



Bring Inn the Crowd

Read on to find out how booking INN CROWD shows can benefit your pub/s...



INN CROWD's Offer

INN CROWD has been bringing high quality live theatre performances to pubs for over six years.

We work with some of the UK's top spoken word and live literature artists and performers to provide rural pubs and other licensed venues with professional, exciting live entertainment that leaves pub-goers wanting more!

Our shows are created by their performers specifically with pub/bar audiences in mind.

INN CROWD Facts



Rave publican reviews: research* shows that 95% of publicans rate the quality of INN CROWD shows as 'excellent'.



Brings in the crowd! – three quarters* of publicans who have hosted shows say new audience members have revisited the pub since the performance, with 35% of those being on a regular basis.



Perfect partners: successful partnership working with INN CROWD means 85%* of publicans who have hosted shows say they have the support, confidence and skills to put on another show or programme of live performances.



Impressive audience numbers: the average audience size of an INN CROWD show is 34*.

*INN CROWD IMPACT REPORT by Pub is The Hub (Sept 2019)



Participating venues can choose acts from an exciting menu of talented performers at highly subsidised rates, as our work is supported by Arts Council England.

Our expert team offer excellent support to help venues maximise the opportunity to drive footfall and sales around hosting a show/s, including helping select the right show to suit your space and local demographic and providing impactful marketing materials.



Publican Testimonials

'I would recommend to other publicans to go for it...'

Yvonne Brown, The Dog Inn, Belthorn, Lancashire

*"When money is a bit tight, theatre and performance and something that is affordable is a nice thing for a pub to be able to offer. **Lots of people who have never visited us before come because they have seen we are doing a show.** For any business new customers are invaluable."*

- Simon Colquhoun, The Gaggles of Geese, Buckland Newton



*"We like putting on INN CROWD shows as they are simple and not super expensive to put on as you don't need lots of tech. As a result we don't have to charge a high ticket price, which means the **shows are really accessible for everyone**, which is really important at present."*

- Franciska Earle, co-owner, The Chintz, Falmouth, Cornwall



*"There is a nice selection of different shows on offer from INN CROWD which is **good for publicans who want to diversify the type of entertainment they offer.** The shows are a special thing that you and your team will look forward to."*

- Kirsten Webb, The Purleigh Bell, Essex

"The shows are a talking point and as they help attract a different audience to just your regular drinkers and help spread the word about your pub wider. The shows have a positive business benefit. You definitely get knock on business from them."

- Ian Ballantine, The Kings Head, Orford, Suffolk



Boost business and book now!

Bring something fresh and exciting to your pub's entertainment offer and add an INN CROWD show/s to your line-up.

Call **01892 457635**, email inncrowd@applause.org.uk for a chat or find out more at www.inncrowd.org.uk



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