

## C: Concert Halls

|   |                                     |
|---|-------------------------------------|
| Anvil Arts                                    | Concert Hall Anvil                  |
| ATG   | Folkestone                          |
| ATG   | Stoke Victoria Hall                 |
| ATG   | Southport                           |
| Bradford Theatres                             | St George's Hall                    |
| Cadogan Hall                                  | Cadogan Hall                        |
| De Montfort Hall                              | De Montfort Hall                    |
| Derby LIVE                                    | Assembly Rooms - Great Hall         |
| Hackney Empire                                | Hackney Empire                      |
| Harrogate Theatre                             | Harrogate Royal Hall                |
| HQ Theatres                                   | G Live                              |
| HQ Theatres                                   | Southend Theatres - Cliffs Pavilion |
| Leeds Grand Theatre & Opera House Ltd         | City Varieties Music Hall           |
| Nottingham Theatre Royal & Royal Concert Hall | Royal Concert Hall                  |
| Poole Arts Trust Ltd                          | Concert Hall Poole                  |
| St. David's Hall & New Theatre Cardiff        | St. David's Hall                    |
| Warwick Arts Centre                           | Warwick Arts Centre Hall            |

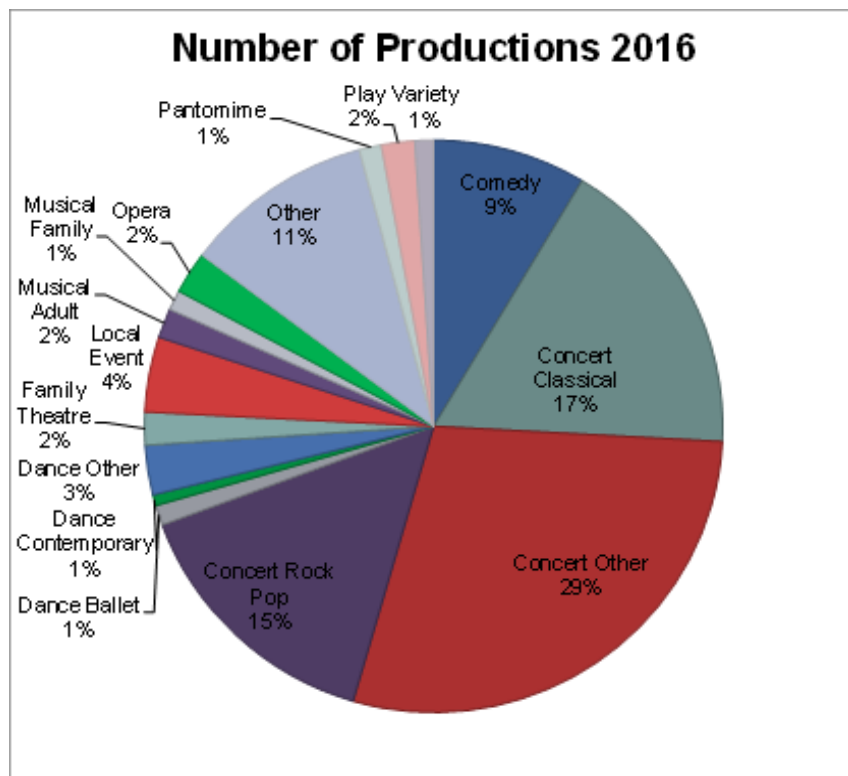
Note: not all venues listed above have provided data for the entire study period.

### Headlines

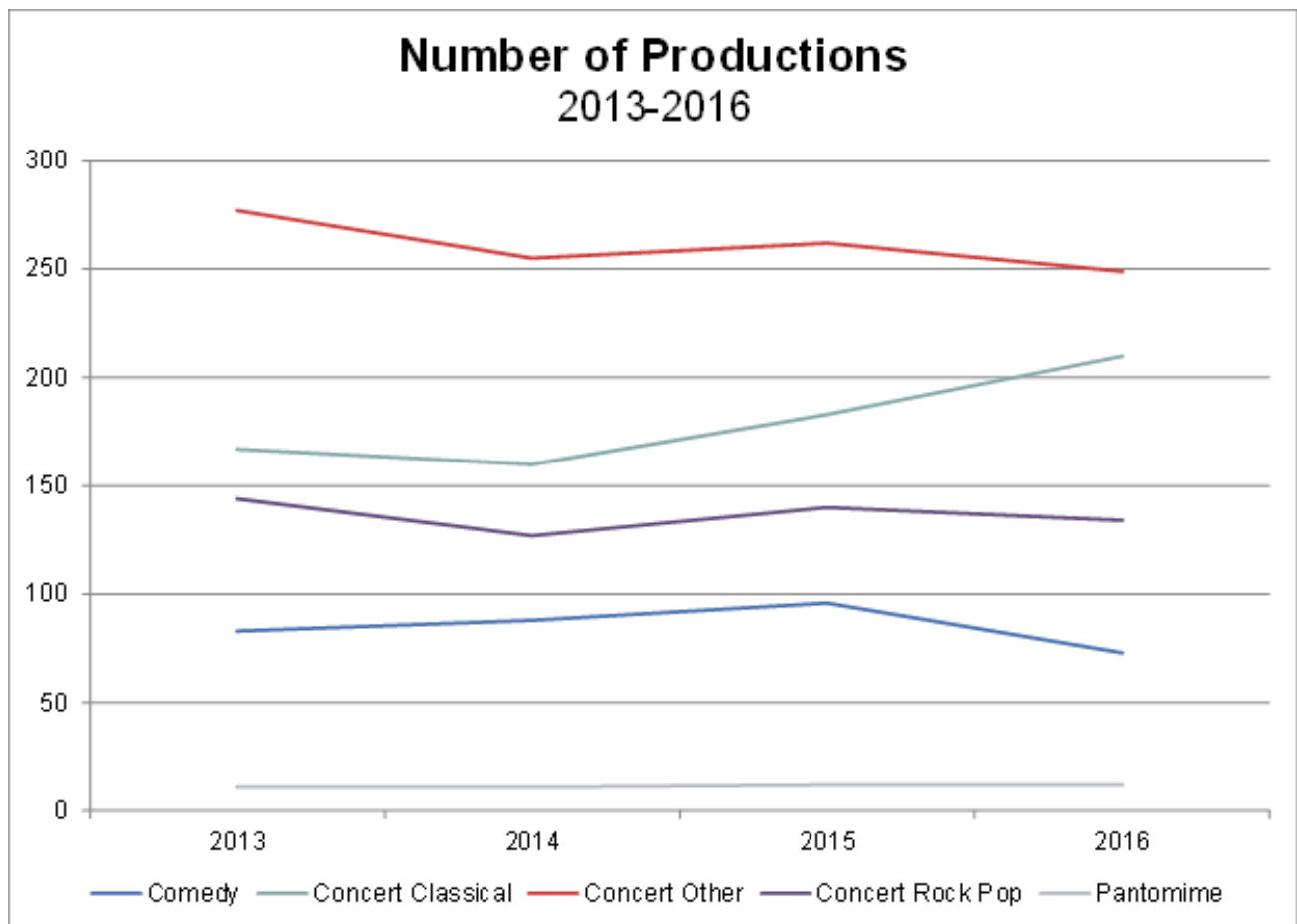
- Concert Halls reported an increase in attendance and over 30% increase in income.
- Average price paid for a ticket rose by 17%.
- Comedy and Concert Other were the main genres driving the growth in attendance and income.

|                | 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           | 917                   | 2,326                  | 1,550,086          | £33,726,291             | 60%                    | 62%                      | £21.19                     | £21.76                        |
| 2014           | 955                   | 2,428                  | 1,623,905          | £37,251,094             | 60%                    | 63%                      | £21.87                     | £22.94                        |
| 2015           | 886                   | 2,463                  | 1,729,722          | £42,166,508             | 60%                    | 63%                      | £23.17                     | £24.38                        |
| 2016           | 967                   | 2,421                  | 1,741,559          | £44,280,588             | 61%                    | 62%                      | £24.77                     | £25.43                        |
| Change 2013-16 | +50                   | +95                    | +191,473           | £10,554,297             | +0.47%                 | +0.46%                   | +£3.58                     | +£3.67                        |
| Change 2015-16 | +81                   | -42                    | +11,837            | +£2,114,080             | +0.33%                 | -1.23%                   | +£1.61                     | +£1.05                        |

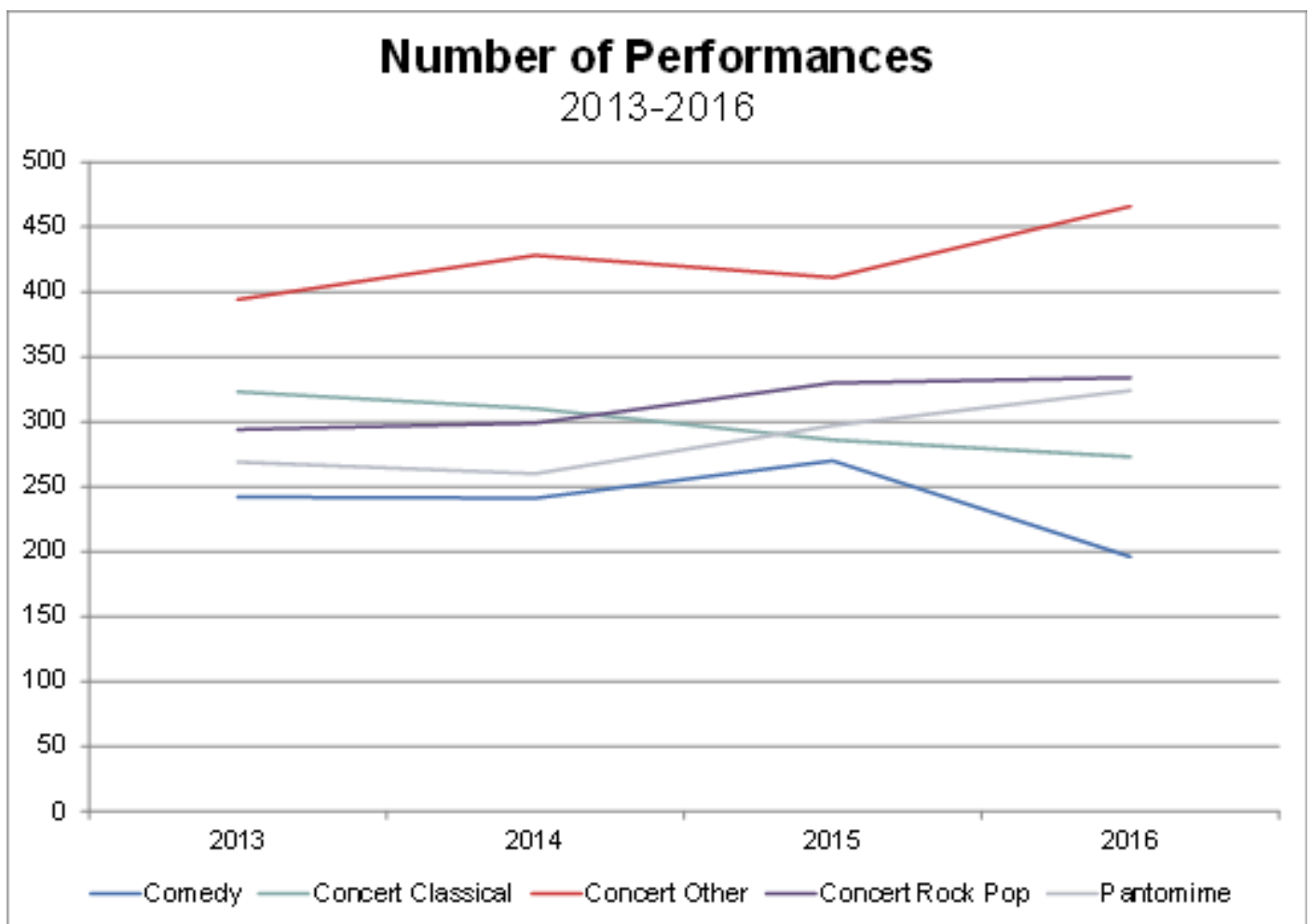
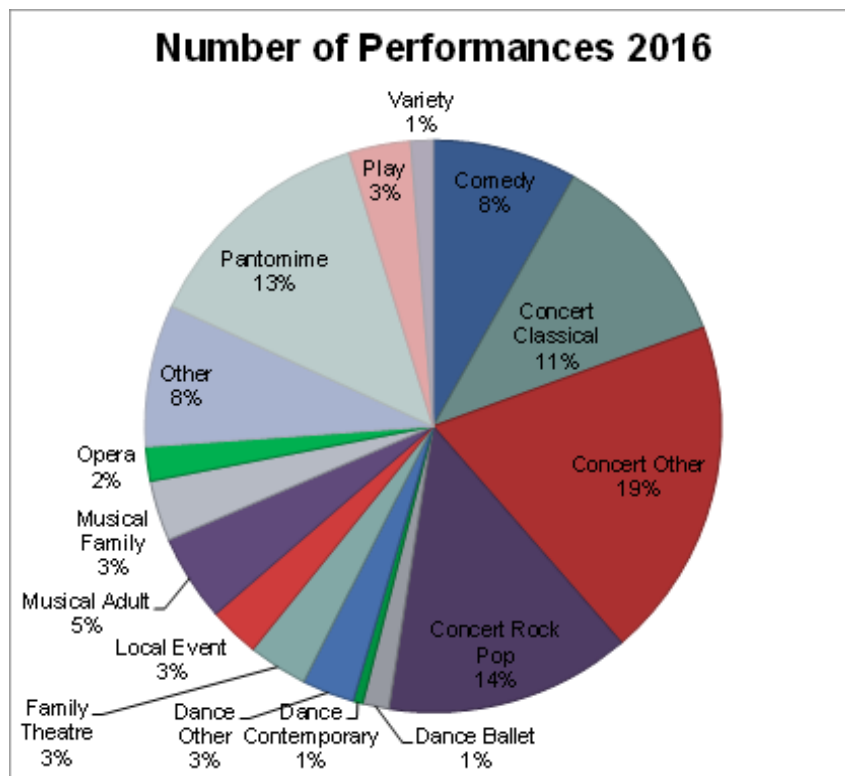
From 2013 to 2016, a 31% increase was recorded for Total Box Office Income, and the number of performances decreased by 2% in 2016. The five most financially important genres for this type of venue in 2016 were Concert Rock Pop, Concert Other, Comedy, Concert Classical, and Pantomime. Together, they accounted for 67% of all box office revenue in 2016.



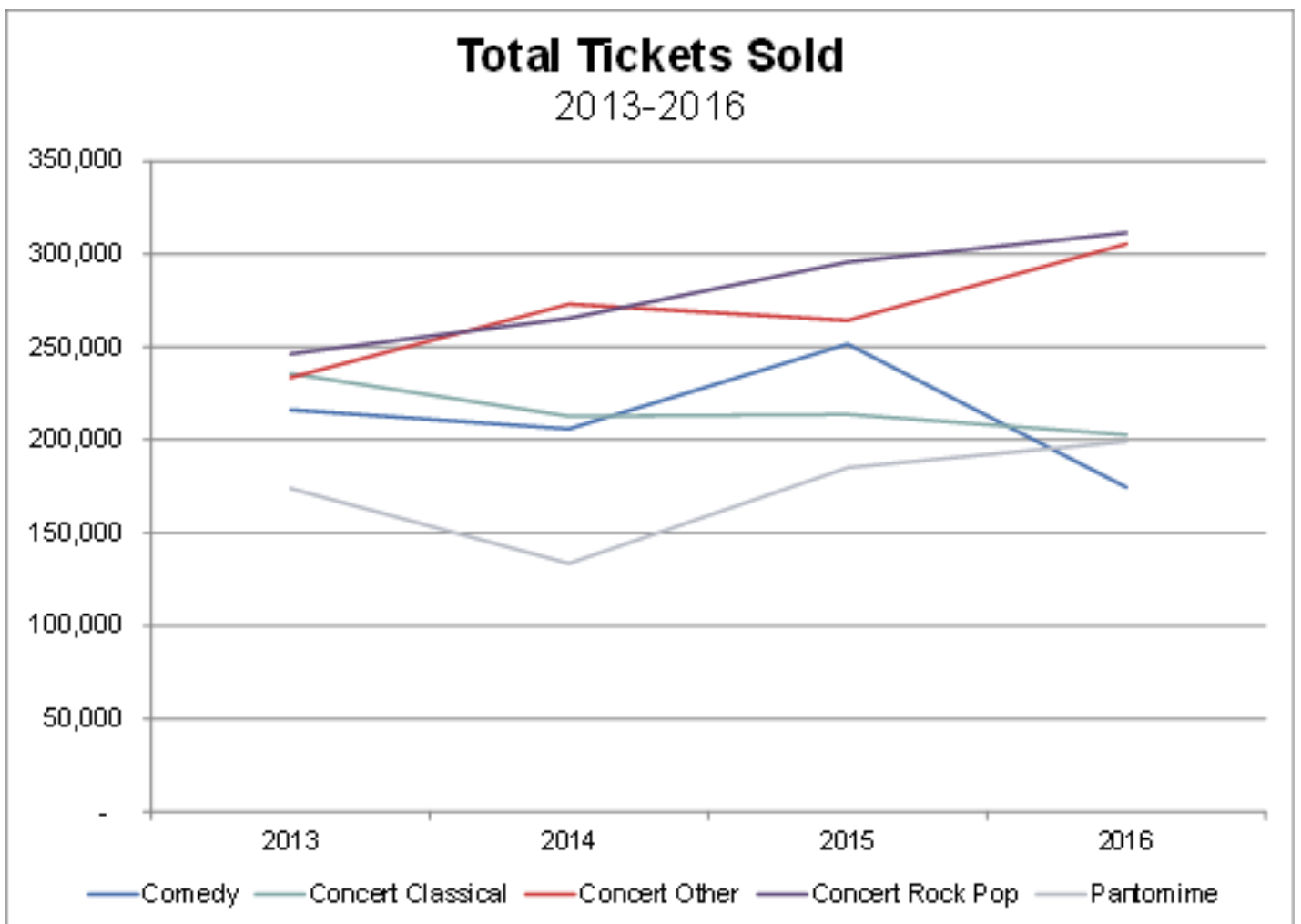
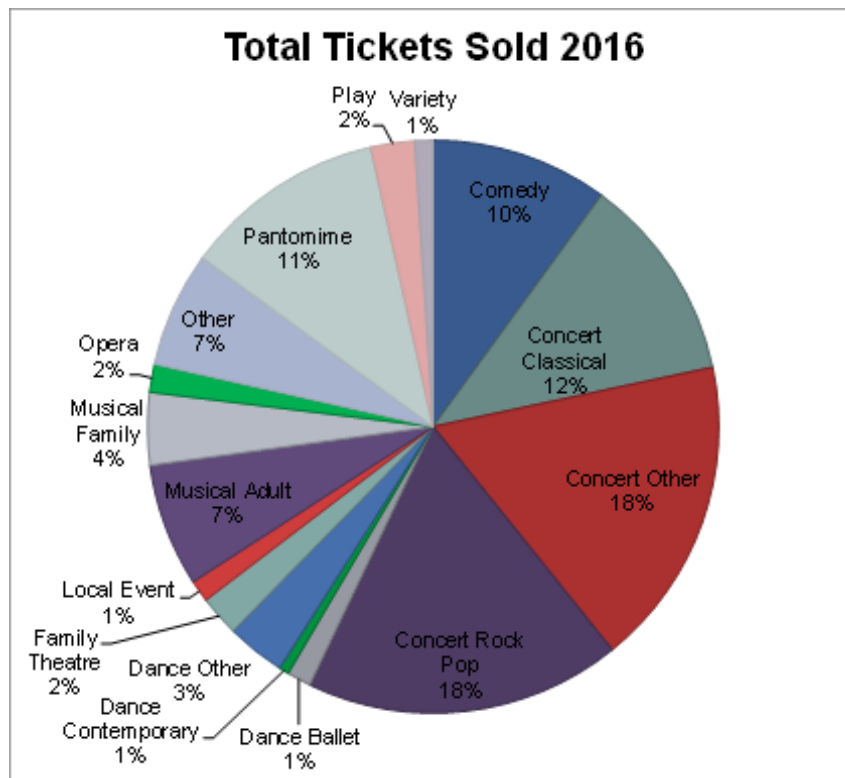
Concert Other, Concert Classical, and Concert Rock Pop accounted for 61% of productions in 2016.



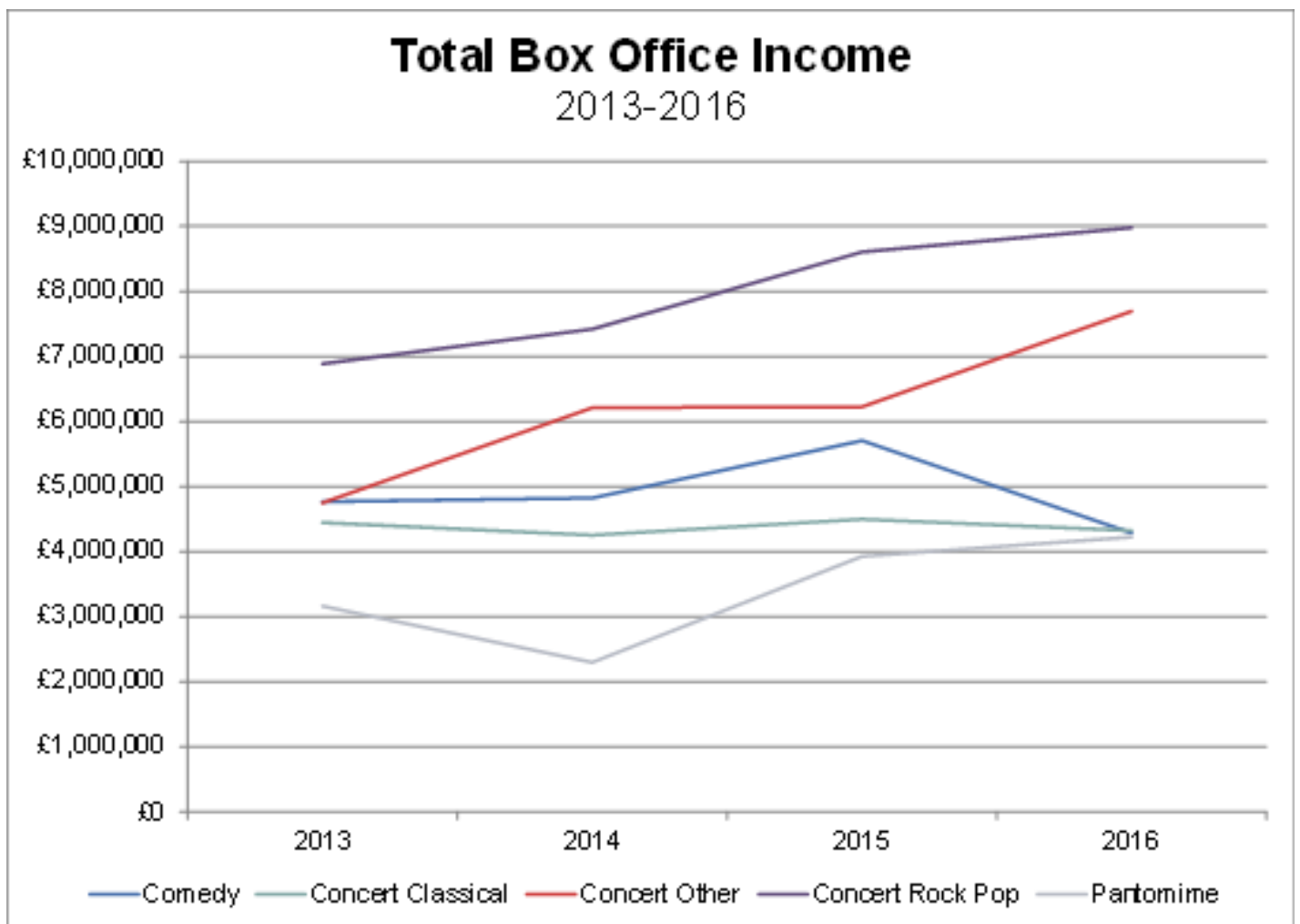
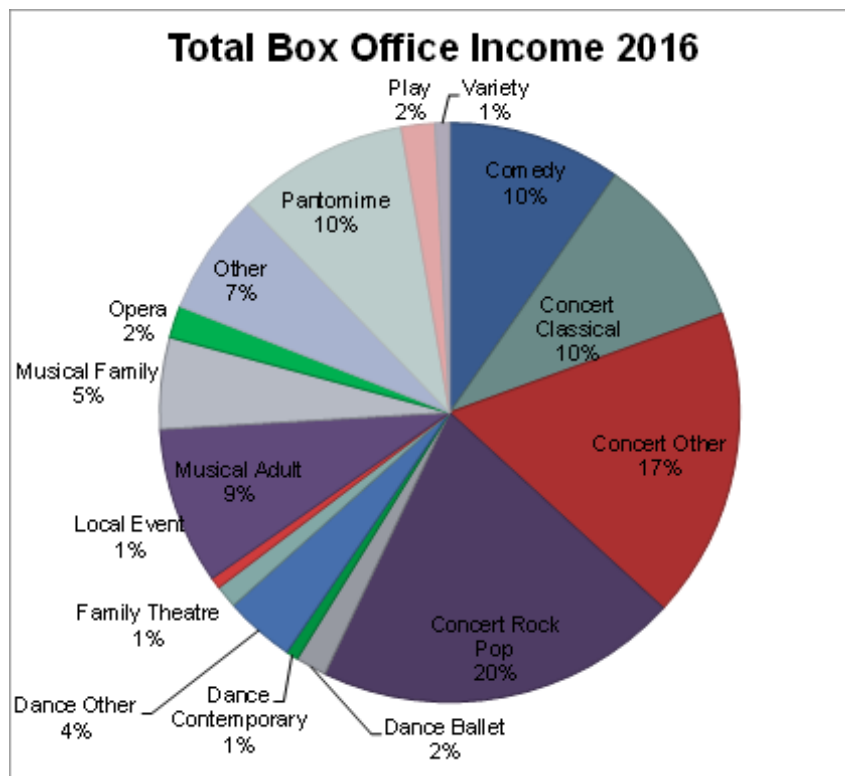
From 2013 to 2016, the number of Classical Concert productions have increased while Concert Other and Concert Rock Pop have fallen. The numbers of Comedy productions dropped in 2016.



Concert Other and Concert Rock Pop accounted for 19% and 14% of all performances, respectively. An increase in the number of Concert Other and Pantomime performances were recorded in 2016 while the rest of the principal genres experienced a decrease, particularly Comedy.

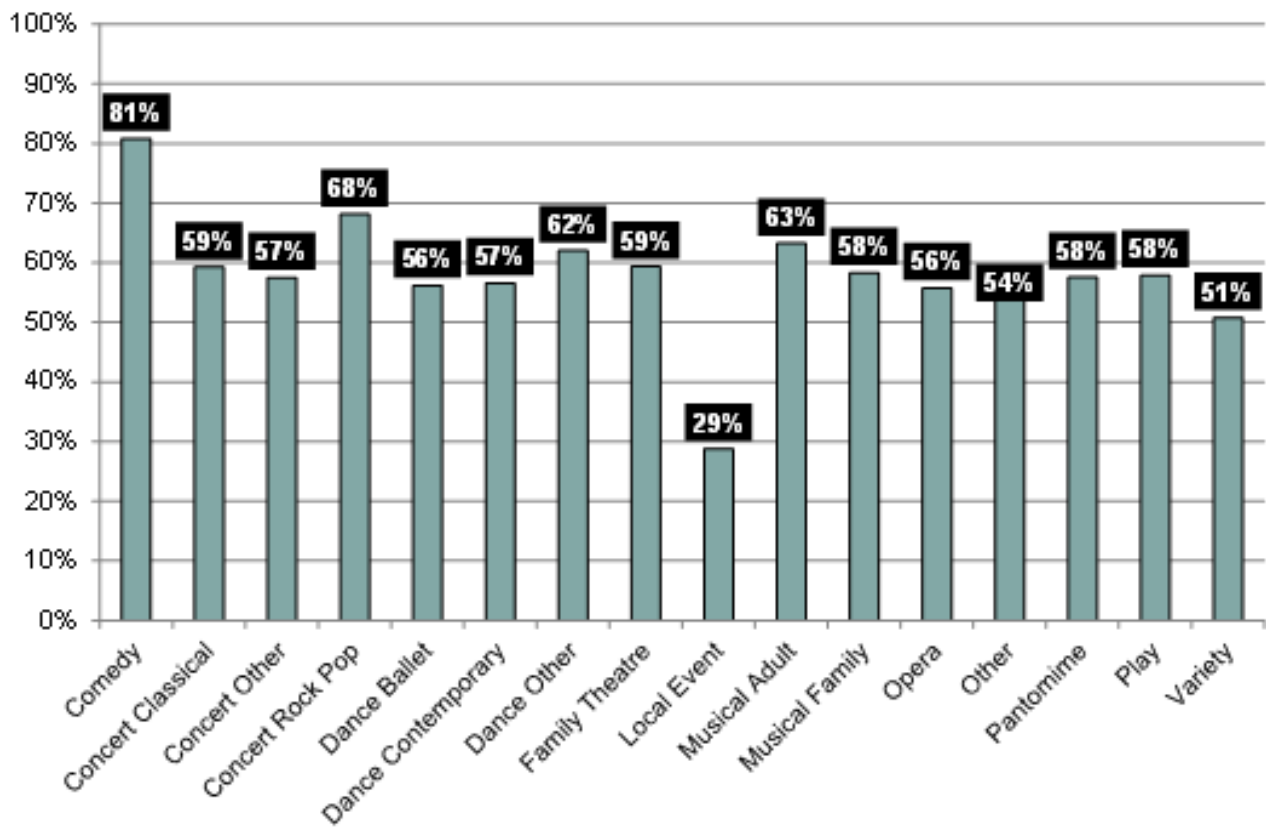


Concert Rock Pop and Concert Other each accounted for 18% of tickets sold in 2016. Comedy saw a sharp decline in tickets sold from 2015 to 2016 while an increase was reported for Pantomime, Concert Rock Pop, and Concert Other.

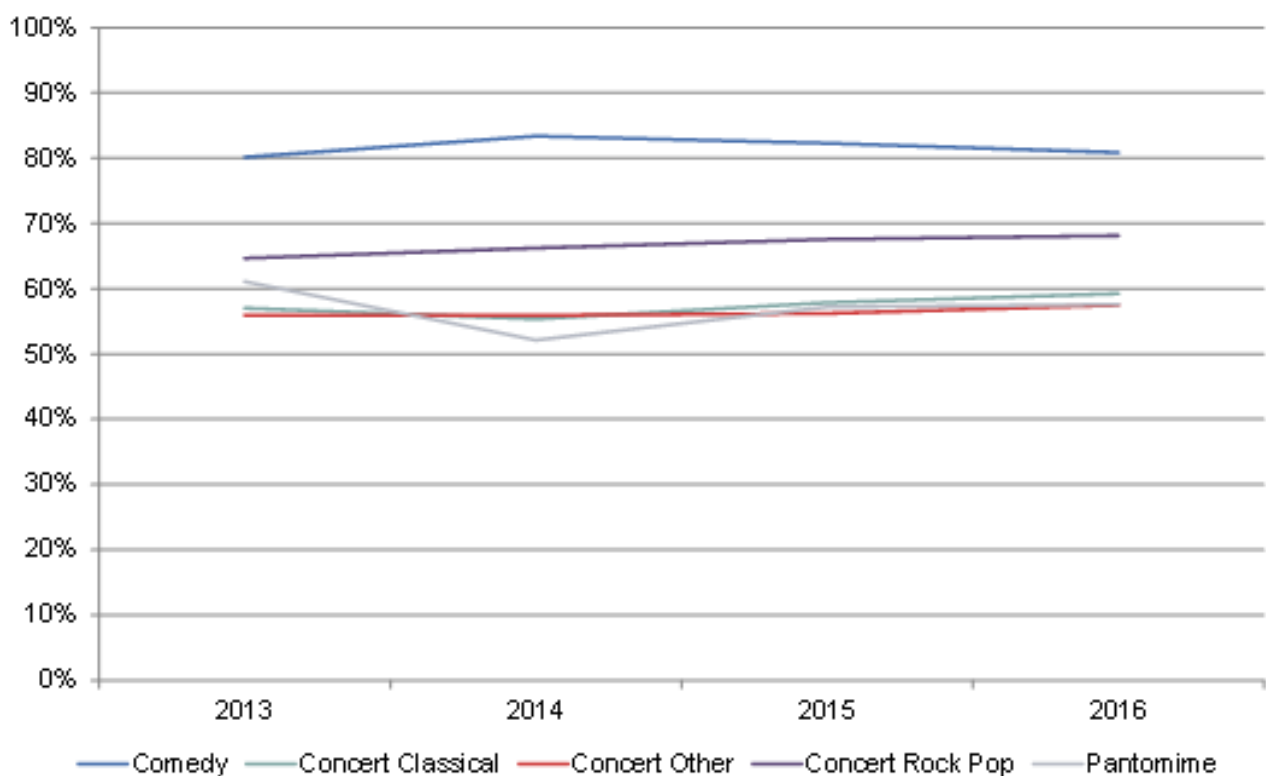


In 2016 Concerts accounted for 47% of all income. Income from Rock Pop and Other concerts rose in 2016, while classical flatlined. Income from Pantomime has grown by a third since 2013.

## %age Capacity Achieved 2016

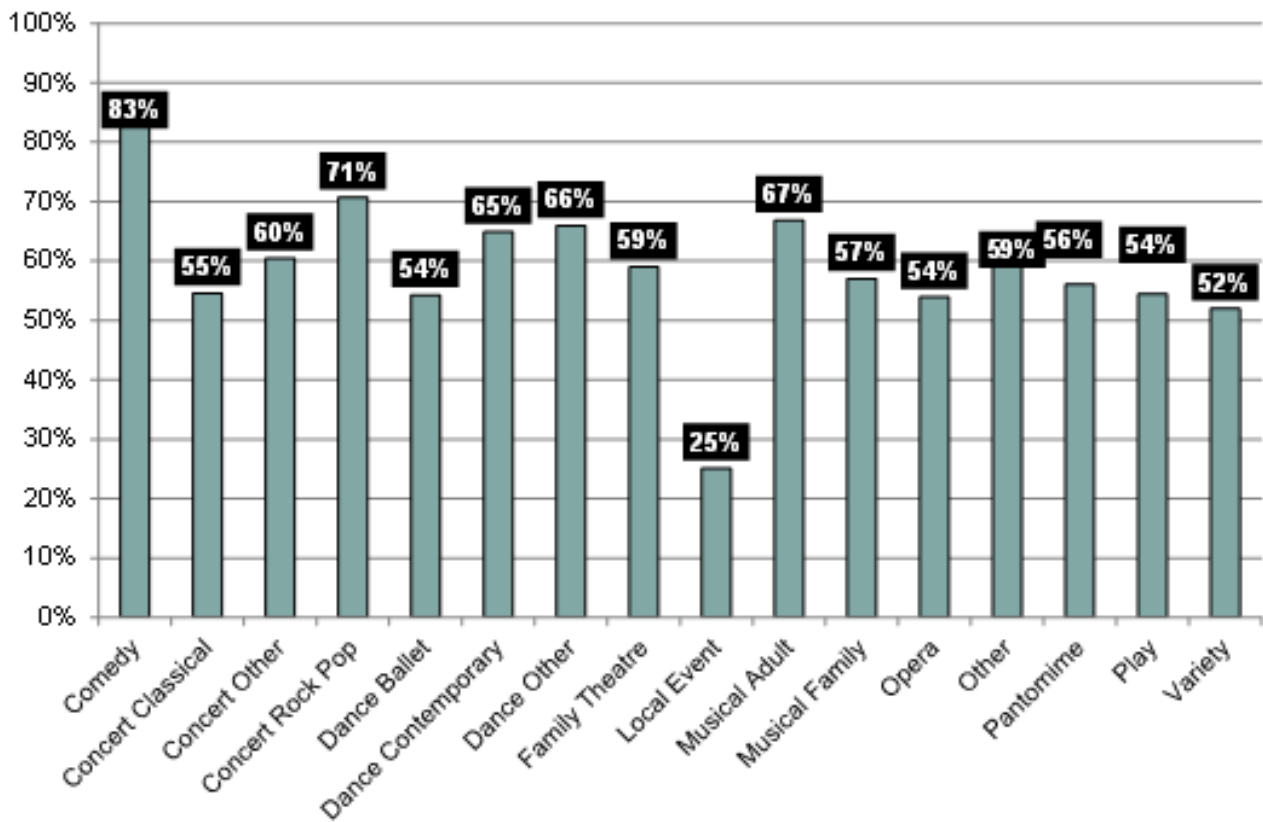


## %age Capacity Achieved 2013-2016

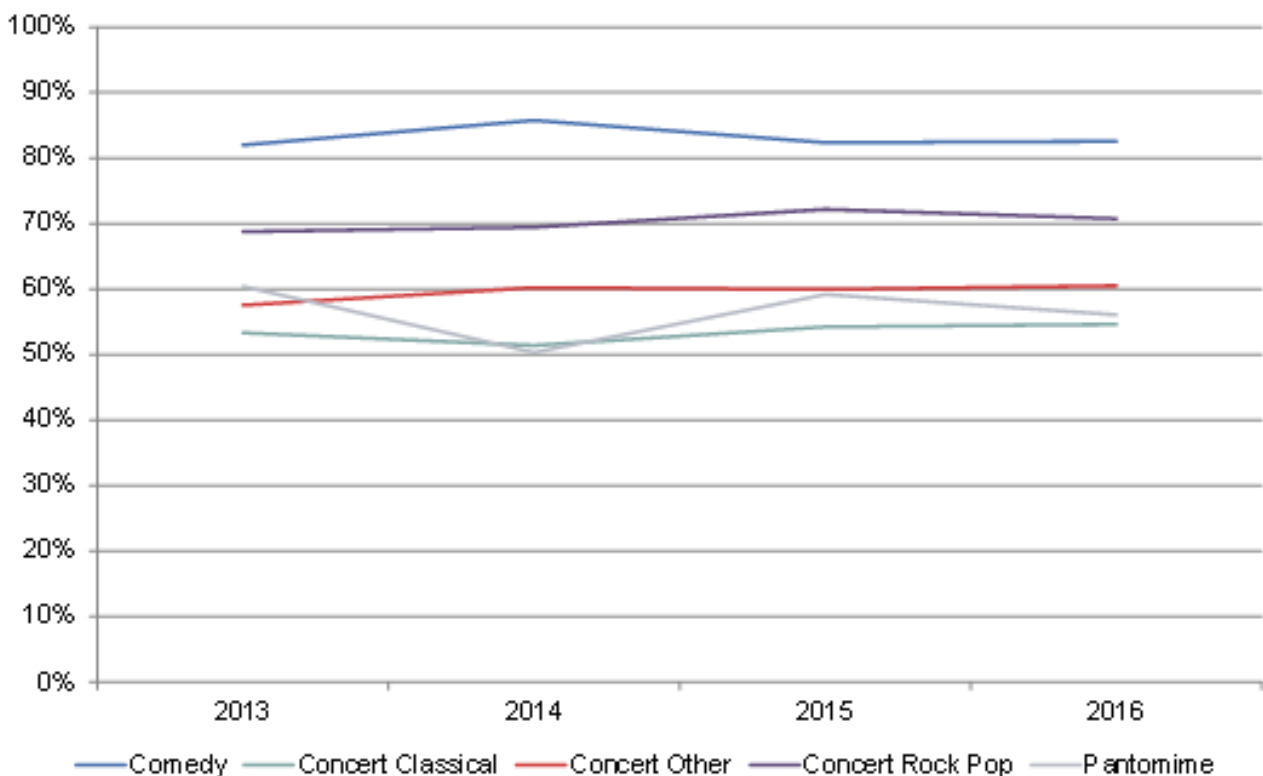


In 2016 the highest average capacity achieved was 81% for Comedy while 29% capacity achieved was reported for Local Event. From 2013 to 2016, all genres had a relatively stable capacity achieved, with a sharp decline for Pantomime from 2013 to 2014 being almost reversed by 2016.

## %age Cash Value Achieved 2016

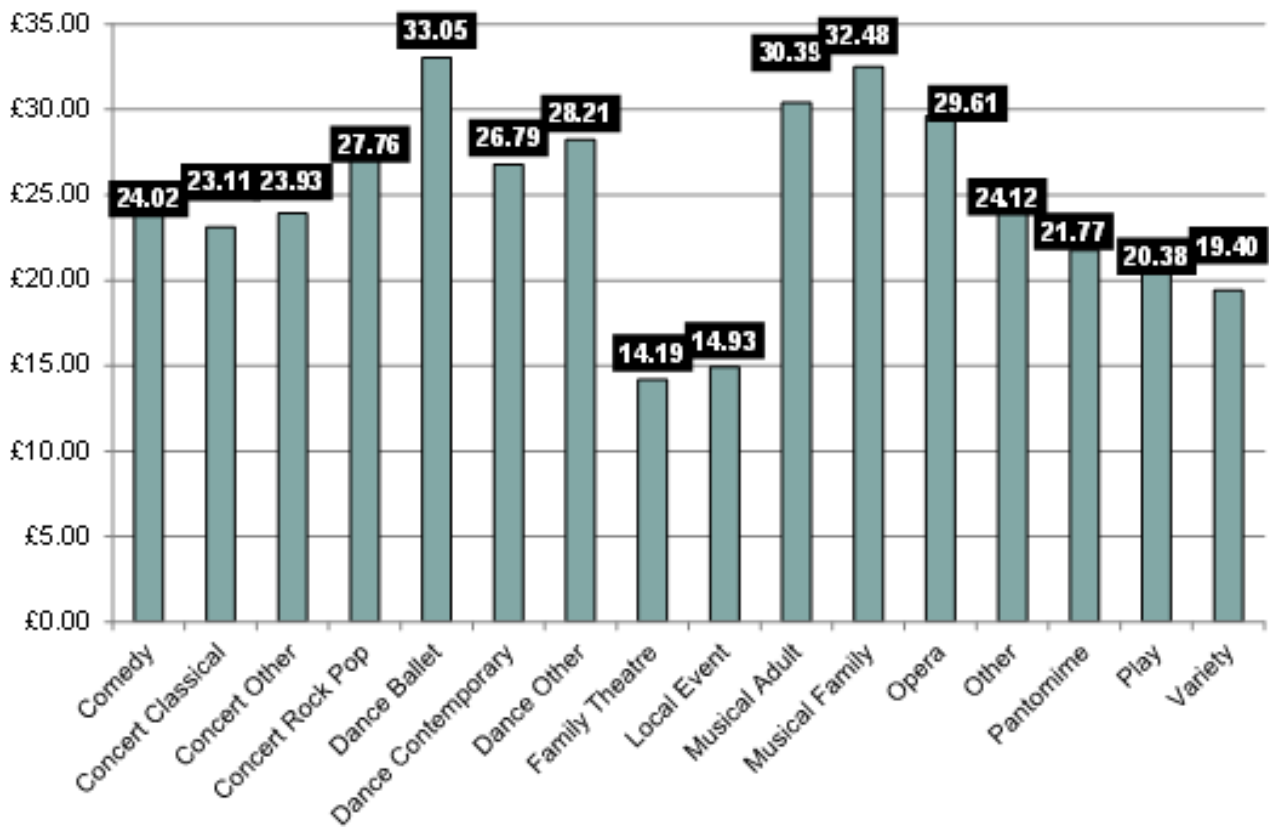


## %age Cash Value Achieved 2013-2016

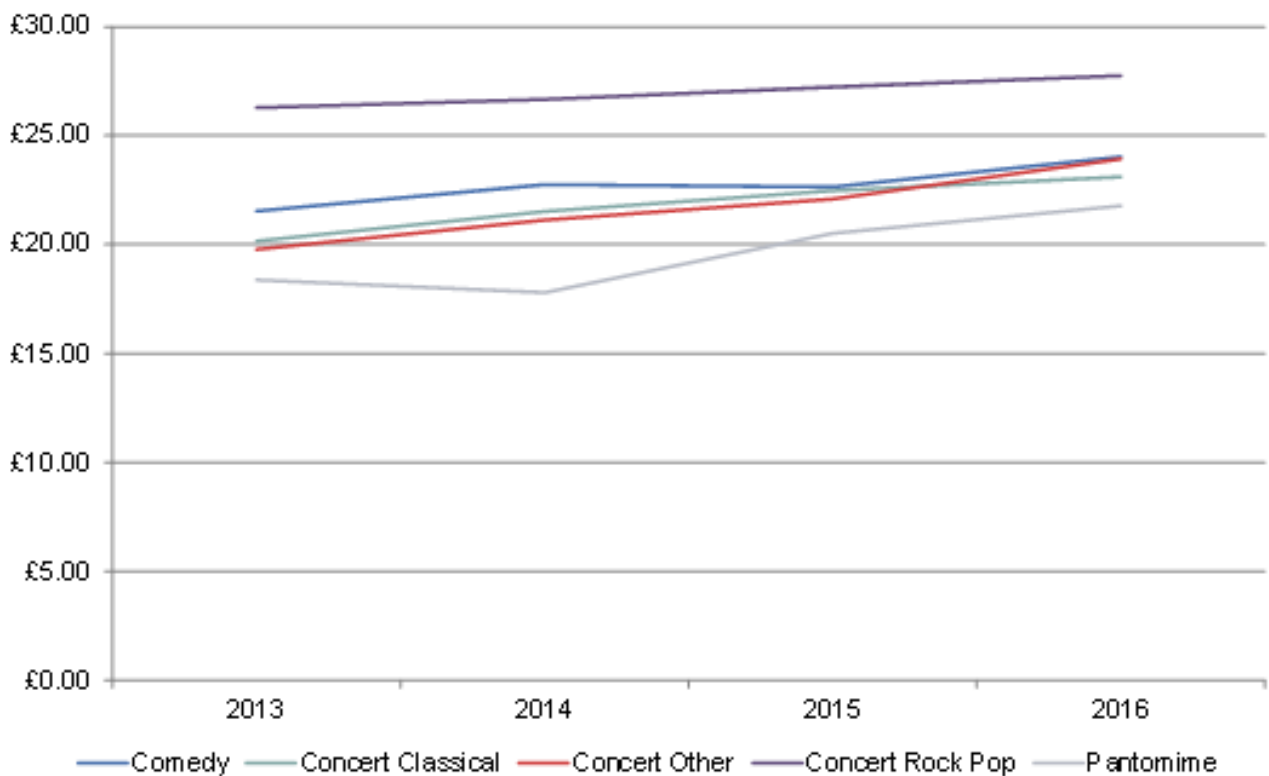


Comedy also had the highest cash value achieved in 2016 (83%). Local Event also had the least cash value achieved (25%). Similar to capacity achieved, all genres saw little change from 2013 to 2016 other than Pantomime fluctuating between 50% and 60%.

## Average Ticket Price Asked 2016



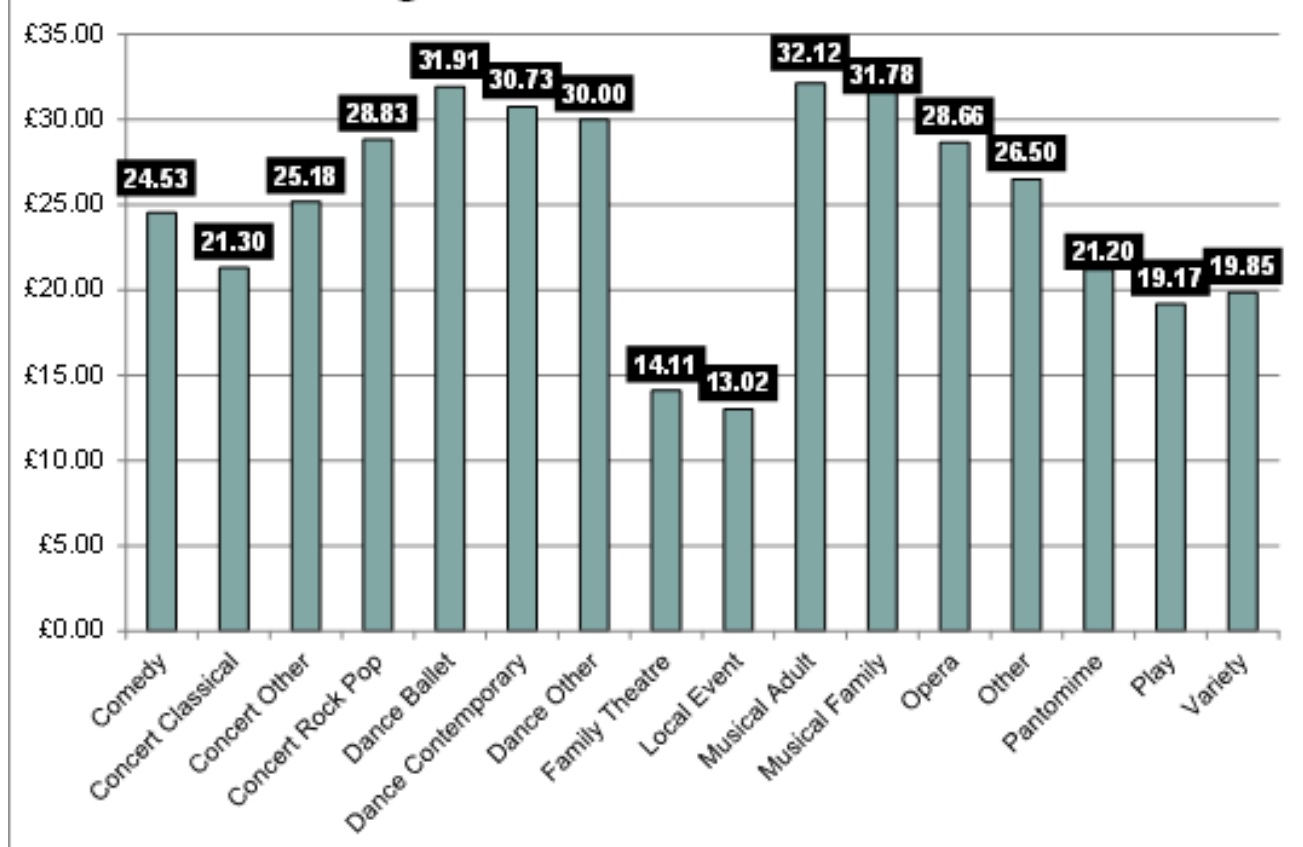
## Average Ticket Price Asked 2013-2016



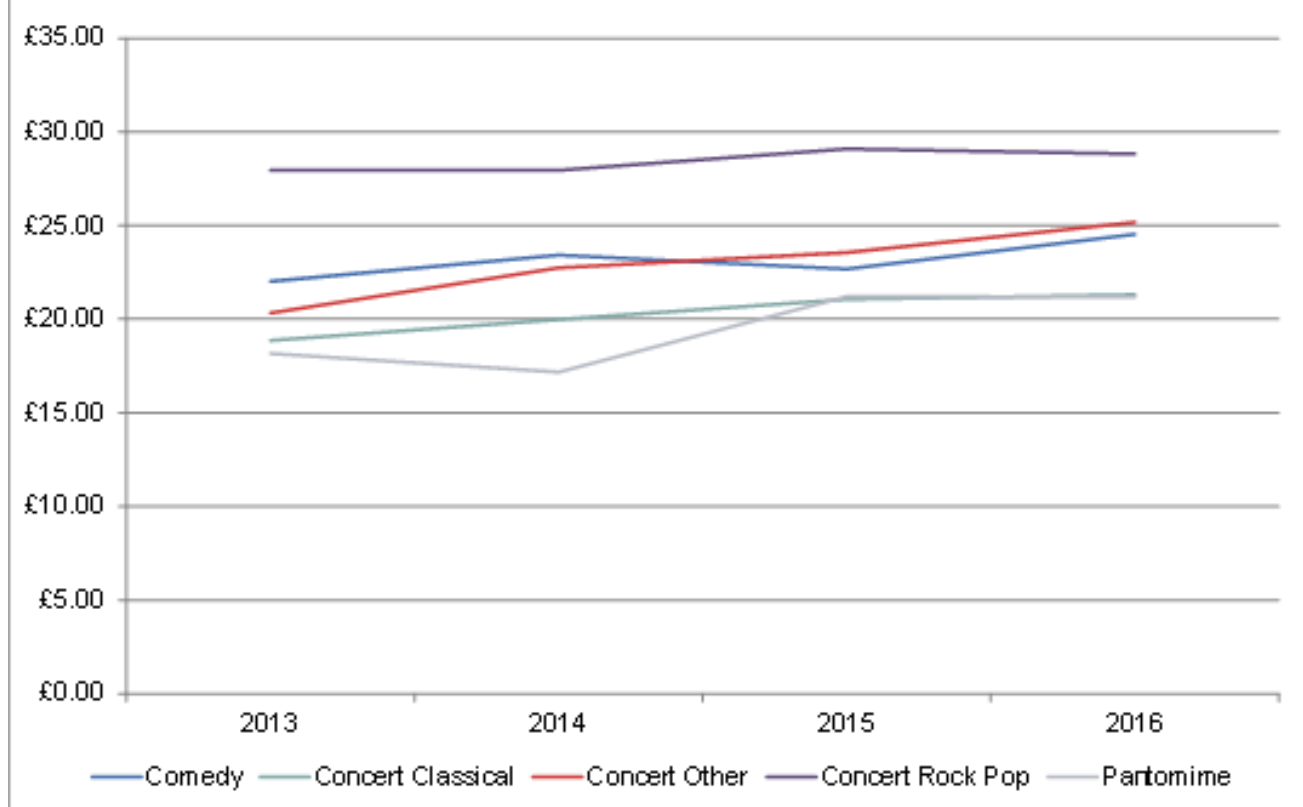
In 2016 Dance Ballet had the highest average ticket price asked at £33.05. Family Theatre had the cheapest ticket price asked at £14.19. All principal genres experienced an increase in average ticket price asked from 2013 to 2016.



## Average Ticket Price Achieved 2016

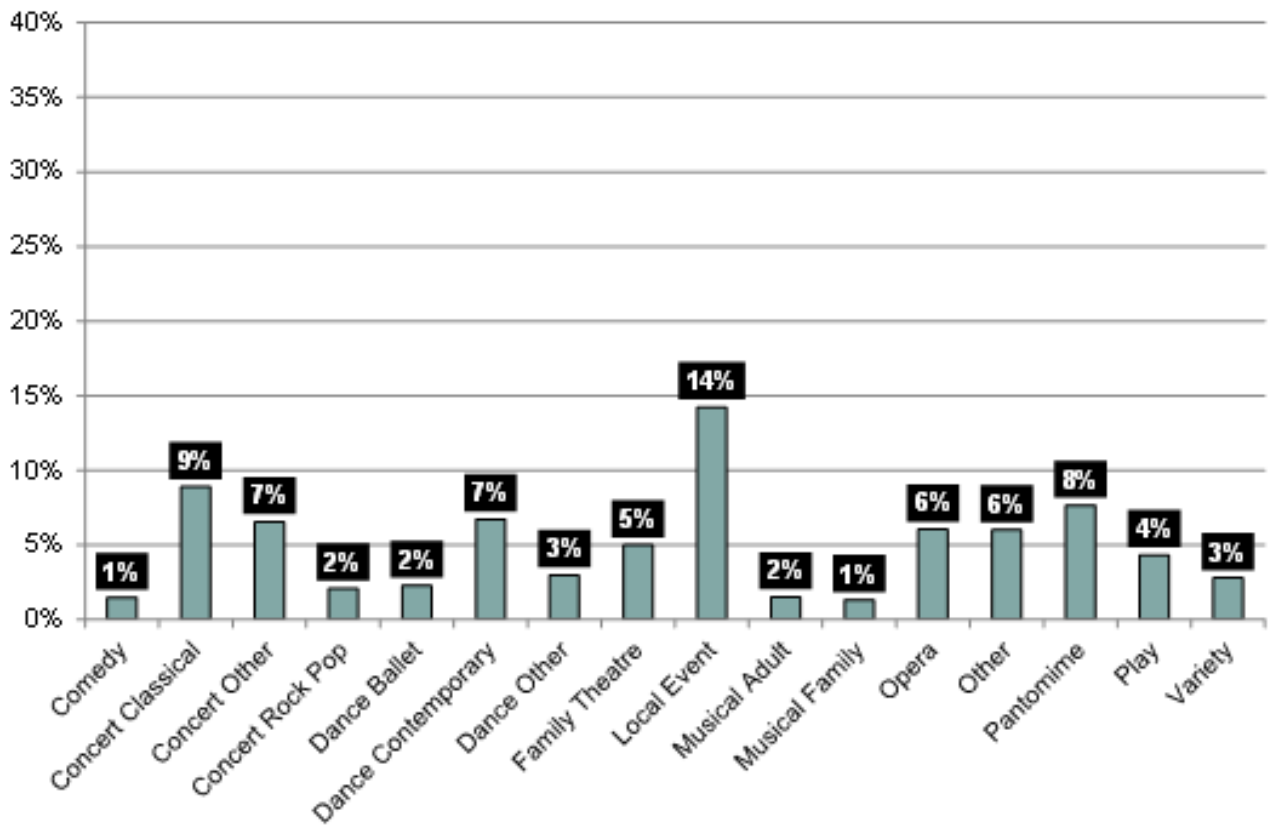


## Average Ticket Price Achieved 2013-2016

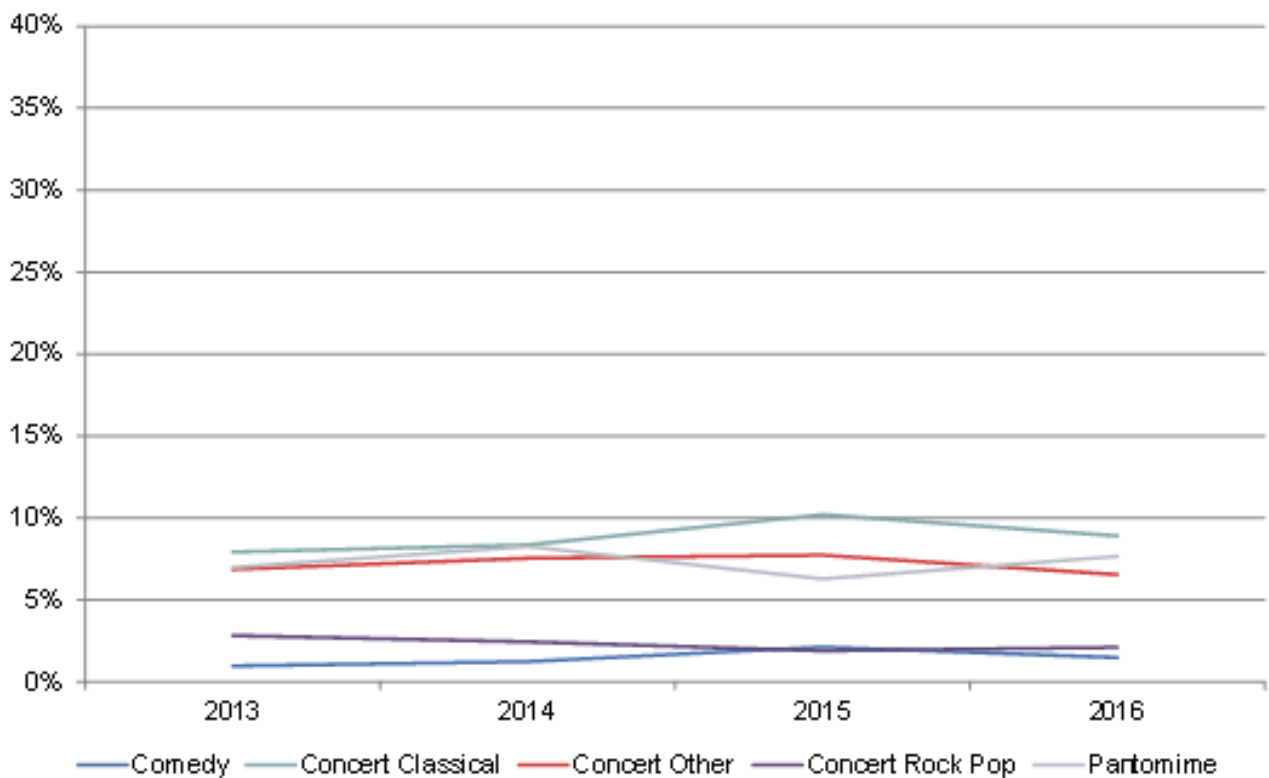


In 2016 Musicals and Ballet were the genres with the highest average priced tickets while Family Theatre and Local Event were the lowest. Average price asked for all the five principal genres rose across the study period.

## %age Comp Distribution 2016



## %age Comp Distribution 2013-2016



In 2016 more comps were distributed for Local Events and Classical Concerts than any other genre. There is little variation across the study period for the five principal genres with a very small proportion of comps distributed for Concert Rock Pop and Comedy.