



RT60 Seat Campaign FAQ's

Number of saleable seats (total)	301
How long does the naming apply?	3 years (to end of 2029)
What is the cost?	£500 for a front/central seat and £300 for general seating
Can I choose my seat?	Seats vary in price based on the vicinity to the stage. Donors may choose their seat or will be allocated the next best seat at their price point. Please contact development@cliftoncollege.com to choose your seat
Can I name more than one seat?	Yes! Many people are keen to have a pair of seats or one for each member of the family. We offer a discount for more than one seat
Is my donation eligible for Gift Aid?	Yes, seat-naming donations are eligible for Gift Aid, which means your gift can go even further at no extra cost to you. If you are a UK taxpayer and complete a Gift Aid declaration, the theatre can claim an additional 25p for every £1 you donate. The recognition benefits associated with seat naming such as plaques, certificates, listings, and invitations do not affect Gift Aid eligibility. Gift Aid helps support more of the theatre's work, from artistic programming to community engagement.
Can I choose the exact wording on the plaque?	Yes, although there is a character limit and we are unable to accept wording which e.g., includes swear words or otherwise offensive text, or corporate messages. We'll speak with you to confirm your wording
Can I buy a seat in memory of a loved one or as a birthday present?	Yes, this is a common request and it's a lovely way to commemorate a loved one who was passionate about theatre or the arts. We can also provide cards for birthday gifts, please just let us know.
Can businesses or organisations name seats?	Yes, businesses, community groups, and organisations are very welcome to name seats. It's a great way to show support for the arts, celebrate a company milestone, or honour a colleague or founder. We can work with you to agree wording that reflects your organisation and arrange recognition that aligns with your brand or CSR goals. If you'd like to explore this further, Laura can guide you through the options



Why is naming time-limited and not in perpetuity	Seats are one of the hardest-working parts of any theatre. They're used every day, and over time they naturally need to be repaired, refurbished, or replaced to keep audiences comfortable and the auditorium looking its best. Because of this regular cycle of renewal, it's completely normal for seat naming to be offered for a fixed period rather than permanently
Can I restrict my gift to something specific	Seat-naming gifts support the theatre as a whole and are used where they're needed most. Because seats are part of the wider auditorium and maintenance programme, these donations can't be restricted to a particular project or cost. If you're interested in supporting something more specific — such as education work, artistic community projects, or capital improvements — we have other exciting opportunities for restricted giving. Laura - lgammage@cliftoncollege.com - would be very happy to talk through the options and help you find the right fit
What are the benefits?	Naming a seat is a wonderful way to feel part of the theatre while celebrating a personal connection — a loved one, a memory, or simply your love of live performance. To thank you for your support, you'll receive: • A personalised plaque on your chosen seat for the full naming period • A commemorative certificate marking your dedication • An invitation to an exclusive 'behind the scenes' open day, offering a rare look at how the theatre comes to life • An invitation to our special 60th anniversary celebration event. Seat-naming supporters will be offered priority access. • Recognition in the 60th anniversary event publication • Your name listed on our website as a valued supporter These benefits are designed to make you feel part of the theatre and to celebrate the difference your gift makes
How will my support be recognised publicly?	We want to celebrate your generosity in ways that feel meaningful. As a seat-naming supporter, you'll be recognised through: • A personalised plaque on your chosen seat • Your name listed on our website as a valued supporter • Recognition in the 60th anniversary event publication If you prefer your gift to remain anonymous, we're very happy to honour that too.



When will my plaque be added to the seat and can I come to see it?	Plaques are installed in batches to make sure the process is smooth and doesn't disrupt performances. Once your dedication has been confirmed, we'll update you as soon as your plaque is in place. You're very welcome to come and see your named seat. Just let us know in advance and we'll arrange a suitable time for you to visit the auditorium. If you'd like to book tickets for the seat you've named, you can absolutely request it when booking. While we can't guarantee availability for every performance, our team will always do their best to accommodate your request whenever the seat is free.
How will the donations be spent? Will the donations be spent on new seats?	All donations including gift aid will be used by the theatre for priority projects. This may include maintenance and upgrades to the auditorium, improved tech and access (including access improvements for disabled guests) and community projects such as provision of bursaries for youth theatre places and launching our new spotlight social group for older people to enjoy theatre together.
What happens at the end of the naming period? Will I get first refusal on the seat next time?	Seat naming lasts for a fixed period because theatre seating needs regular refurbishment. As the end of your naming period approaches, we'll contact you well in advance to let you know your options. You'll be offered first refusal to renew your dedication, so you can continue your connection with the theatre, if you wish. If you choose not to renew, your plaque will be carefully removed at the end of the naming period. You're welcome to keep it as a memento if you'd like.
I donated towards a seat in the last campaign (about 10 years ago). What happened to my plaque?	Thank you for supporting the theatre in our previous seat-naming campaign — your generosity helped shape the Redgrave as it is today. When the auditorium was last refurbished, all historic seat plaques were carefully removed. They are now displayed together on a dedicated heritage wall inside the theatre, so your original dedication continues to be part of our story and visible to visitors. As a thank you for your past support, we're delighted to offer a reduced price if you'd like to name a seat again in this new campaign. It's our way of recognising your long-standing connection to the theatre and welcoming you back into the next chapter of the Redgrave's history. If you'd like to take up the renewal offer or talk through the options, our friendly team at development@cliftoncollege.com will be very happy to help.
What happens if the Redgrave is	Theatre buildings evolve over time, and the Redgrave will inevitably need refurbishment or renewal at some point to keep it welcoming, accessible, and technically up to date. If a future refurbishment



refurbished in future?	affects the seating within the three-year naming period, we'll make sure your dedication is treated with care and respect. During any major refurbishment: • Your plaque will be safely removed and stored while work takes place • We will reinstall your dedication on a comparable seat once the auditorium reopens (until end 2029) • If the seating layout changes significantly, we'll offer an equivalent recognition option so your support continues to be acknowledged for the full naming period
How is the Redgrave theatre connected to Clifton College?	The Redgrave Theatre is owned by Clifton College and sits at the heart of the school's campus, but it operates independently as a fully functioning public theatre. It serves three distinct roles: • A professional performance venue hosting visiting companies, comedians, musicians • A venue for local community groups and community engagement initiatives such as the Youth Theatre programme • A creative home for Clifton College pupils, supporting drama, music and performing arts within the school The theatre is run by a dedicated team who manage its public programme, technical operations and community partnerships, while also supporting the College's educational productions. This identity is part of what makes the Redgrave special. It's both a thriving cultural space for the wider community and an inspiring learning environment for young people.
Great! How do I donate for my seat/s?	You can name a seat by making a donation through our secure online giving page, hosted by Clifton College. Once your donation is received, our Development Team will contact you to confirm your seat choice, plaque wording, and next steps. If you prefer not to donate online, you can complete a downloadable form and return it to us by email or post. Donate online Download a form If you have a particular seat in mind or would like help choosing, our team will be very happy to guide you development@cliftoncollege.com +44 (0)117 315 7665