

Case Study

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# Chapter Clwb:

a business membership scheme



Elaina Johnson, Development Director, Chapter



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

Chapter Clwb is a business membership scheme designed to develop audiences and income for Chapter.

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# Chapter Clwb

## business membership scheme

### Background

Chapter Clwb was set up two years ago to encourage businesses to use Chapter.

We had worked for five years before that on securing sponsorship. I spoke to lots of companies that didn't have a lot of money but would benefit from working with Chapter.

We wanted to create a way for them to work with us. We also wanted to increase venue hire, cafe use and attendance at artistic events.

We created Chapter Clwb to develop both income and audiences.

### Chapter Clwb

For £250 a year businesses receive the standard package, which provides the following benefits:

- 25% discount on Hires spaces (includes a serving of complimentary tea and coffee)
- 2 staff discount cards which offer concessionary prices on theatre and cinema tickets and 10% off food and drink in the Caffi Bar
- Invitations to Clwb networking and business events as well as the opportunity to attend special events such as gallery previews and film premieres.
- Advertising opportunities on Chapter material

There is also the opportunity to upgrade the package to include:

- Further staff discount cards available at an additional cost
- Basic hospitality package at a cost of £250 - includes room hire, catering and a block booking of cinema tickets (Price based on 10 people. Each additional person priced at £10/head\*)
- Staff, customer and client workshop opportunities with Chapter's resident companies including animation, dance and photography.
- Gallery walks and talks – private tours of the latest gallery exhibitions from one of our gallery Live Guides.

\* Subject to availability. Hospitality packages must be pre booked in advance.

### About Chapter

Chapter is one of Europe's largest and most dynamic art centres. It is an ambitious, multi-art form cultural space based in Cardiff that presents and produces international art, performance and film alongside a vibrant social space.

It consists of several performance spaces, a large gallery space and two cinemas, two bars, a café, over 60 cultural work spaces and more.

Chapter welcomes almost 800,000 visitors through its doors every year and prides itself on being a dynamic social space and community hub.

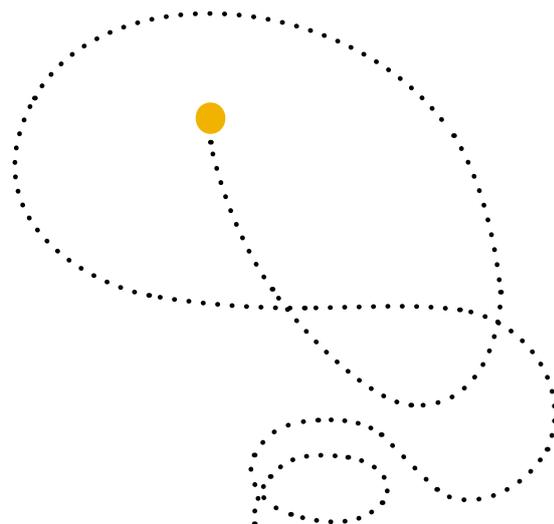
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[www.chapter.org](http://www.chapter.org)

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[View Chapter Clwb pack](#)

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## Results

In its first year Chapter Clwb raised just over £6,000 in subscription fees. A wide range of businesses signed up, from accountants and lawyers to media companies. We're now working towards a target of £10,000.

The Clwb spent a further £3,500 in the Caffi Bar, which we tracked through their discount cards. Many Clwb members were new to Chapter so that was a valuable increase in Caffi Bar takings.

We've seen less impact on ticket sales but businesses are now engaging with Chapter in different ways. We're now working on new ways to track the impact of Clwb promotion on venue hire.

Several Clwb members have also gone on to support Chapter in other ways. Lloyds has sponsored our Cinema programme notes. One of the partners of Capital Law has made a significant donation. Arup has done free surveys of the Chapter site to help with our lease.

## Promoting Chapter Clwb

We began by collecting names of people we'd spoken to already and informing them about the Clwb.

We looked at other memberships, such as Chamber of Commerce and Arts and Business Cymru. We co-hosted several events with them at Chapter to bring businesses into the venue.

We also spend time reading Business News Wales to keep up to date with the business community.

Contacting businesses direct has proved most successful. I tend to phone and speak to the appropriate person and invite them to Chapter for a meeting. It's far easier to recruit members when they see what Chapter has to offer.

If I can't reach people by phone I will send a brief email. I don't explain the Clwb by email; I just say I'd like to meet. Businesses are generally receptive to meeting.

We also have two members who run free pop-up events in our foyer. They offer free HR and accounting advice for businesses. This enables them to promote their own companies but also promotes Clwb membership. We are now running one pop-up per month.

## Special promotions

This July and August we are trialling a special promotion. Businesses can join Chapter Clwb for £150 if they sign up for three years. After year one they will pay the full subscription fee.

Three businesses signed up in July, giving us a £1,500 headstart on subscriptions for the next two years. We plan to build on this in August.

## Quick tips

- Don't underestimate the amount of time involved - research, administration and relationship-building take time.
- Build a big list of targets - we have 900 - and don't take it to heart if people say no. Keep going and others will say yes.
- If your business membership isn't going well hold your hands up and say you're going to change it.
- If your members are pulling your club in a different direction listen to them and tailor it to their needs.
- Offer a wide range of benefits to appeal to difference businesses
- Integrate as much as you can into your booking system - we sell Clwb membership through our Box Office system and can easily track how members engage with Chapter.
- Track the use of discount benefits - tracking Caffi Bar spend through Clwb member cards enables us to calculate the wider financial impact of the scheme.

