Curve Loyalty Pass Terms and Conditions

Last Reviewed December 2025

In these Loyalty Pass Terms and Conditions, “Loyalty Pass holders” means holders of Curve Loyalty Pass, Curve Individual Loyalty Pass and 16-26 & Student Loyalty Pass. Capitalised terms used herein and not defined shall have the same meaning as detailed in our Terms and Conditions of Sale and Attendance (“The Conditions”) available at www.curveonline.co.uk/more-information/terms-conditions

1. Ticket Discounts

1.1 Individual Loyalty Pass holders are entitled to 15% discount on one (1) Ticket per production, per Loyalty Pass holder.

1.2 Loyalty Pass holders are entitled to 15% discount on up to four (4) Tickets per production, per Loyalty Pass holder.

1.3 16-26 & Student Loyalty Pass holders are entitled to discounts on up to two (2) tickets per production and discounts may differ per production.

1.4 Loyalty Pass Discounts are subject to availability, may only be valid on certain performances and may be removed at any time.

1.5 Loyalty Pass holders are only entitled to book up to four (4) £10 Tickets per production within the Priority Booking Period, which can only be purchased in person or over the telephone through Curve’s Box Office.

1.6 Please check Curve’s individual website show pages or contact the Box Office for further information on when Loyalty Pass Discounts apply. Loyalty Pass holders can take advantage of their Priority Booking Period (as defined under Clause 2) to obtain early access to Tickets at the discounted rate.

1.7 Loyalty Pass Discounts can only be used on Standard price Tickets, cannot be applied retrospectively and cannot be used for preview performances or in conjunction with any other Discount or Concession.

1.8 Loyalty Pass benefits and Discounts do not apply on additional fees, including but not limited to exchange, resale, transaction fees, delivery / postal charges and booking protection fees. For further information about Ticket delivery / postal charges, exchanges and resale, please visit our Terms and Conditions of Sale and Attendance at www.curveonline.co.uk/more-information/terms-conditions/.

1.9 Nothing in these Loyalty Pass Terms and Conditions shall restrict or limit Curve’s right to restrict Ticket sales to a maximum number per person or household and reserves the right to cancel any Tickets purchased in excess of this number (See Clause 3.1 of Curve’s Terms and Conditions of Sale and Attendance).

2. Priority Booking Period

2.1 Where possible, Loyalty Pass holders will receive communication from Curve regarding the ability to purchase Tickets ahead of the general booking period ("Priority Booking Period").

2.2 Loyalty Pass holders must be logged in to their registered account to access priority booking online or provide their Loyalty Pass account number when booking over the phone or in person.

You will be notified by email about upcoming performances and Priority Booking Periods. Please check and update your **contact preferences** in the registered account in order to receive this information.

2.3 Only Tickets reserved through Curve's Box Office in the Priority Booking Period are eligible for 'reserve first and pay later' option with no additional charges.

2.4 Tickets reserved within the Priority Booking Period will automatically apply your Loyalty Pass discount if discounts are available for the performance date and time selected. (See Clause 1 for Terms and Conditions relating to Discounts)

2.5 Tickets reserved through Curve's Box Office utilising the 'reserve first and pay later option' must be paid in full within four (4) weeks after the reservation is made. For performances with a start date shorter the four (4) weeks, 'reserve first and pay later' will not be available.

2.6 After the aforementioned four (4) weeks, reserved tickets will be automatically released for sale and are not available to be reserved again by the Loyalty Pass holder.

3. General Conditions

3.1 The purchaser of any Loyalty Pass must be 18 or over (with the exception of 16-26 & Student Loyalty Pass, See Clause 3.4) and once purchased, is non-refundable (with the exception of Clause 3.8) and non-transferable.

3.2 Loyalty Pass benefits (including Loyalty Pass cards) cannot be transferred to any third user and must be used only by the account and Loyalty Pass holder. Benefits, including Ticket Discounts and hospitality discounts, will only be given to the Loyalty Pass holder and on production of a valid Loyalty Pass, Temporary Loyalty Pass or email confirmation of purchase of a Loyalty Pass.

3.3 Access Register Scheme customers can give consent to Curve Box Office either verbally or in writing for a Companion Ticket to book and/or use their Loyalty Pass benefits on their behalf.

3.4 16-26 & Student Loyalty Pass can only be activated in person with the Box Office and Proof of eligibility must be provided in the form valid photo ID including driver's license, passport, student ID card or PASS card.

3.5 Only one type of Loyalty Pass or level of support can be held at any given time. By switching Loyalty Pass type or by choosing to join our Supporters Scheme before the end date of the existing Loyalty Pass, the Loyalty Pass holder will forfeit any funds already paid as well as the remaining validity period of their existing Loyalty Pass.

3.6 From time to time, Curve might offer additional benefits to Loyalty Pass holders. These are at Curve's sole discretion and can be added, changed or removed at any time and without notice.

3.7 16-26 & Student Loyalty Pass holders may be asked to present valid ID or 16-26 & Student Loyalty Pass card upon entry to the auditorium. At least one member of the party should have a valid photo ID to show eligibility for discounted tickets. If proof is not provided, you may be asked to pay the full non-discounted price.

3.8 If you joined Curve Loyalty Pass online or over the telephone, you have a legal right to change your mind and receive a refund of what you paid. If you change your mind about joining our Curve Loyalty Pass, you must let us know no later than 14 days after the day which you made your first payment. This right to cancel and receive a refund does not apply to individual Ticket purchases. To let us know if you want to change your mind, contact Curve's Box Office at tickets@curvetheatre.co.uk or on 0116 242 3595. We reserve the right to reduce the amount of any refund if you have used any of the Benefits attached to the Curve Loyalty Pass in the first 14 days.

4. Pass Validity Period

4.1 Curve Loyalty Passes are valid for one (1) year and will expire on the one (1) year anniversary of the purchase date. Loyalty Pass holders will be notified before their Pass expiry date with instructions on how to renew.

4.2 Loyalty Pass holders who have chosen Auto Renewal for their Loyalty Pass will be notified before their Loyalty Pass expiry date about their automatic renewal and the option to cancel. Payment will be attempted seven (7) calendar days before the existing Loyalty Pass expiry date.

4.3 For more information about Auto Renewal, please see Clause 8.

5. Loyalty Pass Cards

5.1 Loyalty Pass cards are issued to all Loyalty Pass holders after the activation or renewal of their subscription.

5.2 Loyalty Pass holders must produce their Loyalty Pass or Temporary Pass as proof of eligibility to redeem their 10% discount at Curve's Stage Door Bar and Green Room Café. Priority Booking, Ticket Discounts and offers will automatically apply when logged in online or when booking through Curve Box Office.

5.3 To minimise Curve's impact on the environment, Loyalty Pass cards are issued and posted out once a month and might take up to 5 weeks from the date of renewal/purchase to arrive.

5.4 16-26 & Student Loyalty Pass holders will only be issued a Loyalty Pass card once tickets for future productions have been purchased.

5.5 Loyalty Pass holders can also present their Loyalty Pass order confirmation emails to obtain Café and Bar discounts or visit Curve Box Office in person to request a temporary card.

6. Food and Drink Discounts

6.1 Loyalty Pass holders are entitled to a 10% discount at Curve's Stage Door Bar and Green Room Café. This excludes certain merchandise and confectionery items including but not limited to ice cream, popcorn, production branded merchandise and programmes.

6.2 Discounts will only be given to the Loyalty Pass holder and on production of valid proof. Curve reserves the right to charge undiscounted prices should it be unsatisfied (acting reasonably) with any proof made available.

7. Invitation to Events

7.1 From time to time, Loyalty Pass holders may be invited to attend private events at Curve.

7.2 Tickets are offered on a first-come, first-served basis. They are subject to availability and charges may apply.

8. Auto Renewal

8.1 Loyalty Pass holders can choose Auto Renewal for their Curve Loyalty Pass, which means that their Loyalty Pass is automatically renewed for another year after their current one expires.

8.2 Loyalty Pass holders can opt-in to Auto Renewal during the purchase of their Loyalty Pass or anytime up to ten (10) calendar days before their current Loyalty Pass expiry date.

8.3 To check the status of their Loyalty Pass and opt-in to Auto Renewal, Loyalty Pass holders can visit their Curve online account (**curveonline.co.uk/account**) or contact the Box Office on (0116) 242 3595 or loyatly@curvetheatre.co.uk.

8.4 To opt-in to Auto Renewal, valid Credit or Debit payment details and a valid up-to-date email address must be saved within our booking system. Loyalty Passes will continue to renew each year until the saved card is no longer valid and/or expires or Auto Renewal is turned off.

8.5 Saved payment details can be accessed anytime from the “Payment Cards” section of **curveonline.co.uk/account** or by contacting Curve Box Office on (0116) 242 3595 or loyatly@curvetheatre.co.uk.

8.6 Loyalty Pass holders will be notified that their Loyalty Pass is due for renewal in advance and will have the opportunity to cancel Auto Renewal up to eight (8) calendar days before their Loyalty Pass expiry date. Payment will then be attempted seven (7) calendar days prior to the current Loyalty Pass expiry date.

8.7 If payment cannot be taken after the first attempt, or the Auto Renewal option is cancelled, Loyalty Pass benefits will expire at the end of the current Loyalty Pass subscription period unless renewed manually via Curve’s Box Office.