

Dance Contemporary

- Figures for different dance genres should be treated with some caution as classification between 'Ballet', 'Other' and 'Contemporary' is subjective.
- The figures for Dance Contemporary fluctuate substantially between years. Sales in 2013 and 2015 were roughly double what was recorded in 2014 and 2016.
- The overall fluctuations are largely driven by the number of Dance Contemporary performances at principally presenting theatres with a capacity of over 1,000 (b). In 2013 and 2015, over £3M of sales for Dance Contemporary were recorded at these venues, while in 2016 sales only just exceeded £1M.

	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	139	568	221,522	£4,632,528	56%	59%	£19.91	£20.91
2014	165	385	128,147	£2,313,777	45%	43%	£18.80	£18.06
2015	160	413	204,959	£4,595,689	51%	53%	£21.55	£22.42
2016	159	349	109,112	£2,046,227	43%	41%	£19.51	£18.75
Change 2013-16	+20	-219	-112,410	-£2,586,301	-13%	-18%	-£0.40	-£2.16
Change 2015-16	-1	-64	-95,847	-£2,549,461	-8%	-11%	-£2.04	-£3.67

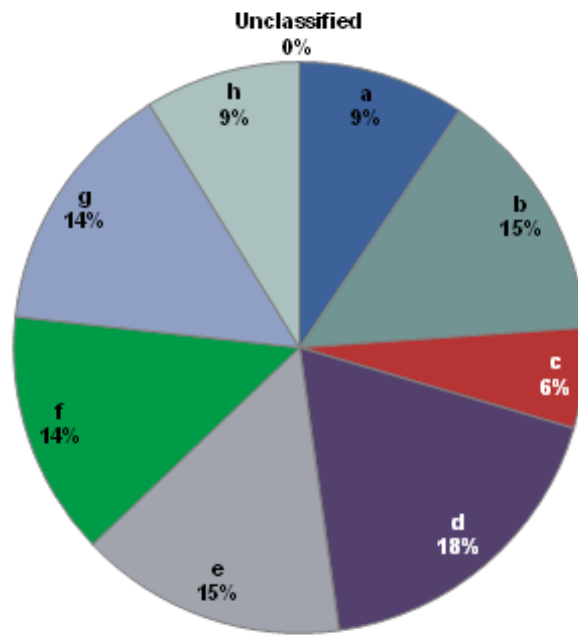
Across the study period, the number of Dance Contemporary productions has risen, but with a decline in performances. Ticket sales and revenue decreased in the study period as well. Average yield has dropped by £2.16 and cash value achieved has decreased by 18%.

The five most financially important venues for Dance Contemporary were

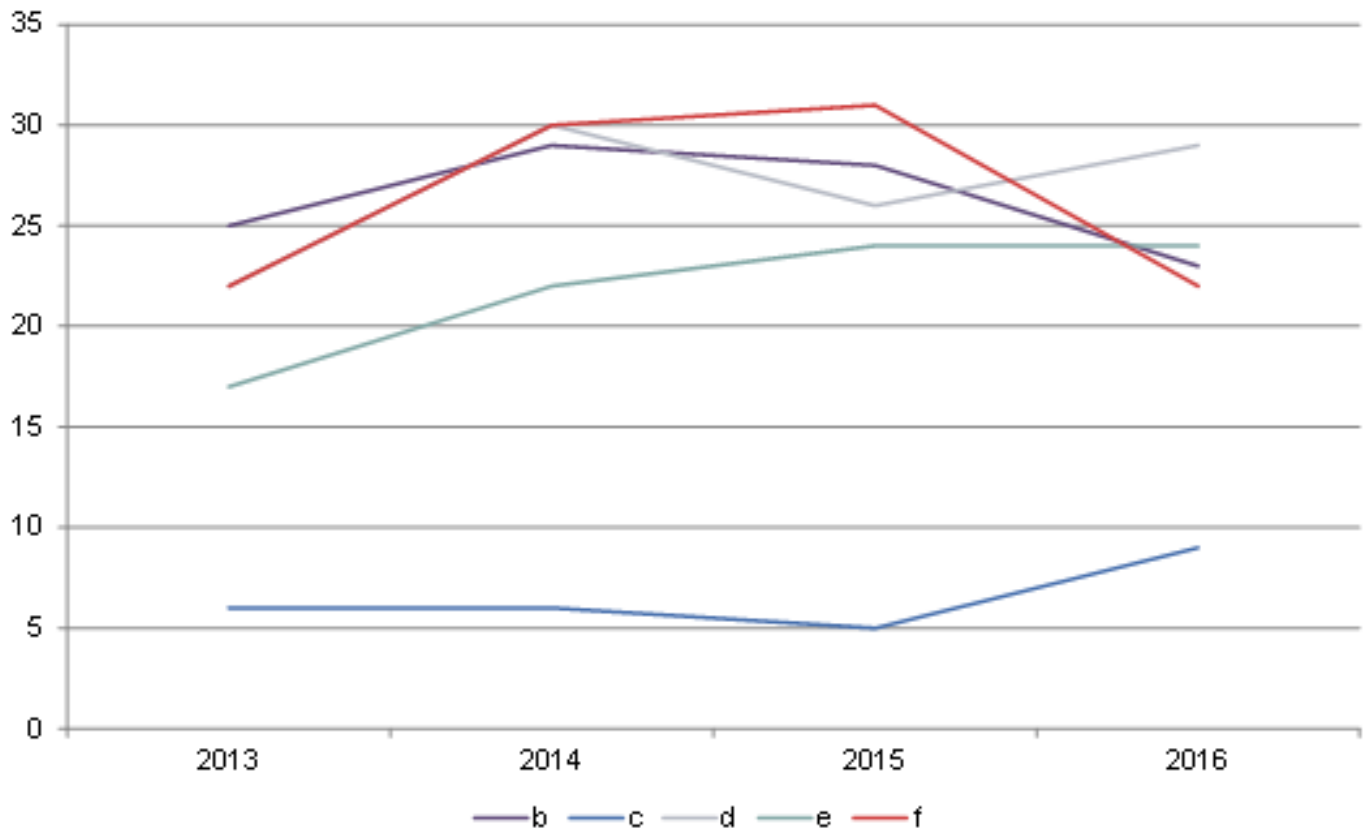
1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Concert Halls (c)
3. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
4. Main Auditoria of larger producing theatres (a)
5. Main Auditoria of principally producing theatres with capacity over 160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

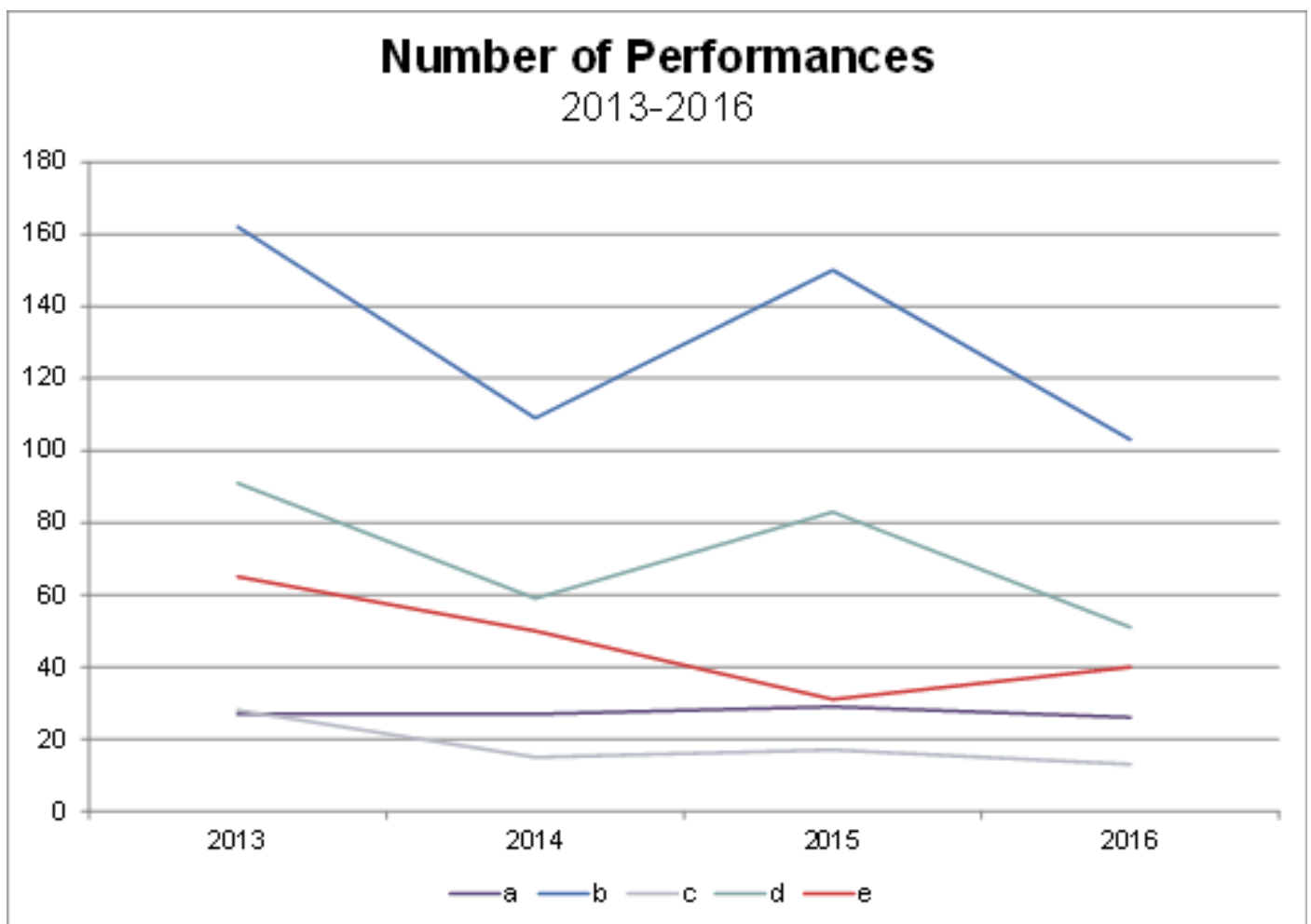
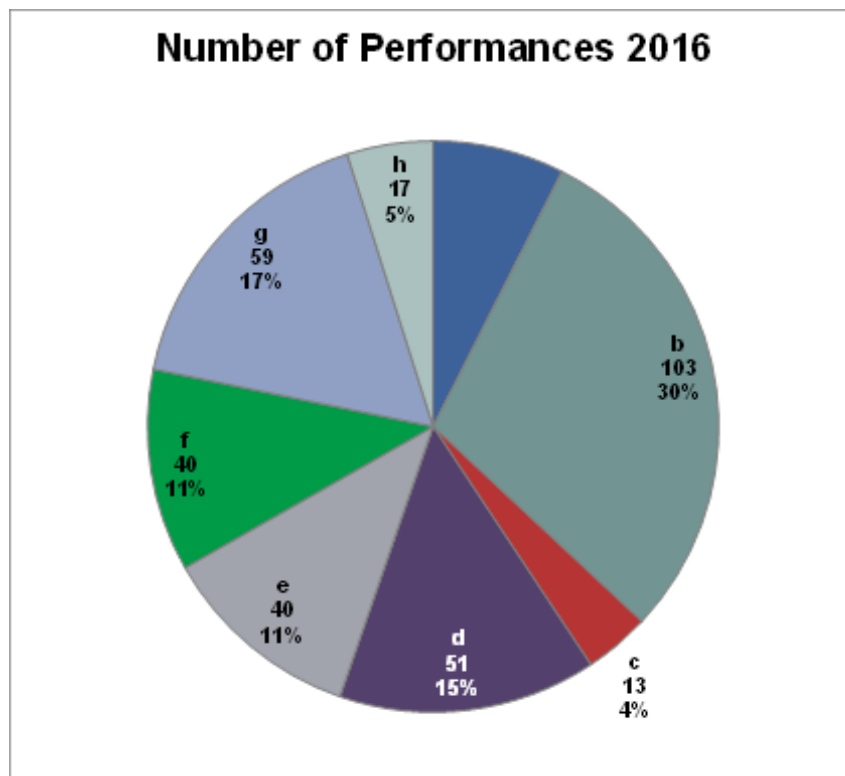
Together they accounted for 93% of total box office income.

Number of Productions 2016

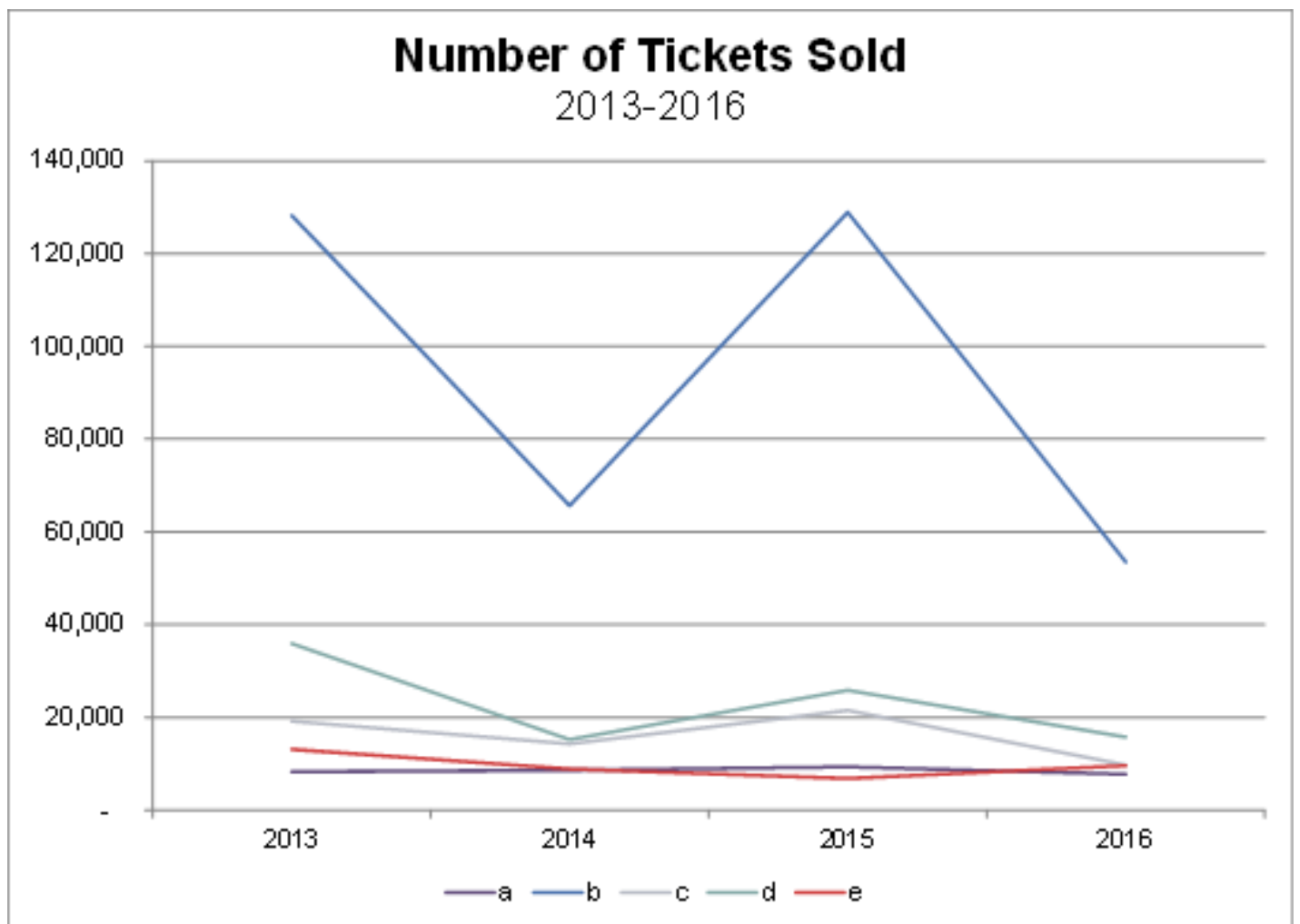
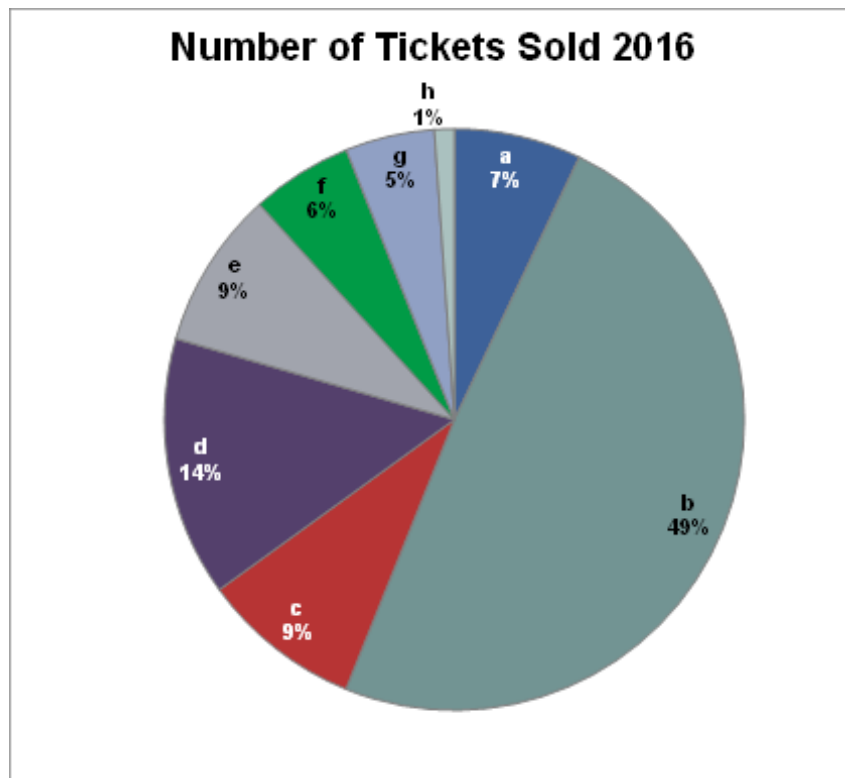


Number of Productions 2013-2016

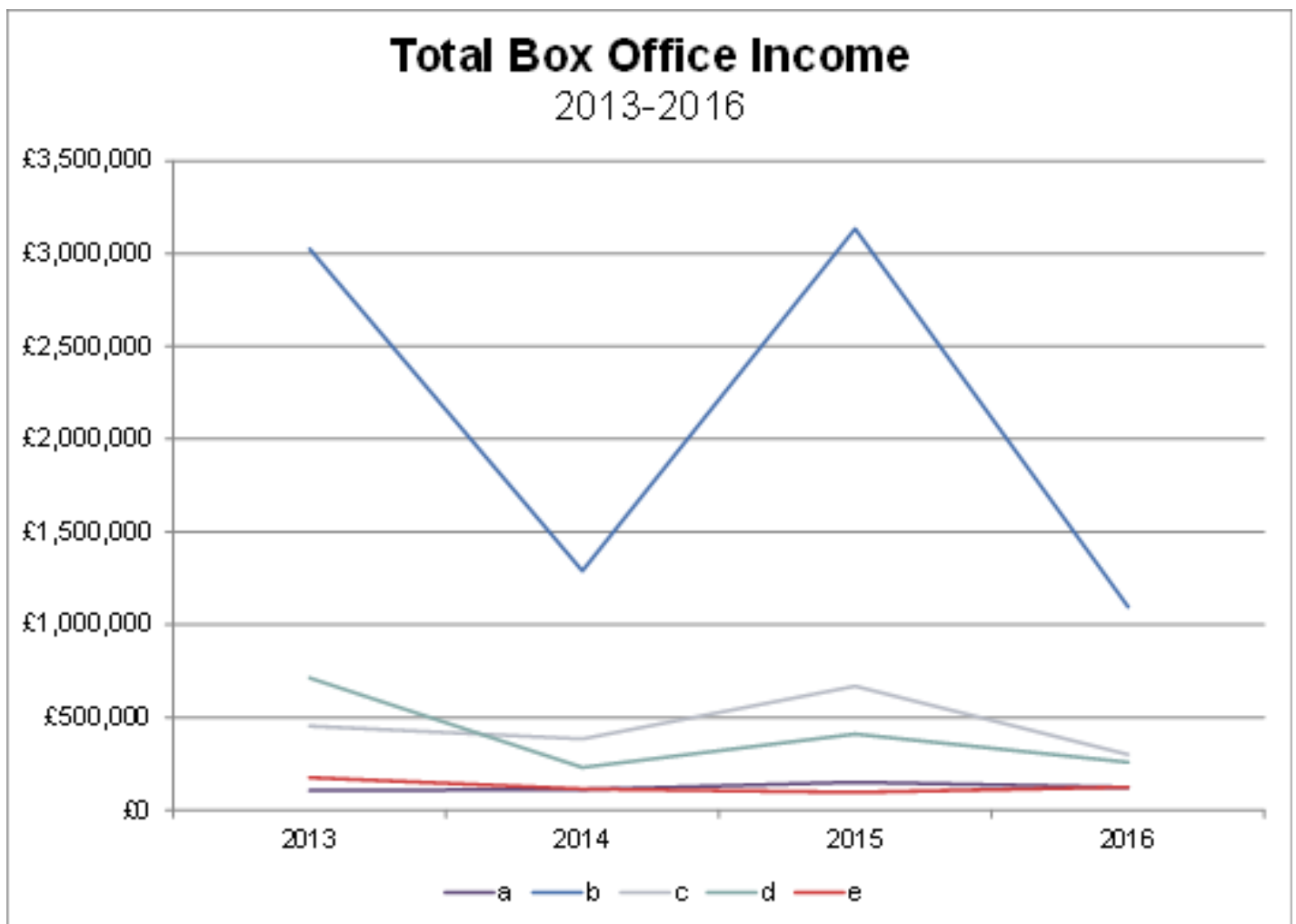
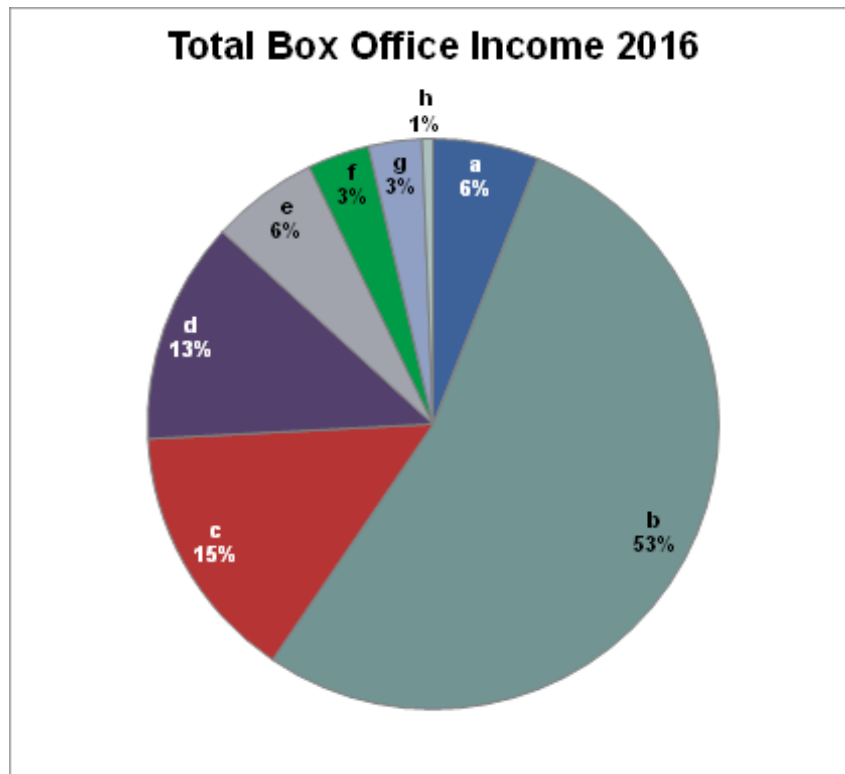




Despite most venues types staging an increasing number of Dance Contemporary productions over the study, the number of performances have dropped, despite growth in 2015.

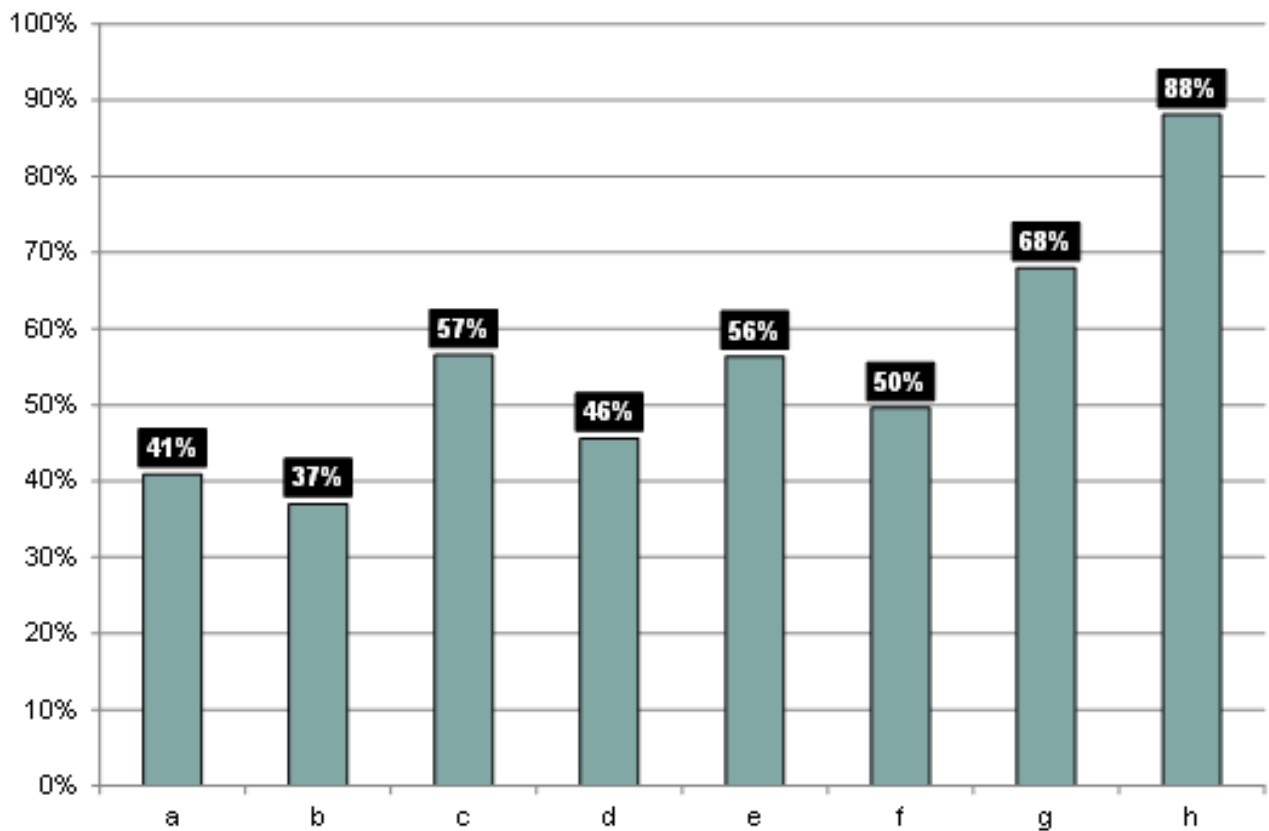


Over the study period there has been huge variation in ticket sales for Dance Contemporary for Principally presenting theatres with a capacity of over 1,000 (b), selling almost 80,000 fewer tickets in 2016 compared to 2015. Other venue types have also witnessed decreased ticket sales across the period.

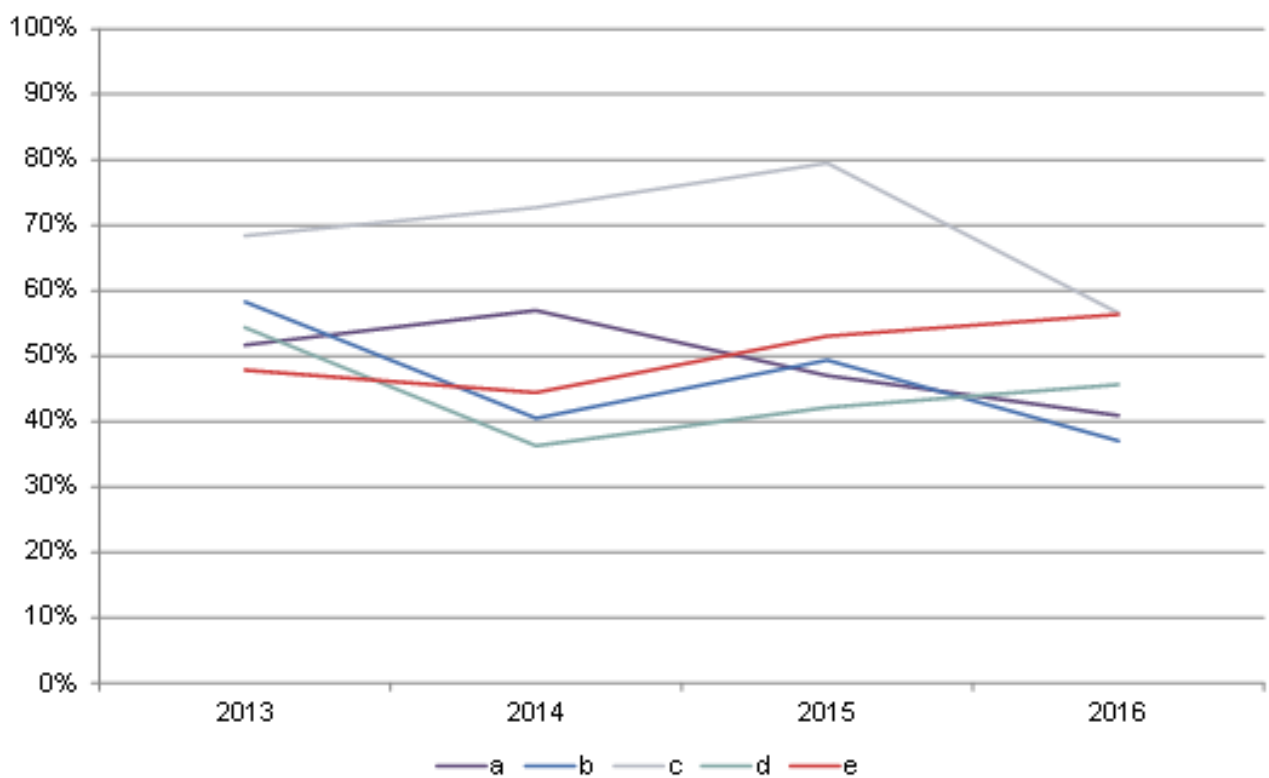


Total Box Office Income has decreased by more than £2.5M since 2013, after peaking in 2015 at more than £4.5M. To a lesser degree, Concert Halls (c) and Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) have followed the rise and fall trend of Principally presenting theatres with a capacity of over 1,000 (b).

%age Capacity Achieved 2016

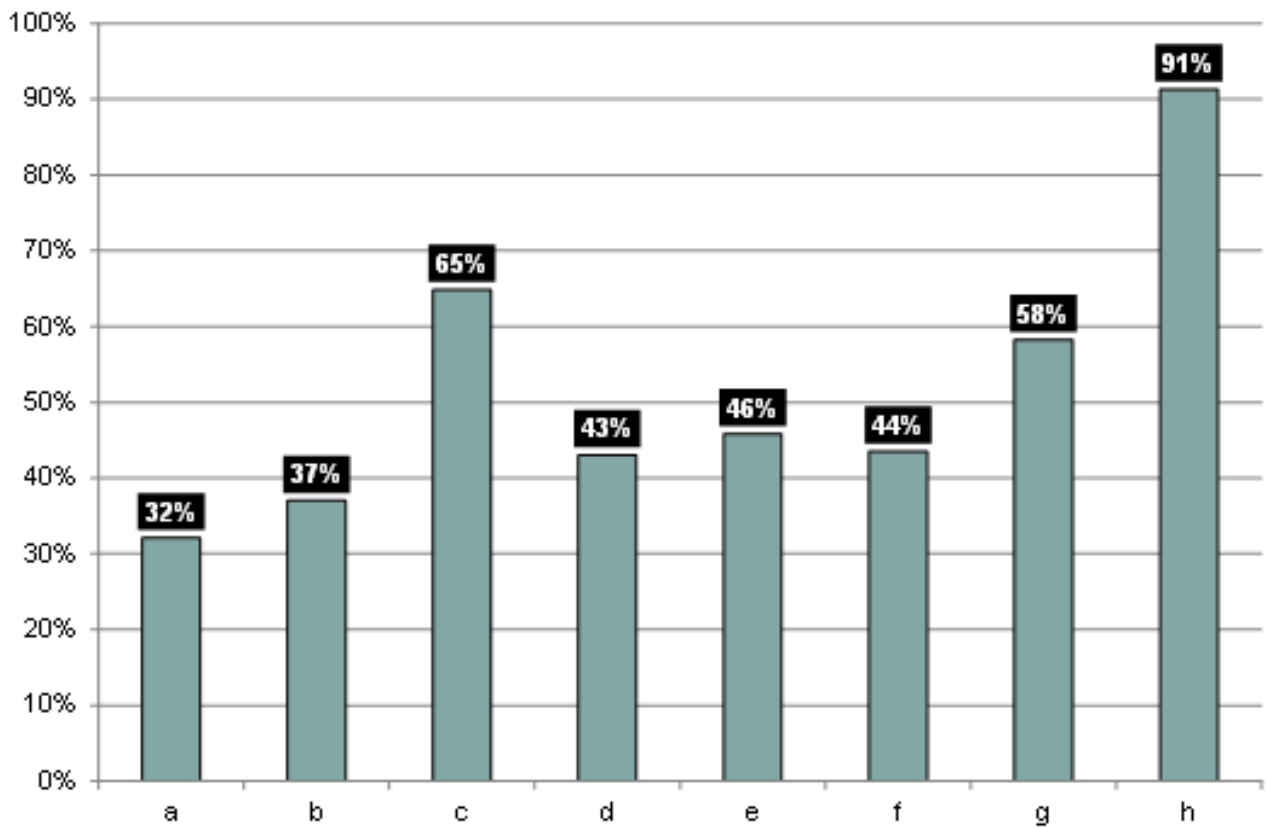


%age Capacity Achieved 2013-2016

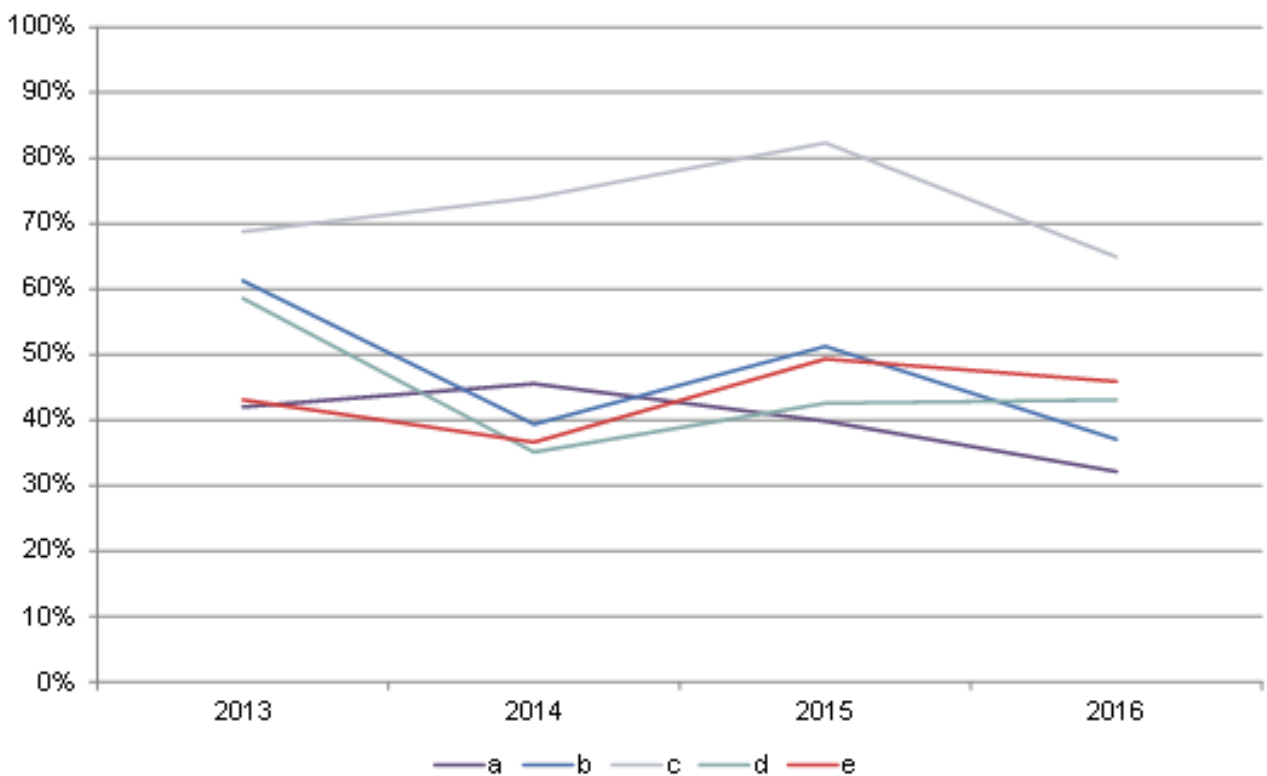


Venues have seen paying audiences decline, with a drop of 13% Capacity Achieved over the period. However Main Auditoria of principally producing theatres with capacity over 160 (e) have reported an increase, from 48% in 2013 to 57% in 2016.

%age Cash Value Achieved 2016

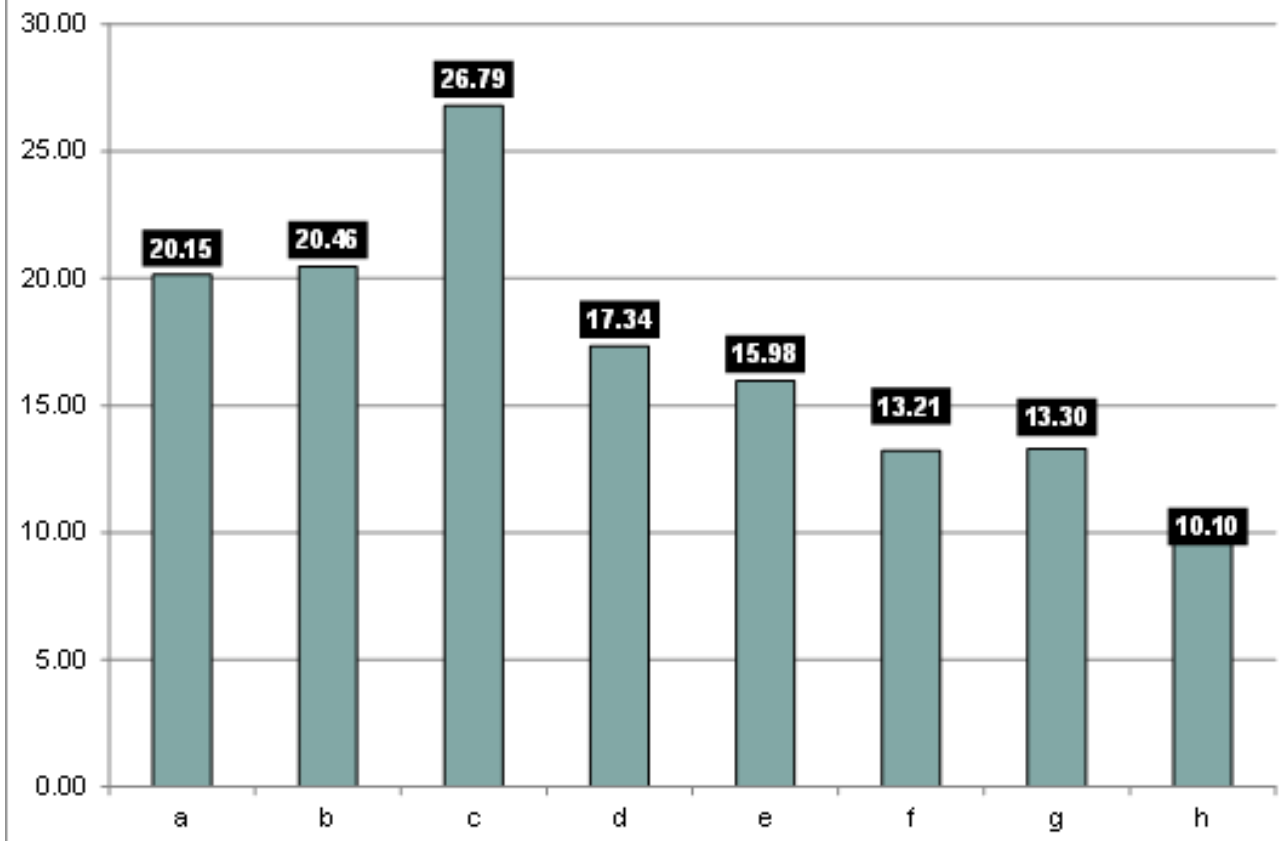


%age Cash Value Achieved 2013-2016

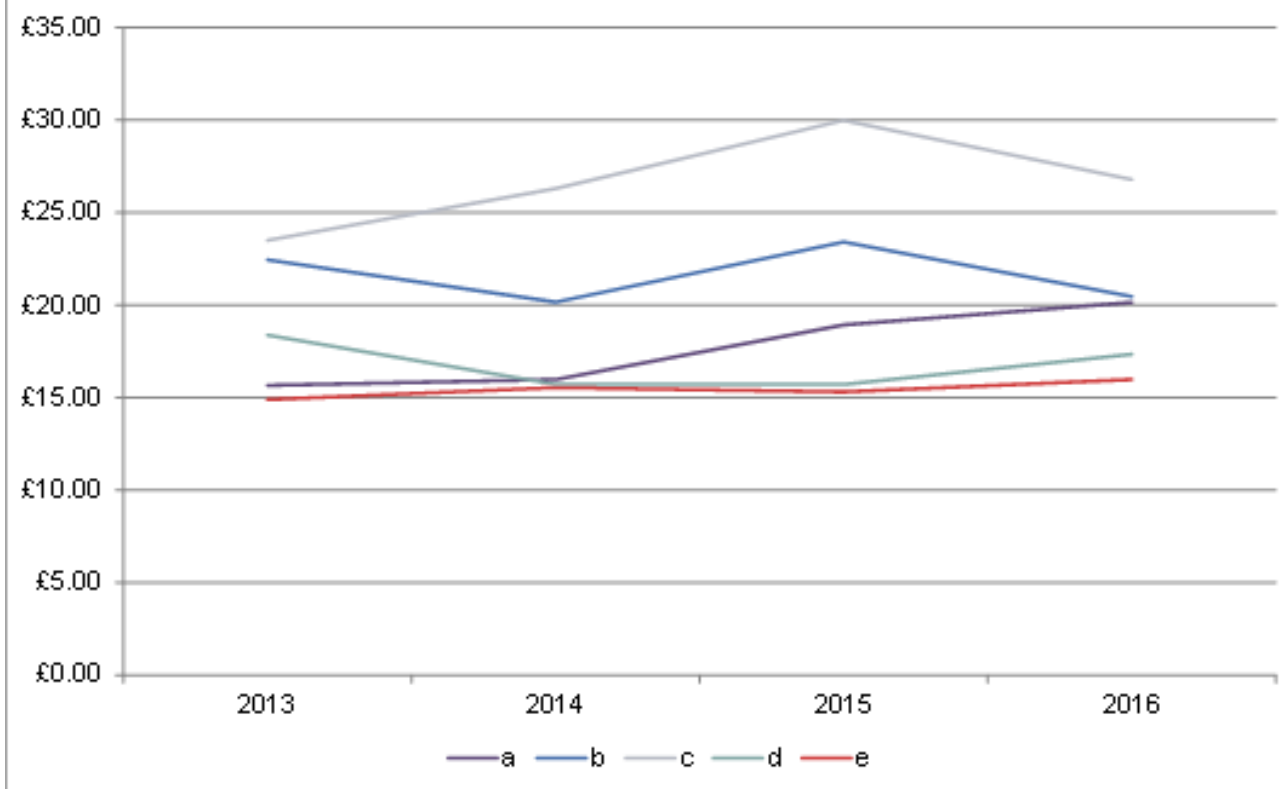


Concert Halls (c) continue to outperform all venue types except Smaller space, programmed infrequently (h). However, they have reported a dramatic reduction in Cash Value Achieved, falling from more than 80% to 65%. Other principal venues also generally saw reduced Cash Value in 2016 in comparison to 2015.

Average Ticket Price Asked 2016

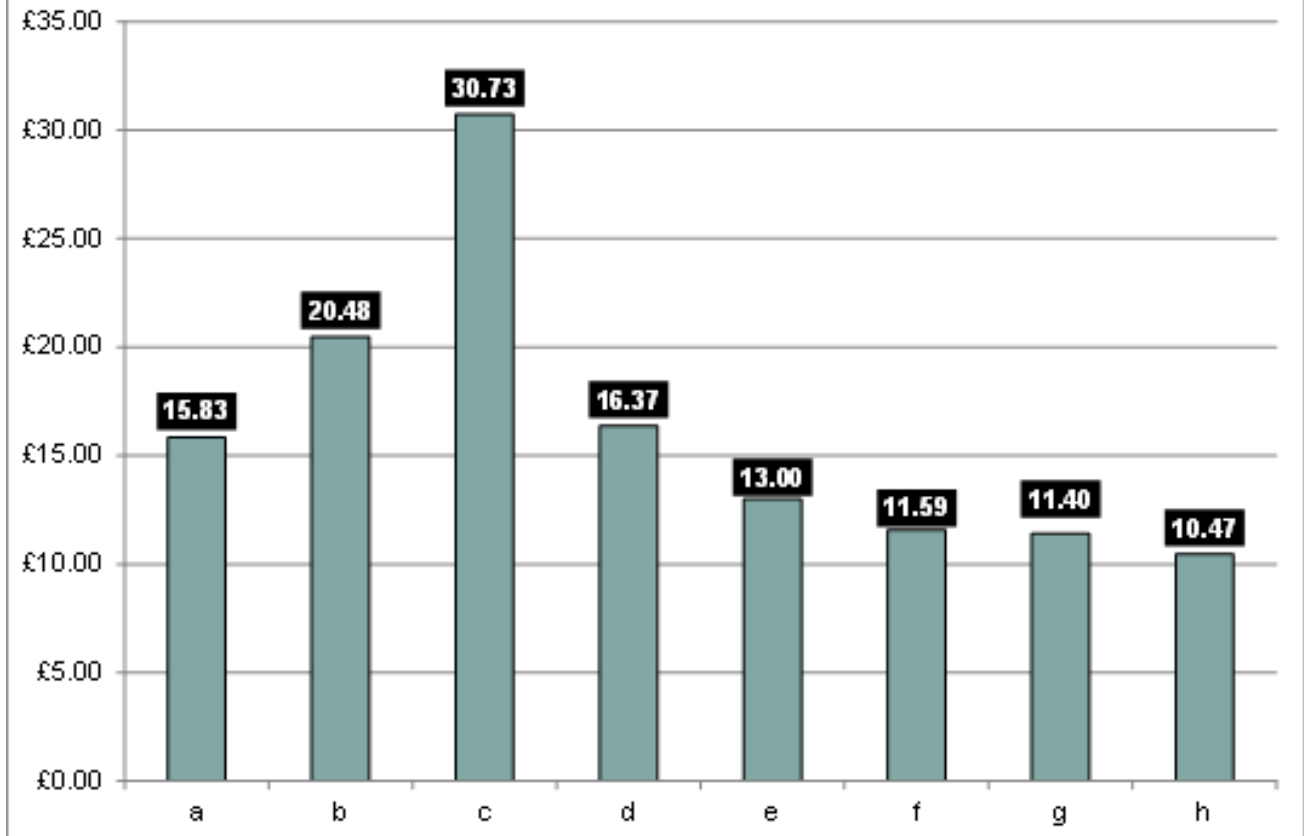


Average Ticket Price Asked 2013-2016



Average Ticket Price asked was the lowest for this genre since this study began. Most principal venue types demand between £15-£20, but Concert Halls (c) asked almost £27 in 2016.

Average Ticket Price Achieved 2016

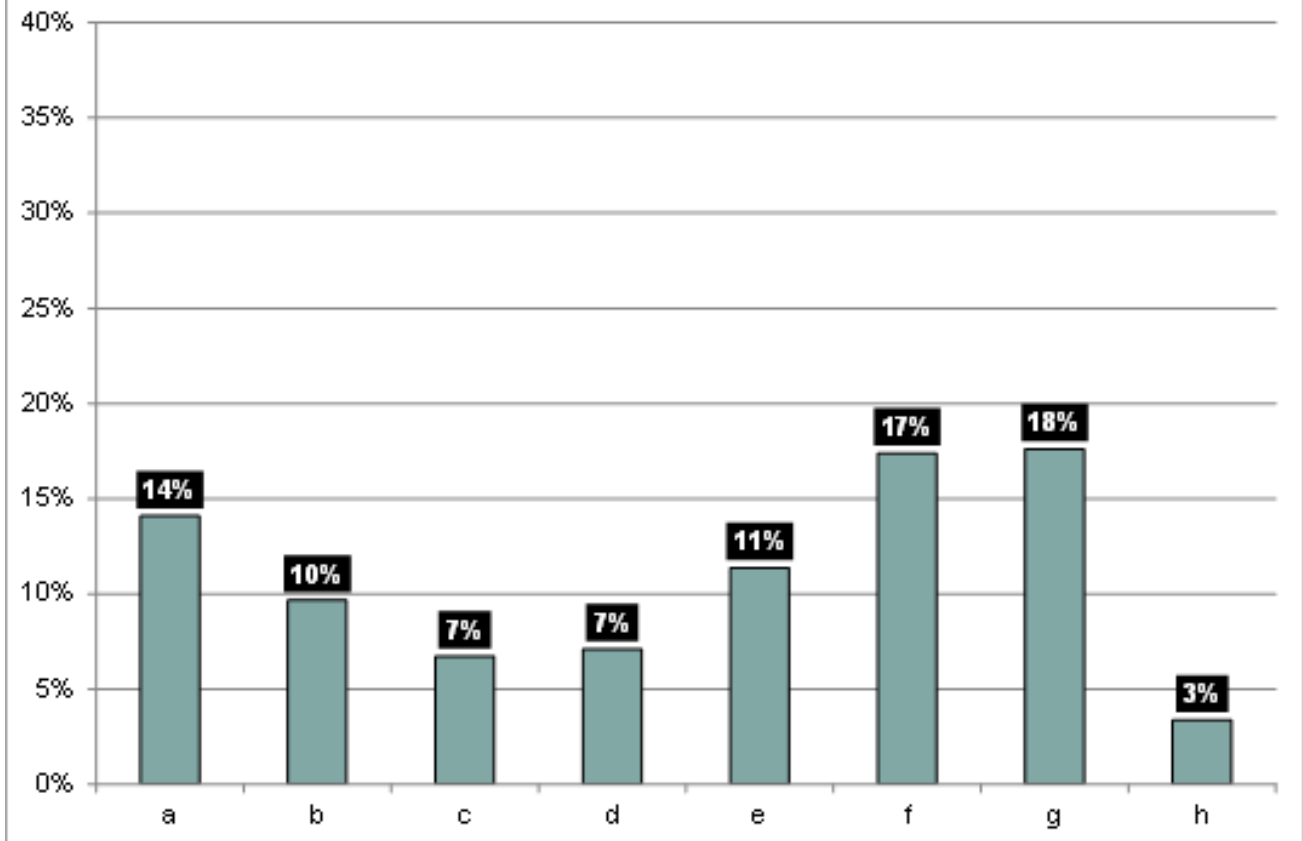


Average Ticket Price Achieved 2013-2016

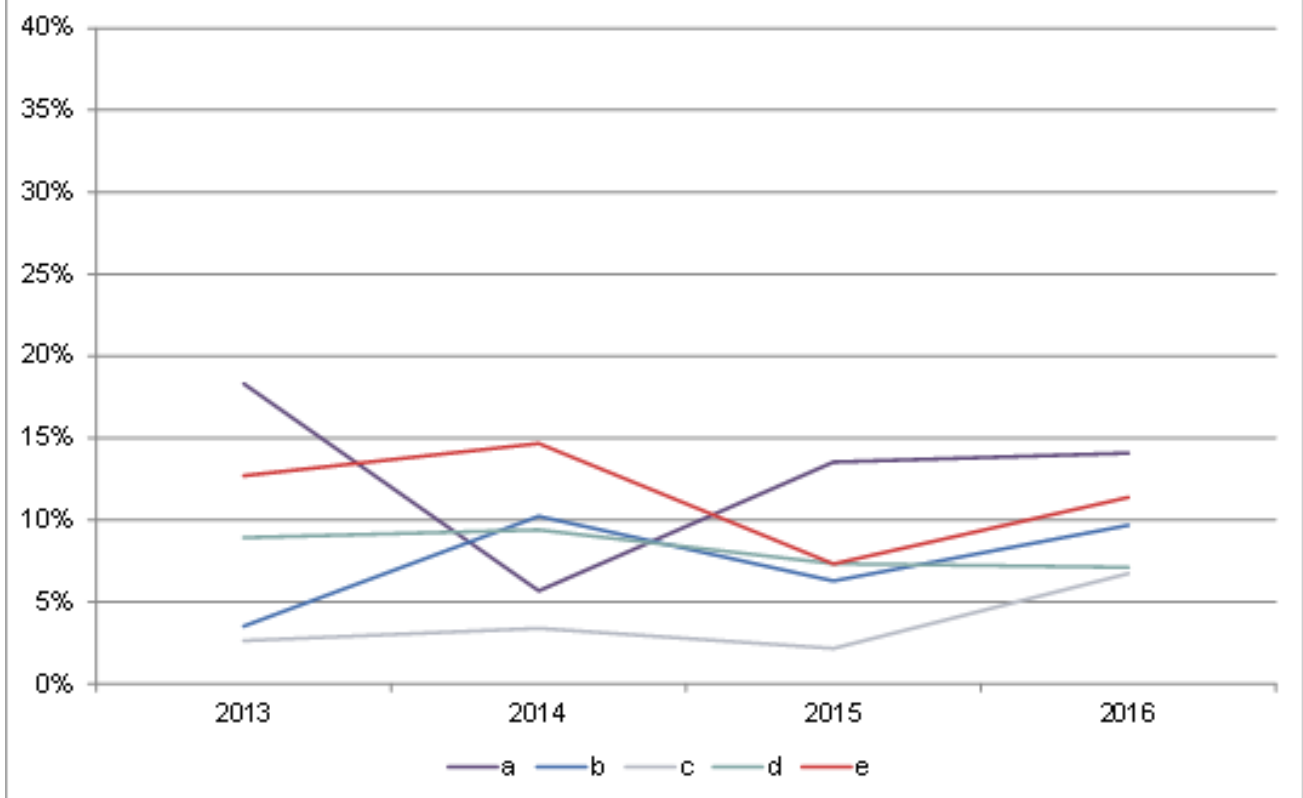


Ticket Price has decreased since 2015 by an average of £3.67. The Price Achieved varies hugely by venue type, with Main Auditoria of principally producing theatres with capacity over 160 (e) taking £13 per ticket, and Concert Halls (c) taking more than £30.

%age Comp Distribution 2016



%age Comp Distribution 2013-2016



T14% of tickets distributed by Main Auditoria of larger producing theatres (a) were Comps, with this figure increasing over the past two years. All principal venue types have seen fluctuations in their complimentary ticket distribution over the period, generally between 5-15%.