



# THE REP

## Birmingham Repertory Theatre

### The Client

Since it was founded in 1913, Birmingham Repertory Theatre (The REP) has been one of the leading national producing theatre companies. It has introduced a range of new and foreign plays to the British theatre repertoire, and has been a springboard for many internationally acclaimed actors, designers and directors.

The company moved to its current home on Centenary Square in 1973, and since that time additional facilities, including improved workshop, rehearsal and function spaces have been integrated into the building.

The staff build and produce an average of 20 productions each year, ranging from small scale development work to full-scale musical productions.

Most of this production work is delivered on-site, and to facilitate this the theatre houses a large wood and metal workshop where sets are constructed, a paintshop, sound engineering studios, a wardrobe department, a wigs and make-up department and a props department. The REP has two rehearsal spaces where actors work under direction for about four weeks before transferring to one of The REP's two auditoria, when a production is ready for its opening performance.



### The Journey

The REP had first come to work with Tek Response after the IT specialist and Tek Response Managing Director, Dave Graesser's involvement in successfully helping the now disbanded Birmingham Arts Information Technology (BAIT) Board with their ticketing and IT Maintenance services, to a host of Arts based institutions in the Birmingham area.

BAIT had been a not-for-profit internal IT consultancy set up by and for a city-wide network of Arts venues across Birmingham. It had designed, implemented and provided ongoing maintenance and support of the Birmingham Arts Network - a city-wide network that centrally hosted venues' IT BackOffice Services - such as Microsoft Exchange email and, most prominently, a centralised ticketing system known as Enta, supplied by a vendor called Galathea.

After their CEO departed in January 2007, Dave Graesser had stepped in as CEO, to ensure that BAIT continued to provide its services and to run in a commercially viable way for the remainder of its contracts. When the contracts for both the support of the Birmingham Arts Network, the Enta ticketing system and the IT systems of various Arts based clients expired in March 2008, some of the venues had moved across to their own independent ticketing systems, and BAIT, being not-for-profit, had disbanded, with Tek Response taking the reigns of IT and Ticketing support.

Tek Response's success in handling the BAIT switchover had been clearly demonstrated, and a number of the venues who had previously relied on BAIT turned to Tek Response for their ongoing IT Support, as Trina Jones - General Manager of The Birmingham Repertory Theatre explained:

*"From the beginning of the BAIT switchover, we had worked quite closely with Tek Response, and felt that they had gained a really good understanding of our organisation, and our slightly complex and peculiar industry - it made perfect sense to keep the relationship going and work together moving forwards".*