NEW WOLSEY THEATRE

We're changing how we put new shows and events on sale

Here's what it means for you

- Why?
- The new format
- How it affects you
- When it'll happen
- Other information



NEW WOLSEY THEATRE

How It Works

Monthly releases - new shows announced at the end of the month and on sale within the first week of the new month.
Please note: this could vary depending on which weekday the end of the month falls on.

A new earlybird discount for members! 15% off Premium, Band A and Band B seats for eligible shows. Read more details about this further on.



NEW WOLSEY THEATRE

Timeframe Example

New show - coming to our stage in February 2028

In the previous seasonal system, this show would have been announced and on-sale around October/November 2027.

In our new system, we could put this show on-sale in March 2027 instead, giving you extra time to plan your theatre trip and find out more about the upcoming show.



NEW WOLSEY THEATRE

Why?

More regular show announcements, so there's always something new to discover.

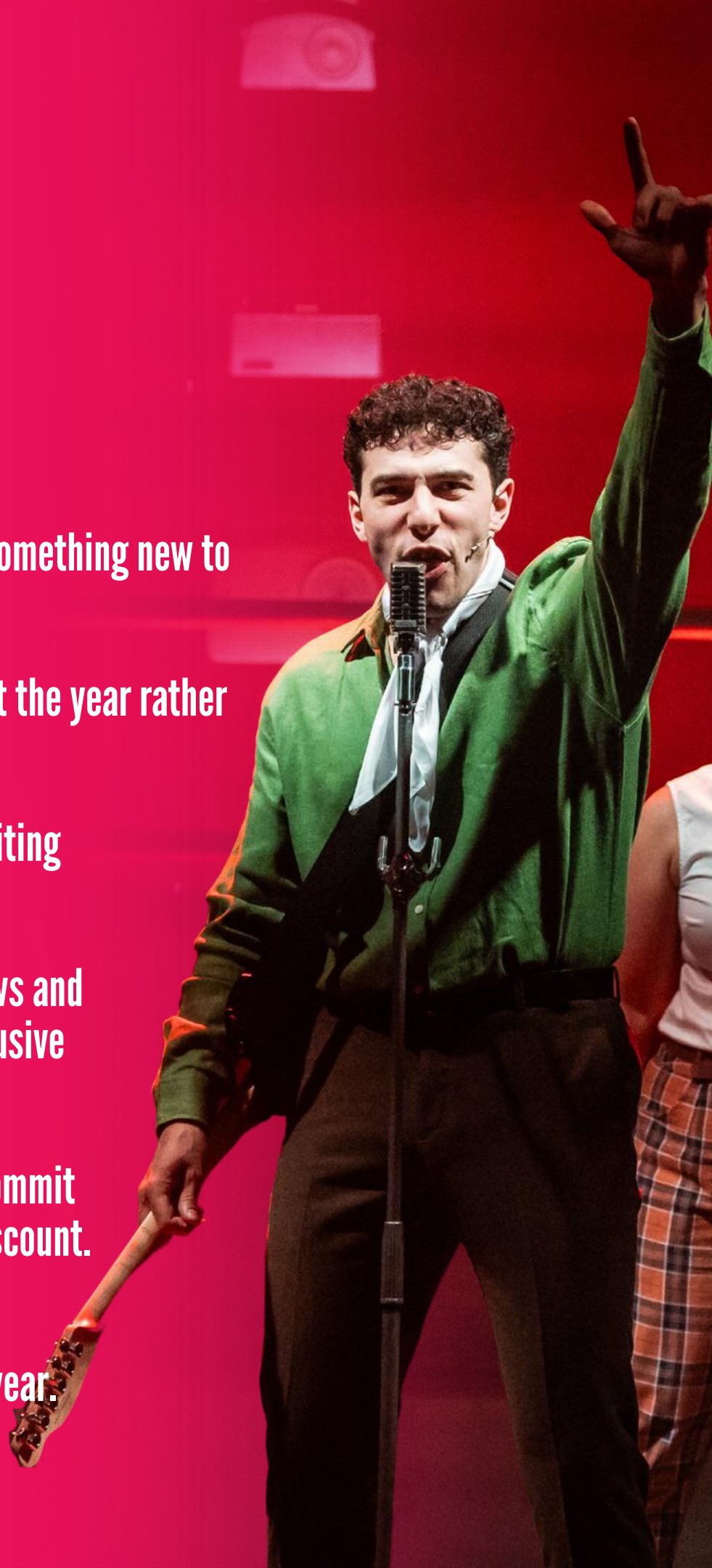
Greater flexibility, with new events released throughout the year rather than waiting for a seasonal launch.

A more up-to-date programme, allowing us to bring exciting opportunities to you earlier.

A stronger membership offer, with 15% off eligible shows and priority booking becoming the main way to access exclusive benefits.

An easier way to save, as members no longer need to commit to booking multiple productions at once to receive a discount.

More reasons to stay connected, with fresh events, experiences and opportunities to book throughout the year.



NEW WOLSEY THEATRE

When?

We'll be announcing the first set of new shows on Fri 30 Oct!

With new events being announced regularly, make sure you're subscribed to our emails and following us on social media so you're always first to hear about what's coming up at the New Wolsey.

Membership letters will be sent during the week commencing Mon 26 Oct, giving you advance notice of your priority booking dates.

New Wolsey Theatre

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NEW WOLSEY THEATRE

How does this affect you?

Members

You'll have more opportunities to make the most of your priority booking benefit, with new shows and events being released throughout the year.

New priority booking windows: Associates, Ambassadors, Benefactors and Supporters will typically be able to book from Monday, Friends from Wednesday, ahead of general sale on Friday.

You'll be kept informed every step of the way, with new releases communicated by email, or by post where we do not hold email permissions.



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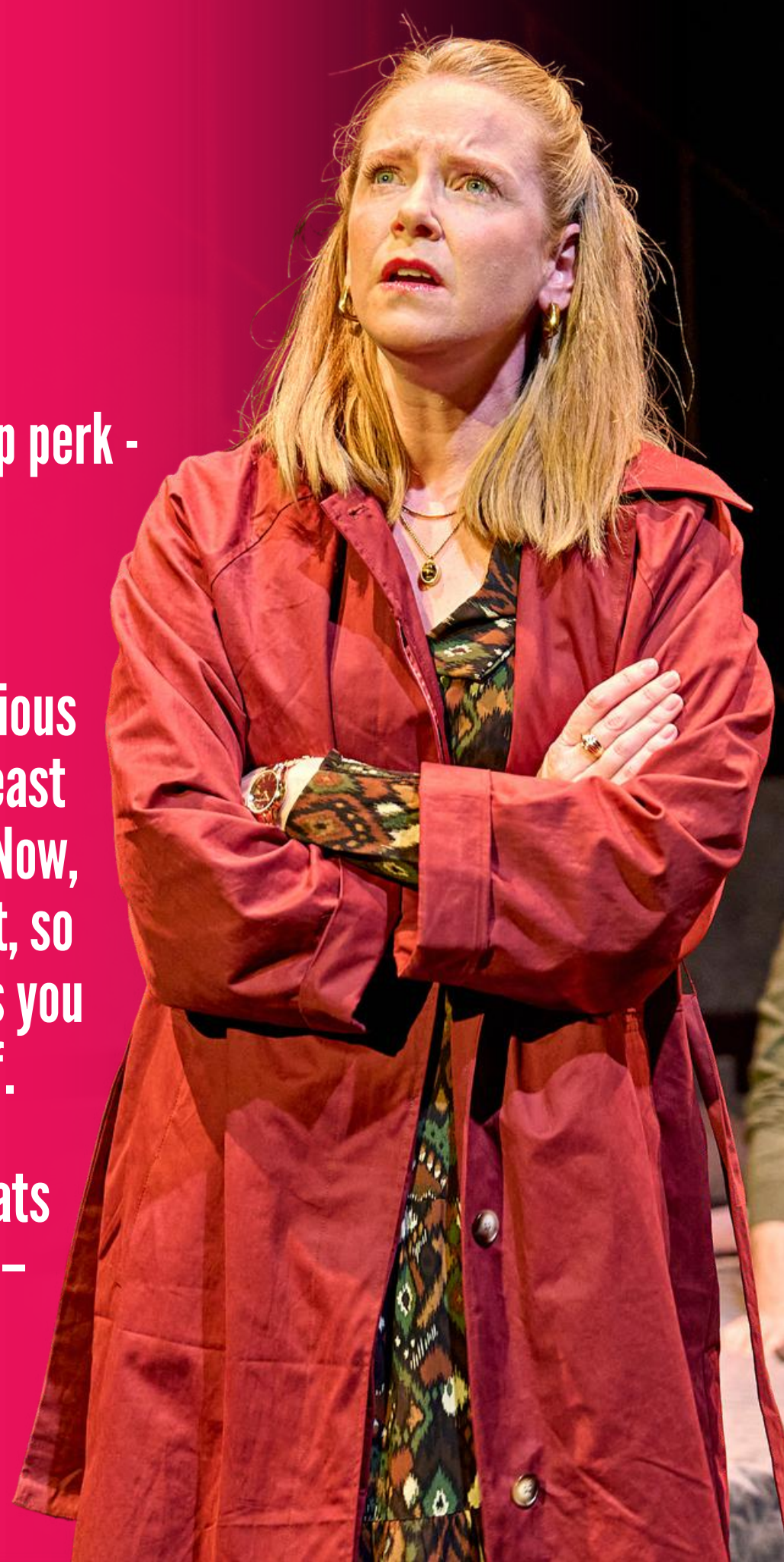
Members (continued)

We're also introducing a new Membership perk - an early bird discount offer!

You'll get 15% off all eligible shows when booking in the first month. With the previous Season Ticket offer, you had to book at least three shows to quality for the discount. Now, there's no minimum booking requirement, so you can book as many or as few shows as you like, even just one, and still enjoy 15% off.

Eligible on Premium, Band A & Band B seats and activated automatically at checkout – no promo code needed.

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NEW WOLSEY THEATRE

How does this affect you?

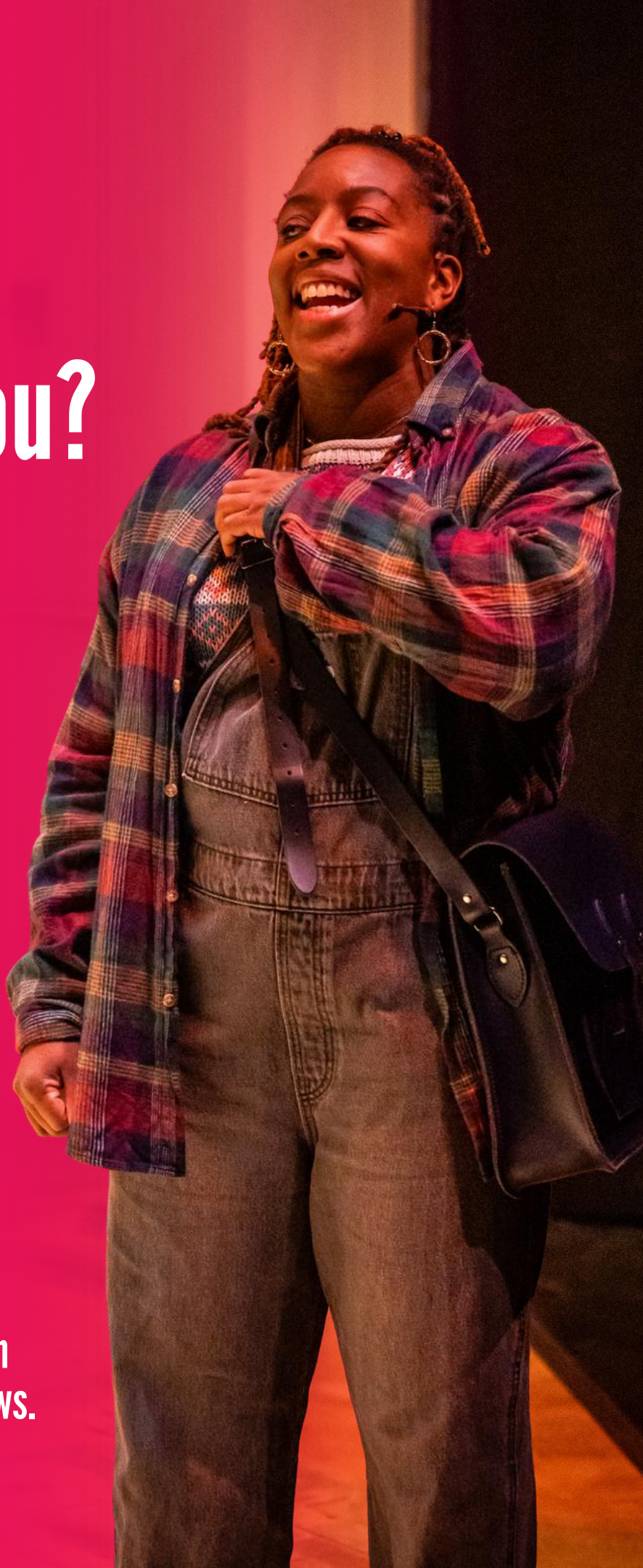
Non-Members

You'll see new shows and events announced more regularly throughout the year, with smaller releases happening more often than our previous seasonal launches.

We'll let you know whenever new events go on sale, so you'll always be up to date. Make sure your marketing permissions are set to "Yes" so you don't miss out. You can update these in your online account or by calling Box Office on 01473 295900.

Our Season Ticket scheme will no longer be available. Instead, we're investing in a simpler membership offer, with discounts and priority booking available through New Wolsey Theatre membership.

Looking for early access and savings? Memberships start from just £40 and include priority booking and 15% off eligible shows.



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Other Information

The first few monthly releases may include a larger number of shows than future releases, as we introduce productions already scheduled for early 2027.

With events now being announced throughout the year, some shows may go on sale sooner than others. This means we can bring exciting new productions to audiences as soon as they're confirmed.

Our printed materials may vary throughout the year and could include flyers, mini-brochures or larger programme guides depending on what's coming up. We're also introducing a live digital brochure, which will be updated regularly with the latest shows, events and booking information.

CLICK TO READ OUR LIVE DIGITAL BROCHURE



NEW WOLSEY THEATRE

Other Information (continued)

To make sure you don't miss new releases and on-sale announcements, check that your marketing preferences are set to ‘Yes’ in your account settings. You can update these online or by contacting our Box Office.

We’d Love To Hear Your Feedback

As we introduce this new approach, we'll continue listening to audiences and making improvements where we can. If you'd like to share your thoughts, please email marketing@wolseytheatre.co.uk.

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