

**ADVANCED GCE**  
**APPLIED TRAVEL AND TOURISM**  
Marketing in Travel and Tourism

**G734/CS**

**CASE STUDY**

**Tuesday 22 June 2010**  
**Morning**

**Duration: 2 hours**



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- This is a clean copy of the Case Study which you should already have seen.
- You should refer to it when answering the examination questions which are printed in a separate booklet.
- You may **not** take your previous copy of the Case Study into the examination.
- You may **not** take notes into the examination.
- This document consists of **12** pages. Any blank pages are indicated.

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Advertisement for The Lowry

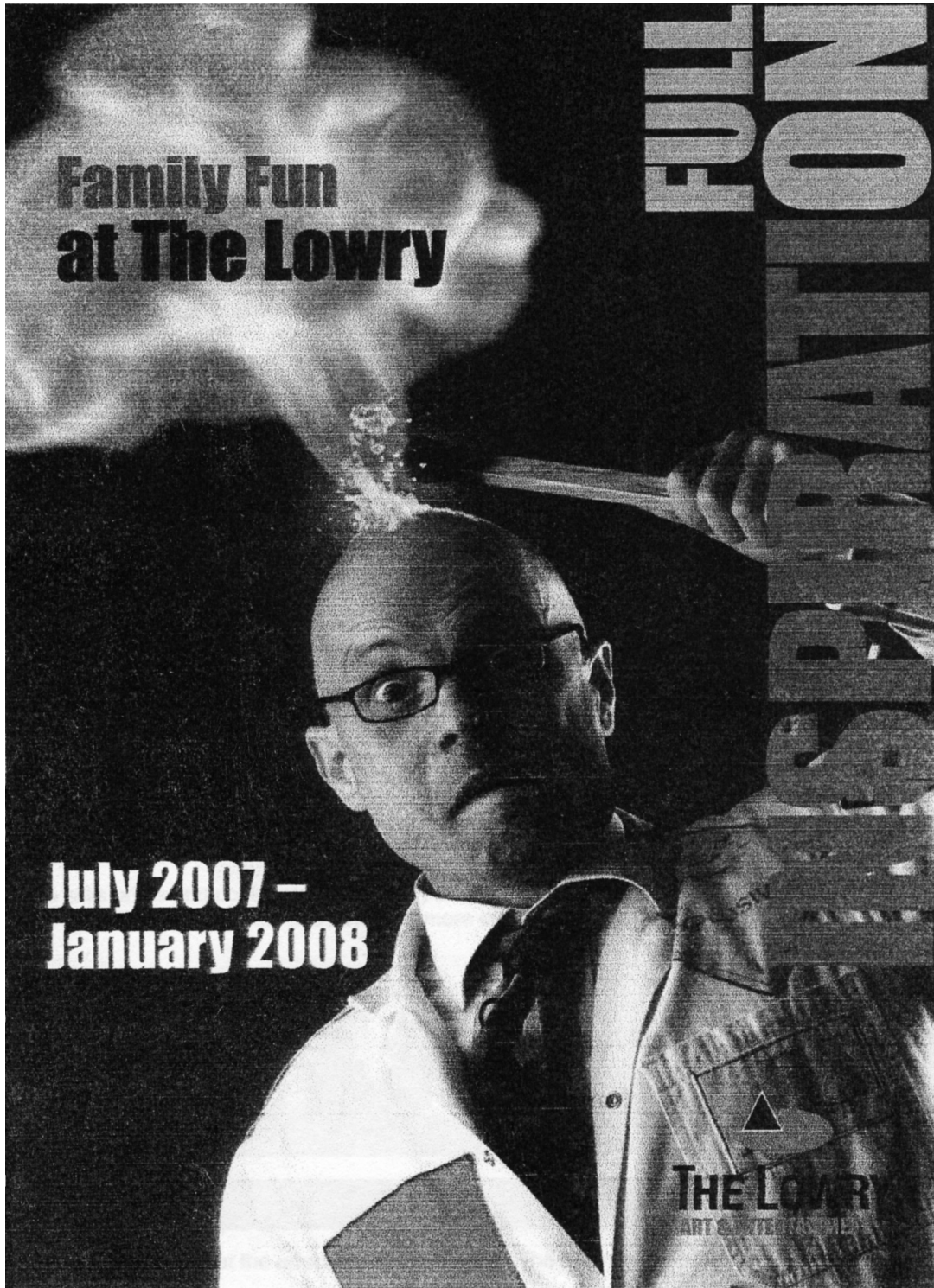


Fig. 1

## What is The Lowry?

The Lowry is an arts centre. It houses galleries, three theatres, classrooms, conference rooms, rehearsal rooms, a restaurant, two cafes, several bars, a shop and the Salford Tourist Information Centre.



Within the galleries we exhibit works of art by LS Lowry (The Lowry's namesake) as the building holds the largest collection of Lowry's work, the Salford City Collection (around 350 drawings and paintings). Alongside these Lowry exhibitions, which change regularly, the galleries show contemporary art exhibitions by a variety of artists, some from the north west, often photography, with a link to the building's architecture or location; or a link to LS Lowry's work.

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There are three theatres in The Lowry; the Lyric, the Quays and the Studio. The Lyric is the biggest theatre, having around 1730 seats: it is home to large scale productions, dance, opera, comedy, drama and music amongst other things. As does the Quays, which has 466 seats; although its format is completely adaptable, meaning that the number of seats can change. The Studio is a small venue, with around 140 seats: most suited for small scale productions, puppet shows, community and school performances.

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There are also dedicated educational spaces in The Lowry; in the Studio (home to the Studio theatre), in which there are two classrooms, and three studio spaces for performing arts workshops and performances, as well as an exhibition area for young people's art work to be displayed.

Amongst all this there are rooms that can be hired out for conferences or meetings for businesses. You can even get married here!

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The Lowry Shop sells prints and postcards of LS Lowry's work, as well as other gifts and books. You can contact the shop on 0161 876 2127, or shop online.



Fig. 2

## Introduction

The aim of The Lowry was to act as a catalyst for major urban regeneration and to bring international quality arts and entertainment to the region. Successful in both, The Lowry boasts an award-winning programme of events and contributes towards a wide range of economic, cultural and community benefits for the north west.

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Set in a magnificent waterside location at the heart of Manchester's thrilling new leisure destination, The Quays, The Lowry is an architectural flagship (Building of the Year, 2001) with a unique and dynamic identity. Rising from the regenerated docklands, it is a welcoming building, designed to reflect the surrounding landscapes and flourishing waterways in its glass and metallic surfaces. A unique centre for creativity, The Lowry brings together a wide variety of performing and visual arts under one roof.

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Winner of Visitor Attraction of the Year in 2001, The Lowry boasts an award winning theatre programme, galleries showing LS Lowry's work alongside contemporary artists, plus a gift shop, cafes, bars and a fabulous restaurant with stunning waterside views. With guided tours, daily talks and the Meet Mr Lowry film, visitors can gain a fascinating insight into this remarkable building and the life of one of Britain's most popular artists. As well as work by LS Lowry, visitors can enjoy exhibitions from artists, sculptors and photographers from Britain and around the world. Above all, The Lowry offers an innovative and integrated visual arts programme of diversity and appeal.

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The Lowry houses two main theatres for performing arts (1730 and 466 seats) presenting a full range of drama, opera, ballet, dance, musicals, children's shows, popular music, jazz, folk and comedy. Its programme has been extremely popular with sell-out shows and an outstanding number of nominations (83) for the prestigious Manchester Evening News Theatre Awards, topping any other venue in the region. Visitors can choose from West End plays and international ballet to live bands and famous comedians in either the intimate Quays Theatre or the dramatic Lyric Theatre. The theatres continue to build on the reputation they have already achieved for diversity, quality and internationalism, to become known as one of the world's best venues for live entertainment.

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The Lowry seeks to engage everyone in creativity by offering a wide range of accessible, entertaining, educational and inspirational activities to support and interpret both the visual and performing arts programme. The Lowry delivers over 1000 participatory activities every year, ranging from workshops and drop in sessions to summer schools and master classes.

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The addition of the Studio in Autumn 2004, a dedicated home for community and education work, housing a studio theatre, two classrooms and rehearsal spaces, has expanded facilities to help forge even stronger links with the local community of Salford.

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As part of the new plans for community work in the Studio, The Lowry has also embarked on a new and exciting partnership with National Youth Theatre, providing it with a north west base. The Studio is now the home for the region's only youth theatre with a national intake. This results in the development and performance of new productions and more opportunities to engage young people in community projects throughout the year.

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The Lowry is a waterfront home for the arts, entertainment and innovation. Free to enter and open all day, every day, The Lowry is there to be discovered, explored and enjoyed by everyone. Donations are encouraged to support the galleries and the care of the LS Lowry Collection.

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The Lowry arts complex is located just 1.5 miles from Manchester city centre (linked via the Metrolink tram system); less than a mile from the M602, connecting it with the national motorway system; and just 20 minutes drive from Manchester Airport.

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Fig. 3

## The Lowry - a success story

**Regeneration:** Since The Lowry's inception, £300 million of public and private sector investment has come into the Quays, with a further £250 million of investment in the pipeline over the next five years.

**Award-winning:** The crowning praise for The Lowry, as both a building and an experience, came with the Royal Fine Arts Commission Trust's award of *Building of the Year, 2001* with its citation of The Lowry 'as a joy to see and fun to go into as well as user-friendly, welcoming and bright'. However, this is just one of many awards and accolades for the building, its programme and activities.

**Theatres:** The Lowry's Theatres programme has proved extremely popular with sell-out shows and an outstanding number of nominations (83) for the prestigious Manchester Evening News Theatre Awards over four years, topping any other venue in the region. The Lowry continues to build on its reputation for presenting diversity, quality and internationalism in its theatres.

**Galleries:** The Lowry ranked in the Top 10 of the most visited Museums and Galleries with free admission in the UK, according to a report by the English Tourism Council (*Sightseeing in the UK 2000*), even though it was only open for part of the millennium year (28 April-December 2000). Visitor research shows a significant percentage of The Lowry's day visitors do not consider themselves 'museum and gallery goers', suggesting that The Lowry is finding a new constituency for the visual arts. In May 2004, The Lowry received a Museums and Heritage award for 'Best Temporary Exhibition'.

**Education:** The Lowry has wide community appeal and has developed a range of projects and initiatives with local artists and visiting companies. An extensive programme for schools, colleges and the general visitor has been developed, ranging from participatory workshops and exhibition tasters to talks, theatre visits, puppet shows and special events. With the addition of the Studio, The Lowry is able to significantly expand its offering and forge even stronger links with the local community of Salford.

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**Conferencing:** The Lowry has proved to be a stimulating and favoured location for a wide range of meetings, conferences, seminars and weddings. The building's stunning architecture has also generated an enormous amount of interest from recording companies and TV companies keen to use the building as a location.

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**Marketing:** Much publicity was given to the opening of The Lowry. Editorial coverage was achieved in many journals and newspapers. Advertising is mainly through the success of the Internet site, although other mediums are being considered - with an international, national and locally based focus. Opinions of visitors and regular feedback is monitored through face to face questionnaires.

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Fig. 4

## Guided Tours

The best way to experience everything The Lowry has to offer is on a *Guided Tour*. It will give you an insight into the award winning building and all it has to offer, including a peak inside the two theatres (*please note that tours cannot always access The Lowry Theatres, as rehearsals sometimes prevent access*) and an introduction to the galleries and the current exhibitions. You'll discover some quirky facts about The Lowry's design and development, along with a brief history of the Manchester Ship Canal from docks to new leisure destination. 5

*The tours last 45 minutes and embark from The Lowry foyer at the following times:*

**11.30am - 1pm - 2.30pm**

and are limited to 15 people, so you'll be able to hear everything and can ask as many questions as you wish. 10

The tours are taken by our Information Assistants and are booked through the Box Office either on the day, or to avoid disappointment, in advance on 0870 787 5780.

**£3 per person**

Guided Tours form part of the great value **Groups Day Pass**. Parties of 10 or more can benefit from savings across The Lowry. 15

## Gallery Information

As you'd expect, nowhere else in the world can match our galleries for their vast and fascinating range of LS Lowry's work which changes with each exhibition. However, there's much, much more, with enticing displays of contemporary and historical art in our three exciting spaces. 20

Open: Sunday-Friday 11am; Sat 10am Close: Closing times daily 5pm Admission is free

### Easter

Our galleries are open throughout the Easter weekend, including Good Friday, Easter Saturday and Easter Monday 10am-5pm and Easter Sunday 11am-5pm. 25

### Want to know more?

**Meet Mr Lowry** - a 20 minute film screened during opening hours. This film is subtitled for those who are deaf and hard of hearing.

**Free Ten Minute Talks** at 12pm and 2pm every day about a picture on show.

*Free Gallery Information is available from the gallery desk. This information is also available in large print.* 30

### Audio Described Tours

We offer free guided tours of the galleries for visually impaired people which include, for example, the content of the painting, its colours, size, style and potential impact on the view, as well as placing the painting in its historical context. 35

Fig. 5



## Corporate Relations

Set in a fabulous waterside location, The Lowry, a highly acclaimed cultural venue which offers an impressive mix of award-winning architecture, breathtaking surroundings, outstanding conference and corporate hospitality facilities and high quality in-house catering.

### Conferencing

A waterfront home for the arts, entertainment and innovation, The Lowry houses two theatres, numerous gallery spaces and superb hospitality and conference spaces accommodating up to 1730 delegates. Whether you are entertaining clients or holding a large conference, The Lowry is a unique venue which stimulates the imagination and gives your conference the competitive edge. For a virtual tour of all the spaces available, please visit [www.thelowry.com/conferences](http://www.thelowry.com/conferences)

**Conference delegates** can enjoy all the activities on offer at The Lowry, ranging from stimulating art exhibitions, inspiring gift shops and a varied programme of theatre events, all in contemporary stylish surroundings. Alongside work by LS Lowry are exhibitions from artists, sculptors and photographers from Britain and around the world. With guided tours, daily talks and the Meet Mr Lowry film, visitors can gain a fascinating insight into this remarkable building and the life of one of Britain's most popular artists.

### The Lowry as a filming and photography location

Boasting a spectacular and unique range of spaces, combined with full-facility management support, The Lowry has become a favourite filming and photography location for advertising campaigns, TV programmes, fashion shoots, corporate promotions and album covers. Product placement is particularly popular with car promoters and clients include Mazda, Audi and Ford.

**Corporate hospitality packages** like The Quay Club and Box Sponsorship enable companies to enjoy a wide range of corporate entertainment opportunities. Offering privilege access to a wealth of visual and performing arts, they are ideal for client entertaining and staff incentive days. Celebrate that special occasion by booking a corporate box for a theatre show of your choice, combined with dining in The Lowry Restaurant. Contemporary and stylish in design, yet relaxed in atmosphere, The Lowry's award-winning restaurant offers modern British cooking with a twist.

**Theatre dinner packages** combine award-winning cuisine with the very best from the stage and are a perfect way to entertain clients. Benefits range from arrival drink, theatre ticket and programme, to a pre or post-show three-course dinner in a private room and an opportunity to meet the cast (subject to availability). The Lowry's award-winning theatre programme ranges from West End plays to live bands, famous comedians and ballet in the two theatres - the intimate Quays Theatre and the dramatic Lyric Theatre.

**Christmas parties** are always popular as The Lowry's stunning glass-walled compass room, boasting panoramic views of Salford Quays, provides the perfect setting for festivities.

**Weddings and civil partnerships** at The Lowry are increasingly popular as the spectacular building offers a fantastic alternative venue for both the ceremony and celebrations.

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## Quay Club Corporate Membership

Quay Club Corporate Membership - everything you need, all in one package and all under one roof. 45

**'The Lowry's Quay Club Corporate Membership packages offer complete flexibility, there are no restrictions, no limitations and nothing is too much trouble. We always get fantastic feedback from our clients and where else can you see the Bolshoi Ballet one week and Al Murray the next.'** 50

Jonathan Rice, Partner, Deloitte

Your company can share in The Lowry's success by joining our popular Quay Club Corporate Membership Scheme.

Many companies choose our eclectic programme of theatre performances and exhibitions to entertain current and potential clients, customers and staff. With high quality in-house catering and outstanding corporate hospitality facilities, you will be sure to impress. 55

Our Quay Club packages include tickets, programmes, car parking and complimentary drinks in our exclusive Quay Club Lounge. These all-inclusive VIP packages are great value for money and perfect for mixing business with pleasure. 60

Alternatively, you could opt for Box Sponsorship which includes year round use of your private box, pre-show dinners in The Lowry Restaurant and the opportunity to host private events in the galleries.

## Family Festival

Monday 7 July 2008 65

**A jam-packed day of family festival fun all under one roof.**

**Stage Frights and Other Stories**

**The Lowry, Salford Quays, Greater Manchester**

**Saturday 5 July 2008**

**Time: 10am - 7pm** 70

The Lowry is set to delight north west families when its brand new festival, Stage Frights and Other Stories, fills the building with top-notch fun for kids.

Stage Fright and Other Stories presents a feast of words, laughter, jokes, theatre, games and workshops especially made for families. Top children's performers will be brimming with storytelling, performance, dancing, art, stand-up comedy and music. Horrible Histories will transport audiences back in time in the Lyric Theatre and there will be frightful fun with the Terrible Infants in the Quays Theatre. For those ready to boogie, Music Baby! with **DJ Scruff**, is the new dance party sensation for toddlers and parents. The Talking Pants show will have people laughing their trousers down and visitors will have to keep their eyes peeled for surprises. 75

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## Sponsorship

**'...without doubt the most spectacular, breathtaking live performance we have ever witnessed in a theatre in the UK and to have seen it on a stage in Manchester is a wonderful tribute to the vision and aptitude of The Lowry.'**

Construction Consultants, Wardell Armstrong following the Bolshoi Ballet's performance of Swan Lake, April 2006

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The Lowry works with companies to create bespoke, flexible sponsorship packages which are able to meet specific business and marketing objectives.

Your sponsorship of The Lowry will help you:

- reach and influence senior clients and key decision makers;
- target your company's audiences via major marketing and media campaigns;
- develop your corporate profile with opinion formers;
- support The Lowry's work in the community and generate goodwill as a result;
- align with a high profile, nationally respected and ambitious arts venue;
- entertain your clients, customers and staff in one of the country's most spectacular and breathtaking venues.

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**Fig. 6**

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