

# Surrey Brass – Front Of House Team Role and Duties

It takes a lot to put on a superb performance. Half of this is on stage, the other half is off.

This briefing is provided as an aide memoire for all members of the FOH team associated with Surrey Brass performances. The aim is to help everyone enjoy themselves, excel at audience care, and minimise stress to everyone due to unforeseen or forgotten items.

## ***FOH Team***

The FOH team should mostly comprise non-playing members under the leadership of the designated FOH Manager. The FOH Manager, nominally the Vice Chairman, should obtain volunteers for FOH team well in advance of the event to ensure adequate staff are available. One week before the performance, the FOH Manager shall review the Checklist at the end of this document, checking every point to ensure availability on the night.

If in doubt, ask.

Remember the P's – Perfect Preparation Prevents P***-Poor Performance!
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This applies to EVERYONE and EVERYTHING associated with the performance, not just the rehearsals and personal practice by musicians!

## ***Role of FOH Team***

The role of the FOH team is to:

- Safety is maintained at all times
- Ensure that all aspects of the event run smoothly
- Ensure the audience are happy
- Deal with problems swiftly and in a low key manner
- Maximise sales revenue
- Maximise Mailing List uptake
- Tidy up afterwards
- Have fun!

## ***Arrival***

The FOH Manager shall arrive at least one hour before the event start time to become familiar with the venue and finalise and check all arrangements.

The FOH team should assemble at least 30 minutes before the start time and attend a briefing by the FOH Manager which should cover the FOH Team role (above) and the points that follow below. The FOH Manager shall assign duties for each member of the FOH team. By the end of the briefing every member of the FOH team shall be clear about their primary responsibility, and those of the rest of the team throughout the performance.

## ***Safety***

Safety of the Audience and Players is of paramount importance.

The FOH Manager and team should ensure that all safety exits are clearly marked and open, and that EXIT signs are illuminated. Where problems exist they are to be drawn the attention of the venue management immediately.

The FOH Manager and team should be familiar with the standard safety and evacuation instructions for the venue in the event that an evacuation is needed.

## ***Welcome***

All FOH team should wear badges, T-shirts or otherwise clearly identify themselves as members of Surrey Brass. All guests should be given a friendly welcome and be treated courteously at all times by everyone on duty at the event. Audience should be given help with directions to toilets, parking and similar issues. Assistance shall be offered to the elderly and

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disabled. Audience should be reminded to switch off mobile phones during the performance. If we treat our Audience well they will enjoy the concert more and be more inclined to return.

## ***Publicity***

Posters for the event, and all future events shall be prominently displayed in several places in the Foyer. Flyers for future events shall be available. The URL of the Surrey Brass website shall be prominent.

At least one poster shall be displayed outside the venue.

The FOH Manager should ensure that an adequate supply of Sellotape, Blutak and drawing pins are available.

If a member of the Press arrives, a member of the Committee should be notified and introduced. All efforts shall be made to provide the Press with accurate and complete information. The Secretary should have a Press Briefing Pack to hand at all performances. If members of the Audience volunteer comments on the performance these should be listened to attentively (good or bad) and communicated to the Musical Director. Audience offering compliments should be invited to put them in writing (if need be with the assistance of the FOH team) for future publicity. The exact words should be copied together with name of the audience member concerned.

## ***Ticket Sales***

Where appropriate a Box Office shall be operated by Surrey Brass.

A cash float shall be provided by the Treasurer for Ticket Sales. Printed tickets shall be provided by the Secretary.

The FOH manager shall ensure that the Box Office is adequately marked, and it should be open at least 30 minutes before the advertised start time.

All Complimentary Tickets will have been assigned prior to the concert. Tickets shall not be given away since they represent an important source of revenue. People trying to get in free shall be met with a polite insistence to pay. No discounts other than those advertised shall be given.

## ***Programme Sales***

At least one person selling Programmes should be on duty at the commencement of the concert, situated at entrances to the auditorium. The Treasurer shall provide a small cash float for Programme sales.

Programmes should never be given away since they represent an important source of revenue. On entry audience members shall be reminded to turn off their mobile phones during the performance – perhaps with humour “you’ll never hear them anyway!”. Audience members should also be invited to fill in the mailing list page and told where to hand it in.

## ***CD and Merchandise Sales***

Where CD and other merchandise is available, this should be advertised prominently in the Foyer and a member of FOH staff should be responsible for persuading the Audience to buy. People in this role should be natural salesmen!

The Treasurer should provide a cash float and all merchandise for the merchandise sales point.

## ***Mailing List***

If someone comes to a Surrey Brass concert there is a strong chance they will come to future events. The cost of attracting new audience is many times greater than retaining existing audience. Therefore, Surrey Brass operates a mailing list. Before the concert, during the interval and after the event a person should be at a location offering to collect details of members of the audience. Email addresses are infinitely preferable since more communications can be sent at lower cost.

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A tear-off slip may be included in the programme, if so a collection point should be provided for these close to the exit. Additional forms to fill in should be available next to the collection point together with an adequate supply of pens.

## ***During the show***

A member of the FOH team will be positioned outside the auditorium to deal with late arrivals and ensure they do not disrupt the performance. Late arrivals will be requested to wait until the break between pieces before being allowed to enter the auditorium.

## ***Interval***

FOH team should be on hand during the interval to help staff the Bar, Merchandising and to mingle with the Audience.

Where Surrey Brass are running the bar, the Treasurer shall provide a cash float. Bar staff shall be appointed previously by the FOH Manager and appropriate preparations made.

## ***After the show***

A member of FOH team should be situated next to the exist to ensure all audience leave the venue with a “thank you” and an invitation to attend another Surrey Brass concert.

After the show, the FOH team shall:

- Deposit all monies with the Treasurer,
- Give the Mailing List entries to the Secretary,
- Secure all merchandise and other valuables, and return them to the Treasurer,
- Remove temporary posters (but leave all publicity material on boards and other locations wherever possible)
- Assist with the break down and get out as required
- Ensure the premises are secure upon leaving.

THANK YOU FOR PAYING ATTENTION TO THESE DETAILS,  
WHICH MAKE A CONSIDERABLE CONTRIBUTION  
TO A PROFESSIONAL PERFORMANCE  
BY SURREY BRASS.  
YOUR CONTRIBUTION IS GREATLY VALUED BY THE ENSEMBLE.

## ***FOH TEAM CHECKLIST***

Item	Responsibility	Done? (Tick)
Cash Float for 1. Tickets 2. Programmes 3. Bar 4. Merchandise	Treasurer	
Posters, Tickets and Flyers, Programmes, Mailing List blanks, other printed stationery	Secretary	
Sellotape, blutak, drawing pins, pens, paper	FOH Manager	
FOH Team Brief	FOH Manager	
Safety instruction review	FOH Manager	
FOH Team badges	FOH Manager	
Merchandise	Treasurer	
Desks and Notices for Box Office, Merchandising, Mailing List, etc.	FOH Manager	
Press Briefing Pack	Secretary	

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