such as flyers and brochures.

We are part of the  
**GREEN  
ARTS  
INITIATIVE**



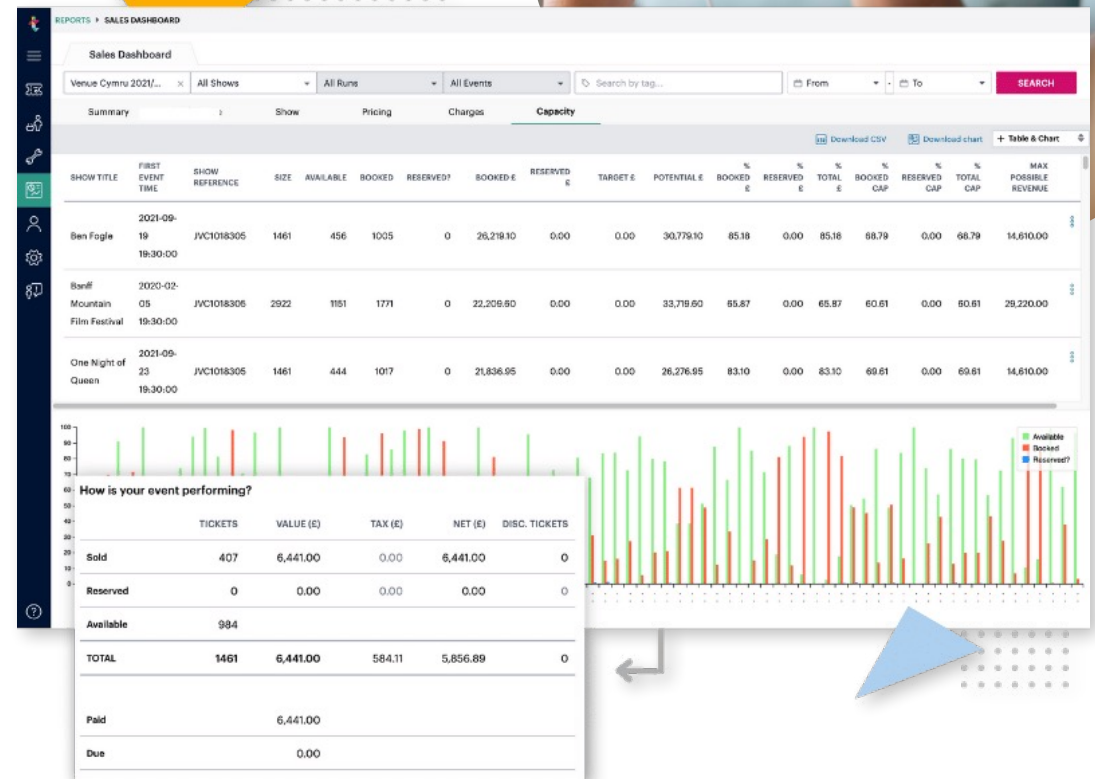
# ▶▶ Data helps their team assess their processes and make meaningful informed decisions

The Lime Tree team use data insights to make meaningful changes to their organisation. Being data-driven means that Lime Tree uses evidence from audience-generated data (taken directly from Ticketsolve) to let them dive deep into all areas of their organisation from online sales patterns, to programming considerations to changes in behaviours of their patrons and which areas overall drive results for their marketing and box office teams.

With this insight, their team has a key understanding of audience personas within their largest audience purchasing segment with over **70% of their ticket bookers identifying as female in the age bracket of 35 - 44**. Their conversion rate sits at 5.71% with a per session value on average 10 cents higher than that of their male counterparts.

Demographics are of course important, but with a data driven mind-set like Lime Tree's they take data insights further and can monitor new marketing and sales ideas and practices that they're experimenting with.

Similarly to understanding their highest booking segment of their customers, their team are not only able to see how which platforms their most loyal group purchase from, but they're also able to identify how they fulfil their orders.



Lime Tree identified that the number of audiences who purchased delivery for their tickets was low. They were confident their audiences would adapt to the change away from traditional tickets to e-tickets, a change entirely for the benefit of our climate!

# ▶▶ Transforming into a Green Venue: Voluntary Donation LED Drive

The team at Lime Tree Theatre & Belltable have multiple donation campaigns set up through Ticketsolve, including their LED Drive.

As part of their drive to be a greener venue, Lime Tree Theatre & Belltable want to transfer all their lighting (and there's a lot of it!) to greener options. Initially, their focus is on ensuring that all their bulbs are LED, which although much more energy efficient, are considerably more expensive than standard theatre bulbs.

Their target is **€20,000**, and to date, their team have reached **77% of their overall objective** in as little as 3 years (the health pandemic impacted over 2.5 of those years).



# ▶▶ Going Paperless: E-Ticketing with Ticketsolve

Did you know that traditional tickets printed on a thermal ticket printer are not recyclable (they often contain harmful bisphenol-A (and S) chemicals)?

So not a great option if your objective is a greener venue! **Luckily e-tickets are a fantastic option.**

Not only are e-tickets a beautiful way to promote branding and create unique messaging, but e-tickets are more sustainable and cost-effective for theatres. Lime Tree Theatre has **eliminated the printing of more than 10,000 tickets a year** by promoting e-ticking at their venue since 2019.

Audiences at Lime Tree and Belltable have embraced e-ticketing with open arms, with many simply presenting their smartphones for scanned entry.

While every so often their front of house teams notice audience members who have printed their e-tickets at home, these printed tickets are fully recyclable (with no nasty chemicals to boot) in comparison to traditional ticket templates which were previously printed and posted at the box office.



# ▶▶ Transforming Brochures:

## Making more Sustainable efforts across Printed Material

This year is important for Lime Tree & Belltable as they celebrate their 10 year anniversary, as well as the launch of their first bumper brochure since 2019.

Using Ticketsolve data, the team quickly identified that brochures make a **massive impact on immediate ticket sales** and audiences certainly appreciate and expect printed material.

So while they can't escape printing entirely, the Lime Tree and Belltable team chose the most sustainable, yet premium option for their 10th anniversary brochure edition. Working closely with their designer, **Detail Factory**, they launched what is their most special and successful brochure yet.

Taking a sample of **1.5k mailouts** from their campaign, nearly 11% of those audience members have purchased tickets since receiving a copy of the printed brochure. With **over 10% conversion rates on brochures**, this sample alone has covered **more than 3 times the cost of the brochures** for Lime Tree Theatre.





# ▶▶ Key Considerations for a Greener, Sustainable Brochure

In order to promote a more sustainable and climate conscious brochure, there were a few important changes that their team looked at.

## 1 Encouraging a more earthy feel with untreated paper:

Their team have moved away from glossy printed paper and present a more natural feel to their paper while ensuring a premium polish. This is in an attempt to encourage audiences to recycle their brochure when they are finished with it.

## 2 Considering the impact of images and Ink:

Their team have stripped back on their bold branding colours and are pushing a bespoke gold branding for their 10th anniversary. This allows them to reduce the amount of ink used.

## 3 Looking at every detail including their font:

A key recommendation from their designer was to go as far as even considering the font style to be used on the brochure. Printing certain fonts can have a bigger impact on the energy required to print brochures.

## 4 Rising Costs & more targeted brochure drops:

The cost of printed paper has nearly doubled compared to pre-pandemic prices. In order to make sure that the brochure makes the most impact with reduced quantities, their team critically reviewed who would receive a brochure and which areas were best to target for distribution.



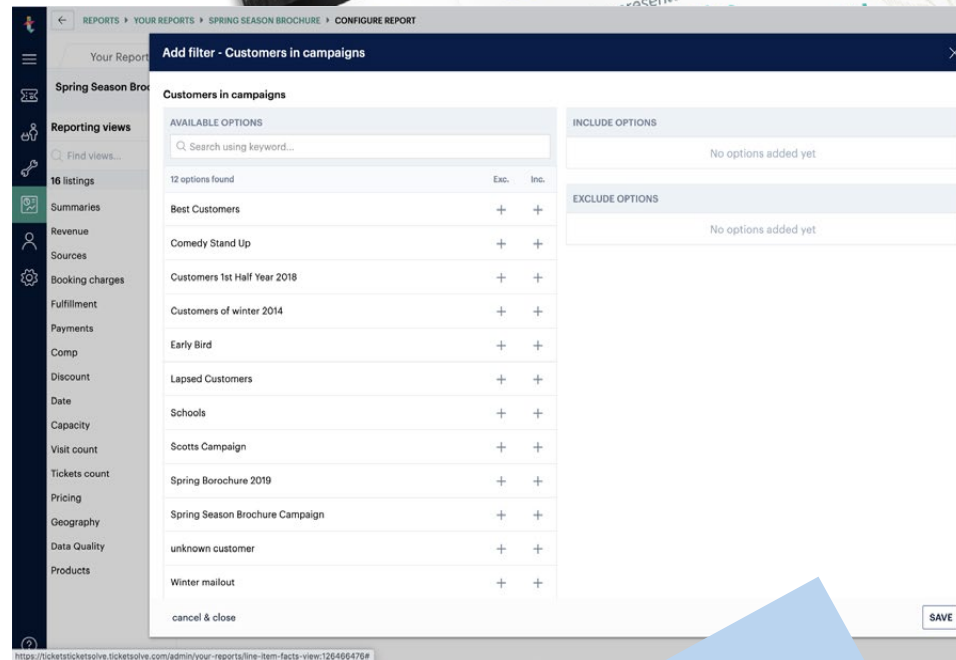
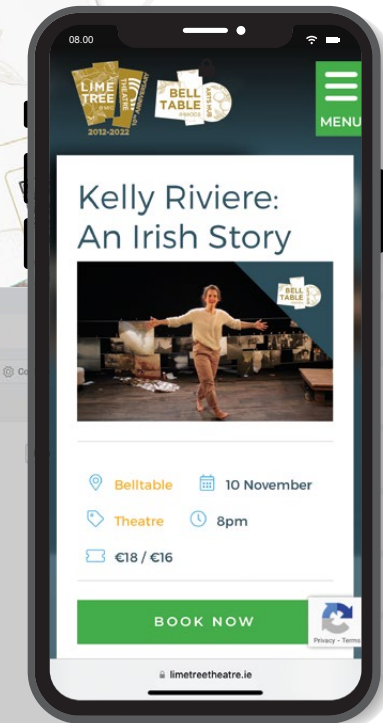
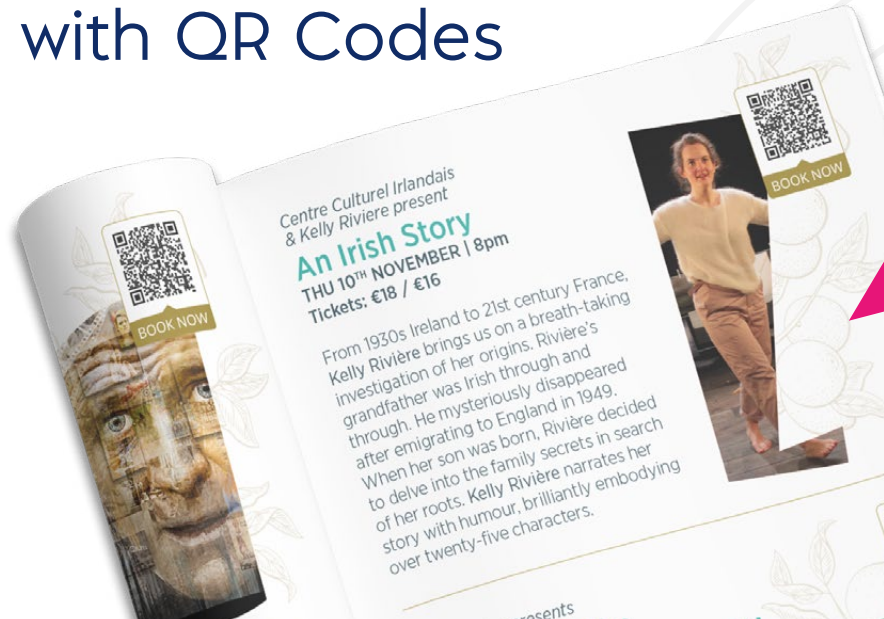
# ▶▶ Transforming Paper Contact to Digital Purchasing with QR Codes

QR codes not only allow audience members to find out more information about the busy season programme ahead, they also provide an important source of truth for the marketing team at the theatre.

QR codes also gave their team the flexibility to include all events without some of the final details by encouraging audiences to check back online for live updates regarding onsales and other finer details.

The **Customer Campaigns** feature is an excellent tool that will allow you to add specific segments of your database into individual campaigns. It can be used for tasks like brochure distribution, fundraiser prospecting, and particular event mailings.

Setting up **campaign tracking with Ticketsolve** is simple. Through Ticketsolve you can generate an unlimited number of QR codes that can then be tracked using our campaign management tools to identify who is booking tickets, leaving donations, or purchasing memberships.



<https://ticketsolve.com/admin/your-reports/line-item-facts-view:126466479#>

# ▶▶ Bringing Green into their Programming with FUTURE LIMERICK Climate Arts Festival

Climate Arts Festival, a week-long festival held in May this year, was run over multiple locations, including Lime Tree Theatre and Belltable.

The ambition for this inaugural festival was to use art and creativity to engage the wider Limerick community on the issues of sustainability and climate change, and to spark debate about what a low-carbon future could look like.

**FUTURE LIMERICK:** Climate Arts Festival is one of just five arts projects across Ireland selected to receive funding from the ESB Brighter Future Arts Fund.

Delivered in partnership with Business to Arts, the fund was established to support artists and arts organisations working on creative projects engaging their local communities around sustainability, climate change and the transition to a net-zero future.



Addressing the challenges we face through the medium of the arts will help to frame them in a way that makes them seem less daunting, and we hope this festival will inspire new & creative ideas for a local-led response to climate change.



**Louise Donlon**  
Director - Lime Tree Theatre | Belltable

# ▶▶ Reconnecting with The Arts

It's been a challenging period for the sector.

However, the team at Lime Tree Theatre and Belltable Arts Hub believe that it is more important than ever to reconnect their organisations with their audience members.

In their new brochure, they highlight the journey of the Lime Tree over the past 10 years and the impact that they have made on the lives of their local, national and international audiences.

As a push to reconnect again locally with their communities, they have included their promise within their brochure.

A promise which looks to protect their audience engagement by encouraging them to book tickets and return again and again to the incredible venue.



# ▶▶ Green Arts:

## Supporting Irish arts organisations to reduce their environmental impact

The Green Arts Initiative in Ireland is an extension of the Green Arts Initiative operated by **Creative Carbon Scotland** and aims to provide Irish arts organisations with the resources and support to help build a green Irish arts community.

Run by **Theatre Forum** and Catriona Fallon, under the guidance of Creative Carbon Scotland, the Green Arts Initiative in Ireland aims to:

- Support arts organisations with practical advice on reducing their carbon footprint and overall environmental impacts.
- Provide arts organisations with opportunities to enhance their sustainability competencies through training and networking.
- Collect information about what organisations are currently doing to improve their sustainability.

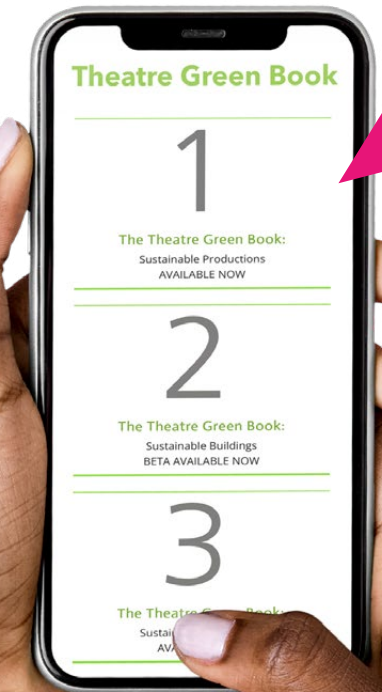
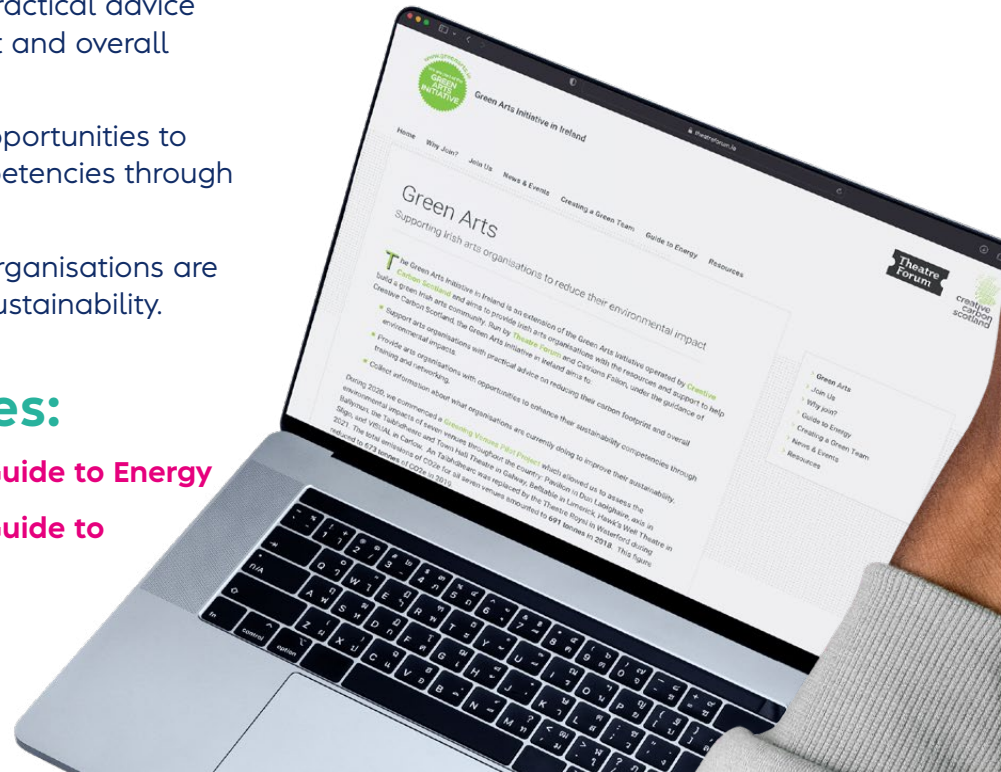
### Green Arts Resources:

- **Green Arts Initiative in Ireland Guide to Energy**
- **Green Arts Initiative in Ireland Guide to Creating a Green Team**
- **Guide to Environmental Policies**

### Theatre Green Book

The **Theatre Green Book** sets out the path to a sustainable future. In three volumes, it sets standards for making productions sustainably, for making theatre buildings sustainable, and for improving operations like catering and front of house.

- **Green Book One:** Sustainable Productions
- **Green Book Two:** Sustainable Buildings
- **Green Book Three:** Sustainable Operations



# ▶▶ Culture Change for Climate Change

Culture Change for Climate Change is a Ticketsolve initiative that focuses on the disastrous consequences of ignoring climate change, which we can no longer ignore. By raising awareness and opening up a new line of communication, we hope to spark some fascinating discussions in the arts about what each of us can do to respond to the threat to our planet that we are all facing.

Our friends at **Supercool** inspired us this year to think about what we can do more of to make small, significant changes, raise awareness, and start critical conversations about our world.

**We promise to take the environment into account** when making decisions ranging from small-scale company adjustments to weekly office procedures. While we are delighted to be back in person, attending conferences and organising seminars, we are also striving to reduce our environmental impact.

In light of this, we made a donation to offset the carbon footprint of attending the AMA conference in Birmingham, New Adventures. This was made on behalf of attendees who expressed interest in attending.

**#Culture4Climate**

**#TicketsolveCommunity**



Find out more - visit our blog



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