Concert Other

- Income from concerts other than classical and rock and pop rose by 46%.

- This growth was driven by a 24% increase in the number of performances and an 18% increase in the average price paid per ticket.

- Box office achieved income in 2016 was very similar for principally presenting theatres with a capacity of over 1,000 (b) and concert halls (c). 'Other' concert income has risen significantly for both these venue types and for auditoria of principally presenting theatres with a capacity between 500-1,000 (d).

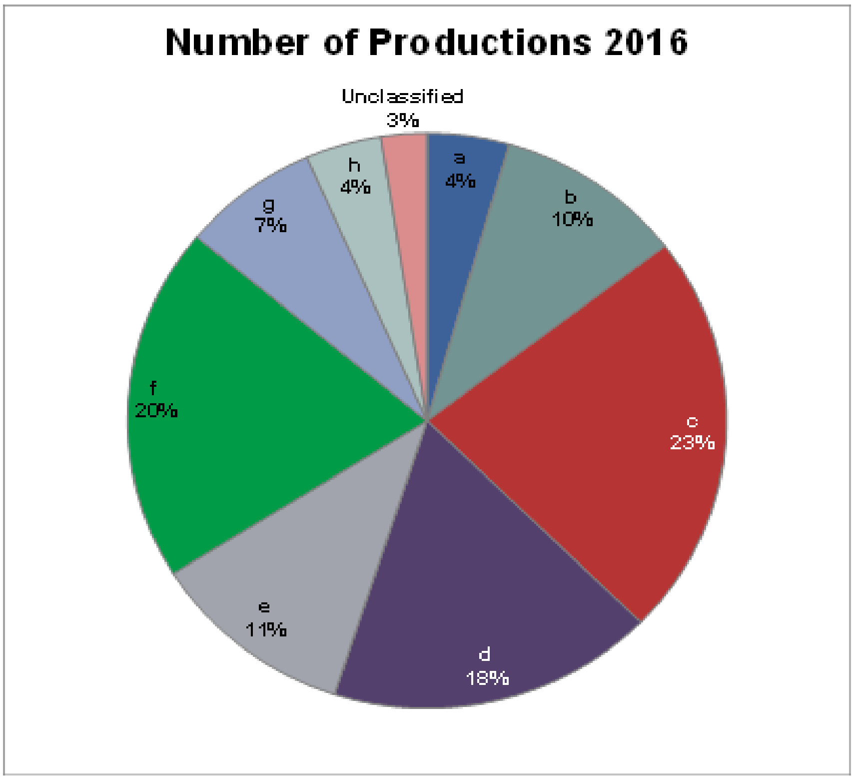
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	1,036	1,960	779,271	£15,300,110	51%	51%	£19.46	£19.63
2014	1,131	2,334	902,546	£18,726,251	52%	54%	£20.10	£20.75
2015	1,139	2,154	907,568	£20,330,282	53%	54%	£21.78	£22.40
2016	1,218	2,429	968,595	£22,359,736	49%	51%	£22.46	£23.08
Change 2013-16	+182	+469	+189,324	+£7,059,626	-1.39%	-0.47%	+£3.00	+£3.45
Change 2015-16	+79	+275	+61,027	+£2,029,454	-3.42%	-3.55%	+£0.68	+£0.68

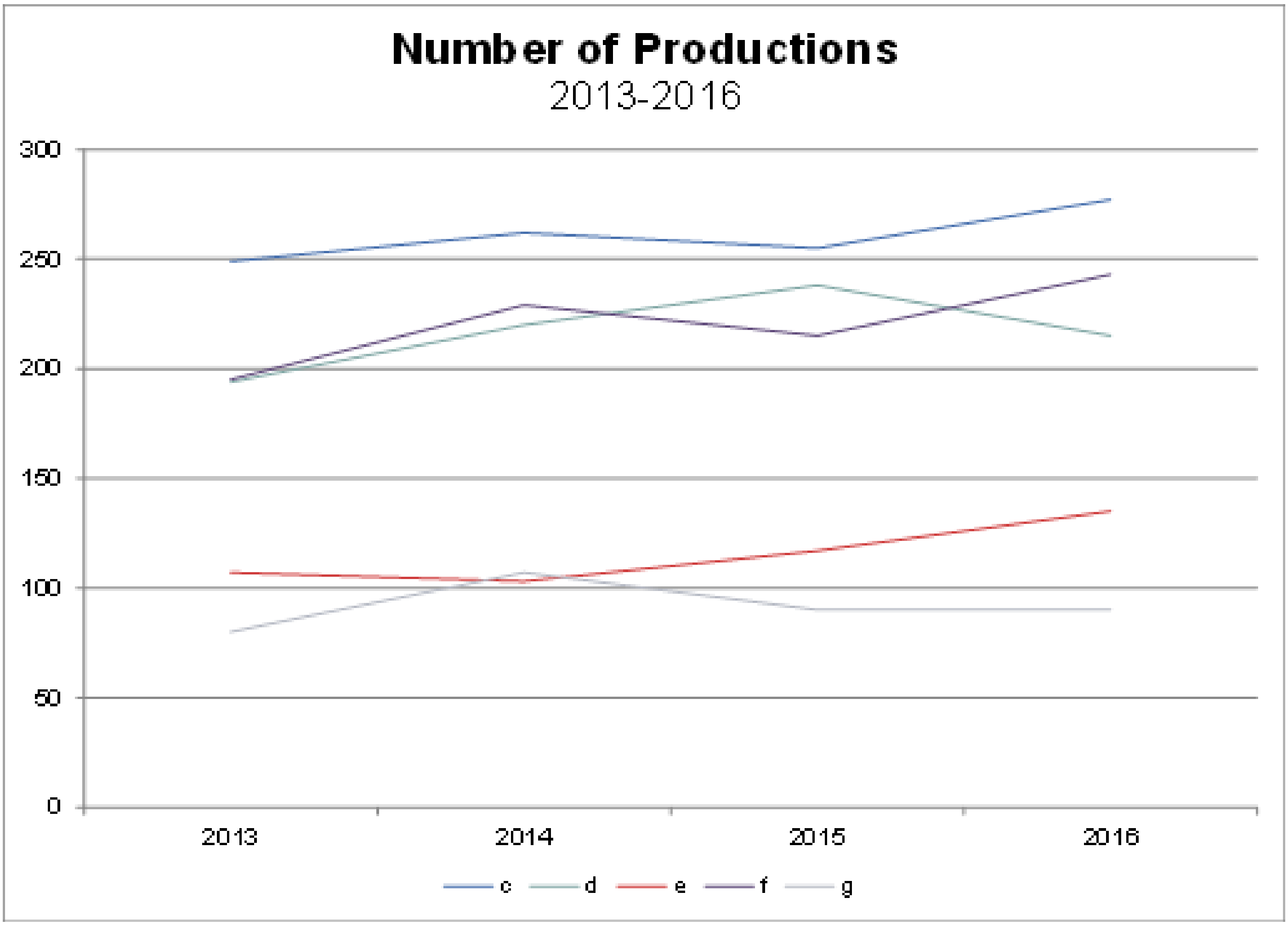
Across the study period, the number of Concert Other productions and performances has risen, in addition to ticket sales and revenue. Average yield has risen by £3.45 and cash value achieved decreased by 0.47%.

The five most financially important venues for Concert Other were

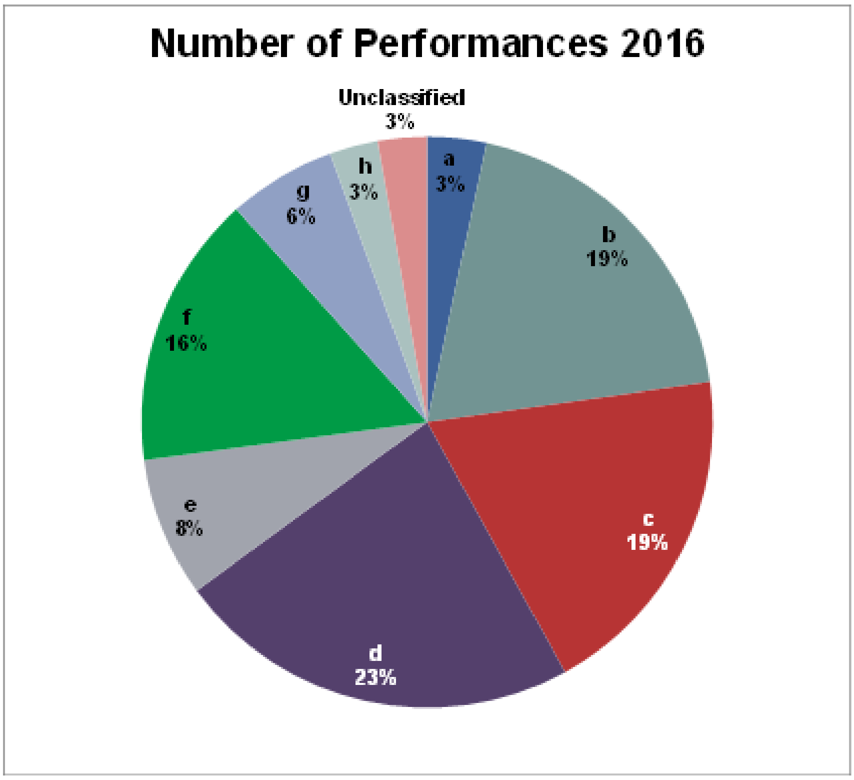
1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Concert Halls (c)
3. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
4. Auditoria of principally presenting theatres with a capacity between 200 and 500 (f)
5. Main Auditoria of principally producing theatres with capacity over 160 (e)

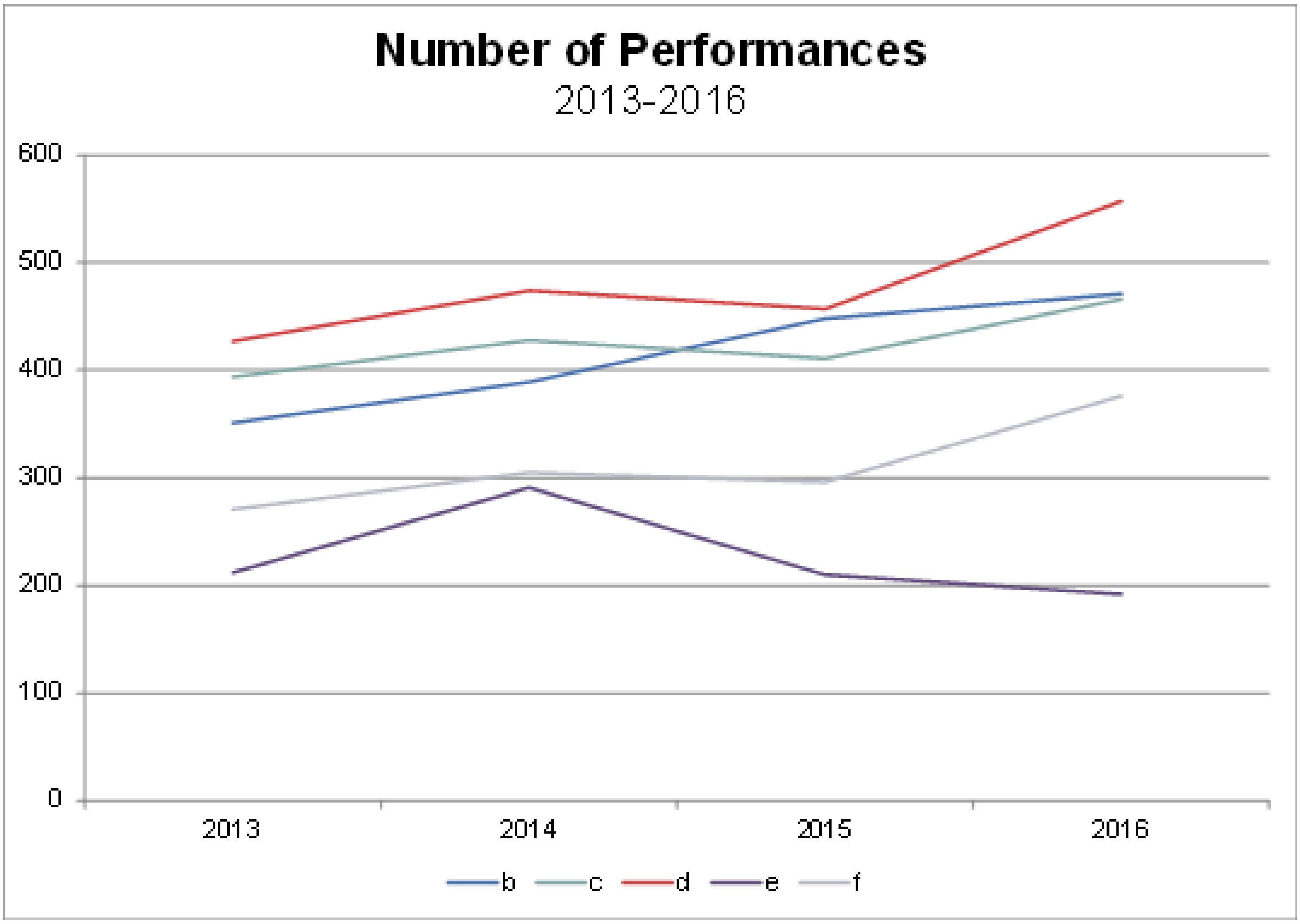
Together they accounted for 96% of total box office income.



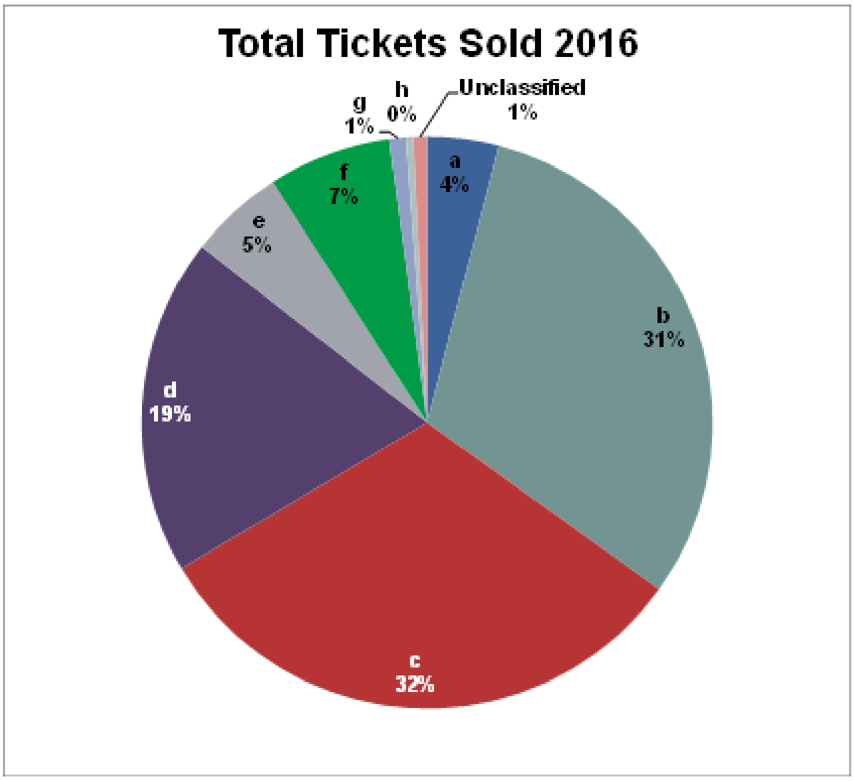


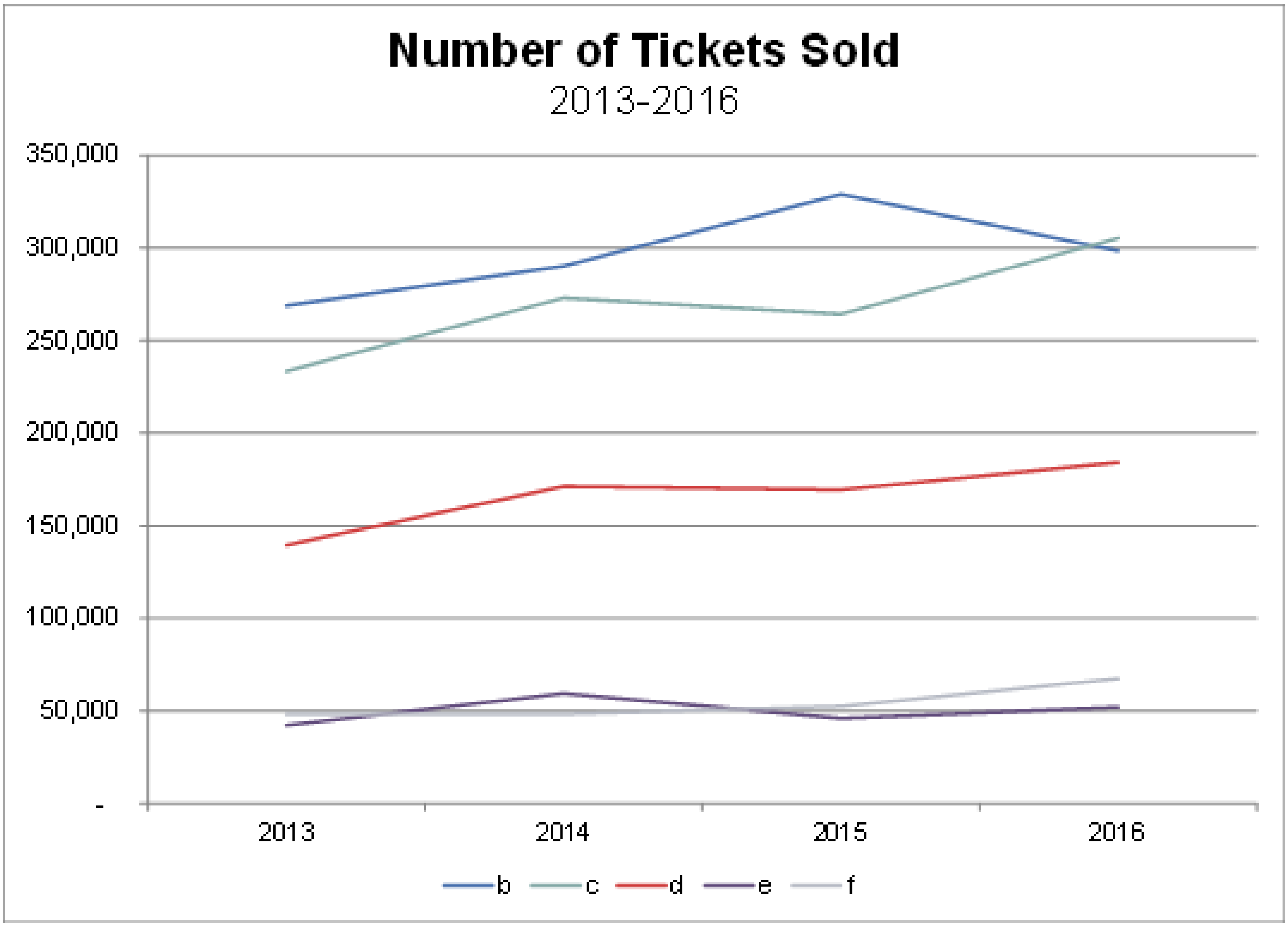
There were more 'Other' kinds of concert in Concert Halls (c) than any other type of venue. All principal venue types saw a rise in the number of productions across the study period.



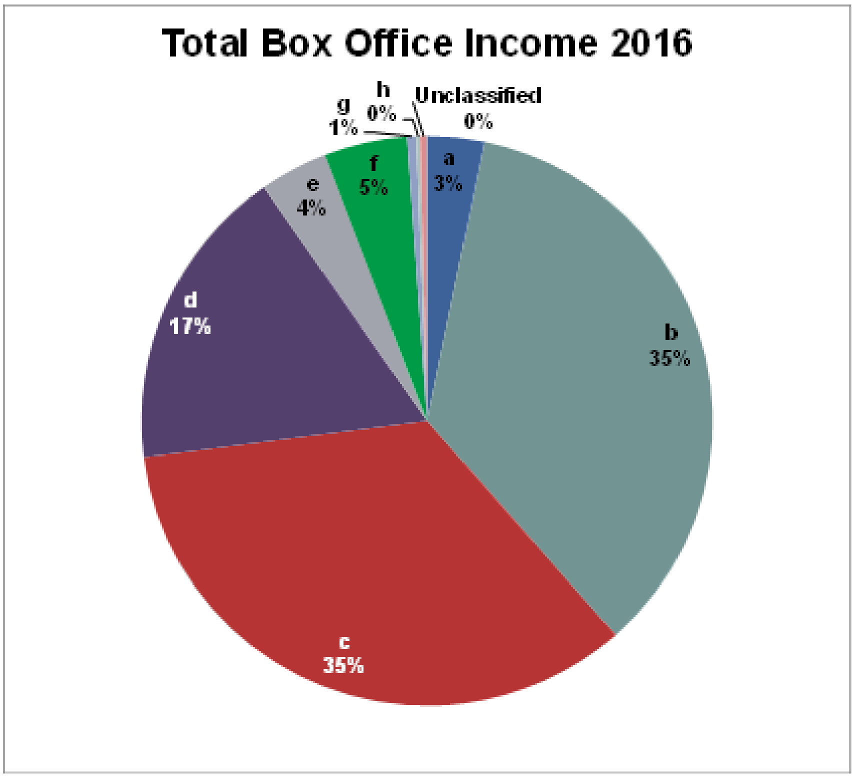


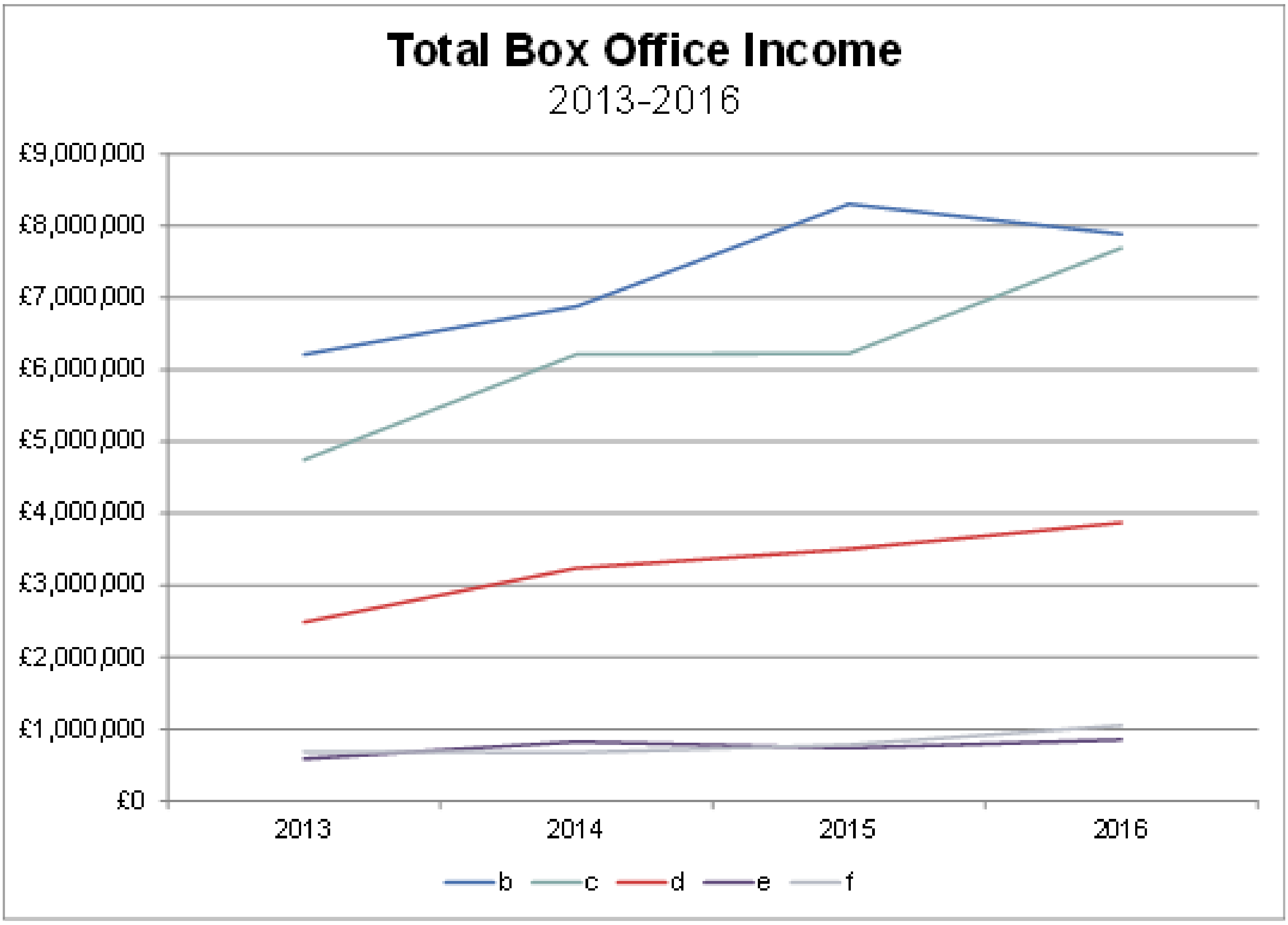
61% of performances in 2016 took place in Auditoria of principally presenting theatres with a capacity between 500-1,000 (d), Principally presenting theatres with a capacity of over 1,000 (b) and Concert Halls. All three venue types have increased their number of 'Other' concert performances since 2013, with the Principally presenting theatres growing fastest.



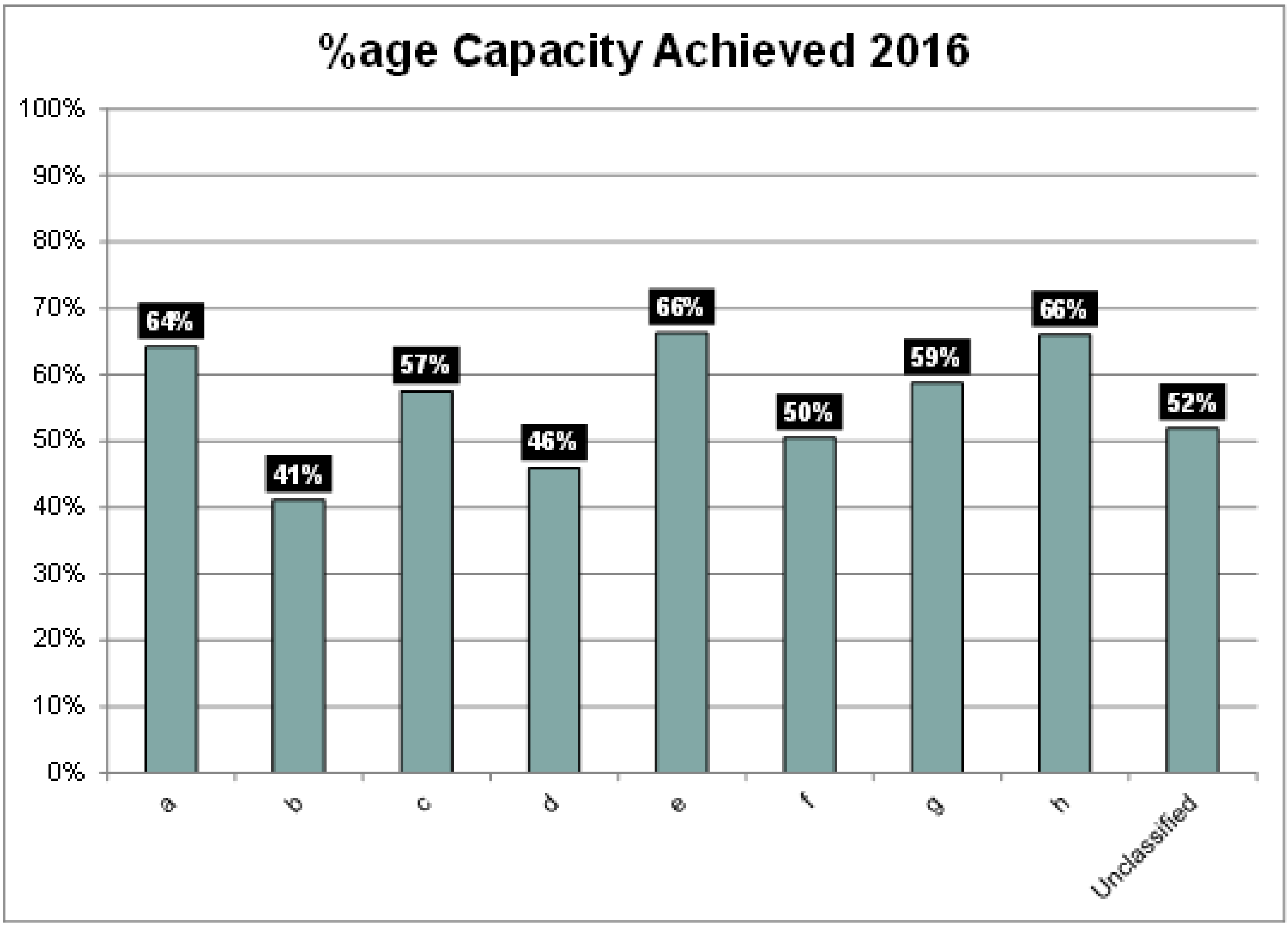


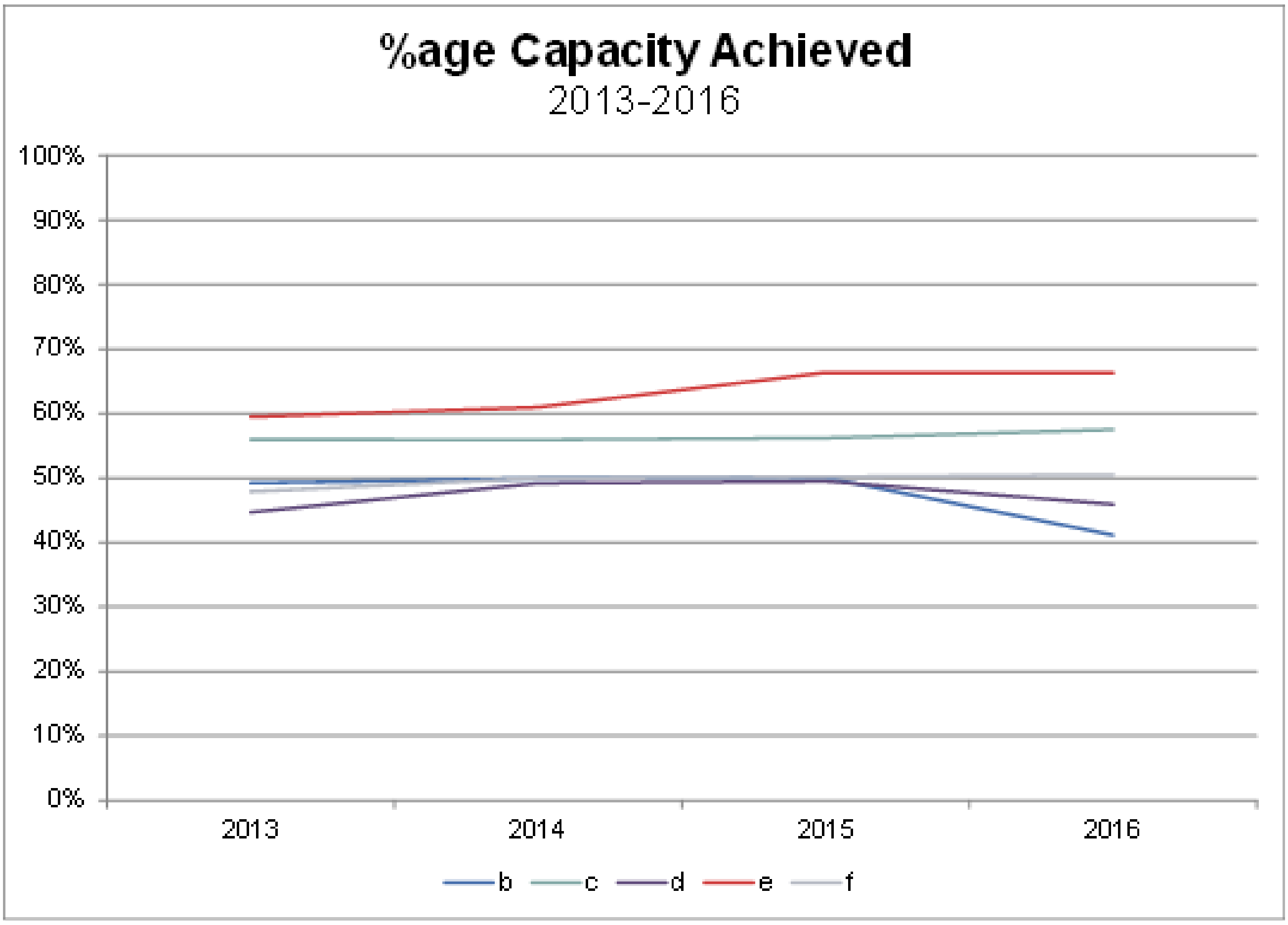
For the first time in the study period Concert Halls (c) sold more tickets than any other type of venue in 2016. All principal venue types saw at least a modest rise in numbers of tickets sold across the study period.



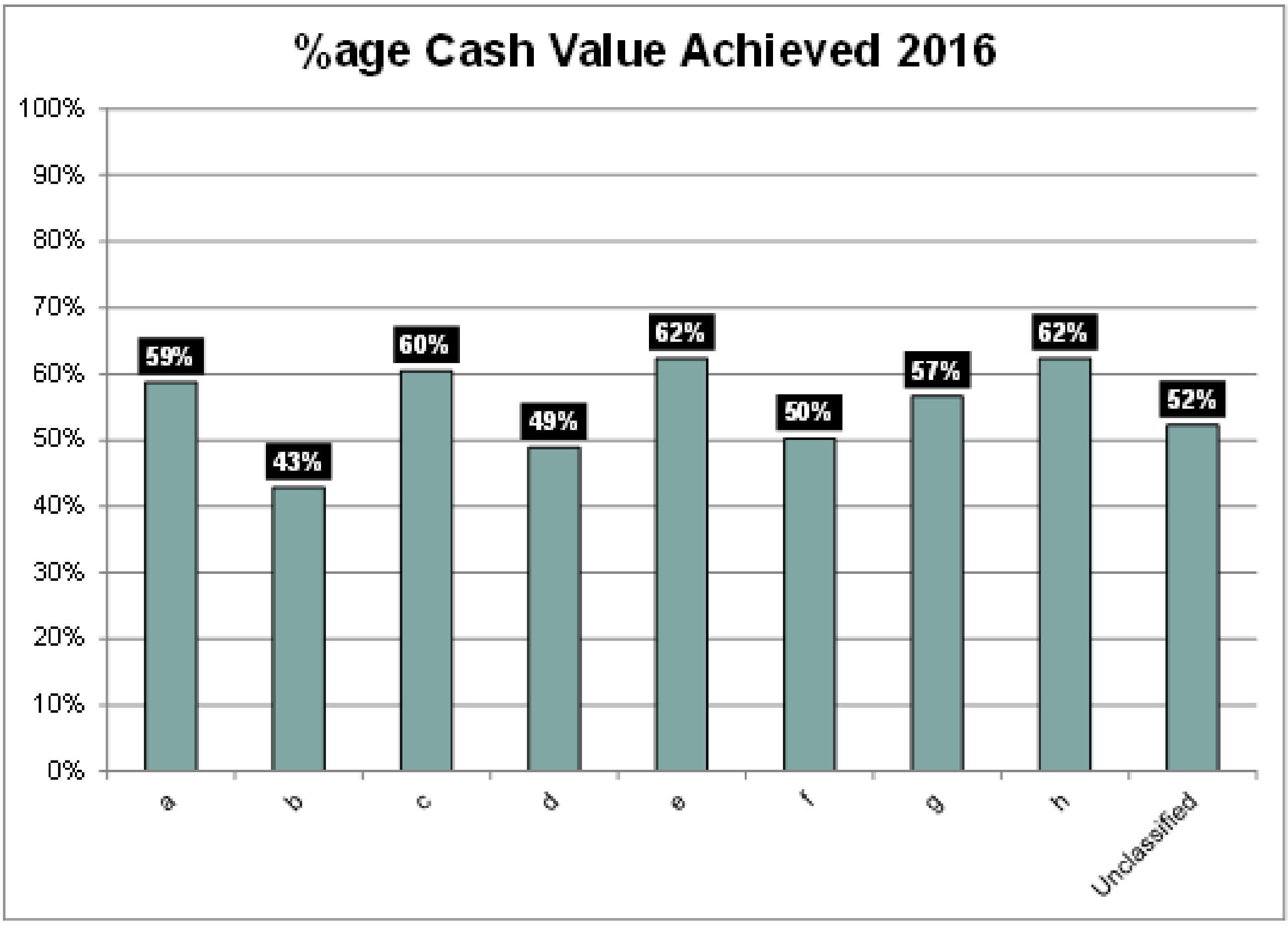


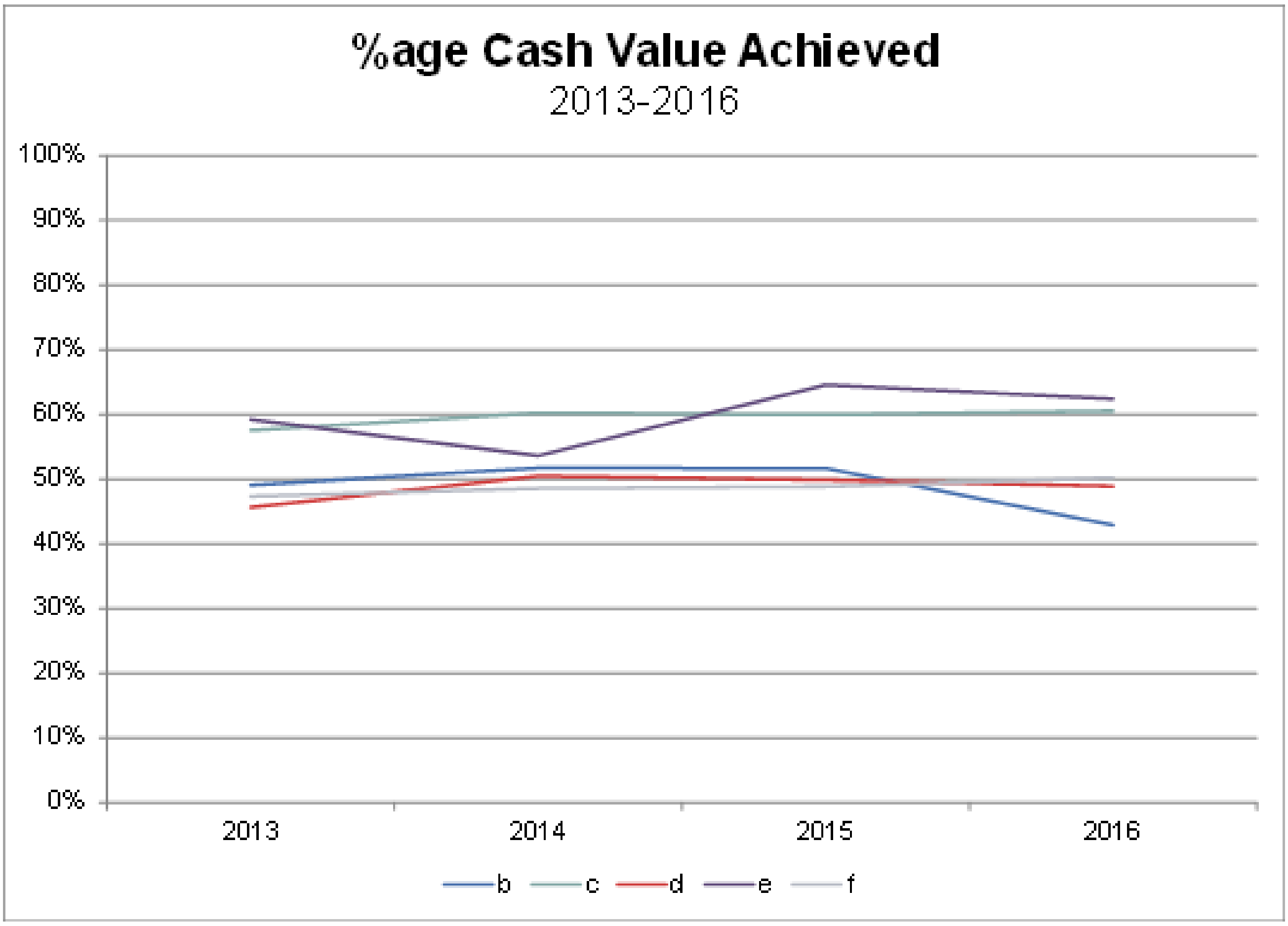
Box office achieved income in 2016 was very similar for Principally presenting theatres with a capacity of over 1,000 (b) and Concert Halls (c). 'Other' concert income has risen significantly for both these venue types and for Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) over the study period.



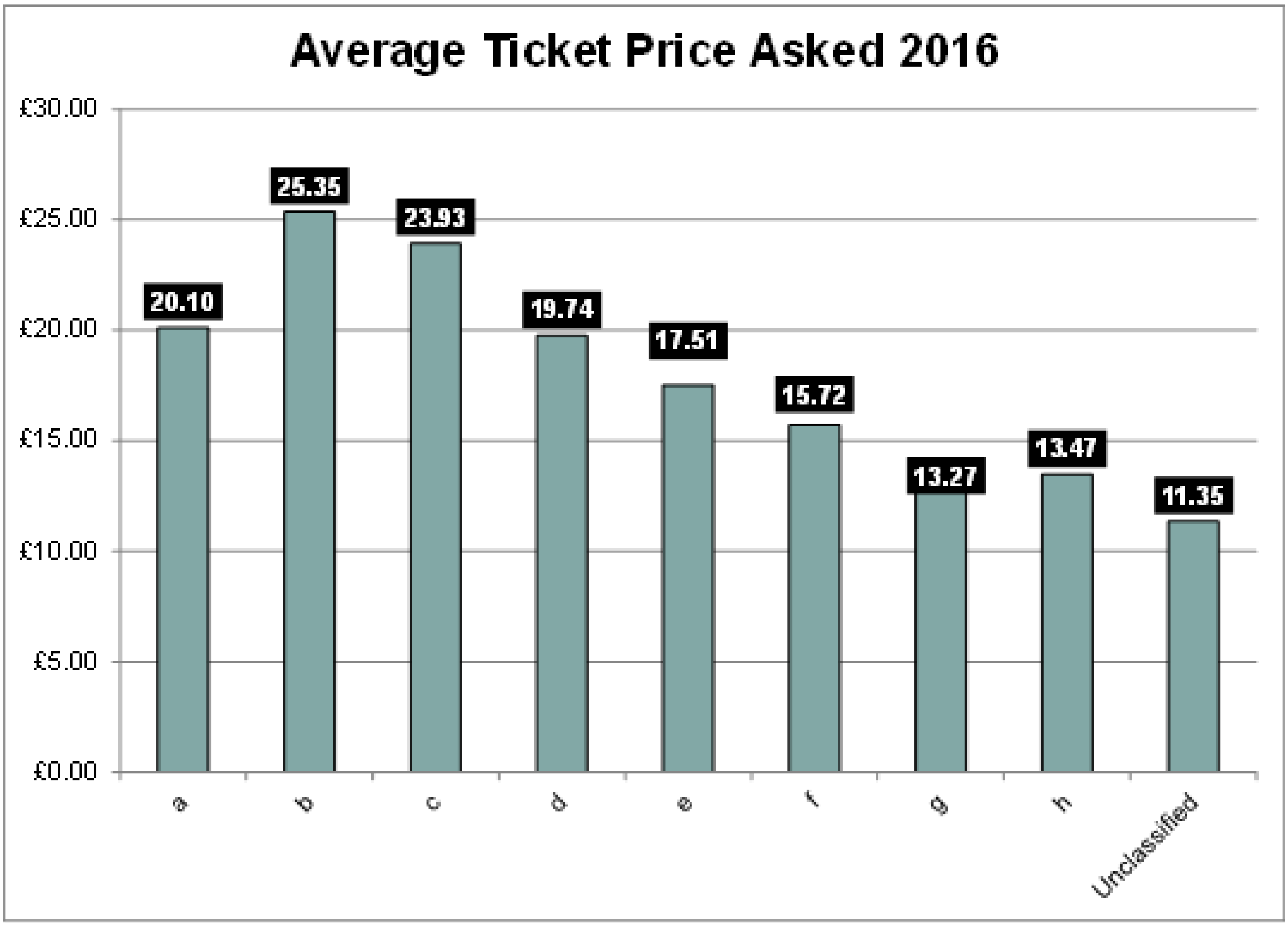


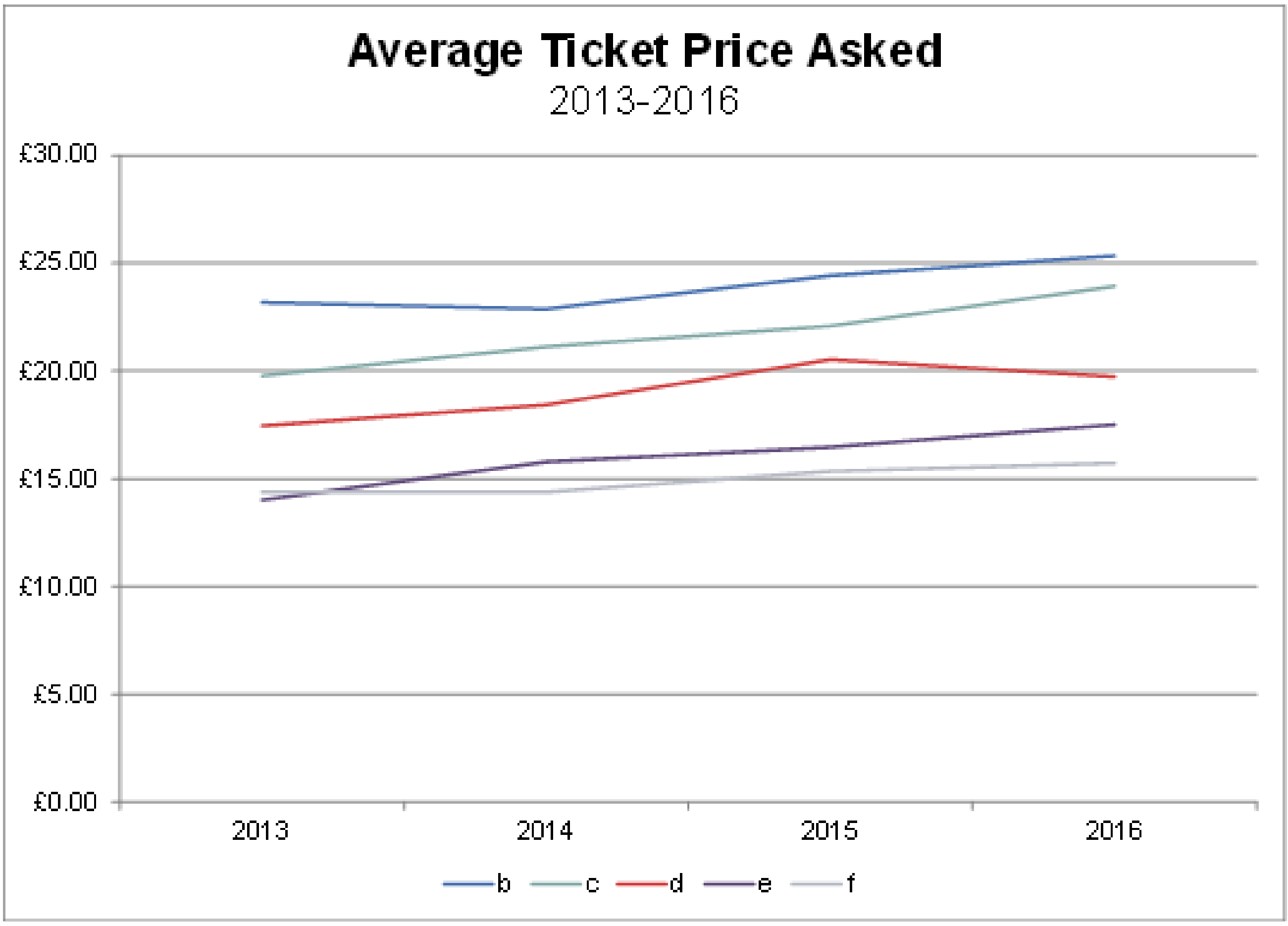
Overall there has been a slight decline in the number of full paying patrons for Concert Other. Principally presenting theatres with a capacity of over 1,000 (b) and Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) have seen the most significant dips in capacity achieved from 2015 to 2016. Other venue types have flatlined in this area.



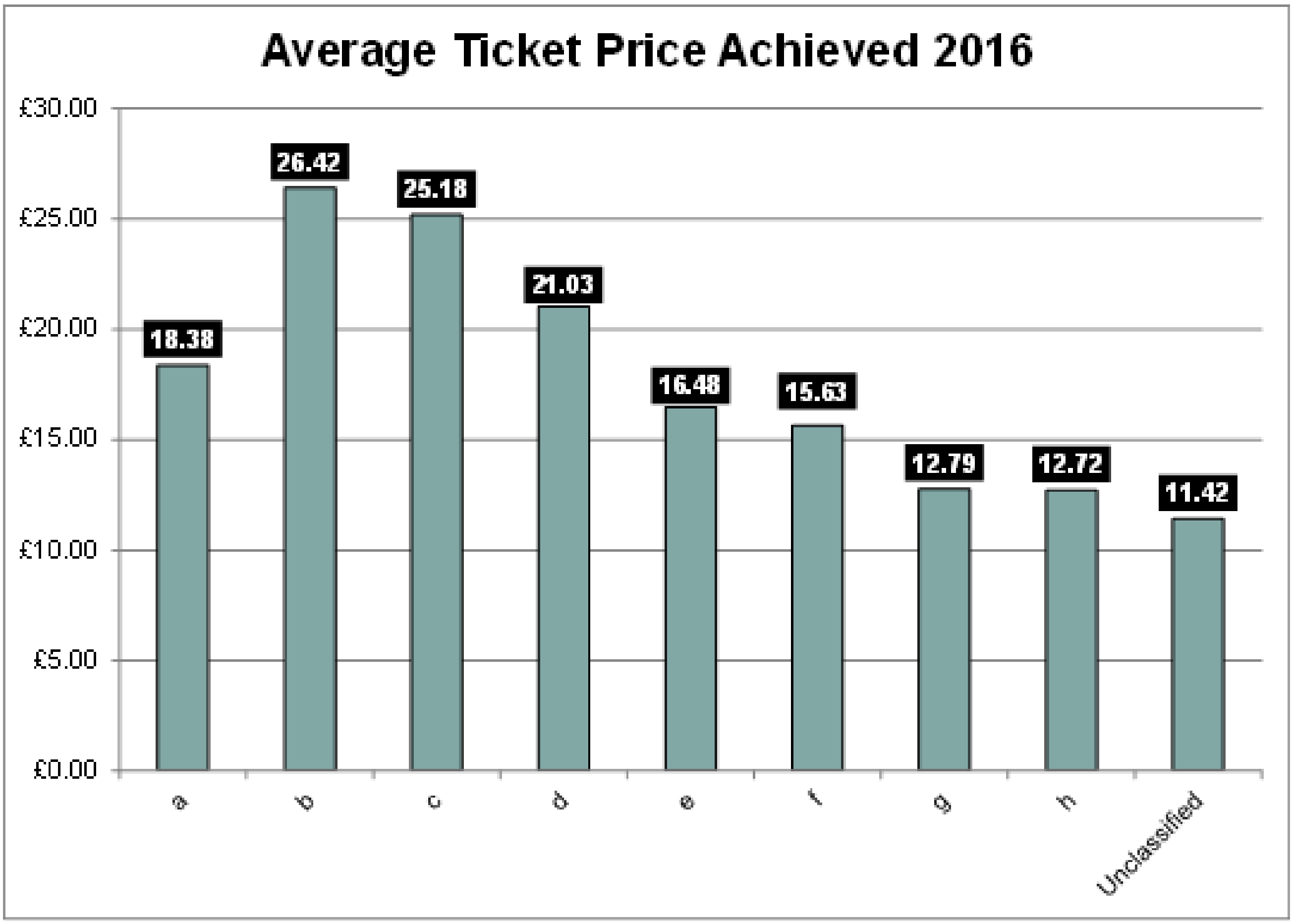


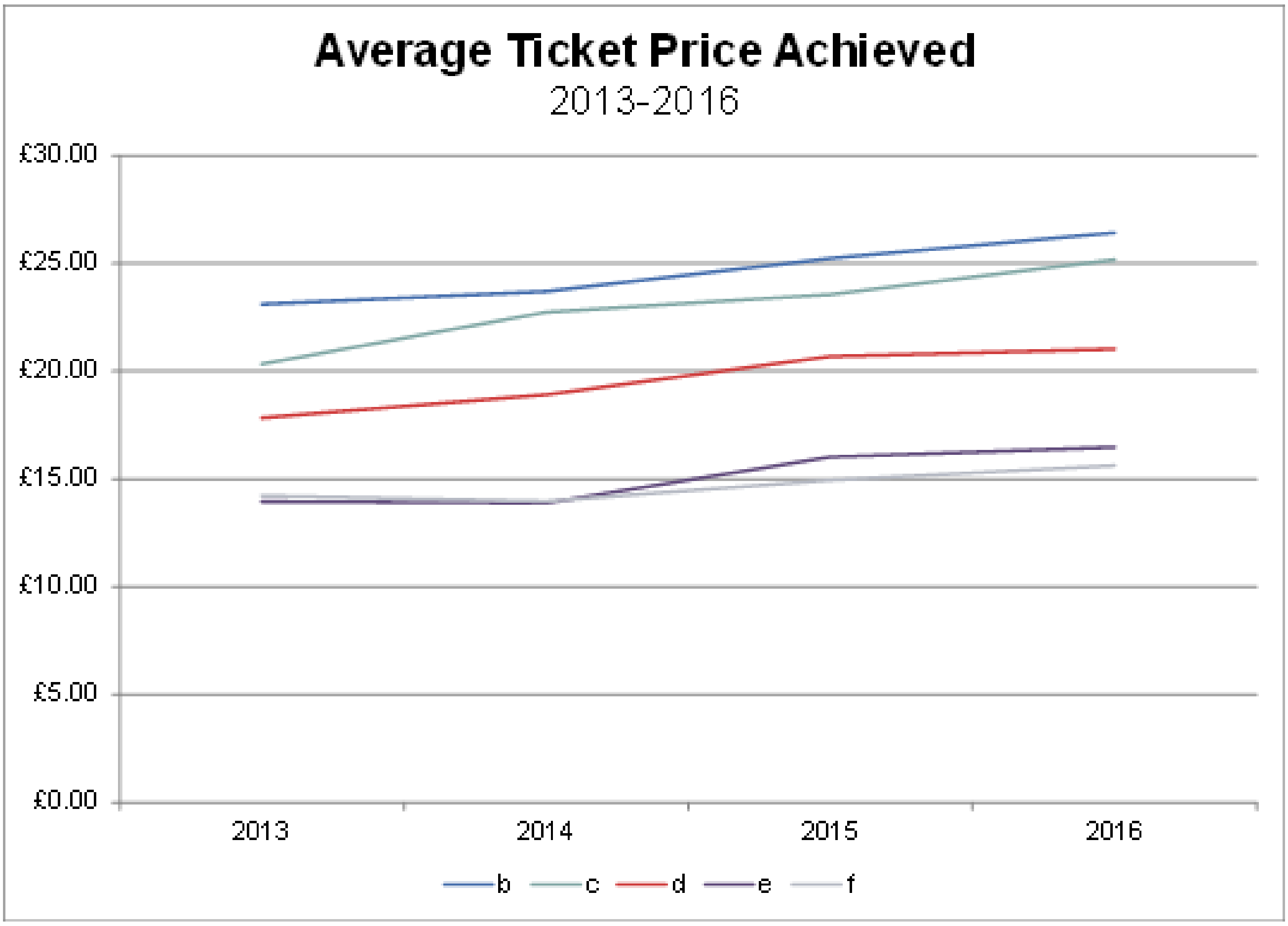
Principally presenting theatres with a capacity of over 1,000 (b) achieved just 43% cash value for 'Other' concerts in 2016, a drop from previous years. For most of the study period (including 2016) Main Auditoria of principally producing theatres with capacity over 160 (d) achieved the highest cash capacity of all the principal venue types.



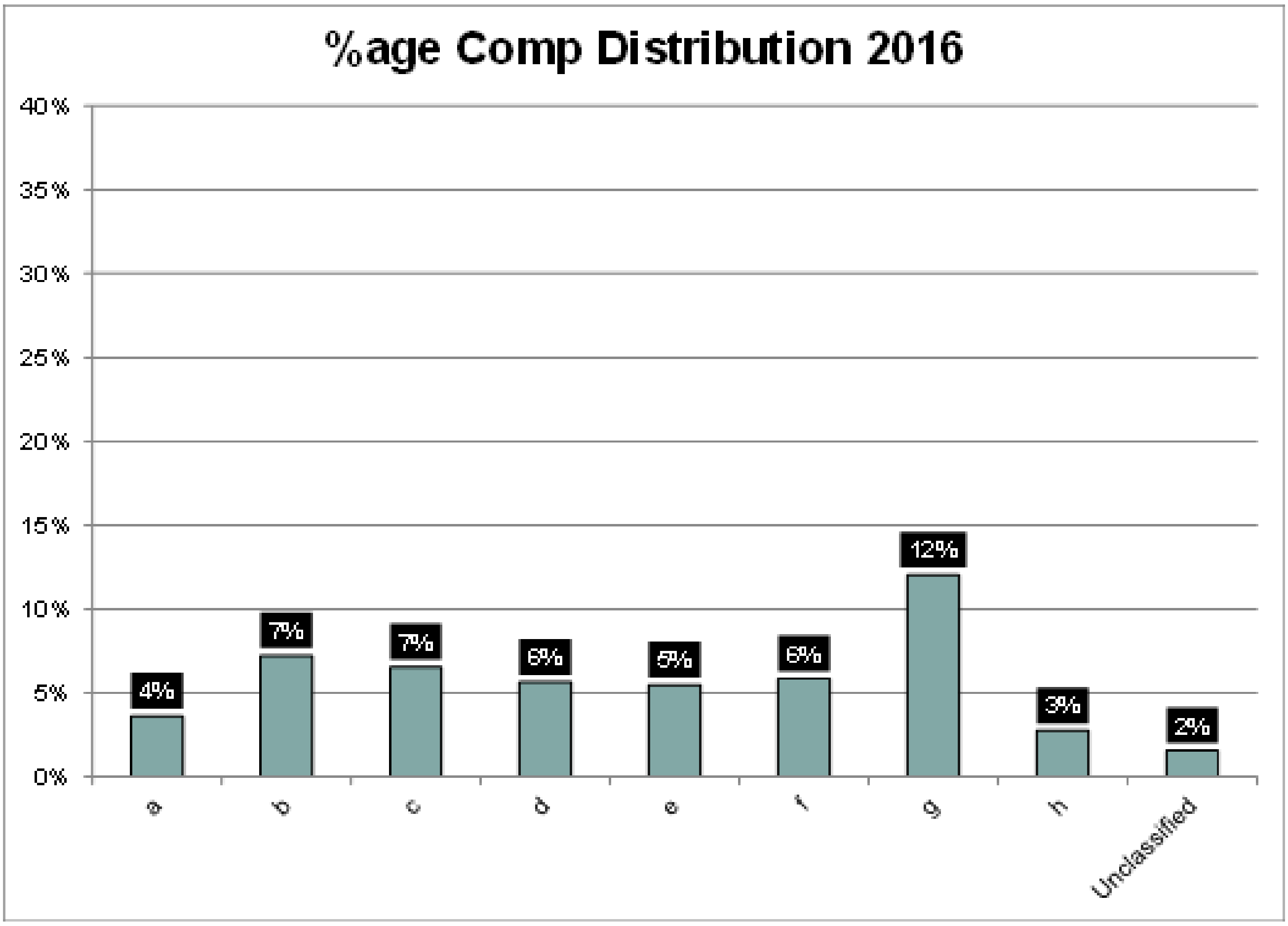


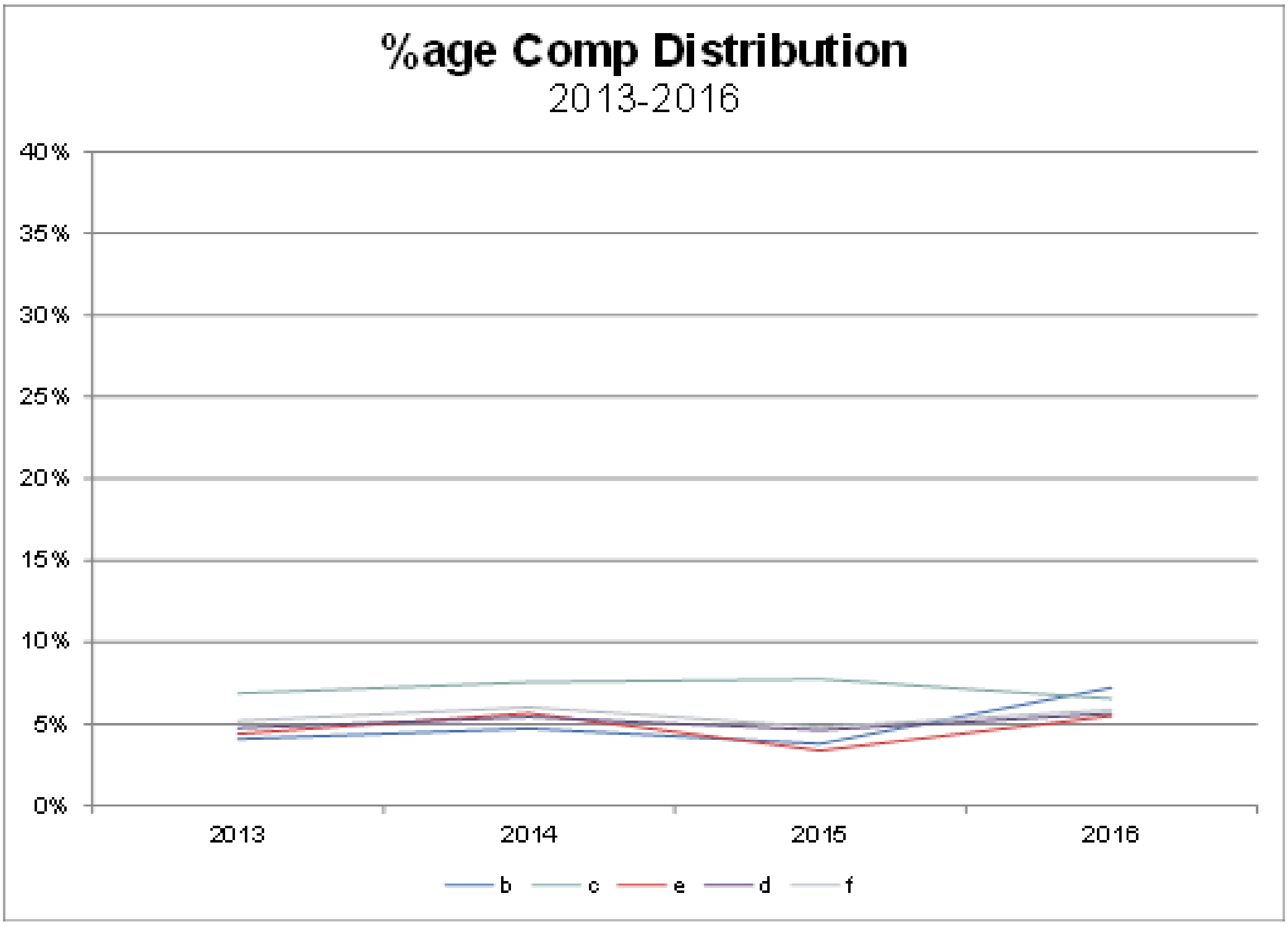
All principal venue types have seen at least a modest increase in average ticket price asked since 2013 with the biggest (£4) for Concert Halls (c).





The average yield achieved for 'Other' concerts at Concerts Halls (c) has grown by £5 across the study period, but in 2016 it was still less than Principally presenting theatres with a capacity of over 1,000 (b).





In 2016 comp distribution for Concert Other was highest for Smaller space, programmed frequently (g) with all other venue types at 7% or less. There was little fluctuation across the study period.