D: Auditoria of principally presenting theatres with a capacity between 500 and 1,000

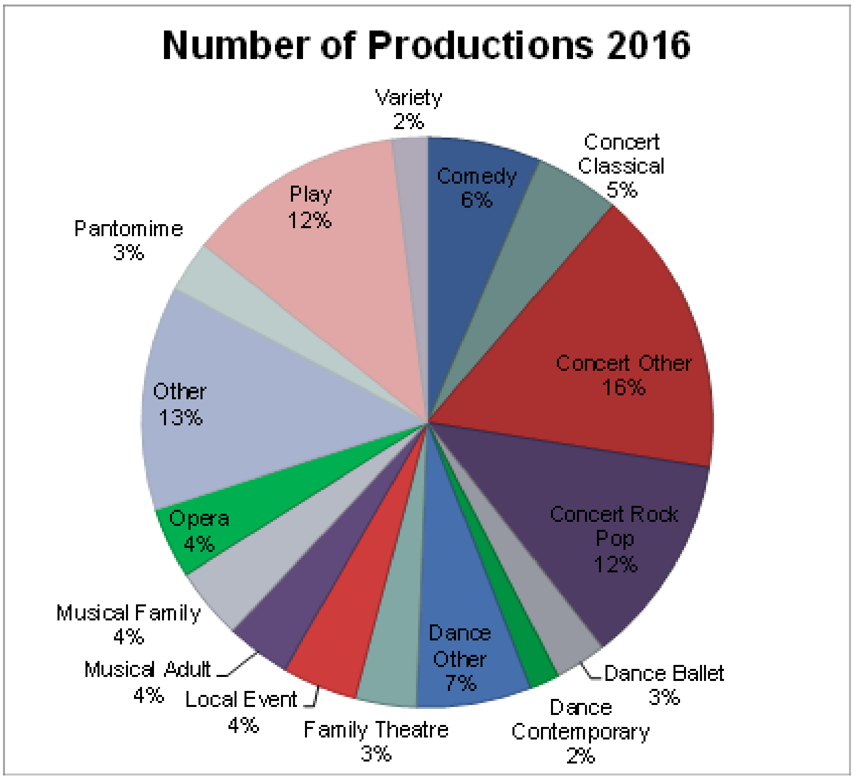
ATG	Bromley
ATG	York
ATG	Brighton
ATG	Richmond
Brunton Theatre	Main Hall
Buxton Opera House and Pavilion Arts Centre	Buxton Opera House
Darlington Borough Council	Civic Theatre
Everyman Theatre	Main Theatre Everyman
Hall for Cornwall	Hall for Cornwall
HQ Theatres	Churchill Theatre Bromley
HQ Theatres	White Rock Theatre
HQ Theatres	Watford Colosseum
HQ Theatres	Crewe Lyceum Theatre
HQ Theatres	Southend Theatres - Palace Theatre
HQ Theatres	Beck Theatre
HQ Theatres	Swindon Theatres - Wyvern Theatre
HQ Theatres	Wycombe Swan
HQ Theatres	The Orchard Theatre
Lichfield Garrick	Main Auditorium Lichfield
Malvern Theatres Trust Ltd	Forum Theatre
Malvern Theatres Trust Ltd	Festival Theatre Malvern
Mansfield Palace Theatre	Mansfield Palace Theatre
Oxford Playhouse	Main theatre Oxford Playhouse
Pomegranate Theatre	Winding Wheel
Pomegranate Theatre	Pomegranate Theatre
Poole Arts Trust Ltd	Theatre Poole
The Minack Theatre Trust	Minack Theatre
Theatre Royal Windsor	Theatre Royal Windsor
Warwick Arts Centre	Warwick Arts Centre
Yvonne Arnaud Theatre	Main House Yvonne Arnaud

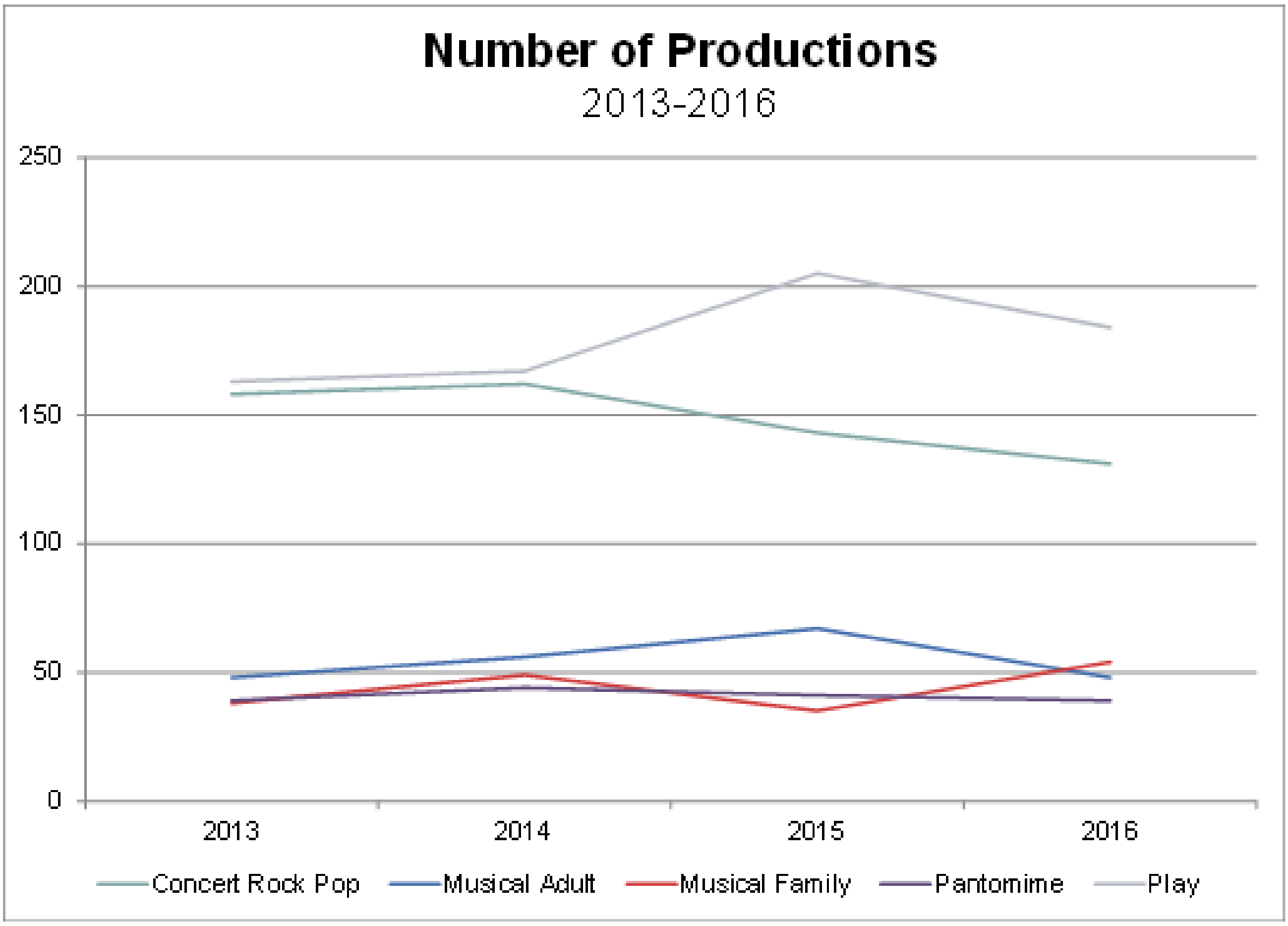
Note: not all venues listed above have provided data for the entire study period.

Headlines

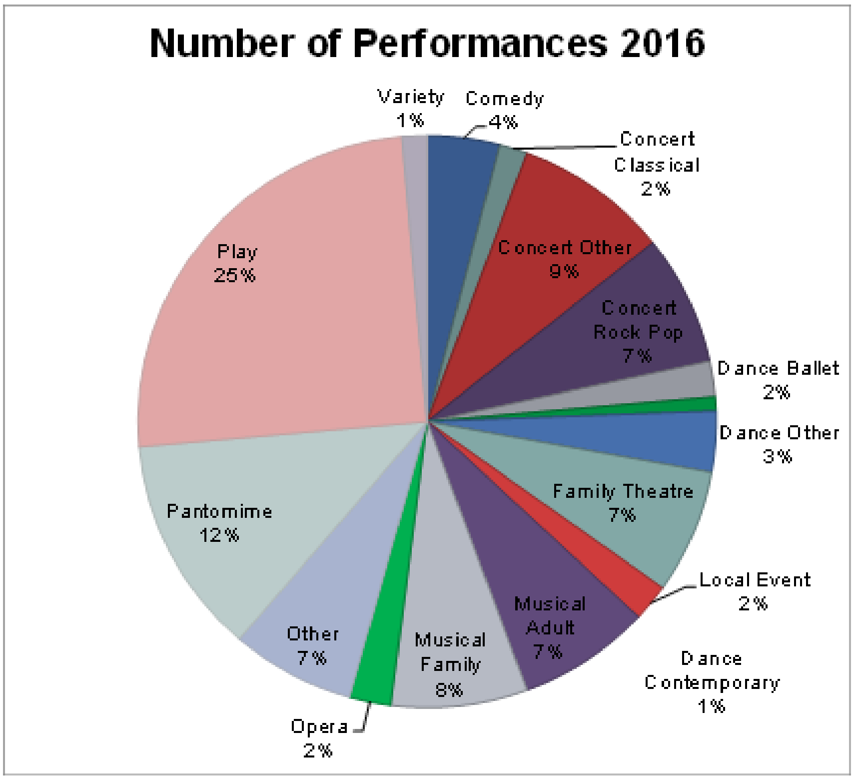
- These auditoria reported growth in audiences and income in 2014 and 2015, but 2016 proved a far more challenging year due to a big drop in the number of performances.
- Average price paid has grown by 9%.
- The principal reason for the poorer performance in 2016 was down to falls of around 100K in ticket sales reported for both plays and pantomime.

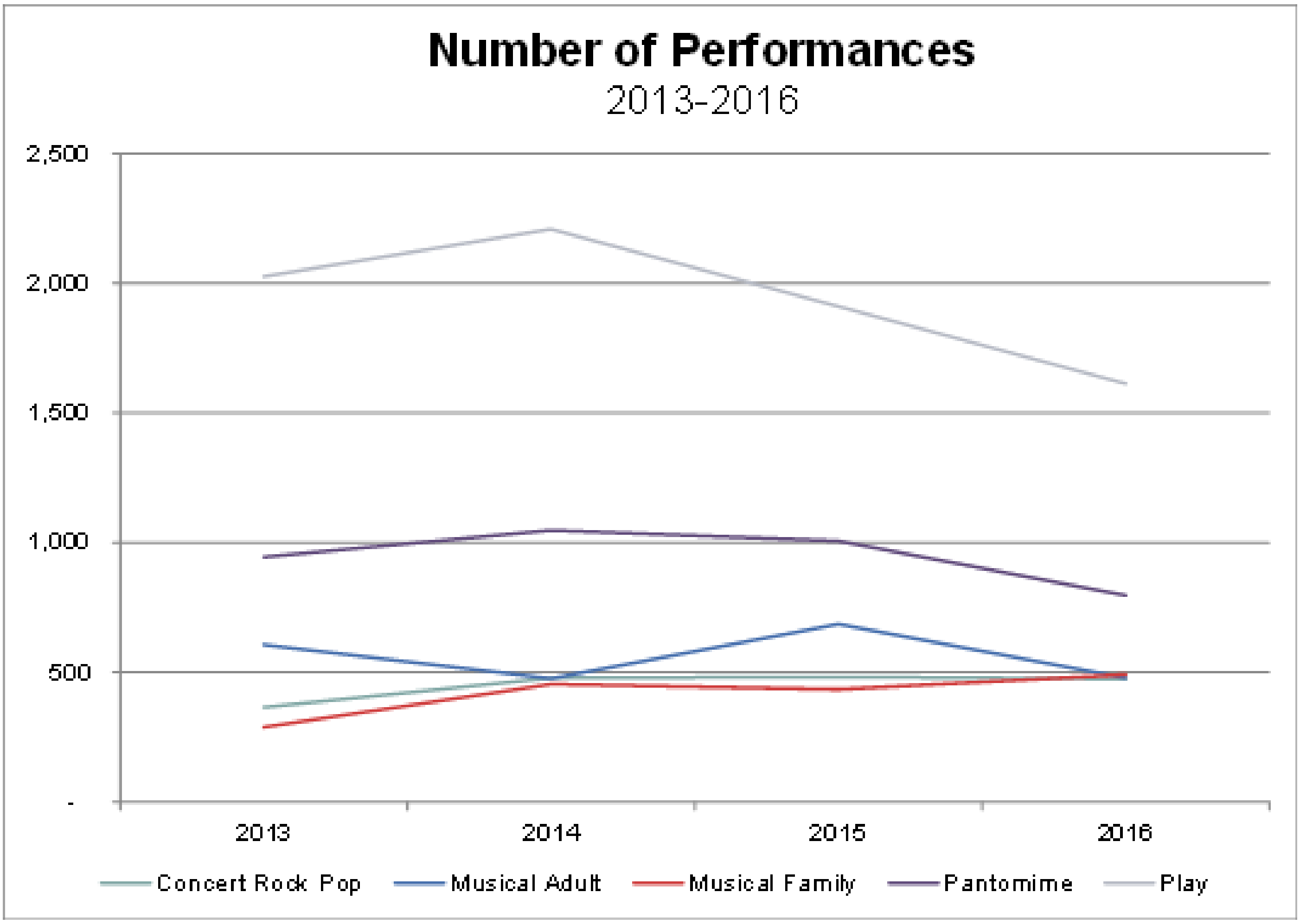
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	1,226	6,762	2,604,312	+£48,770,471	53%	52%	£19.05	£18.73
2014	1,380	7,286	2,795,770	+£53,658,386	53%	52%	£19.63	£19.19
2015	1,398	7,621	2,966,403	+£58,550,007	54%	53%	£19.99	£19.74
2016	1,322	6,450	2,715,858	+£55,335,631	56%	56%	£20.64	£20.38
Change 2013-16	+96	-312	+111,545	+£6,565,159	+3.38%	+3.54%	+£1.60	+£1.65
Change 2015-16	-76	-1,171	-250,545	-£3,214,377	-0.92%	+2.41%	-£0.94	+£0.64



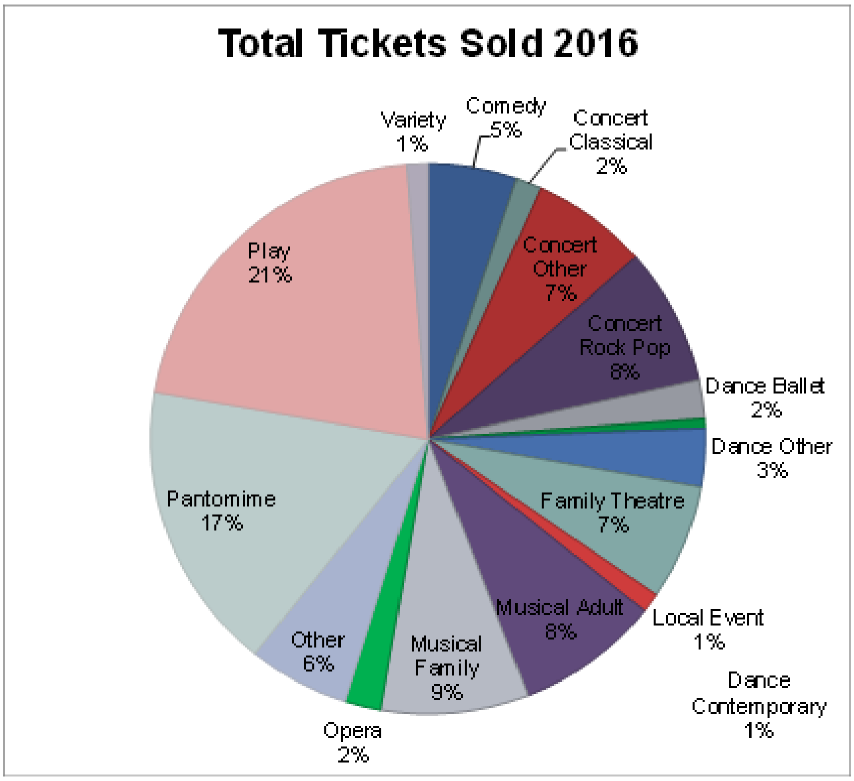


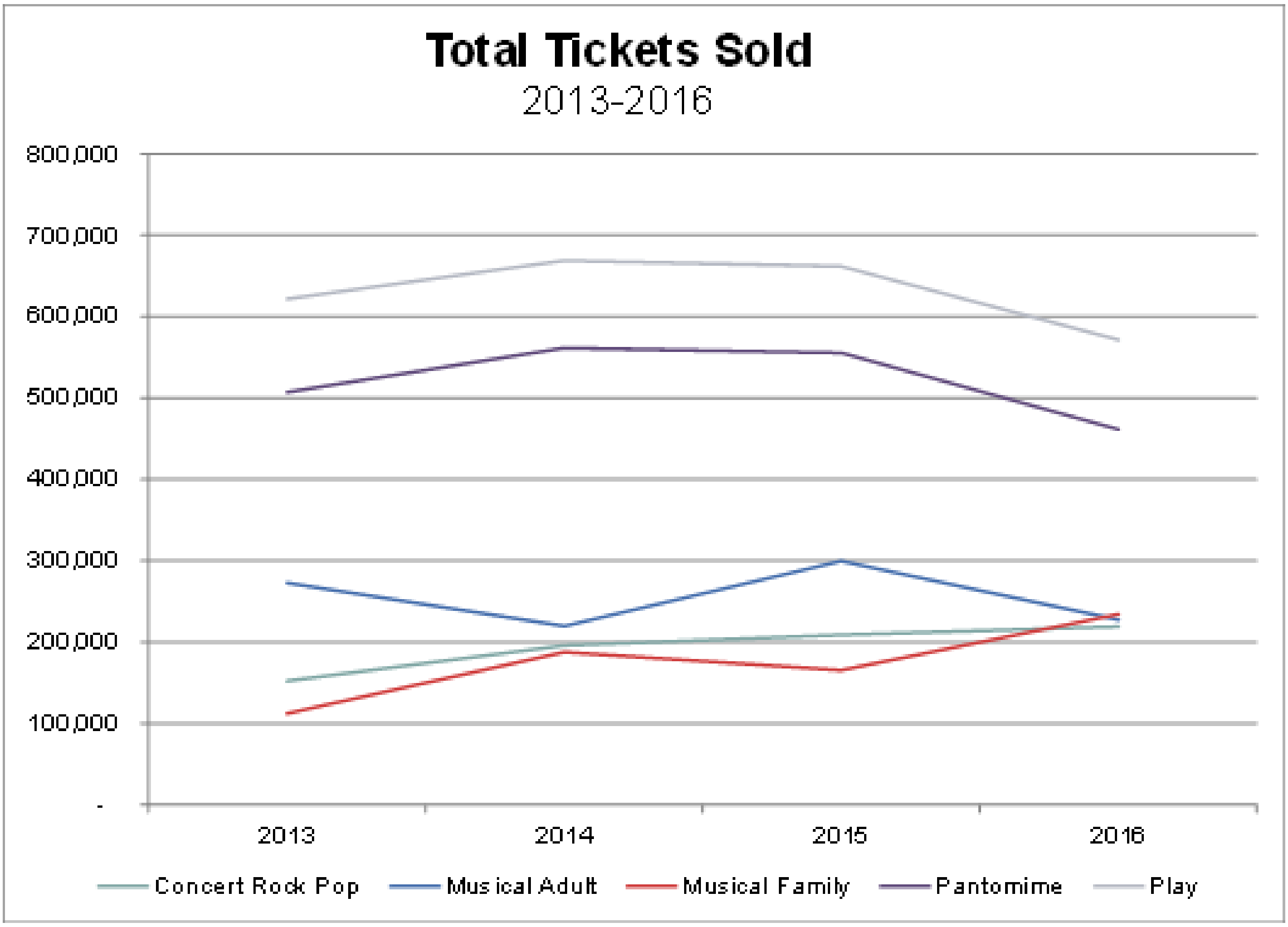
Concerts accounted for one third of productions in 2016 with Plays and Other totaling a further 25%. 2015 saw a very high number of Plays visiting these venues. Numbers of touring productions of Plays reduced in 2016 but there were still more than in 2013 and 2014. The numbers of Concert Rock Pop productions declined in both 2015 and 2016.



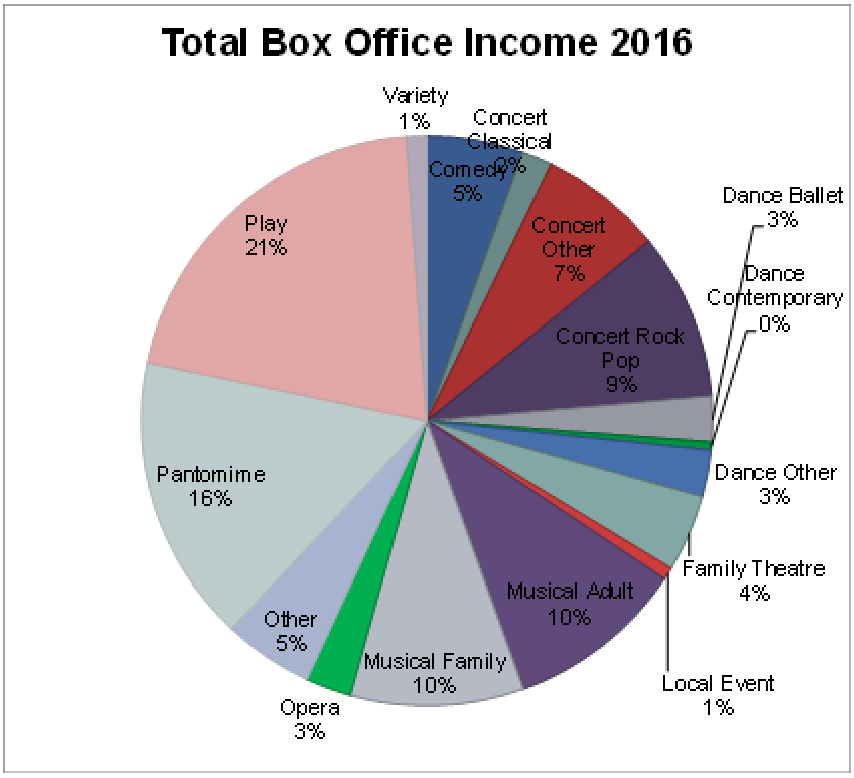


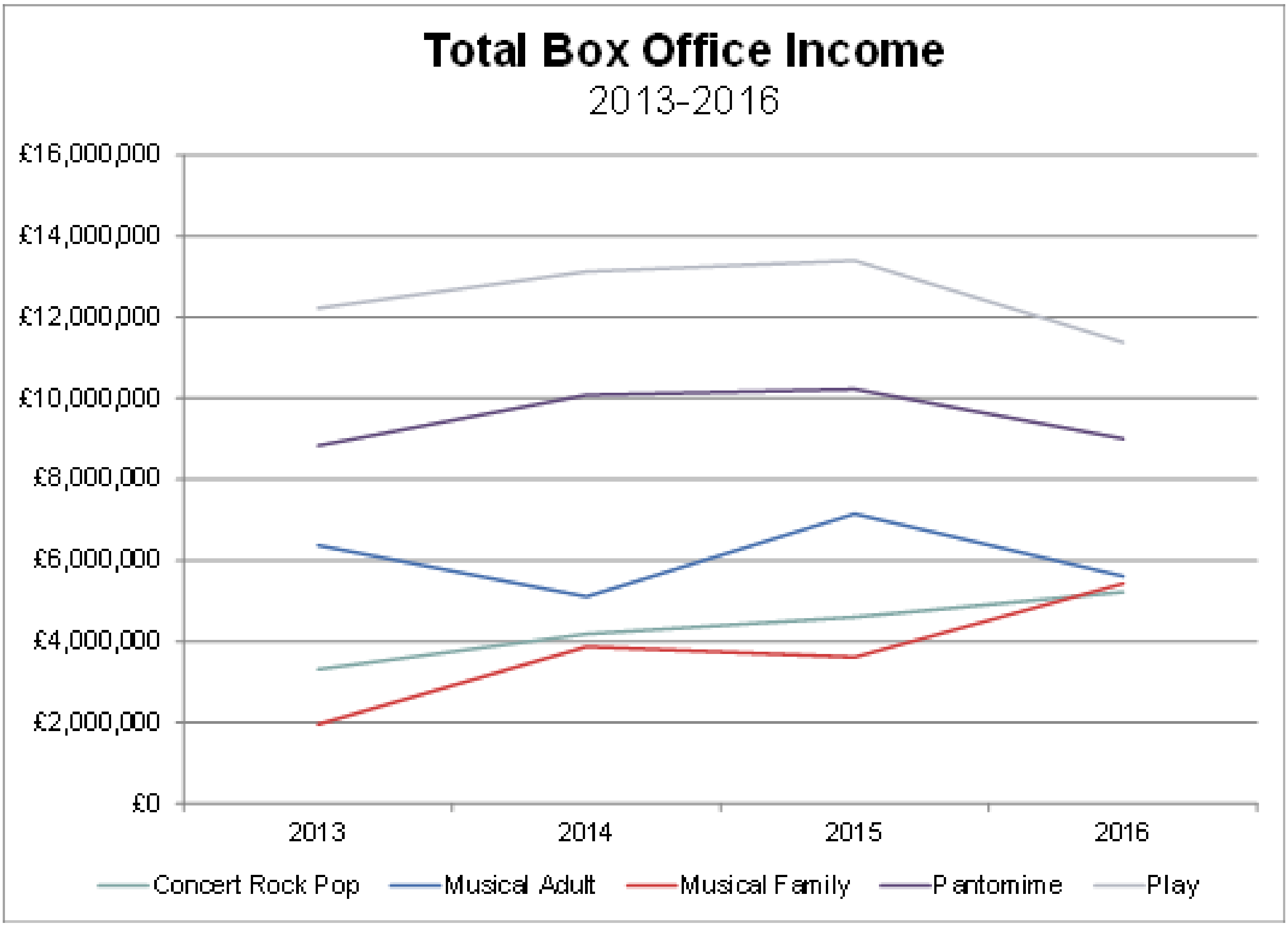
Play remains the genre with the highest number of performances, but the cumulative number of performances has fallen by a quarter since 2014. There was a drop of around 20% for Pantomime recorded in 2016. The numbers of performances for other principal genres have remained fairly flat across the three years.



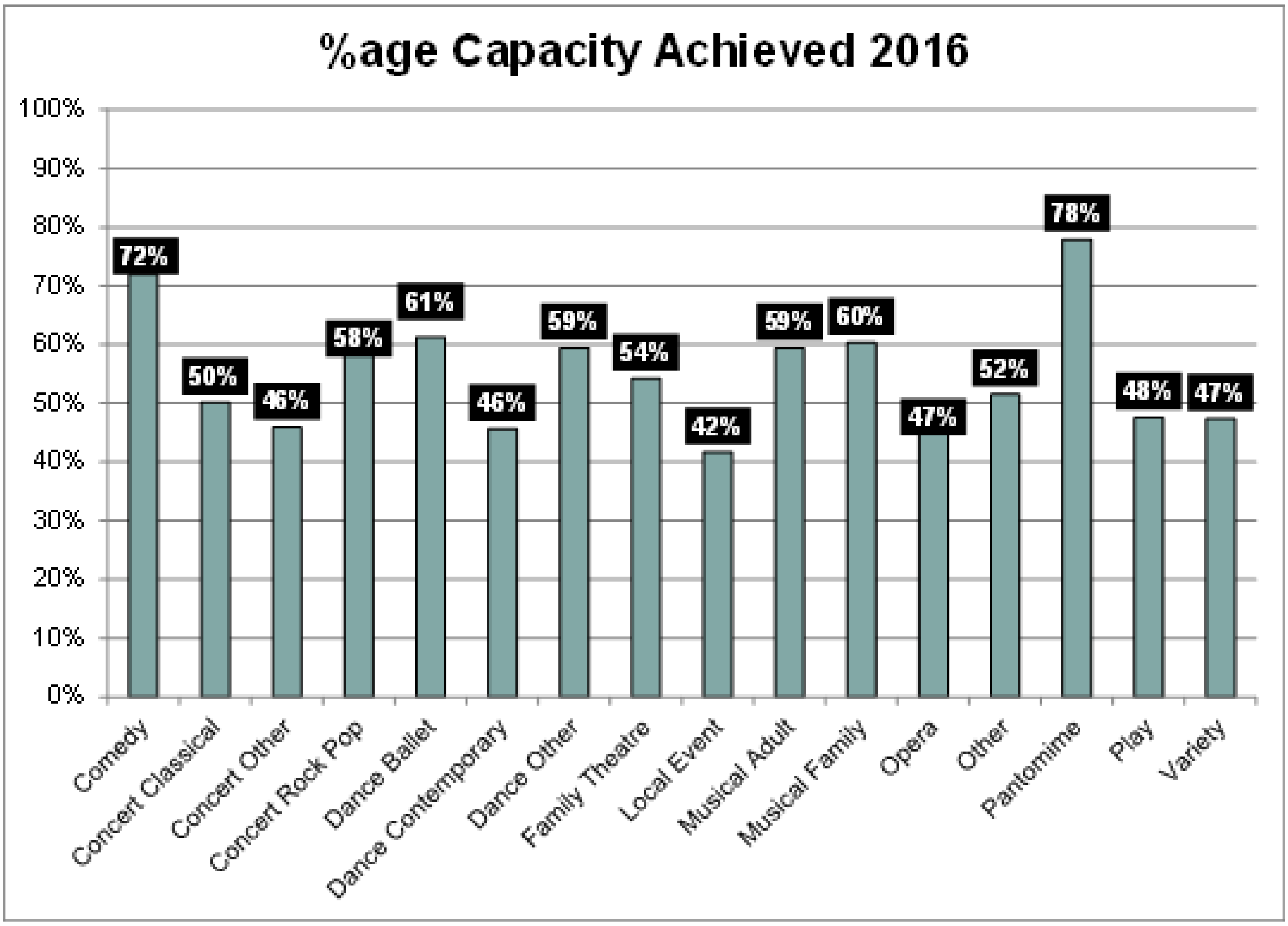


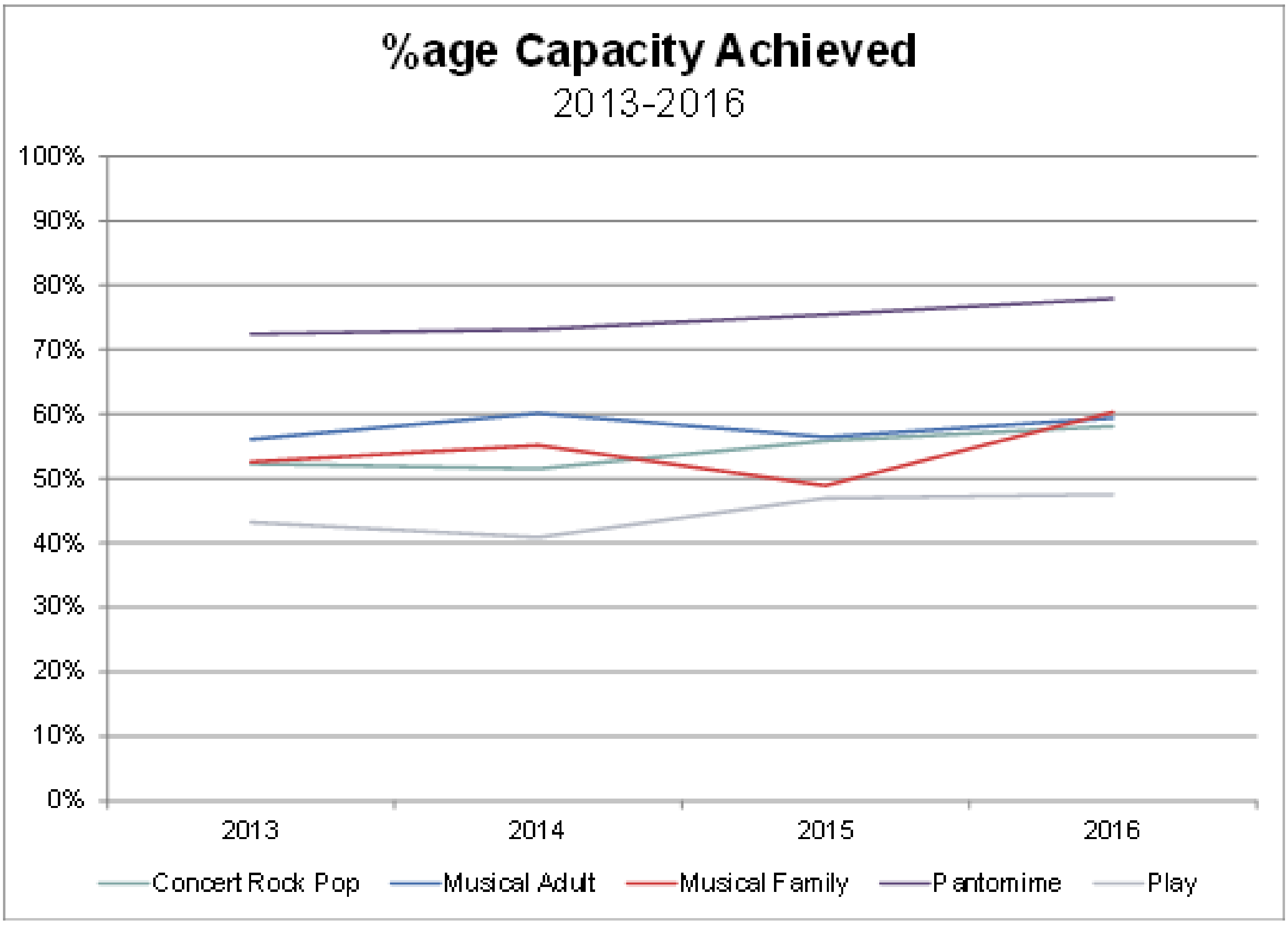
Plays and Pantomime remain the two most significant genres for ticket sales, but both saw falls in sales of around 100,000 in 2016. There was also a sizable fall for Musical Adult in 2016 after a very strong 2015. There was growth in sales for Musical Family and Concert Rock Pop last year.



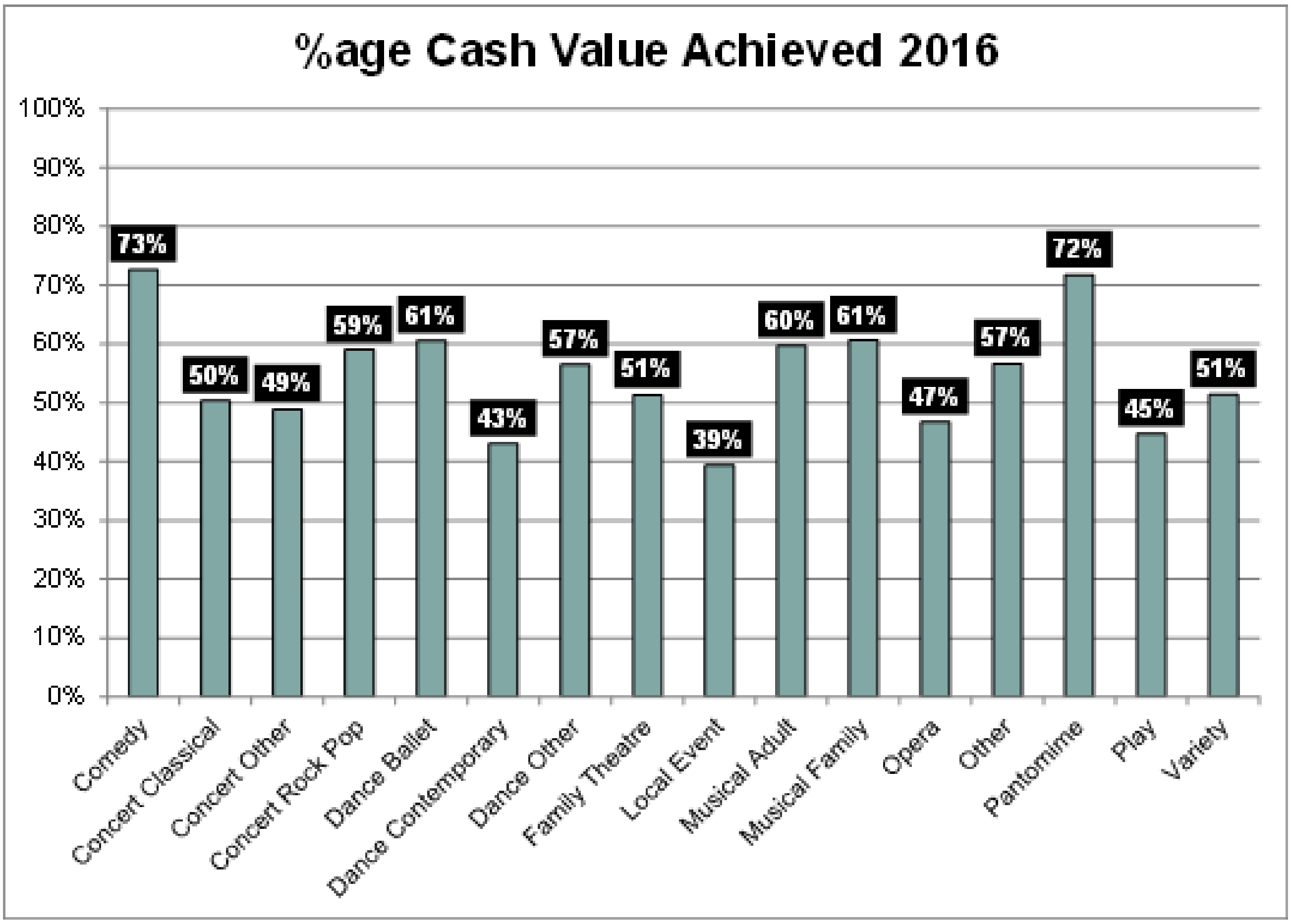


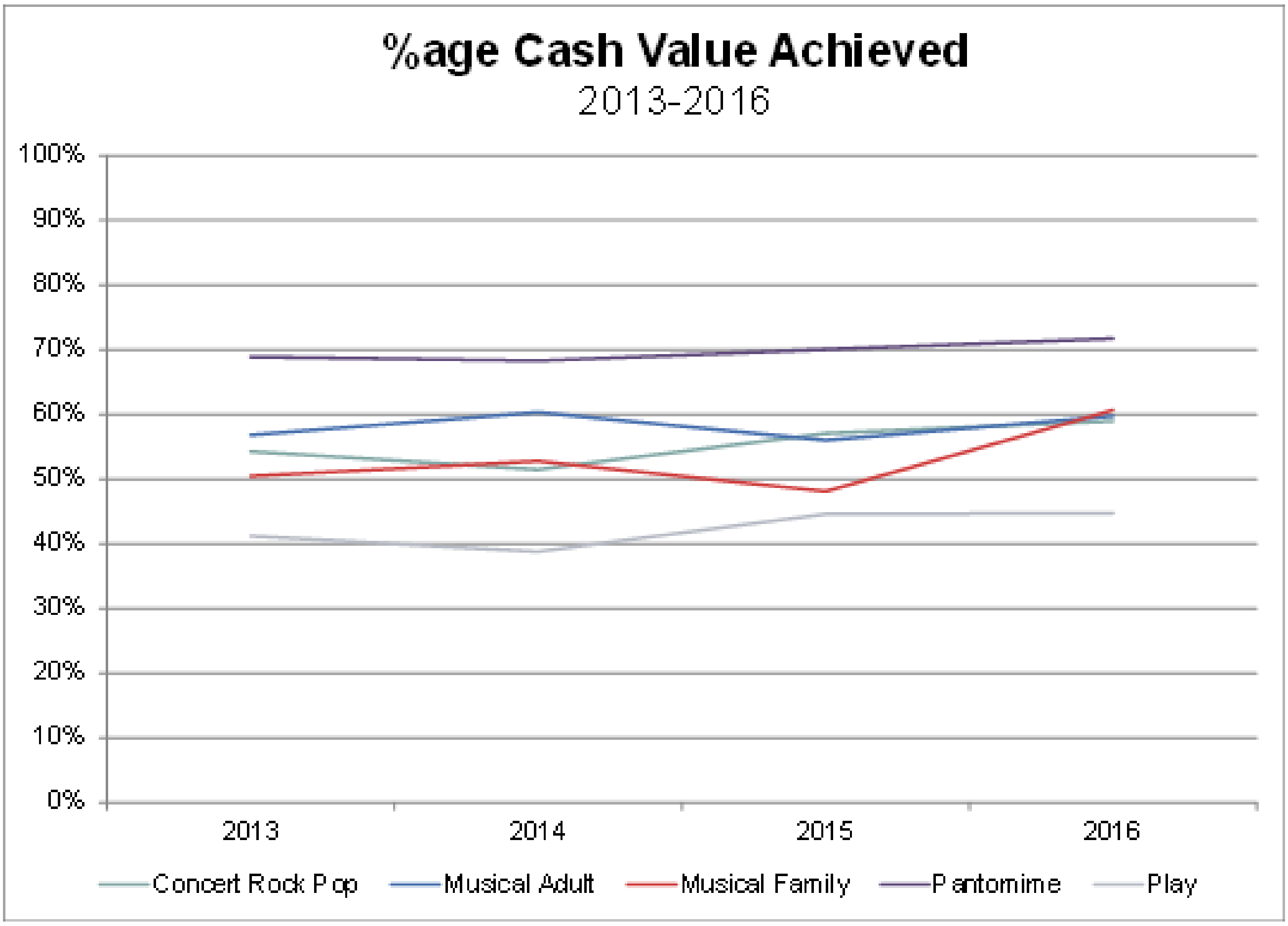
Figures and trends for income largely reflect those for numbers of tickets sold but the dip in income for Plays in 2016 is almost twice as significant as the drop for Pantomime. The substantial fall in income from Musical Adult in 2016 was matched by a substantial rise for Musical Family. Income from Concert Rock Pop has risen steadily throughout the study period.



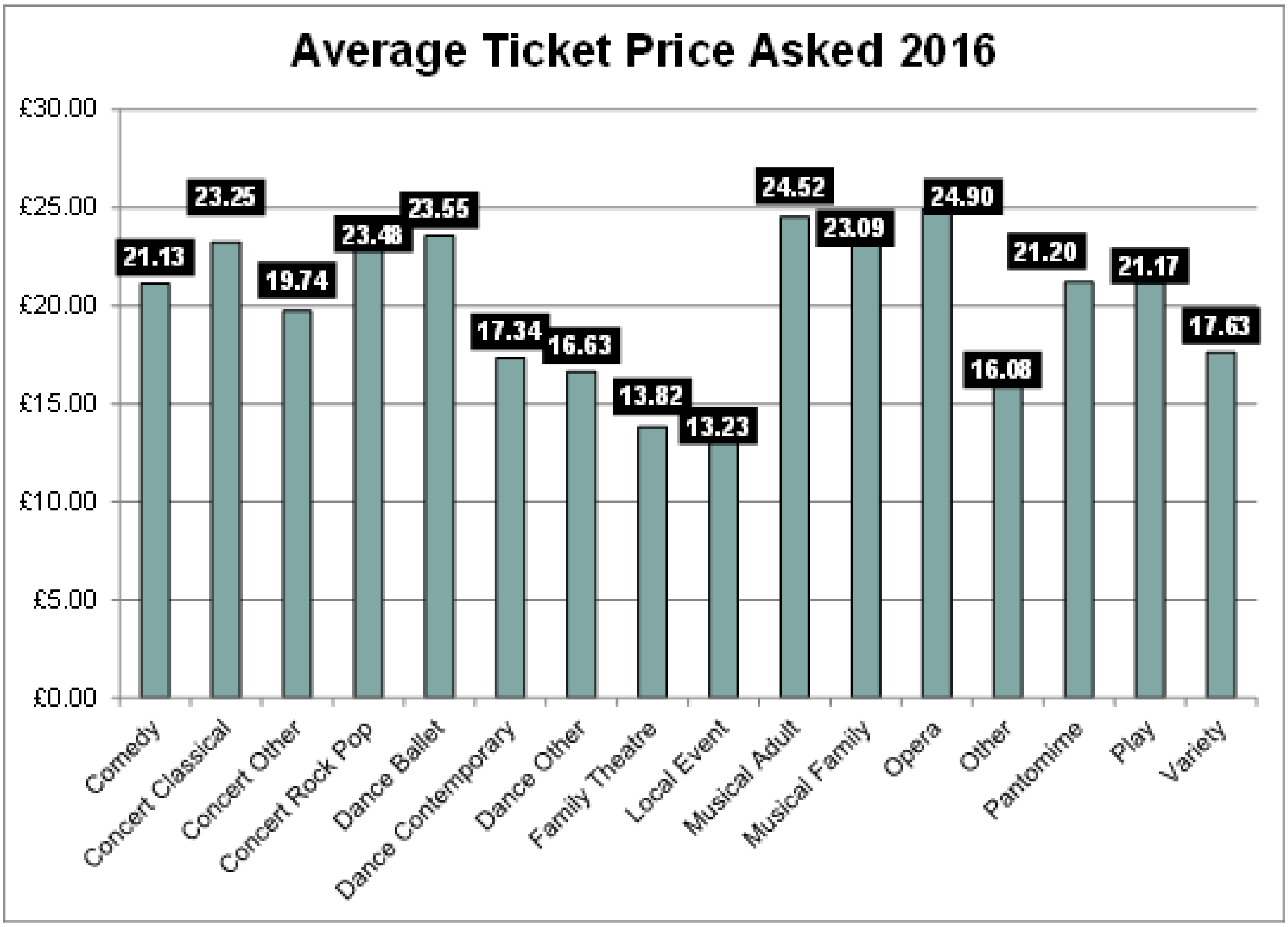


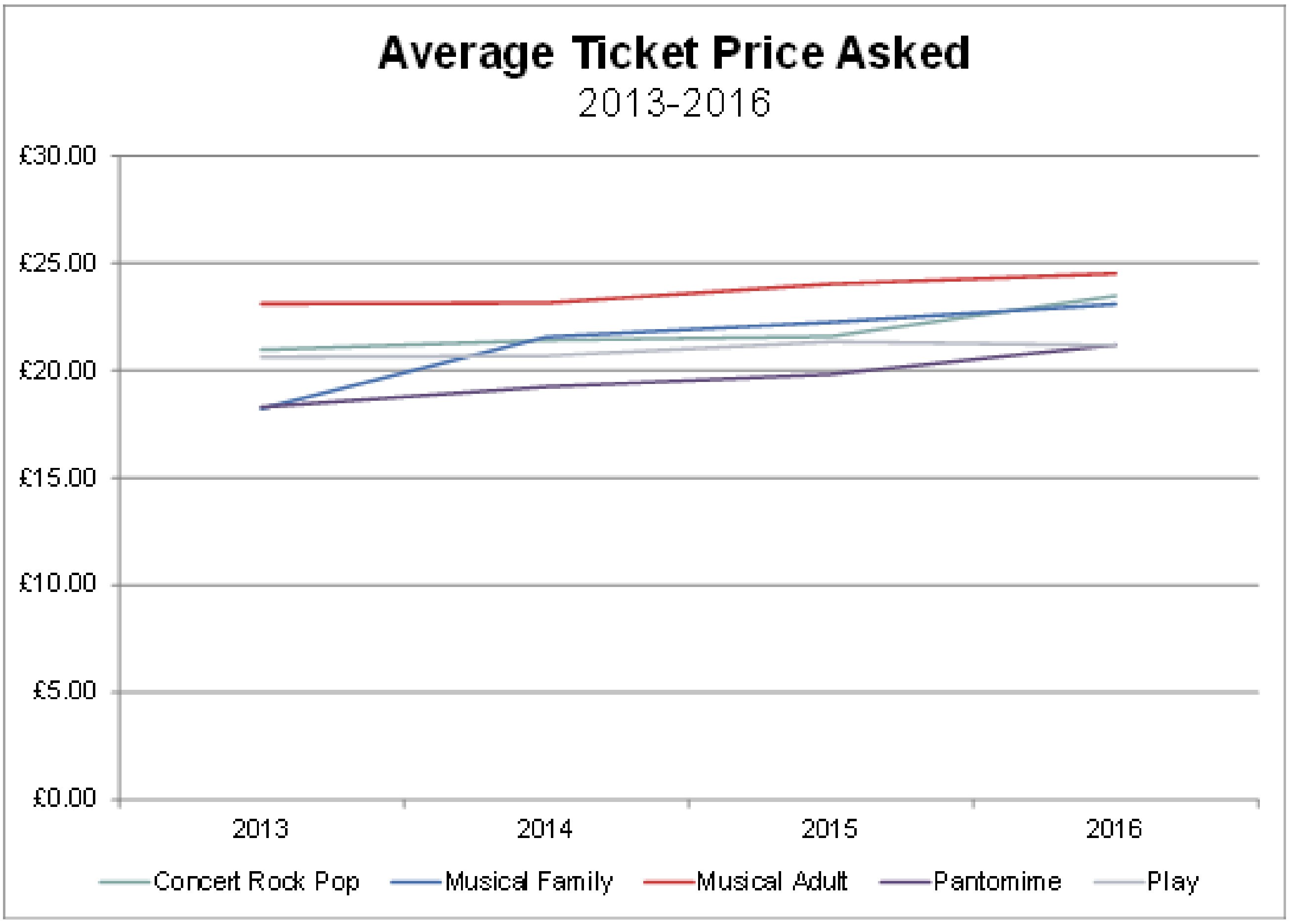
Pantomime on average achieved the fullest houses in 2016, followed by Comedy. Average capacity achieved rose for all the five principal genres across the study period with the biggest rises for Pantomime and Musical Family.



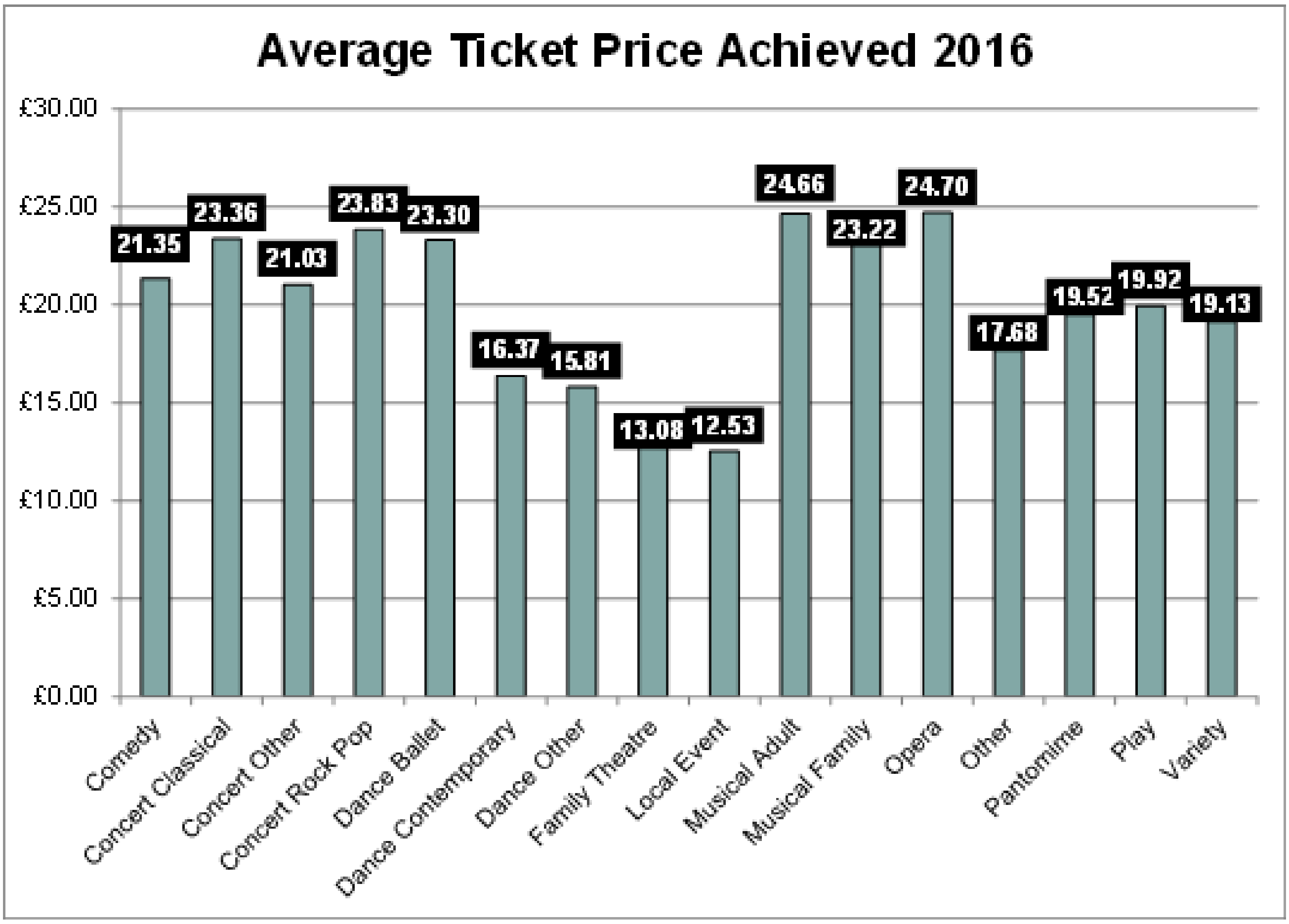


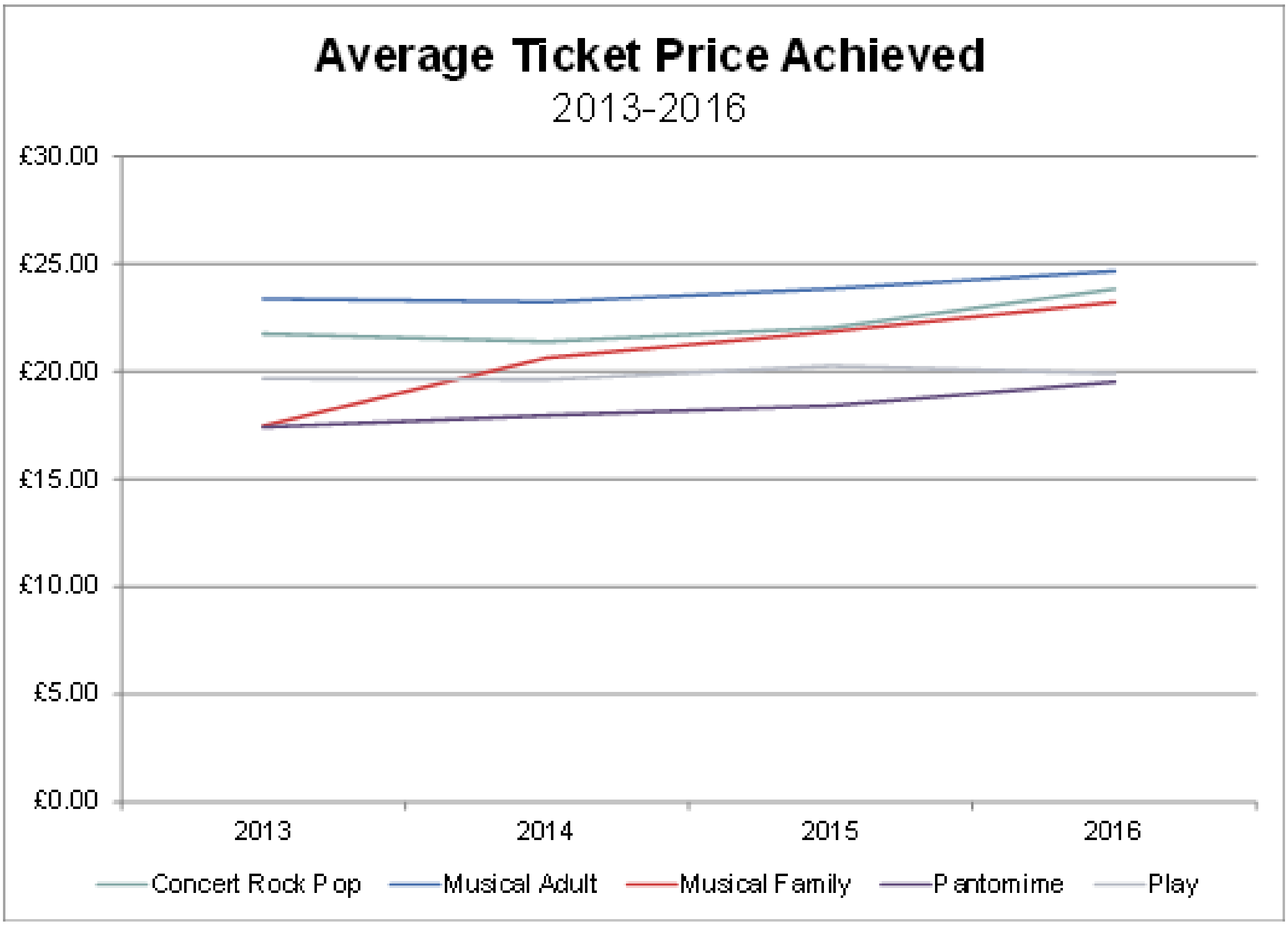
All principal genres have seen some growth in %age cash value achieved since the start of the study, with the most radical increase within the Musical Family genre which has seen 10% growth.



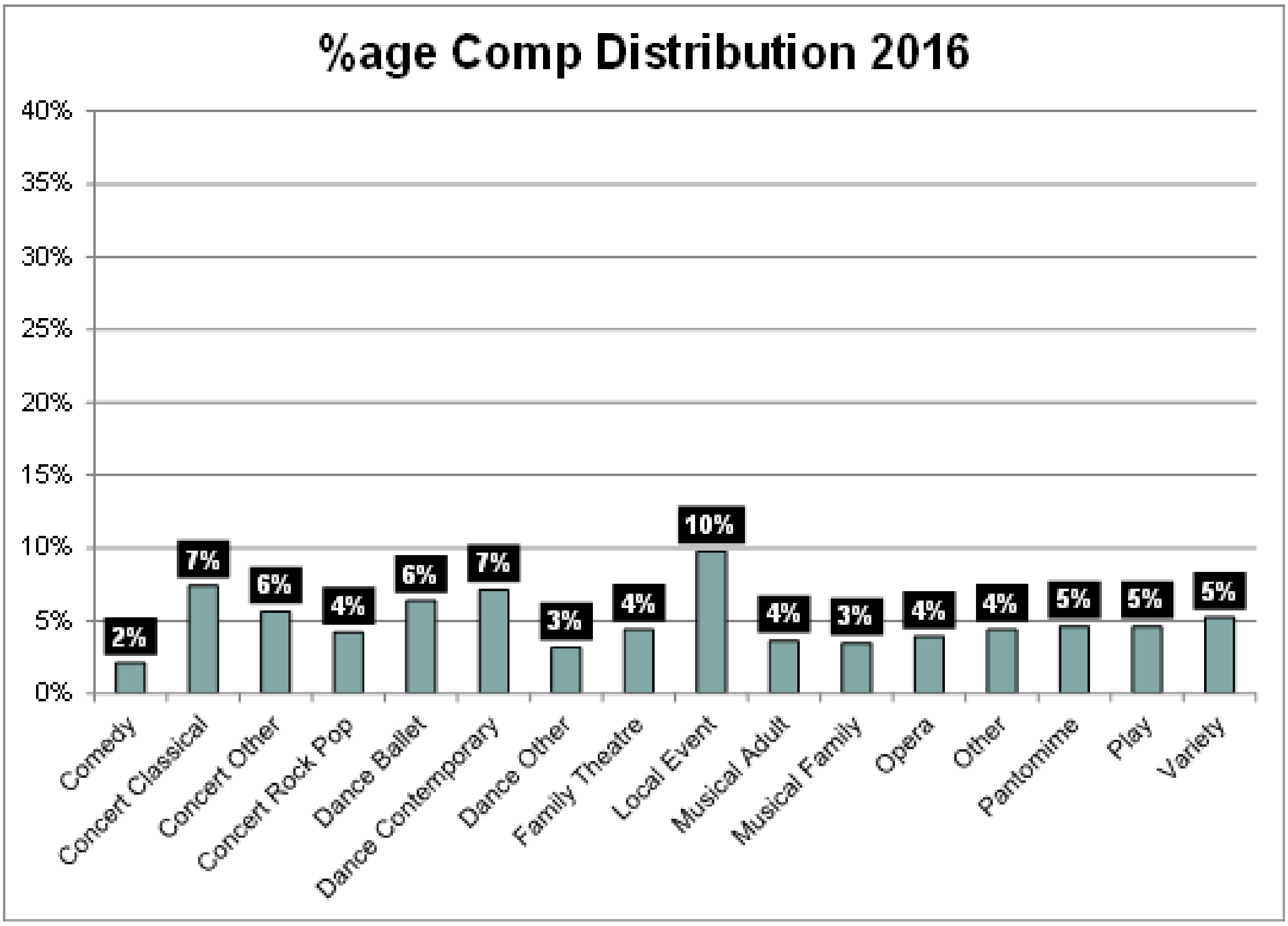


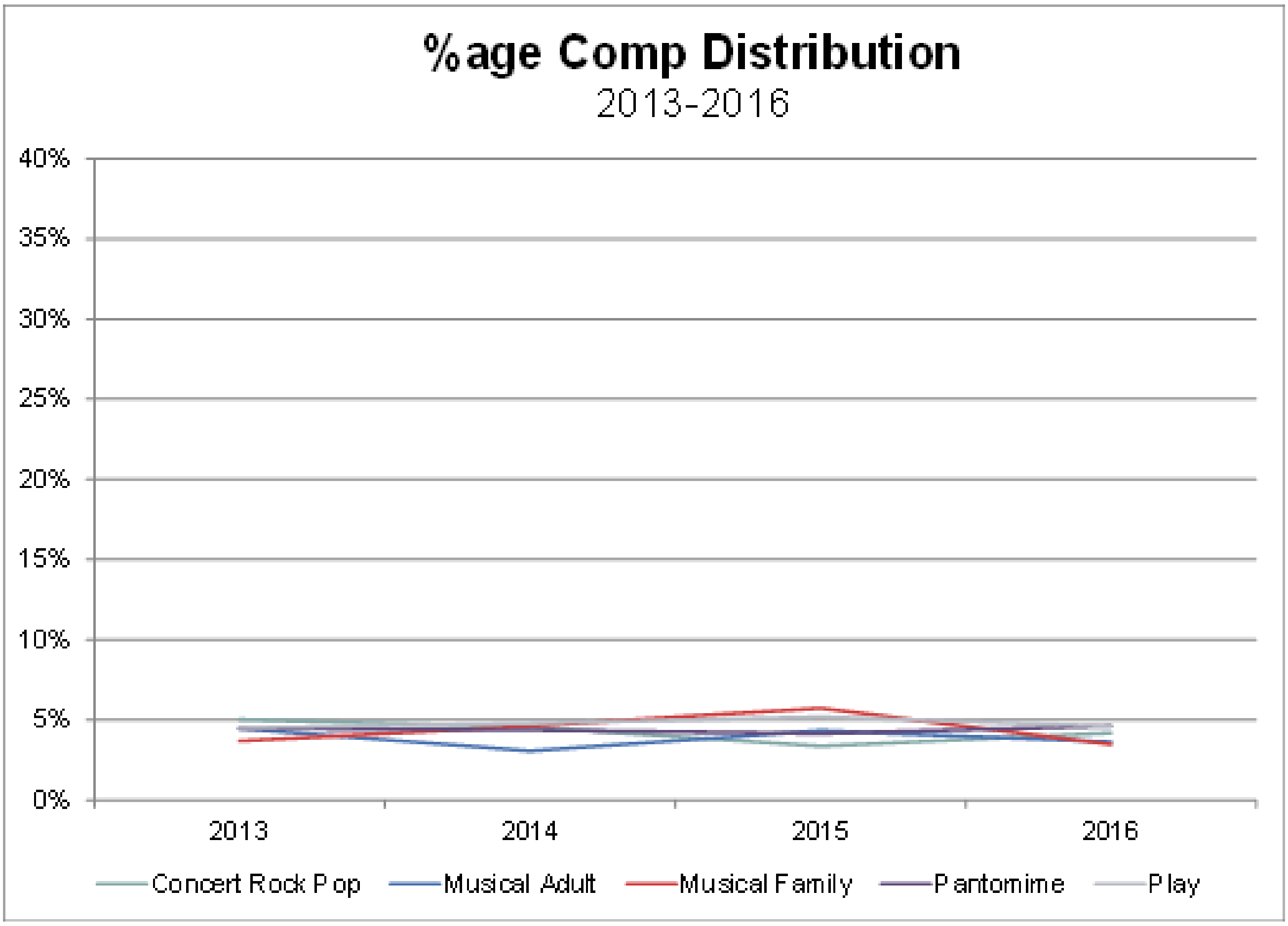
In 2016 several genres average price asked was between £23 and £25: Musicals, Opera, Ballet, Concert Classical and Concert Rock Pop. All of the five principal genres have seen increases in price asked over the study period other than Play.





The yield achieved was similar to the average price asked for most genres in 2016. The average yield achieved for Musical Family has risen faster than any other genre and there has been no meaningful rise in the yield achieved for Plays across the study period.





More comps were distributed for Local Events than any other genres in 2016. There is little change across the study period for the five principal genres all of which distributed less than 5% comps in 2016.