



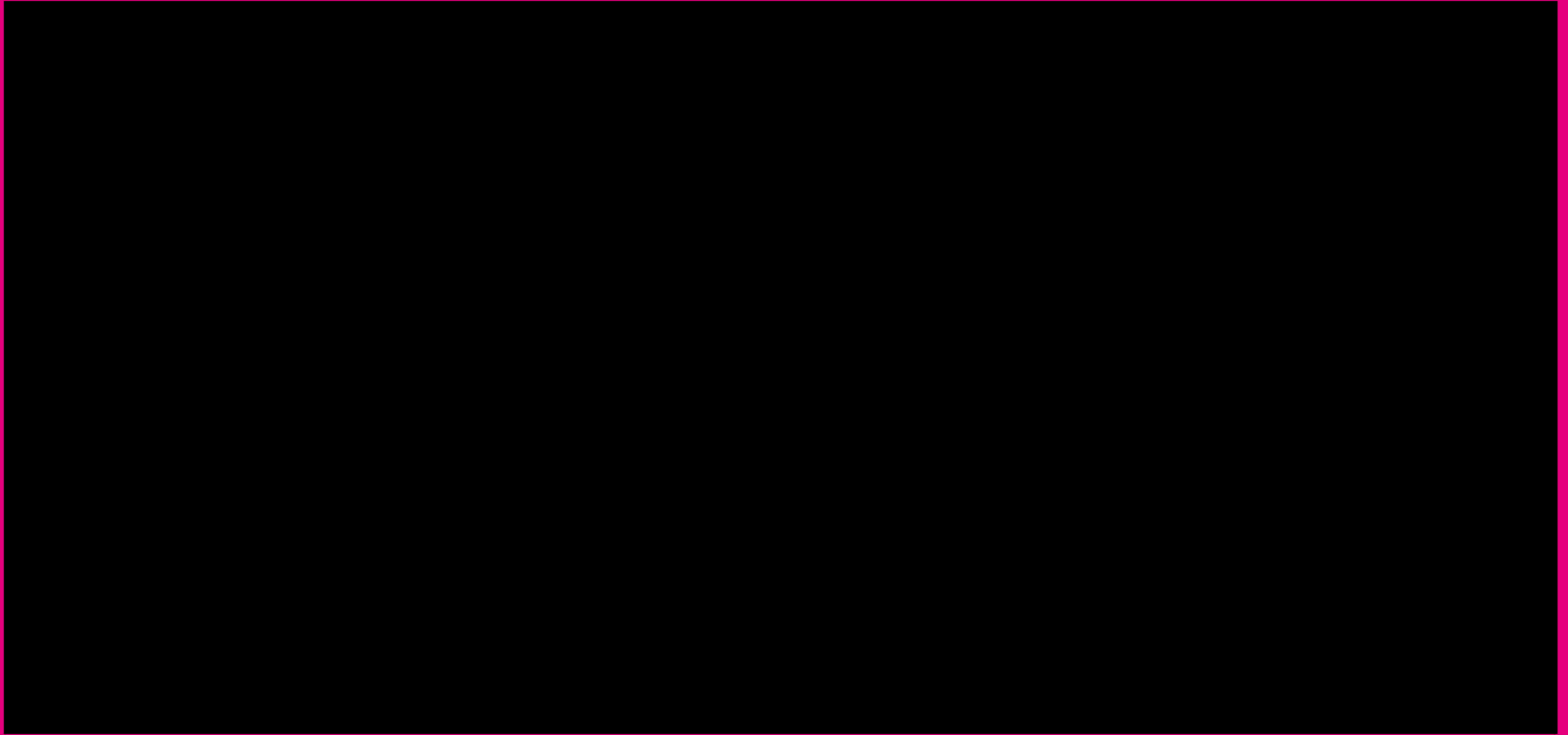
LICENSING INFORMATION PACK
THE GLEE CLUB VENUES

THE GLEE CLUB - BIRMINGHAM

glee



THE TEAM



WHAT WE DO

- The Glee Club is the leading operator of comedy venues in the UK
- We opened our first venue in 1994. This was the first purpose built comedy venue outside of London.
- We have 4 venues across major UK cities, with further expansion planned.
- We run high quality live comedy, music & cabaret events, described by The Guardian as “enormously well regarded”
- Some of the biggest names in comedy & music have regularly graced our stages, including **Michael McIntyre, Jo Brand, Lee Evans, Adele, Mumford & Sons, Sarah Milligan, Jack Whitehall & Joe Lycett**
- We pride ourselves on a commitment to excellent & innovation. Our Birmingham venue has won 18 '**Best Venue**' Awards, and our Cardiff venue has won 12.



WHAT WE DO [CONTINUED]

- Our main customer base is ages 30 - 54, although we do have visitors from outside this age range.
- Our demographics are evenly split with 52% female, and 48% male. Our customers main interests are news, politics, media & entertainment.
- We have never received a noise complaint.
- We have an impeccable record of compliance with Health and Safety, Environmental Health, and Fire Regulations.
- 51% of our revenue is ticket sales, and 8% is food.
- 98.62% of customers book in advance, allowing us to analyse our customer base thoroughly and ensure the primary purpose of their visit is the show itself.
- On average, 98% of our events are seated.

THE GLEE CLUB | LICENSING INFO PACK



WHAT WE DO [CONTINUED]

- Our events operate like a theatre - loud behaviour is not permitted during the show and alcohol consumption is moderated accordingly.
- 85% of our space is taken by the auditorium.
- *"Not only do they bring leading UK & international acts to the city, it's an important space for diverse voices & community connection. It's a unique venue with a long history."*
- Andy Street, West Mids Mayor
- *"A household name & a cultural institution which is highly valued by residents as well as attracting visitors to the city from across the Midlands. It plays an important role in the diversity of our city's cultural life"*
- Sajid Javid, MP



WHAT OUR LANDLORDS SAY

"The Glee Club (Comic Enterprises Ltd) have been tenants at The Arcadian since September 1994.

Our records show no incidences of Antisocial Behaviour, Noise Complaints or issues of any concerning nature during their entire history with us. They take their social responsibilities very seriously and are always mindful of local residents and their neighbours.

Their offer not only brings customers to their venue but other businesses in the surrounding area with a creative and artistic schedule alongside their high profile and very successful comedy shows.

Having worked with them myself for 8 years I can say that they manage their premises to an extremely high standard, their compliance with Environmental Health, Health and Safety and Fire Regulations is excellent."

- , Centre Manager, The Arcadian Birmingham



FOR FURTHER INFORMATION
PLEASE CONTACT

[REDACTED] - Chief Operating Officer

[REDACTED]