

Changes to maltings membership scheme FAQs – November 2024

Why are we updating the maltings membership?

The membership at the Maltings has remained largely unchanged for nearly a decade.

We want to ensure the membership is attractive and useful to attract new members to the scheme and take full advantage of their benefits whilst also supporting us as their local arts charity.

Why has the membership price changed?

Our membership prices haven't gone up in 10 years and over this time our costs have risen considerably. It costs us £3m to look after our building and deliver everything across Farnham Maltings and the Museum.

As an arts charity we need to ensure that our membership amongst other funding opportunities can help support future ambitions.

Does anything change for current members?

For current members we can offer you the new and improved benefits from 2025 even before your membership comes up for renewal at the new higher price. Some of the new benefits will be implemented from the start of 2025 and some will be phased from the start of our summer programme.

Why are members important to the Maltings?

Our members are very important to us. We know that many long-standing members have been part of our community from the very beginning.

The Maltings has a rich history of community involvement ever since its rescue from dereliction by the people of Farnham in the 1960s. By becoming a member you will continue this very special

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tradition and help secure our future development whilst enjoying a great package of benefits across the programme and venue.

What benefits will members get?

- Discounted film and selected theatre tickets
- Priority booking on selected events such as headline comedy events
- 10% discount at the maltings stores and riverside café
- Free entry to the maltings market

Plus new benefits to be added including:

- Priority booking on adult craft workshops
- NEW special member only events including a season launch

Why do I only receive a £2 discount for film (as part of the new scheme) when I have previously received a £3 discount?

There will be some slight changes to the level of discount across film and theatre. The theatre discount for members will be reduced by £1 and whereas previously members received a £3 discount on film and this is now going to be a £2 discount.

Historically the discount that has been offered to members on film has been very high and equates to a 43% discount on the normal price. Most other arts membership schemes, offer some small discounts across their programme usually around only 10%. The new discount for film will be 29%.

Some small price increases have been implemented across the entire programme in line with inflation however, we are setting prices in 2025 to ensure that our live programme remains affordable.

How does the Maltings use membership money – what does it fund?

Membership income will be reinvested back into our charitable organisation to support increased core running costs. Our ambition for the future is that we continue to grow according to the needs

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of our community and ensure that we are providing you and the next generation of Maltings audiences the best possible access to artistic experiences.

Our last year of accounts (Financial Year 22/23) published on our website and shared at the Members Annual General Meeting in October 2023 show a small deficit of £6k as we continue our financial recovery post Covid.

Our ambitions this year and for the future include the need for us to generate income not only to deliver our existing programme but also to build our reserves to be able to look after our beloved Grade I listed building.

Do joint members need to live at the same address?

Joint members do not need to reside at the same address. However, we cannot split payment for membership between more than one member. One transaction per membership (including joint memberships.)

The lead member will be responsible for payment for the joint membership and their personal details will be held within our database against the membership product.

Will I receive membership communications?

Marketing e-newsletters and membership correspondence will also all go to the lead member. If the second member is keen to receive membership communications, then they must let the box office team know and ensure that their email address has been shared and they have highlighted the areas of our programme that they would like to hear about.

How will I find out about priority booking events and exclusive membership events?

Please ensure that your up-to-date email address has been provided when you sign up or renew to receive all the latest news, priority book opportunities and special events details.

You will be sent an email to inform you when priority booking will open for upcoming craft workshops or comedy events.

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How long will members have to book in a priority booking window?

Members will receive a 72-hour priority booking window for craft workshops. The priority window for comedy events is decided with the promoter and will be clearly indicated to members in the supporting communications.

Do I need to always have my card on me every time I visit?

If you can bring your membership card with you when you book, this will speed up your booking experience. Box office staff can look you up on the system without your card when booking an event.

You will need to show your card to the catering staff in the foyer bar, riverside café and maltings stores to receive the 10% discount. Catering staff will not be able to offer discounts to members who are unable to show their in-date membership cards.

Joint members will each need to show both their membership cards when they are in the building booking events or buying food and drink at the bar and Riverside independently from one another.

What do members receive when they join?

Members will receive a welcome letter reminding them of all their benefits and a membership card.

Will there be any Members events?

There will be some new special member events that we will be announcing each season. These will be informal and social events which not only allow members to meet one another, but also offer an opportunity to hear from the senior team at the Maltings about forthcoming season highlights and special projects. It will also give you the chance to chat to us about any questions or suggestions that you may have. We value our members and your voice matters greatly to us.

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Why do we encourage members to come to the AGM?

The AGM presents an opportunity to hear from our CEO about the year in reflection and ask any questions you may have around the running of the organisation and the activities that we engage in. Our end of year accounts will also be presented by our Chair (and will be made available via our website in advance of the AGM). Finally, members have a chance to vote around the re-election of our Board of Trustees, so please do join us and have your say.

Are there any limitations on what members' discount can be used on in the café/bars and shop?

Members are entitled to a 10% discount in the foyer bar and riverside café and maltings stores when they show their membership card. Only members are entitled to receive this benefit discount and unfortunately, this cannot be extended to other individuals within their party.

Do members receive a discount on pre-show dining?

Members do receive a discount on their pre-show dining, but this only applies to the individual member or joint members within the party booking. The discount cannot be applied across the entirety of the bill.

If you have any other questions, please do not hesitate to ask our friendly box office staff any questions or email us on membership@farnhammaltings.com

Thank you

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