Family Theatre

- Despite a small fall in the number of performances, there has been a 42% rise in income for Family Theatre, with the majority of this coming in 2016.

- Ticket sales have increased by 21% and the average price paid by 17%.

- The growth in sales and income for Family Theatre in 2016 was largely driven by principally presenting theatres with a capacity of over 1,000 (b) where income grew from just under £3M in 2015 to £5.5M in 2016.

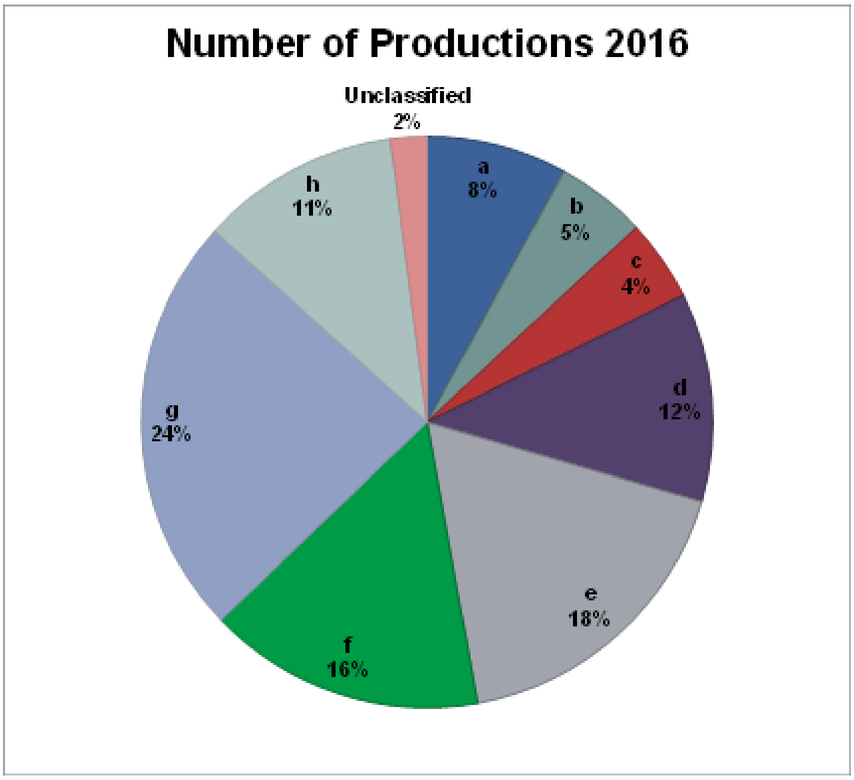
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	390	4,739	1,008,246	£11,425,293	52%	45%	£13.31	£11.33
2014	421	4,959	1,084,191	£13,368,165	53%	48%	£13.78	£12.33
2015	410	4,707	1,042,456	£12,896,452	52%	46%	£14.03	£12.37
2016	390	4,565	1,221,189	£16,204,904	60%	55%	£14.55	£13.27
Change 2013-16	+0	-174	+212,943	+£4,779,611	+7.53%	+10.02%	+£1.25	+£1.94
Change 2015-16	-20	-142	+178,733	+£3,308,452	+7.54%	+8.44%	+£0.53	+£0.90

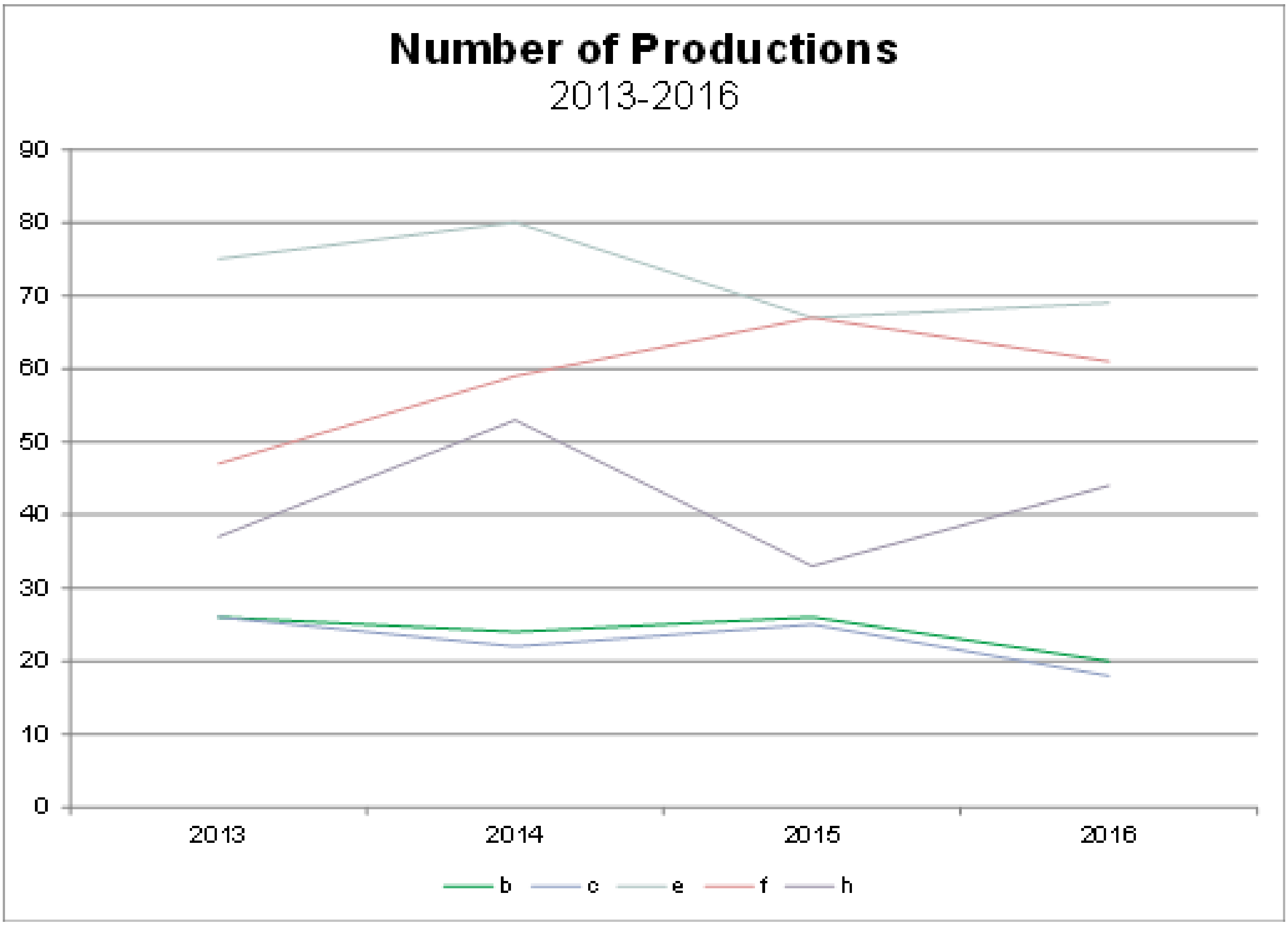
Family Theatre has seen growth in all areas of the study, despite a reduction in the number of performances in 2016. There has been an increase in Total Box Office Income by almost £5M since 2013.

The five most financially important venues for Family Theatre were

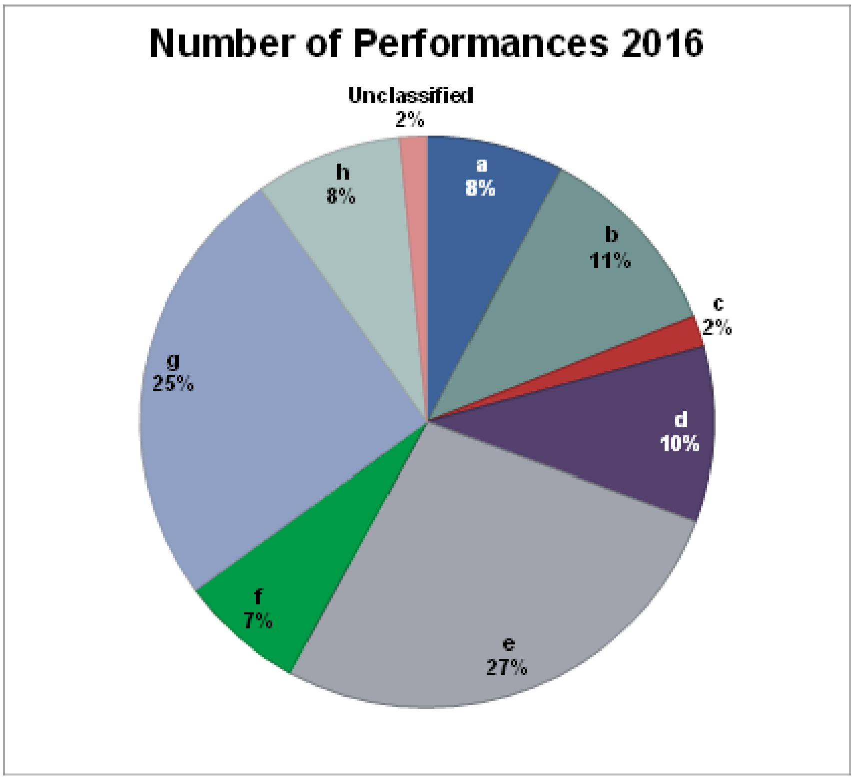
1. Principally presenting theatres with a capacity of over 1,000 (b)
2. Main Auditoria of principally producing theatres with capacity over 160 (e)
3. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d)
4. Main Auditoria of larger producing theatres (a)
5. Smaller space, programmed frequently (g)

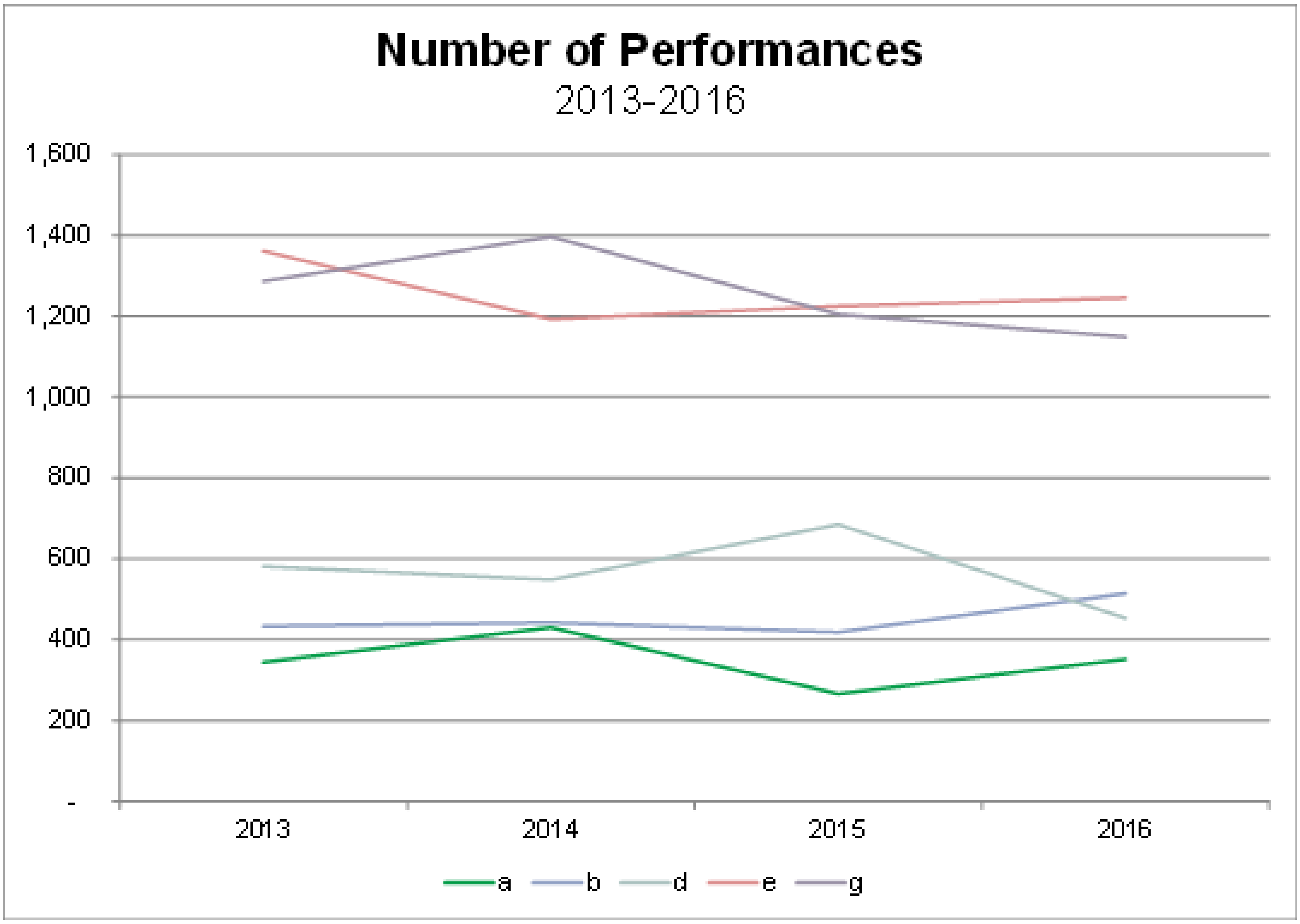
Together they accounted for 91% of total box office income.



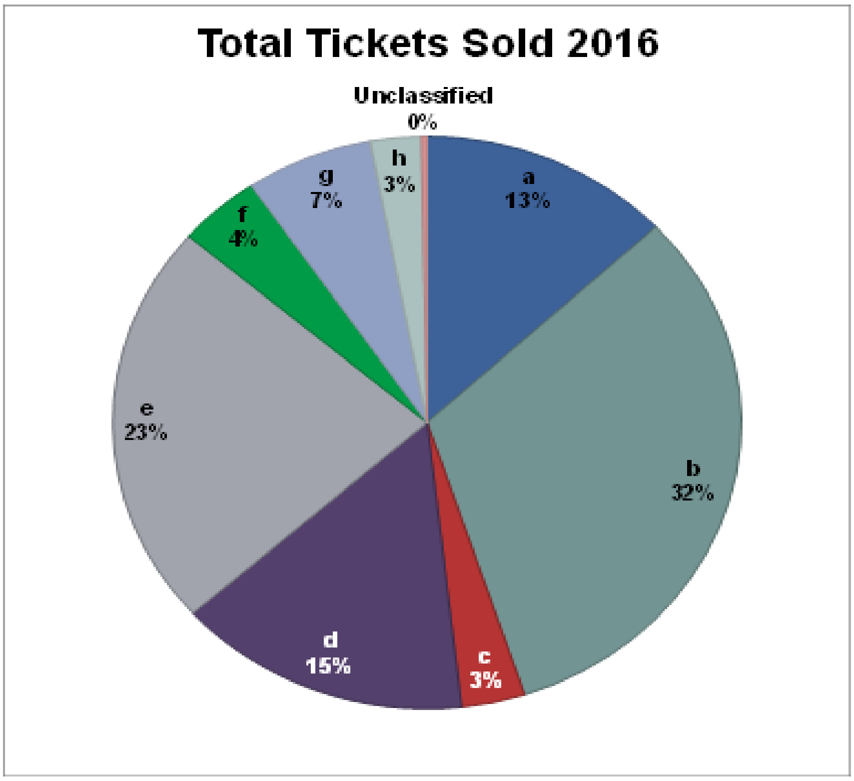


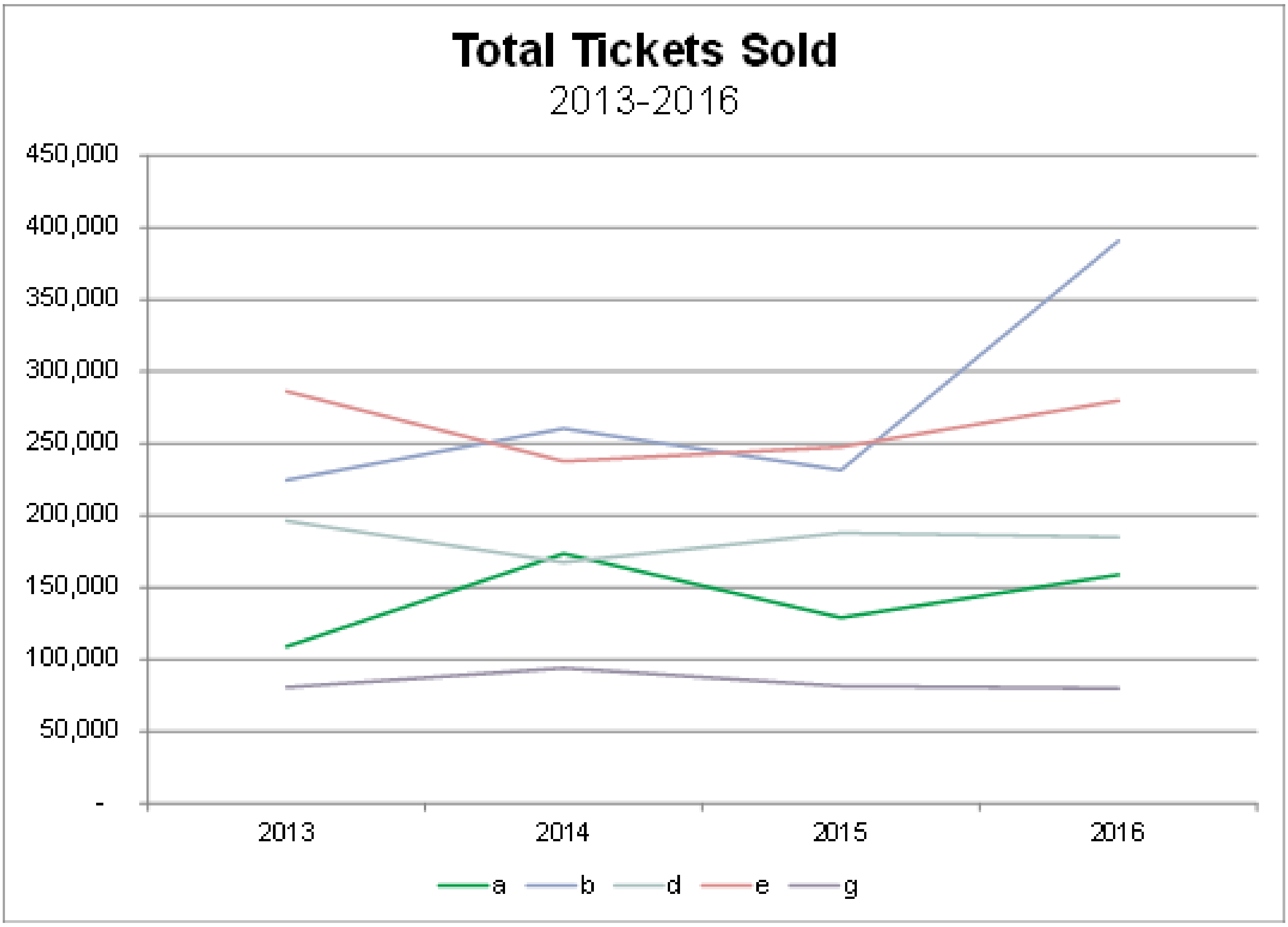
After an increased number of productions were staged in 2014 and 2015, that number dropped in 2016 to the same level as 2013. There was a 5% decrease in productions from 2015 to 2016.



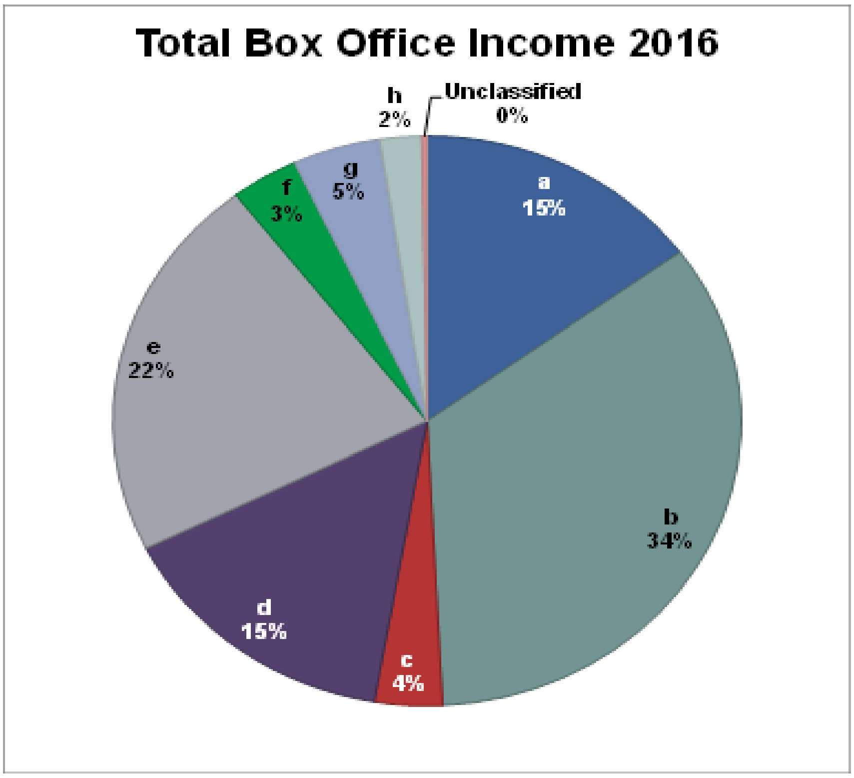


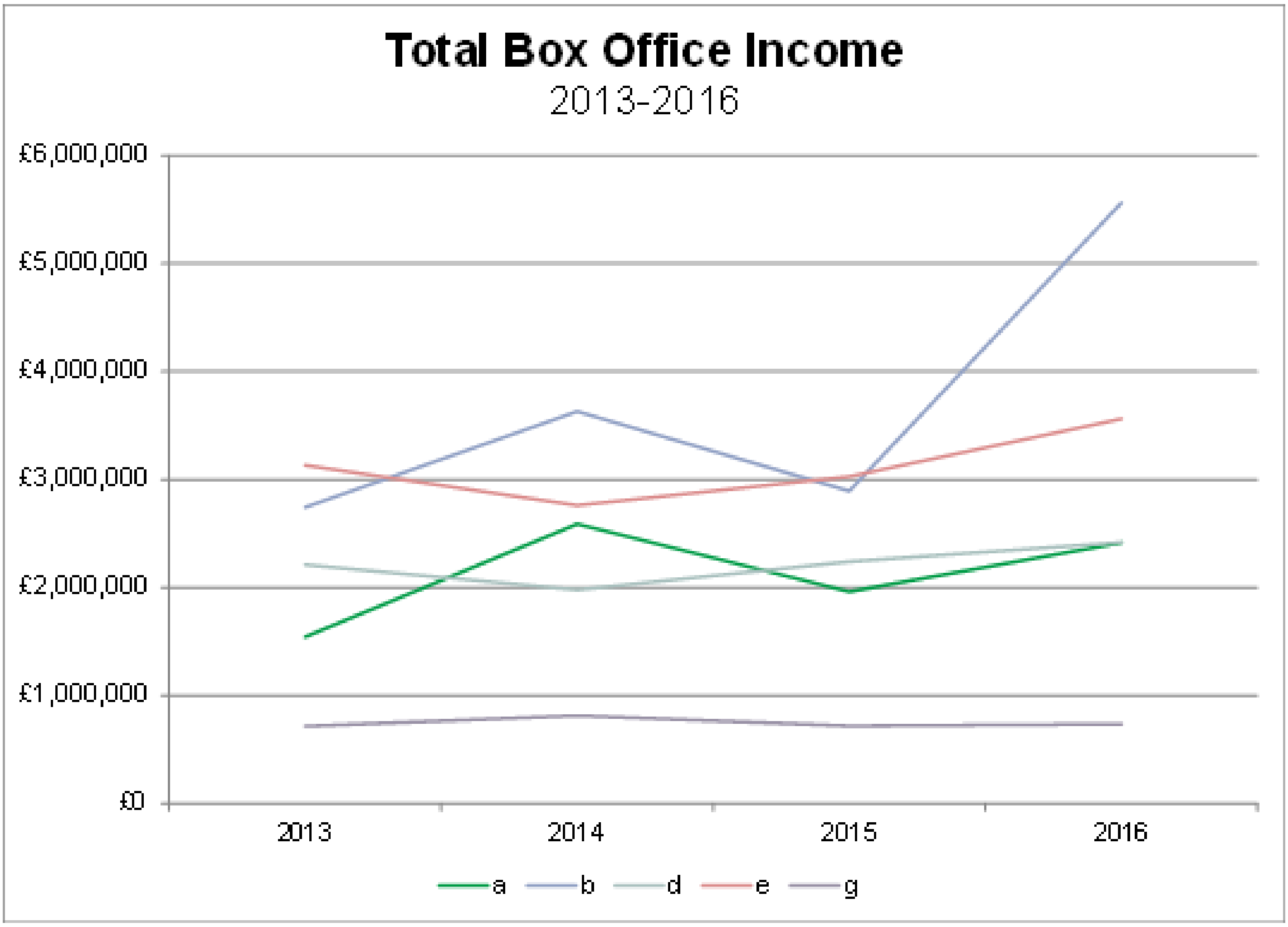
There has also been a fall in the numbers of performances over the study period. Auditoria of principally presenting theatres with a capacity between 500-1,000 (d) saw most dramatic change in 2016, with more than 200 fewer performances when compared to the previous year.



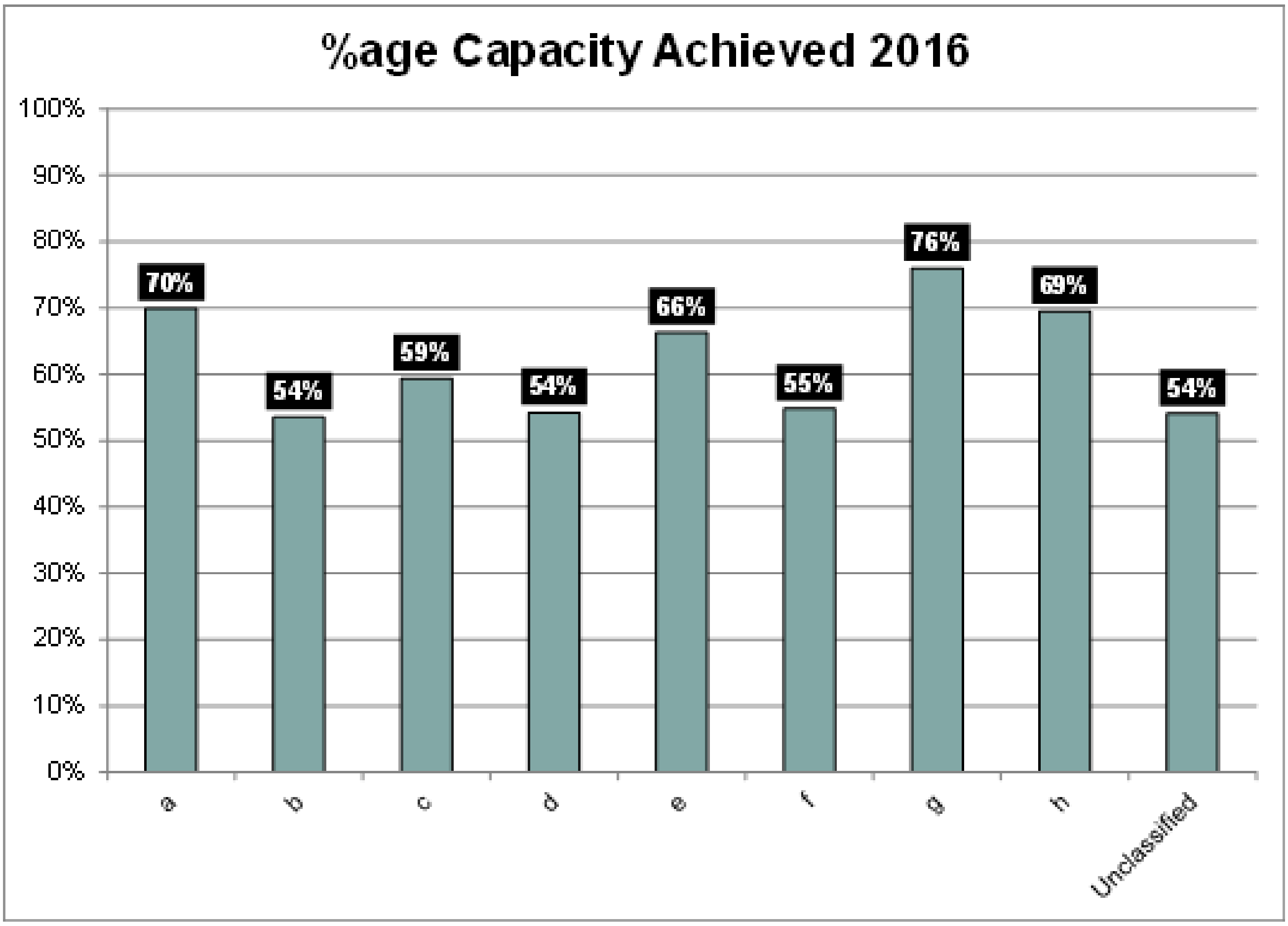


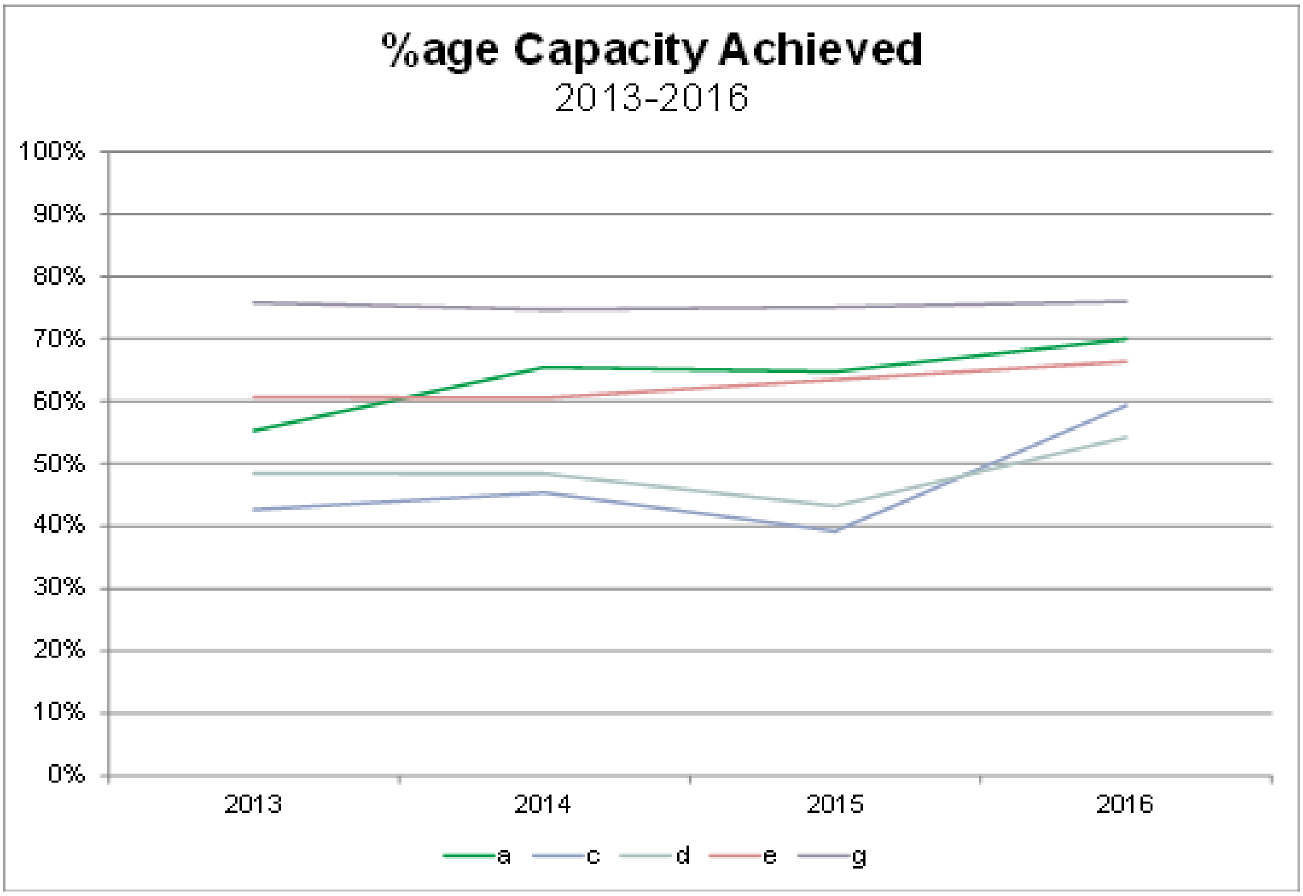
2016 saw a slight decrease in the number of productions and performances overall, however there was an increase of almost 180,000 ticket sales, with Principally presenting theatres with a capacity of over 1,000 (b) recording an increase of around 150,000 alone.



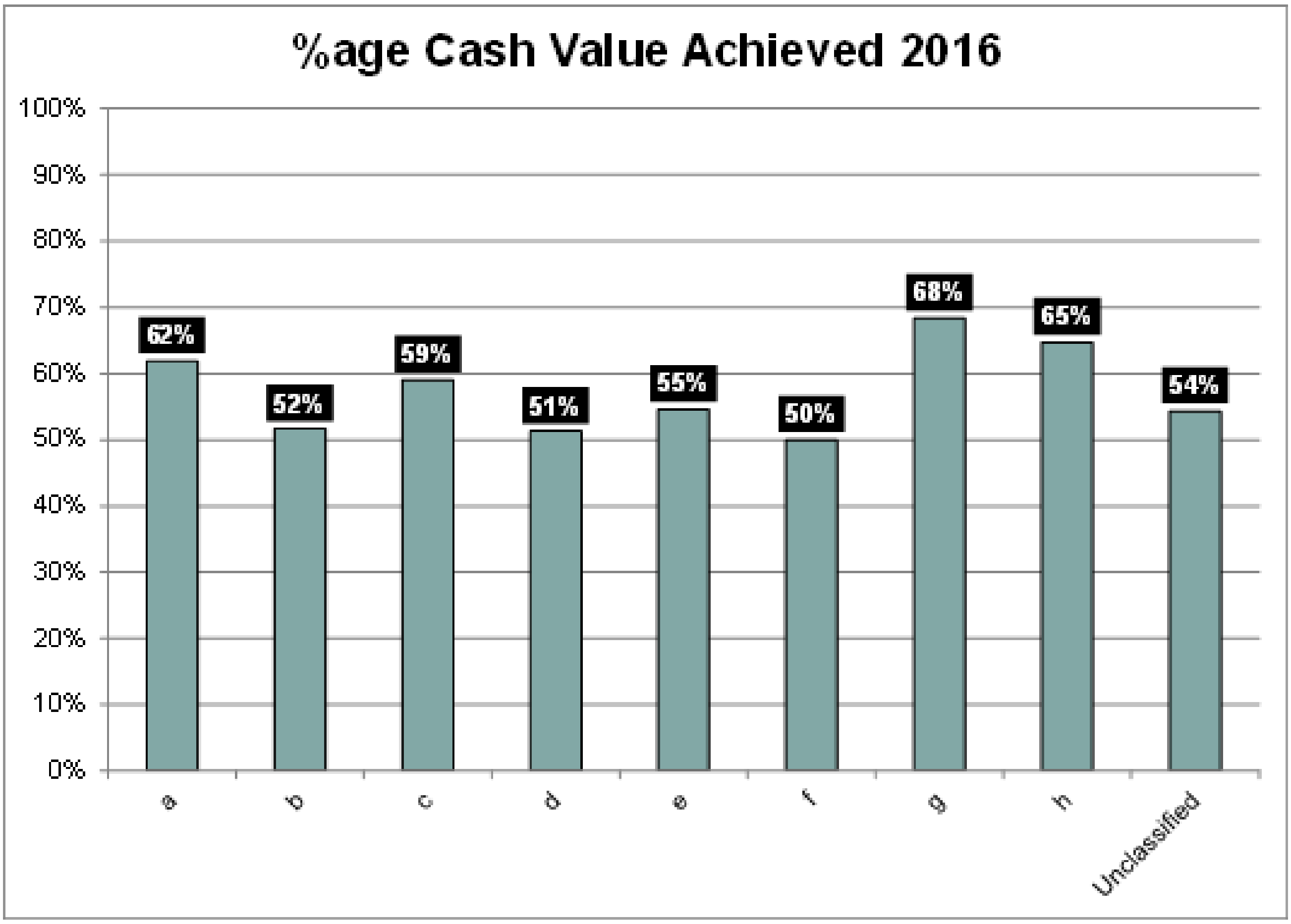


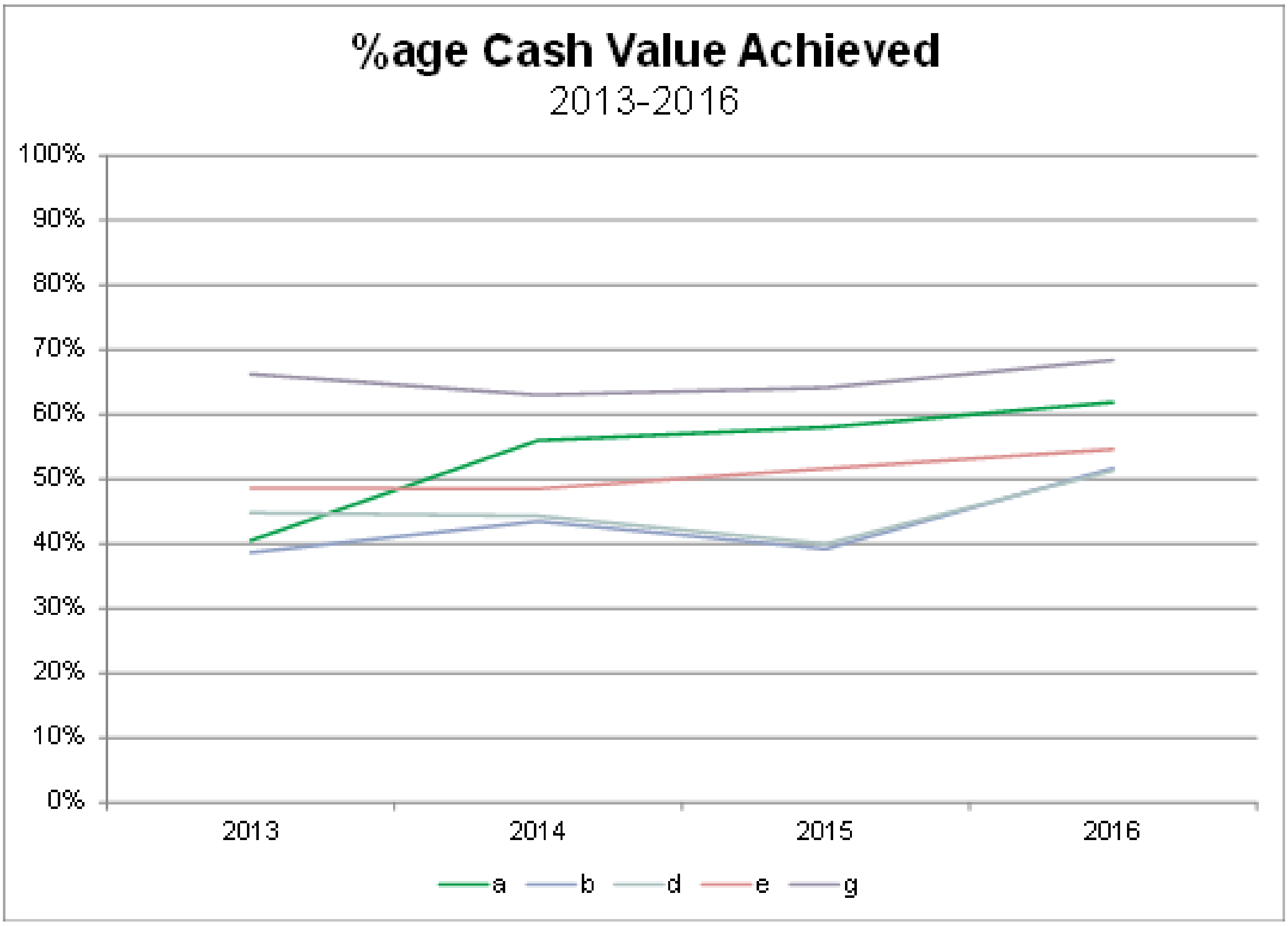
All venue types saw an increased Total Box Office Income for Family Theatre, with Principally presenting theatres with a capacity of over 1,000 (b) seeing growth of around £2.5M and accounting for 34 % of overall income.



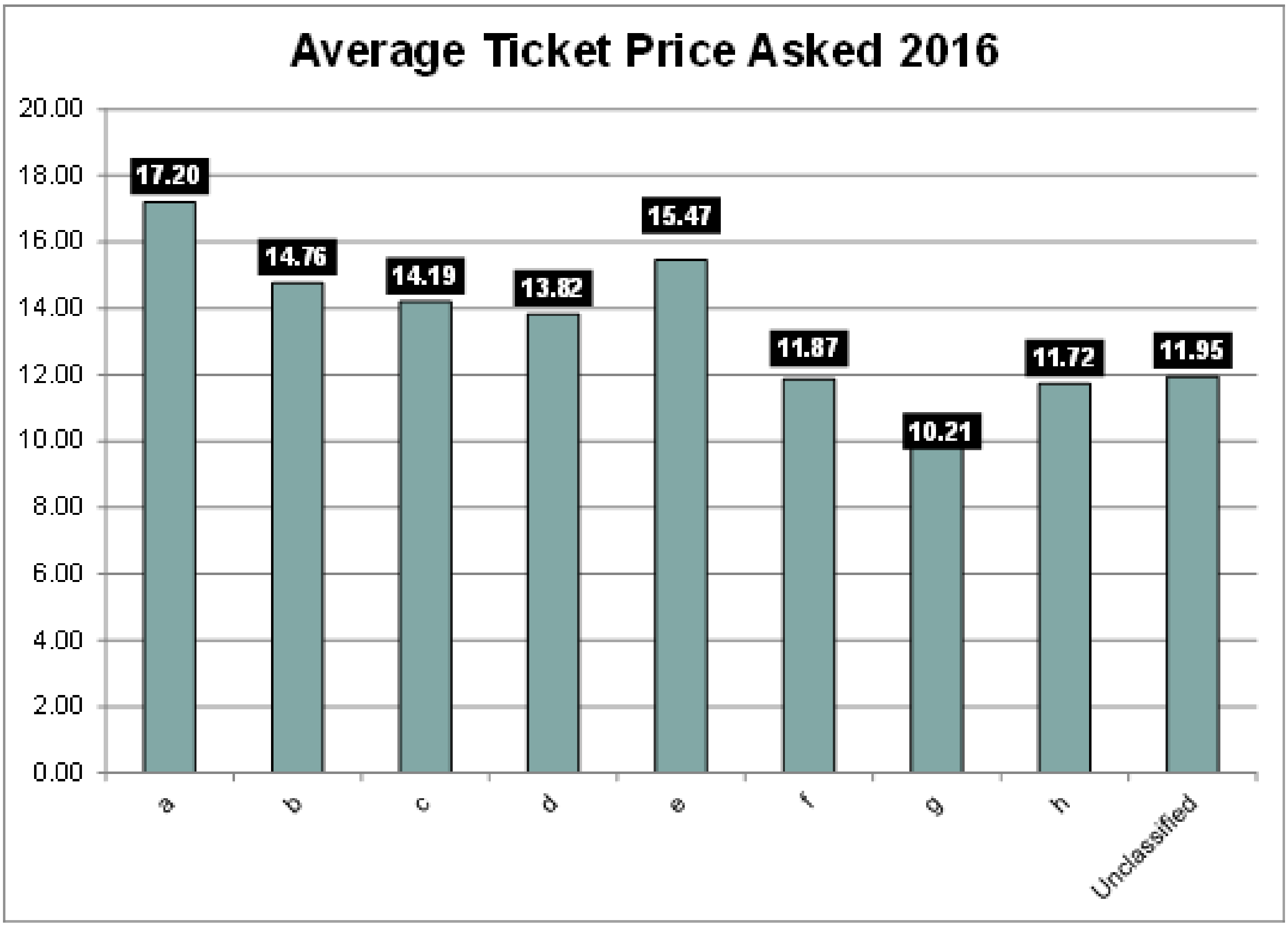


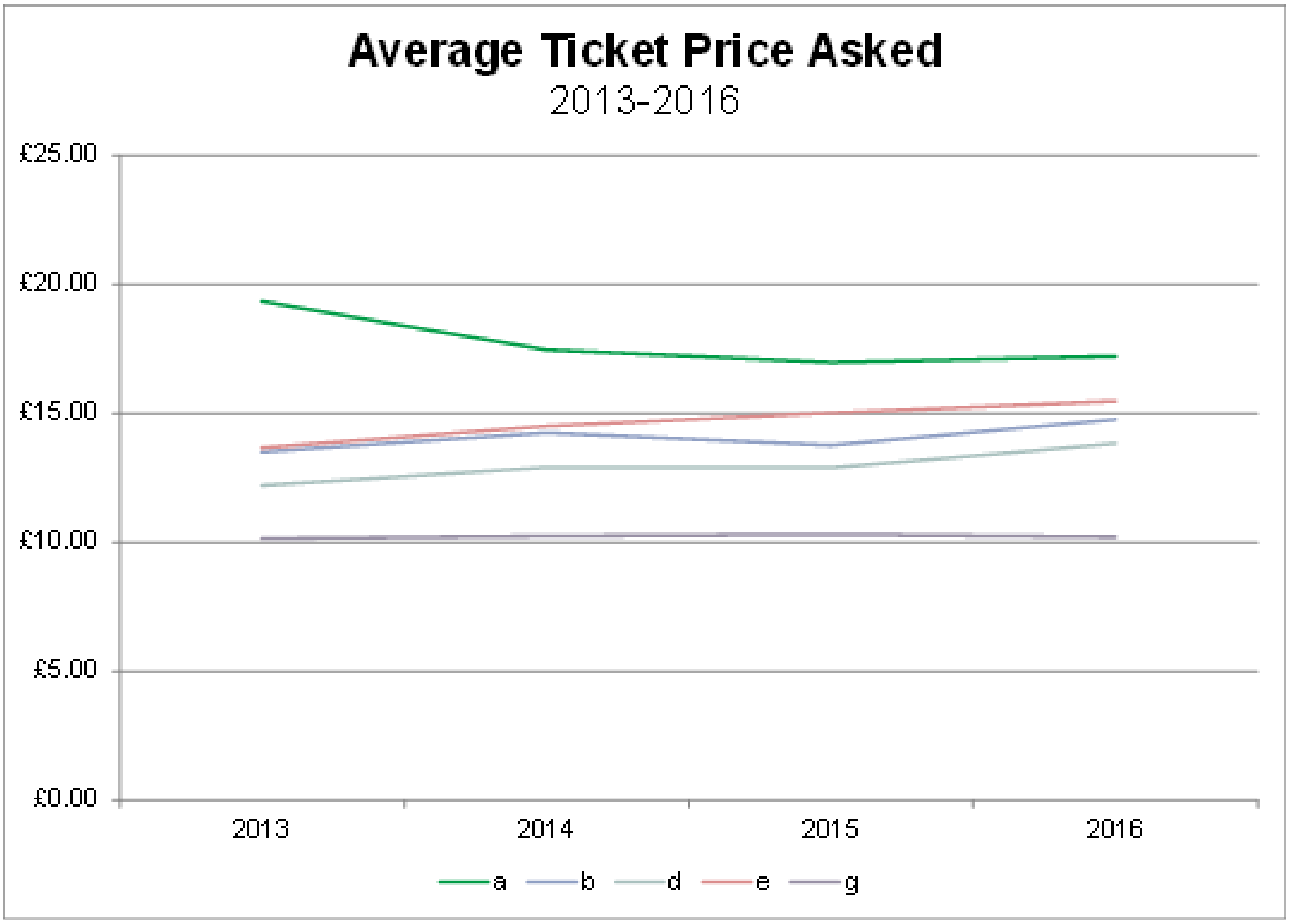
Smaller space, programmed frequently (g) continued to see the highest %age capacity achieved. Concert Halls (c) saw growth in this area by 10% compared to the previous year. There has been a general trend of growth in auditorium capacity across the study period.



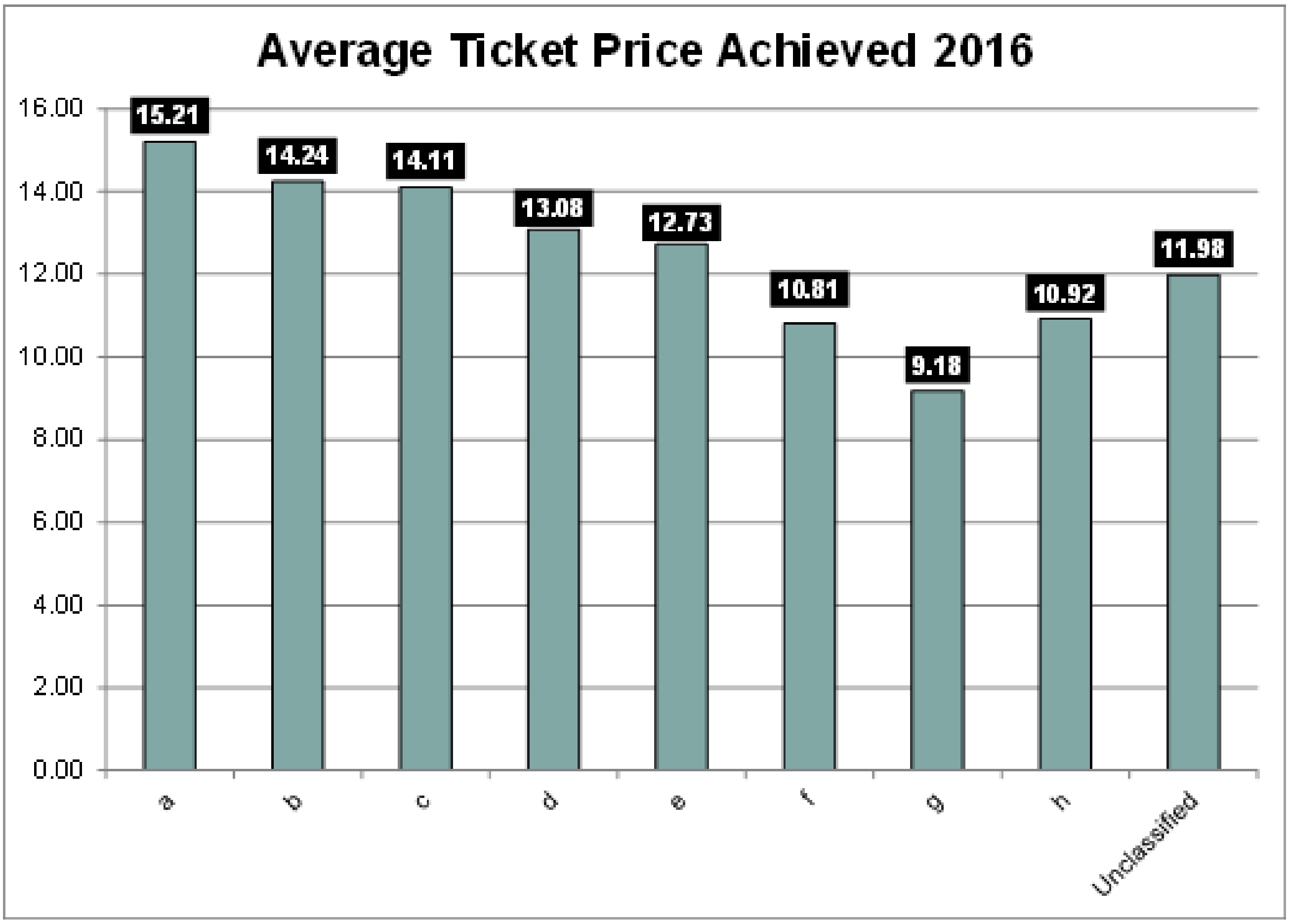


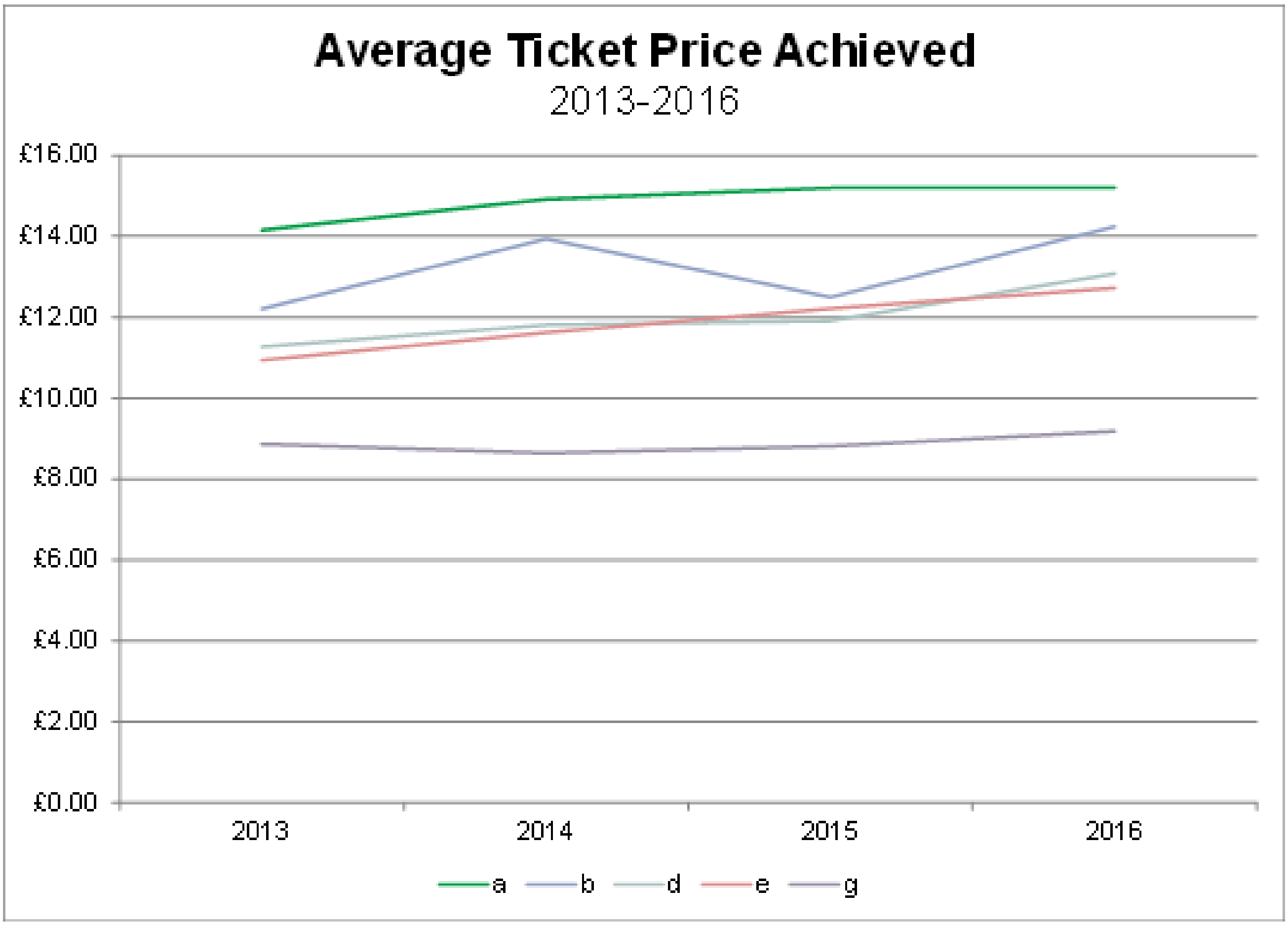
There has also been a rise in Cash Value Achieved over the period, with Principally presenting theatres with a capacity of over 1,000 (b) and Main Auditoria of larger producing theatres (a) increasing by 10 and 20% respectively.



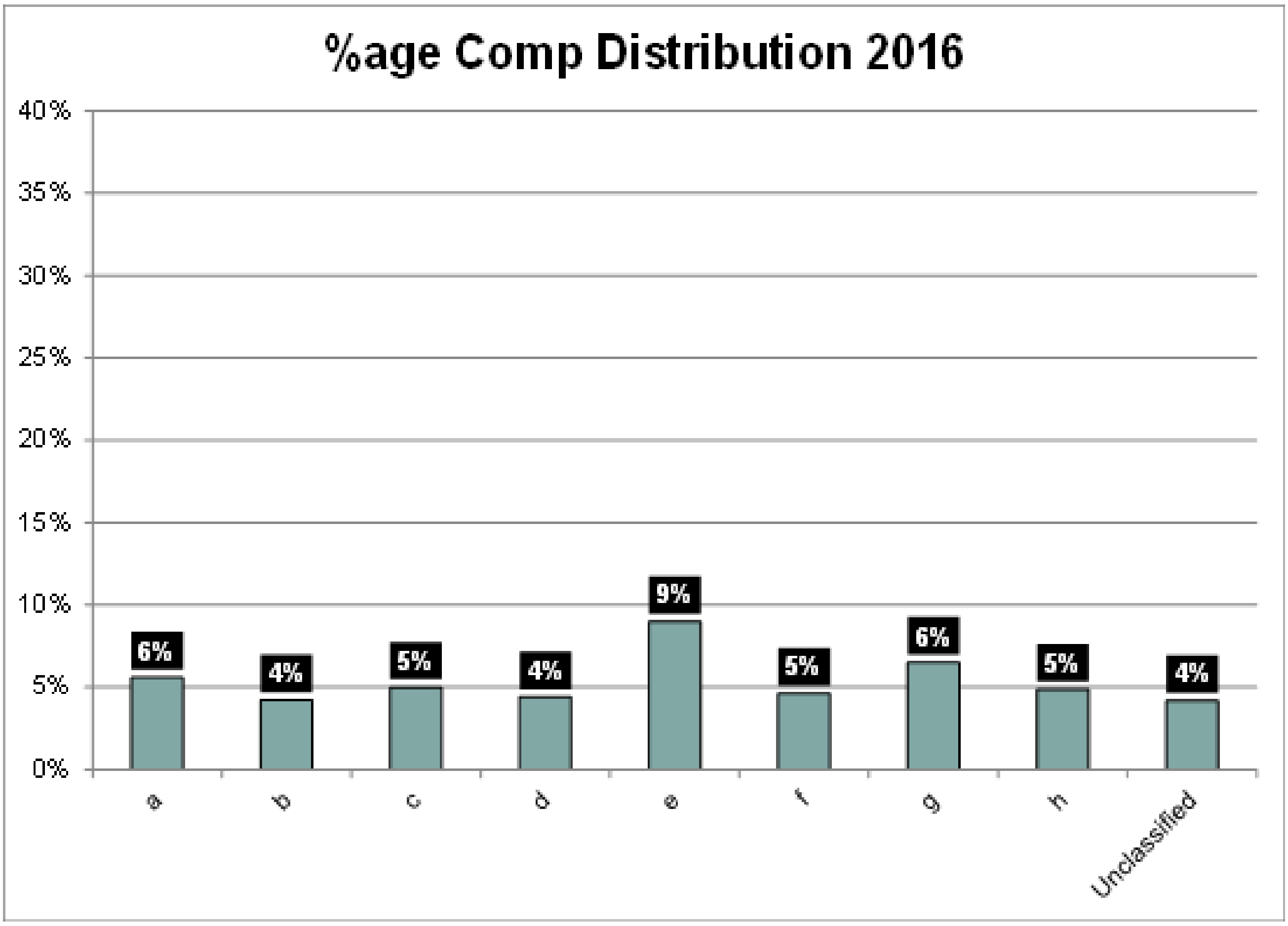


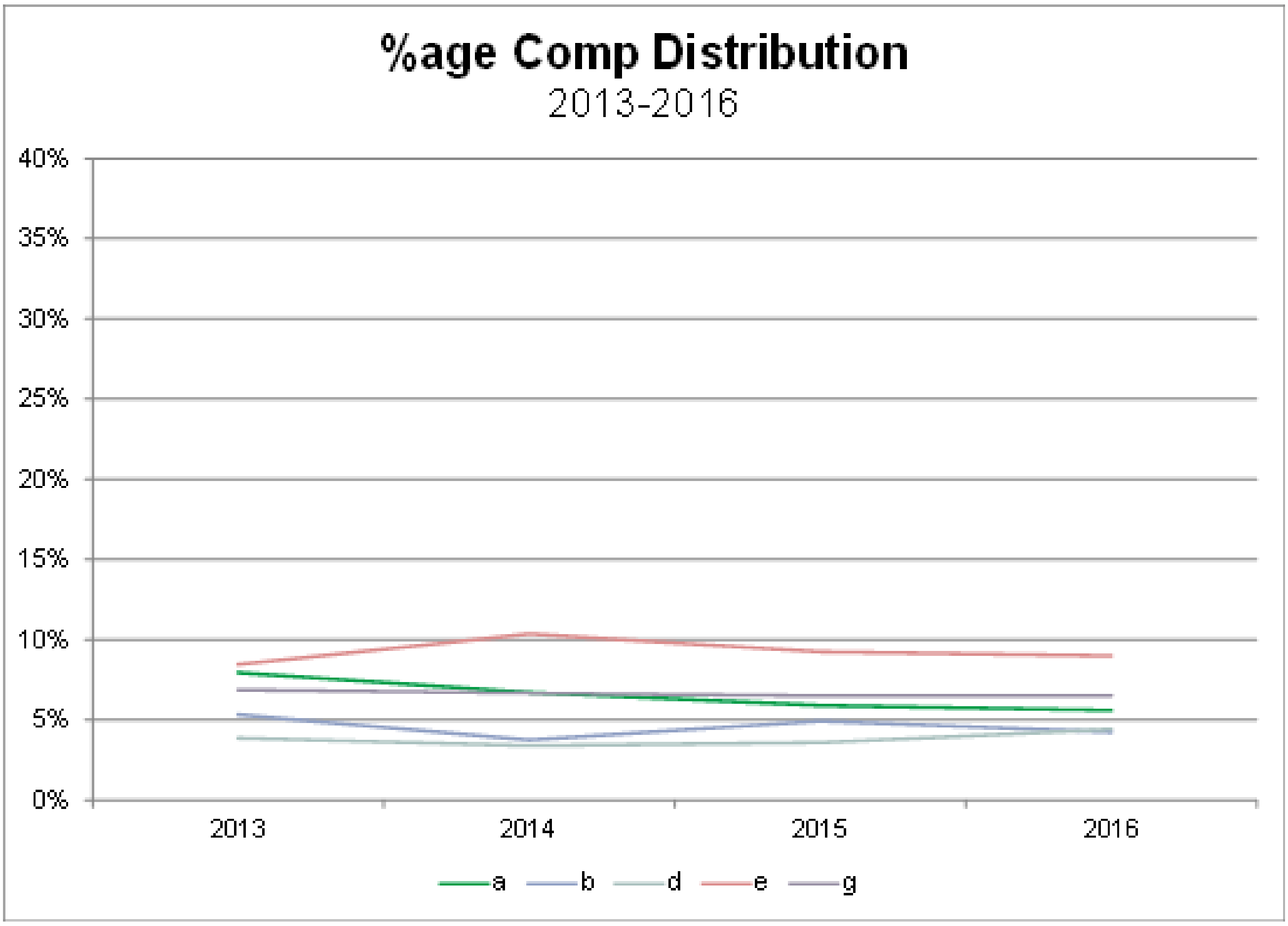
There has been a slight increase in Average Ticket price asked, however there is a large range of prices, with smaller venue types asking just over £10 and larger ones demanding more than £17.





Average Ticket Price Achieved was generally lower than the price asked , with Smaller space, programmed frequently (g) failing the only venue type not to reach the £10 mark in any year.





Main Auditoria of principally producing theatres with capacity over 160 (e) filled 9% of their seats with non-paying audience members, a number that has remained fairly stable across the period. Other venue types typically distributed around 5%.