F: Auditoria of principally presenting theatres with a capacity between 200 and 500

Anvil Arts	Anvil Haymarket
Arts Theatre	Arts Theatre
Bradford Theatres	Studio (Alhambra)
Brunton Theatre	Theatre Brunton
Buxton Opera House and Pavilion Arts Centre	Pavilion Arts Centre (Main Room)
Chipping Norton Theatre	Chipping Norton Theatre
Customs House Ltd	Customs House Ltd
Derby LIVE	Darwin Suite
Derby LIVE	Guildhall Theatre
Duke's Playhouse	The Rake
Gardyne Theatre	Gardyne Theatre
Gravesham Borough Council	The Woodville
Harrogate Theatre	Main House Harrogate
Hazlitt Arts Centre	Hazlitt Theatre
HQ Theatres	Swindon Theatres - Swindon Arts Centre
mac Birmingham	Outdoor Arena Theatre
mac Birmingham	mac Birmingham Main Theatre
Malvern Theatres Trust Ltd	Cinema
Middlesbrough Theatre	Middlesbrough Theatre
Millfield Arts Centre	Millfield Arts Centre Theatre
North Devon Theatres	Landmark Theatre
North Devon Theatres	Queens Theatre
On Fife	Adam Smith Theatre
Palace Theatre Redditch	Palace Theatre Redditch
The Capitol, Horsham	Theatre Capitol
Theatr Colwyn	Theatr Colwyn
Theatre Royal Bury St Edmunds	Theatre Royal Bury St Edmunds
Theatre Royal Winchester	Theatre Royal Winchester
Wales Millennium Centre	Weston Studio

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

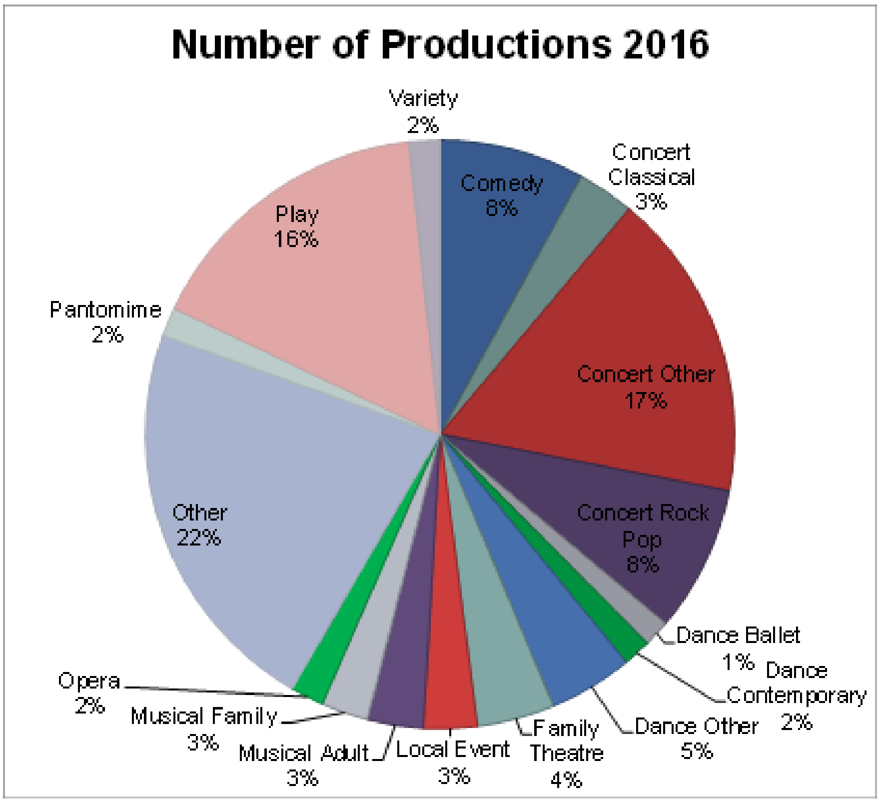
Headlines

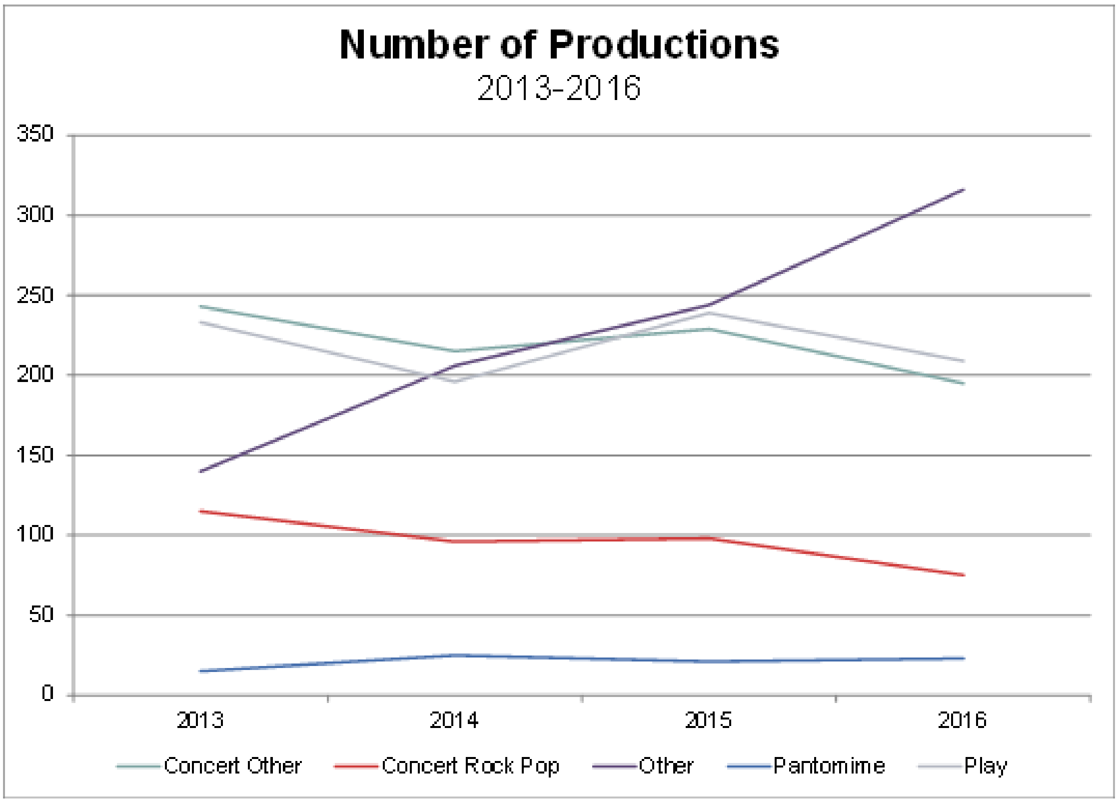
- Box office income rose by 42% due largely to a rise of 33% in the number of performances along with an 8% rise in the average price paid for a ticket.
- The growth was largely driven by an increase in performances of and sales for pantomime.

	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	1,063	3,386	612,930	£7,721,612	49%	48%	£13.06	£12.60
2014	1,258	3,986	691,126	£9,875,230	49%	50%	£13.99	£14.29
2015	1,249	4,030	754,197	£10,233,815	53%	53%	£13.73	£13.57
2016	1,432	4,370	798,021	£10,900,968	53%	53%	£13.52	£13.66
Change 2013-16	+369	+984	+185,091	+£3,179,356	+3.19%	+5.48%	+£0.46	+£1.06
Change 2015-16	+183	+340	+43,824	+£667,153	-0.80%	+0.36%	-£0.21	+£0.09

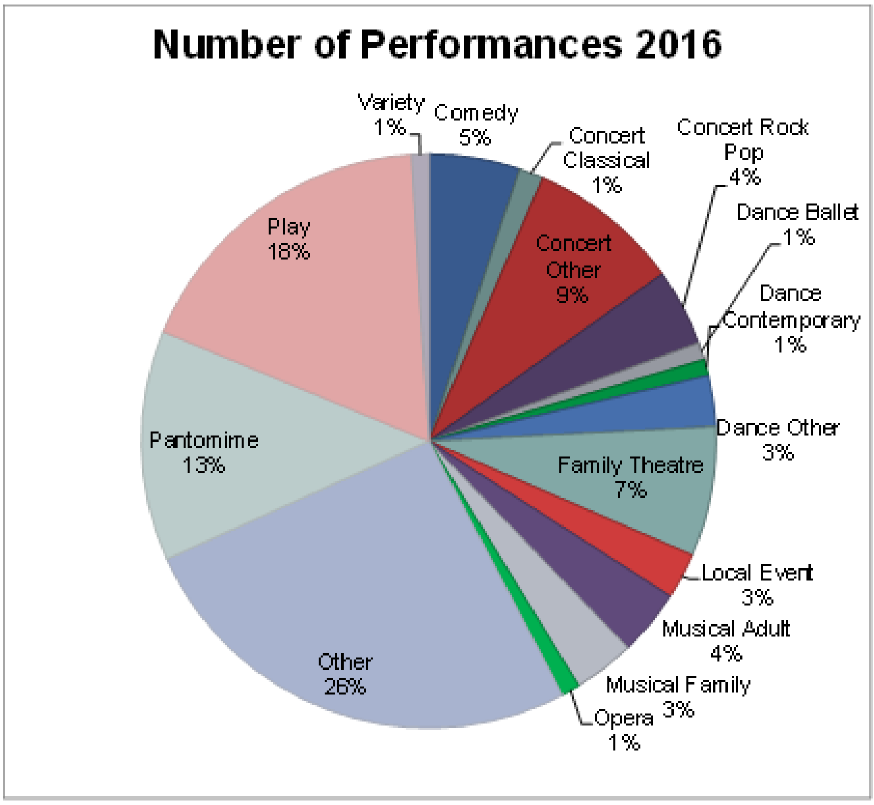
Between 2013 and 2016 almost 1,000 more performances were recorded for smaller presenting venues. Cumulative annual income has grown by over £3M and average capacity achieved has grown by 5%.

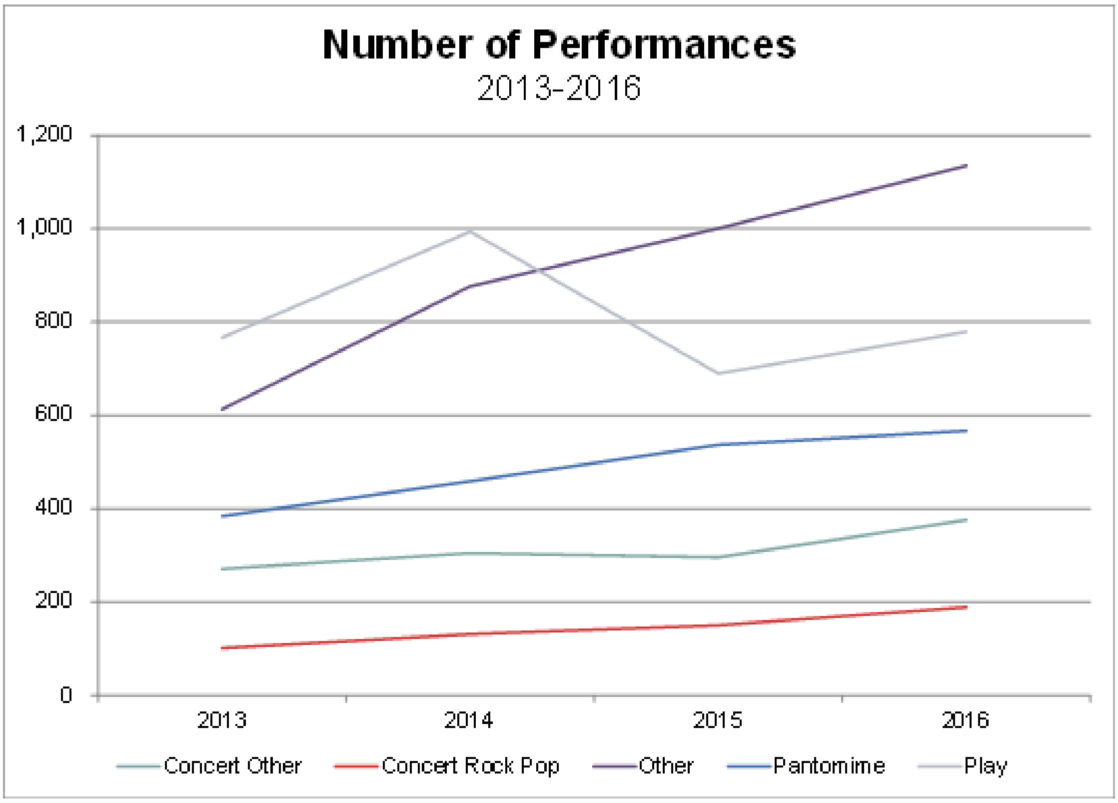
The five most financially important genres for this type of venue in 2016 were Pantomime, Plays, Concert Other, Concert Rock and Other. Together, they accounted for 66% of all box office revenue.



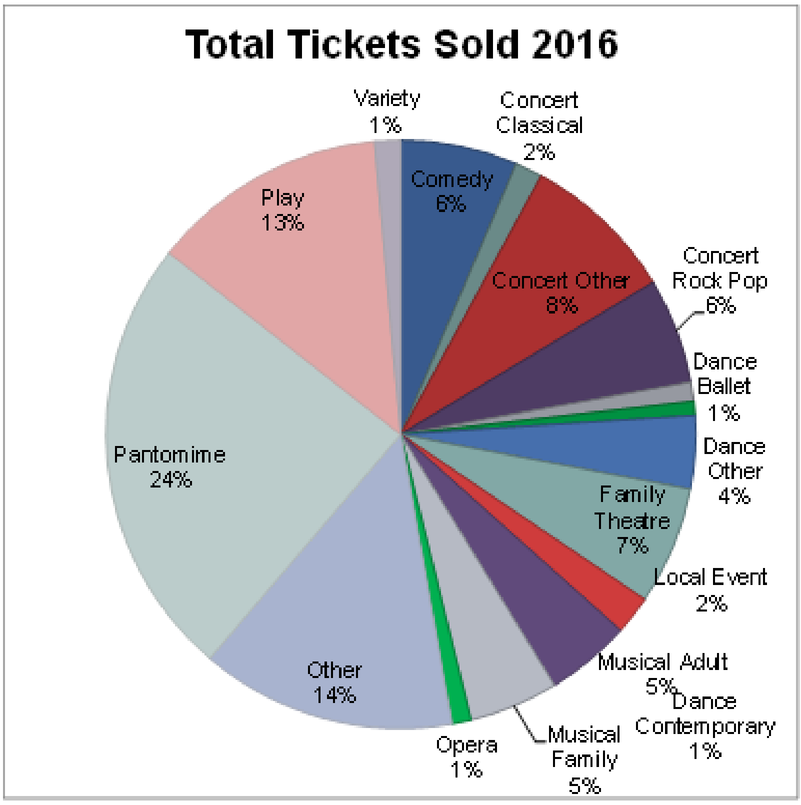


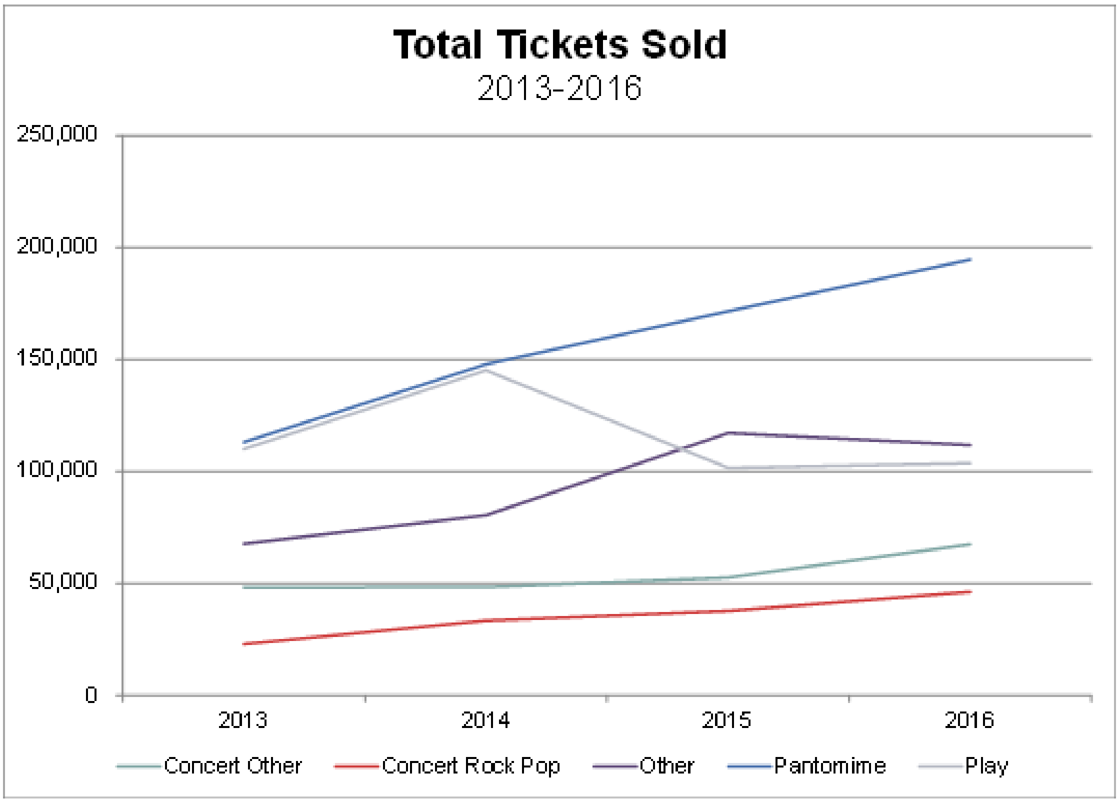
2016 saw more than double the number of Other productions than in 2013. The other principal genres have generally seen decline. The increase in productions across the entire period is almost exclusively due to the growth in Other productions.



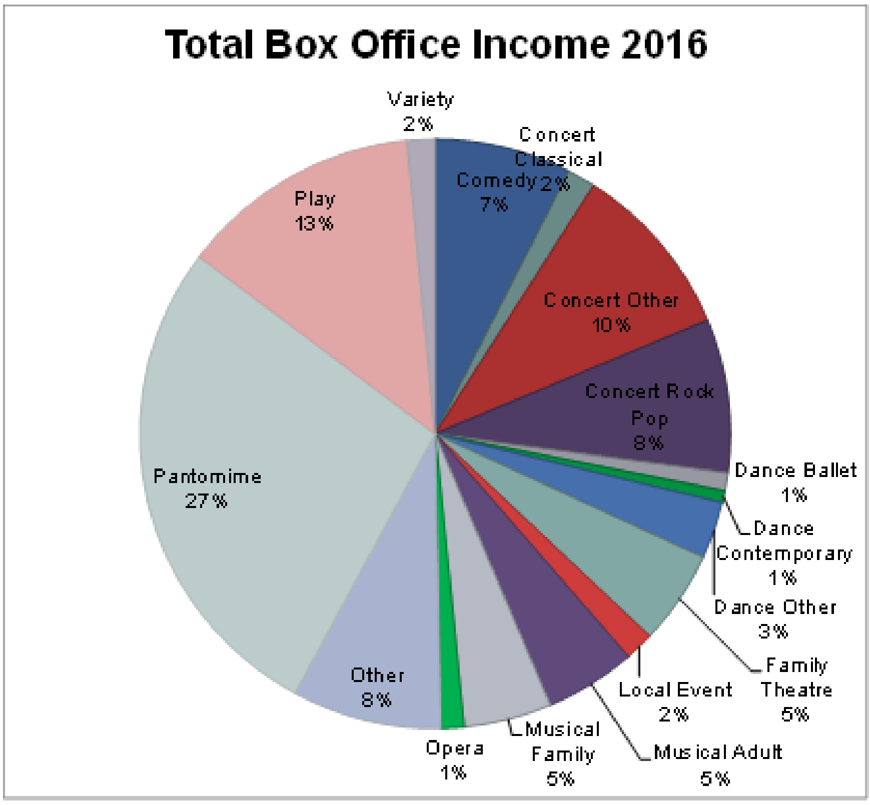


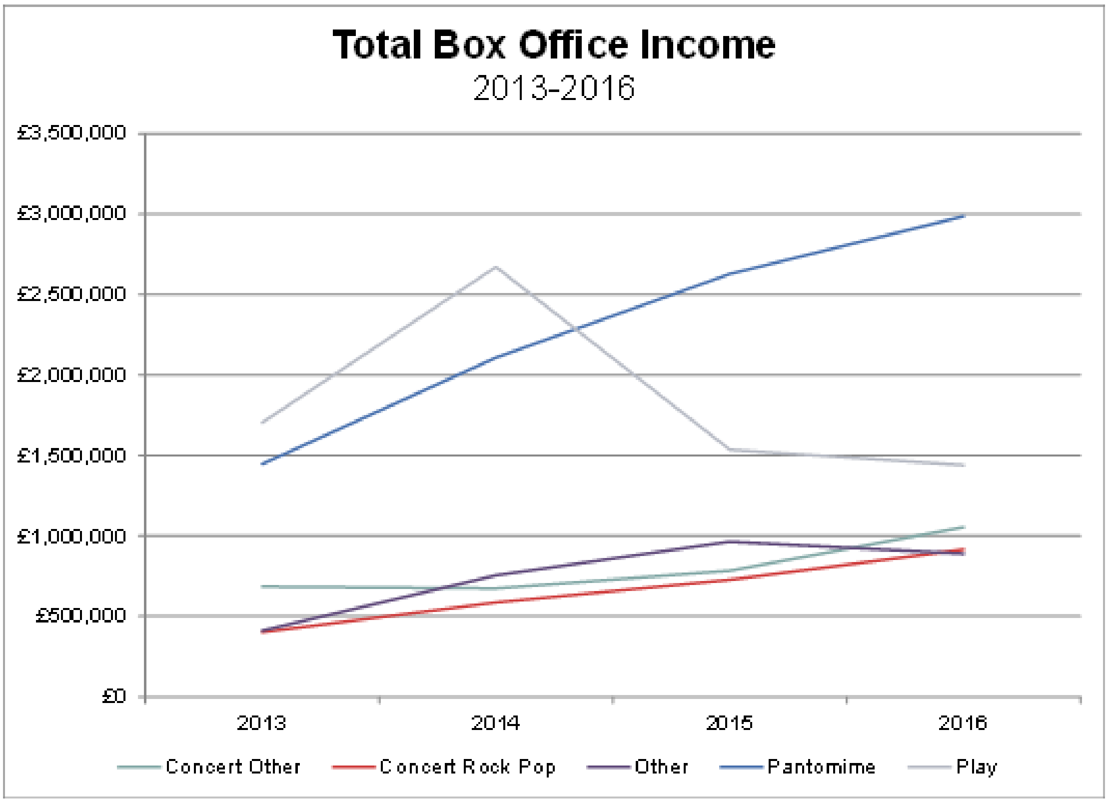
There were almost 1,000 more performances in 2016 compared to 2013. All principal genres staged a greater number of performances in Auditoria of principally presenting theatres with a capacity between 200 and 500 (f) since the start of the study, even Plays, despite a dramatic reduction in 2015.



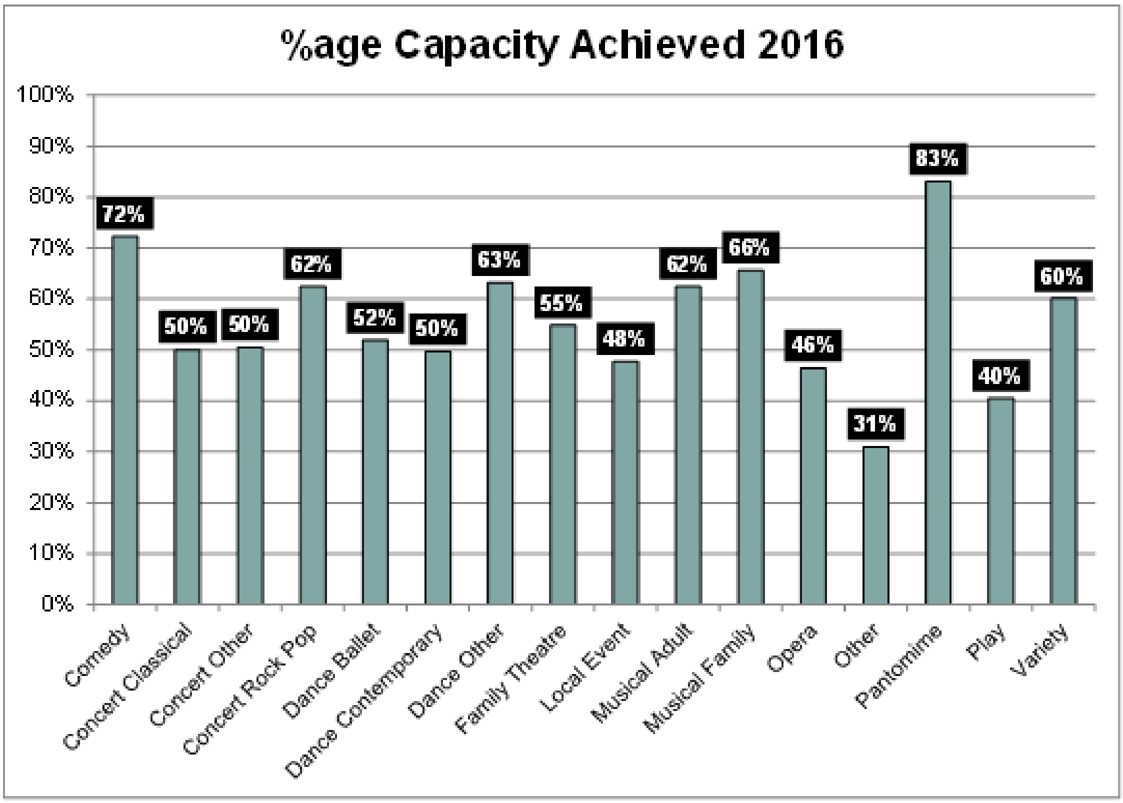


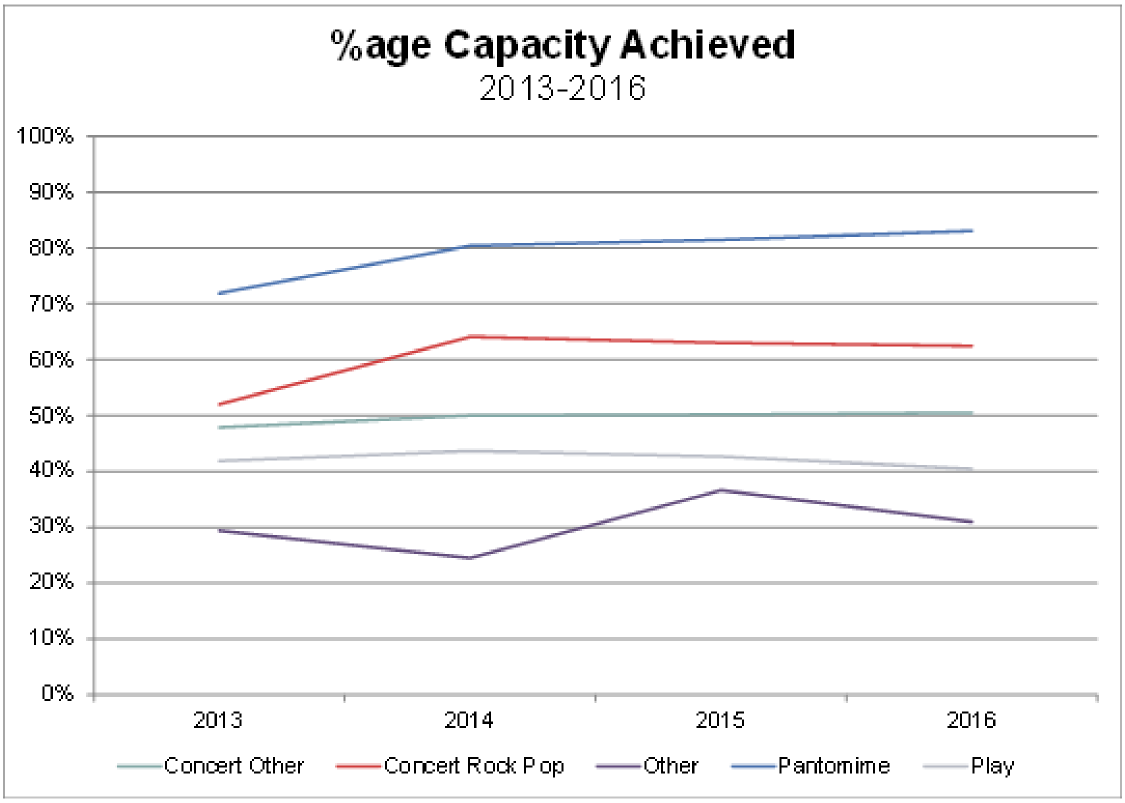
A small number of Musical Family performances have exceeded the number of tickets sold for Plays in 2016. Musical Family has not performed this way in any other year during the study period.



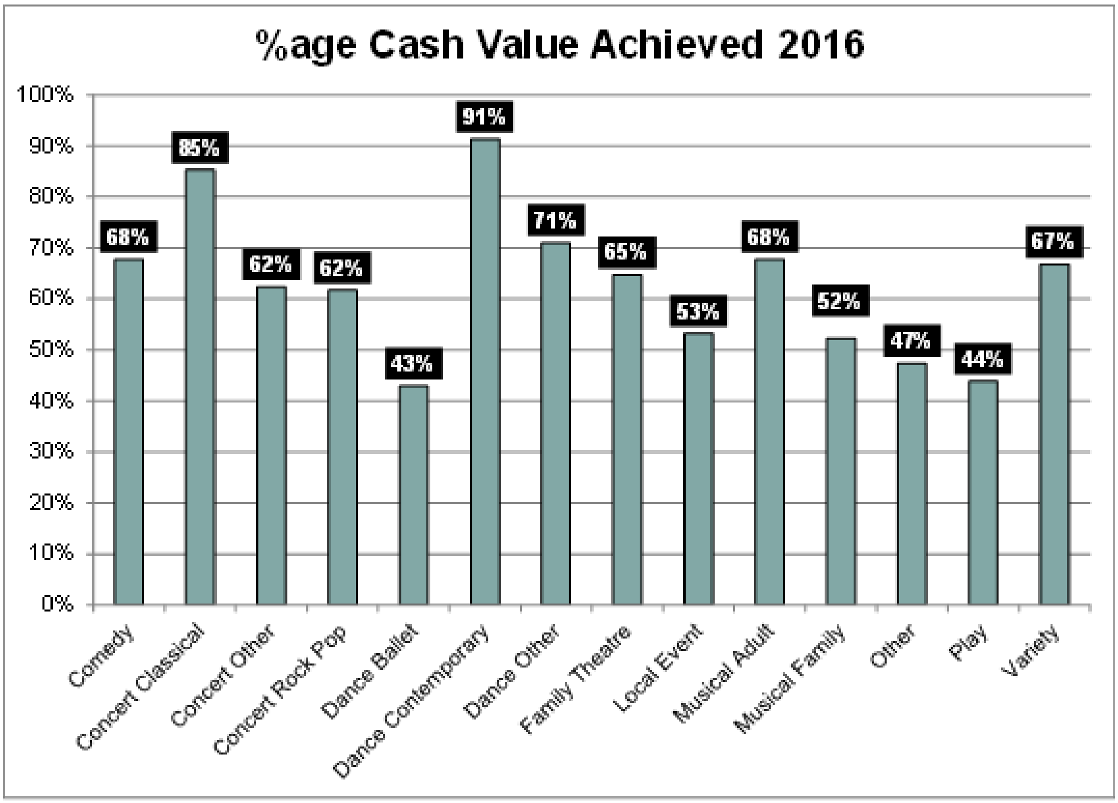


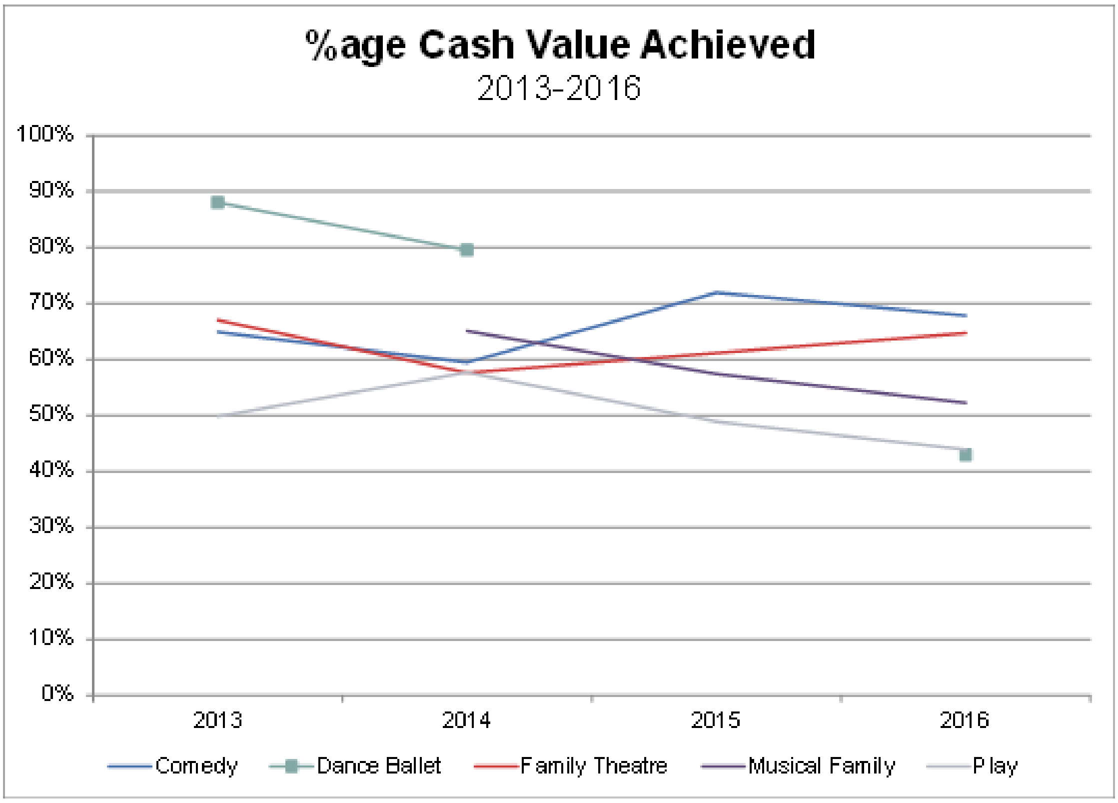
Income from Pantomime has grown swiftly throughout the study period and in 2016 stood at £3M. Plays now account for less than 50% of Pantomime and income has fallen by over £1M in two years.



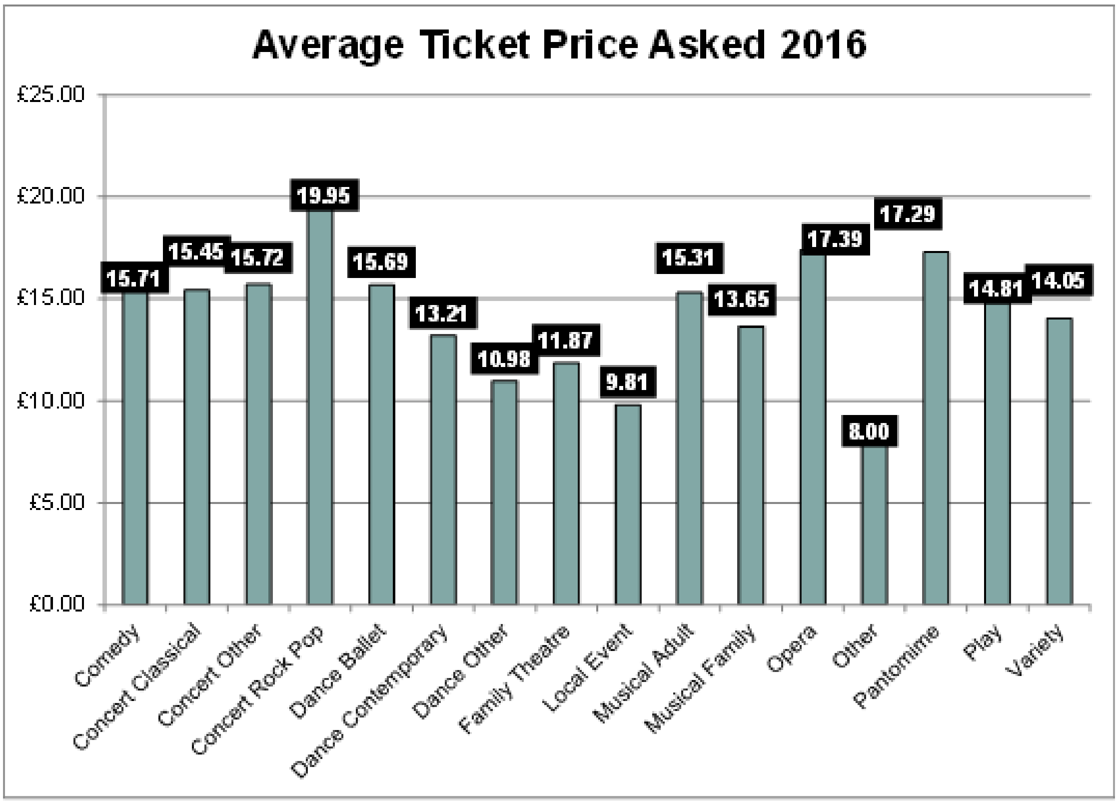


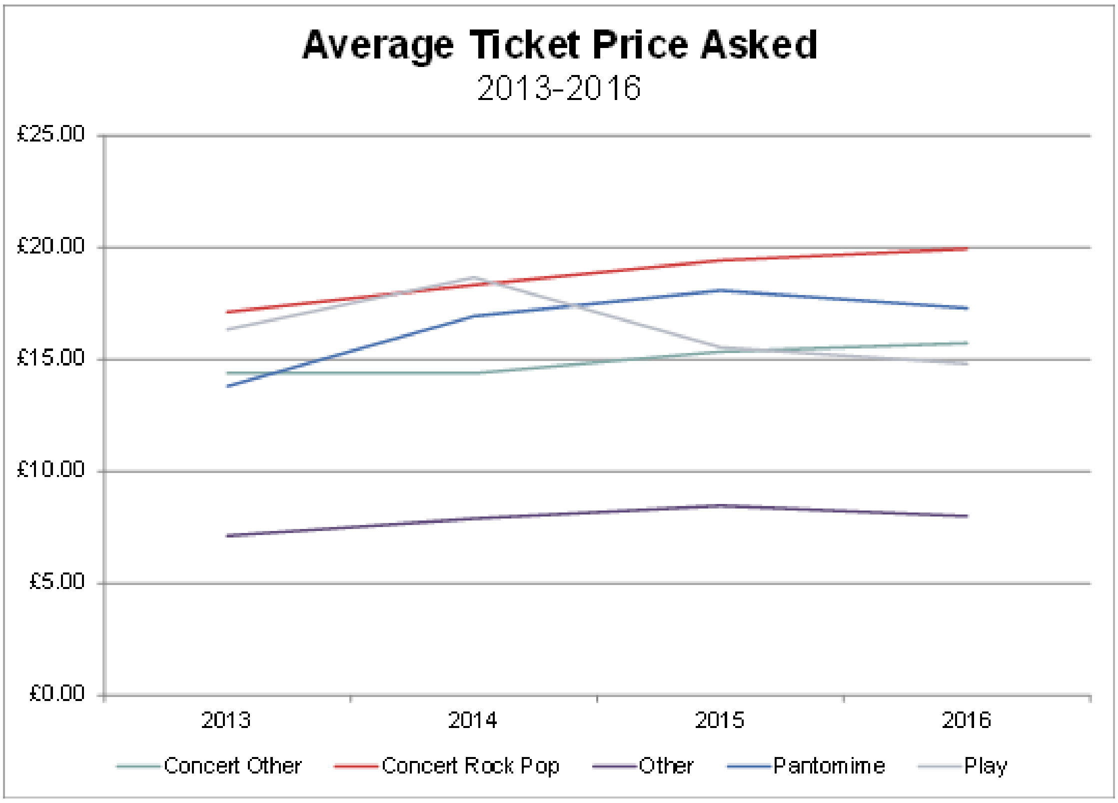
Pantomime is also the genre that on average plays to the fullest house: 83% in 2016, the highest figure achieved during the study period. Other principal genres perform less well with Plays only playing on average to 40% full houses in 2016 and Other just 31%.



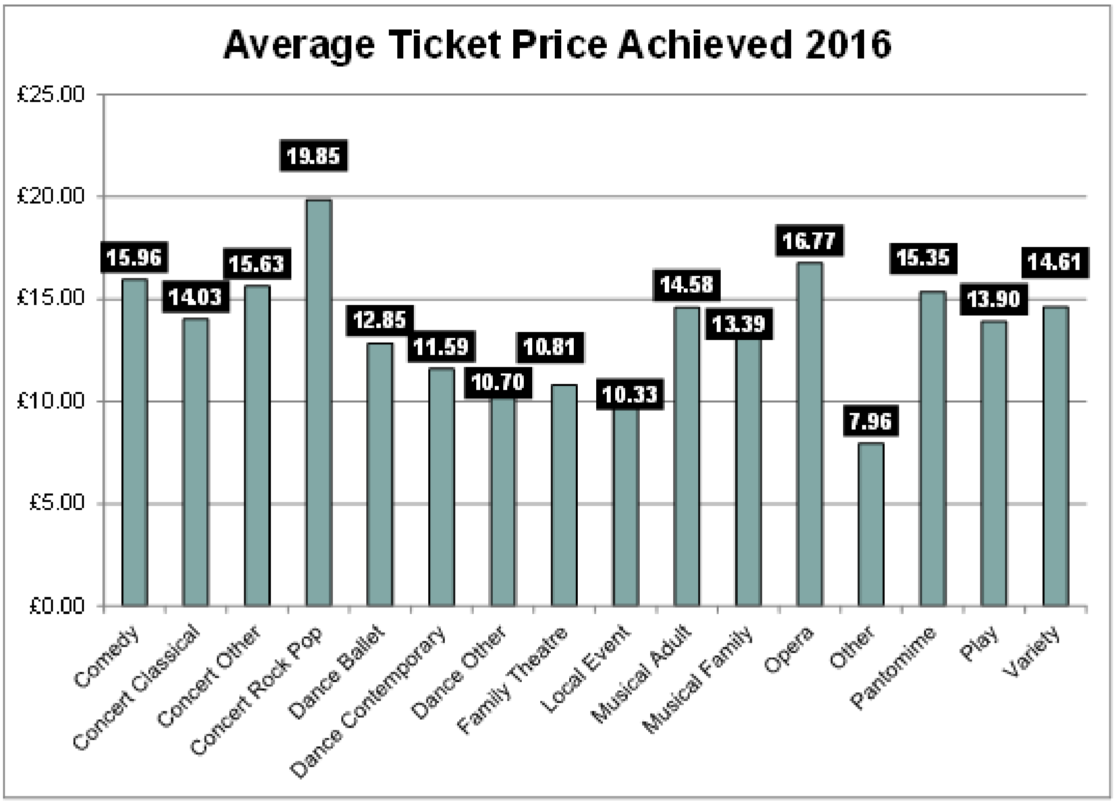


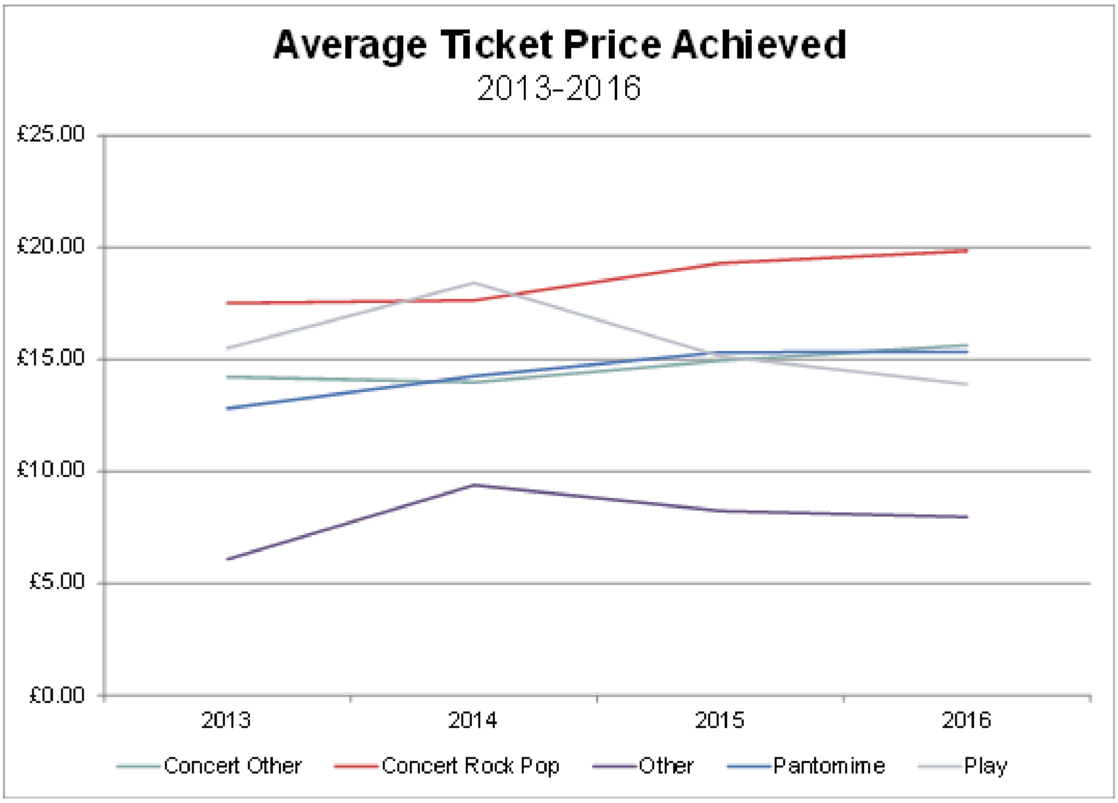
There appears to be significant levels of discounting for Pantomime as it only achieved 74% cash capacity in 2016, marginally more than Comedy. Over the study period cash capacity achieved for plays has dipped to 38%.



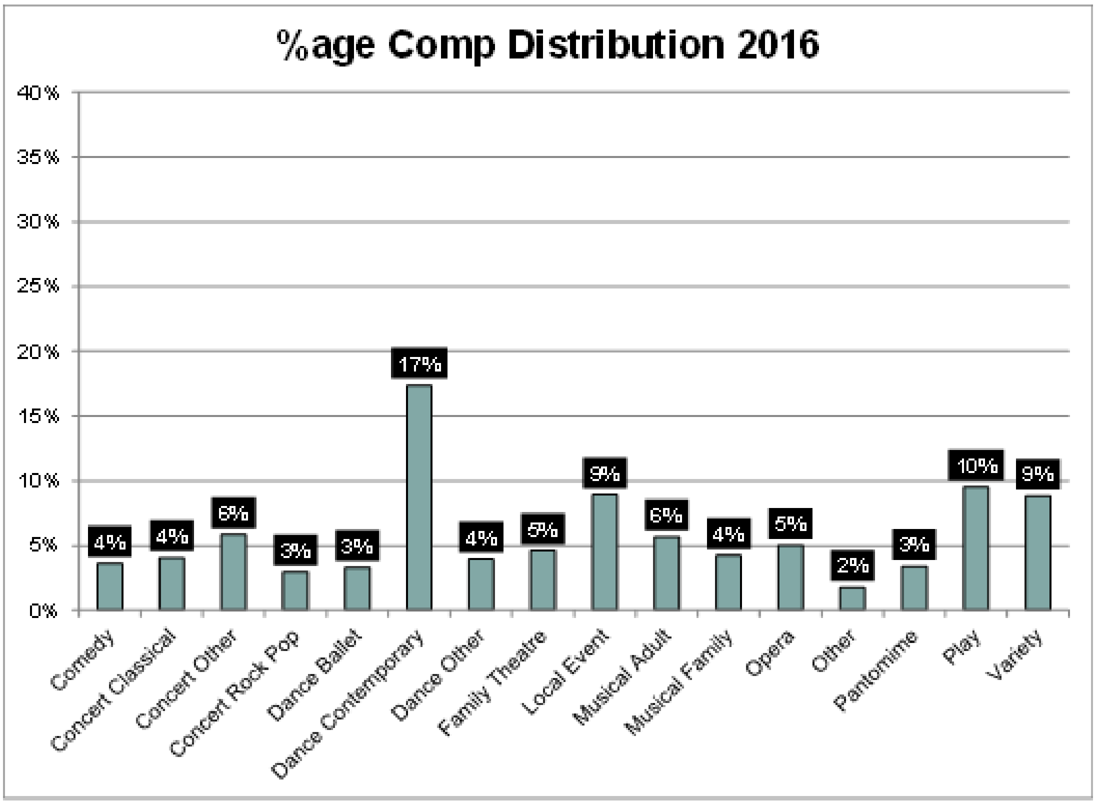


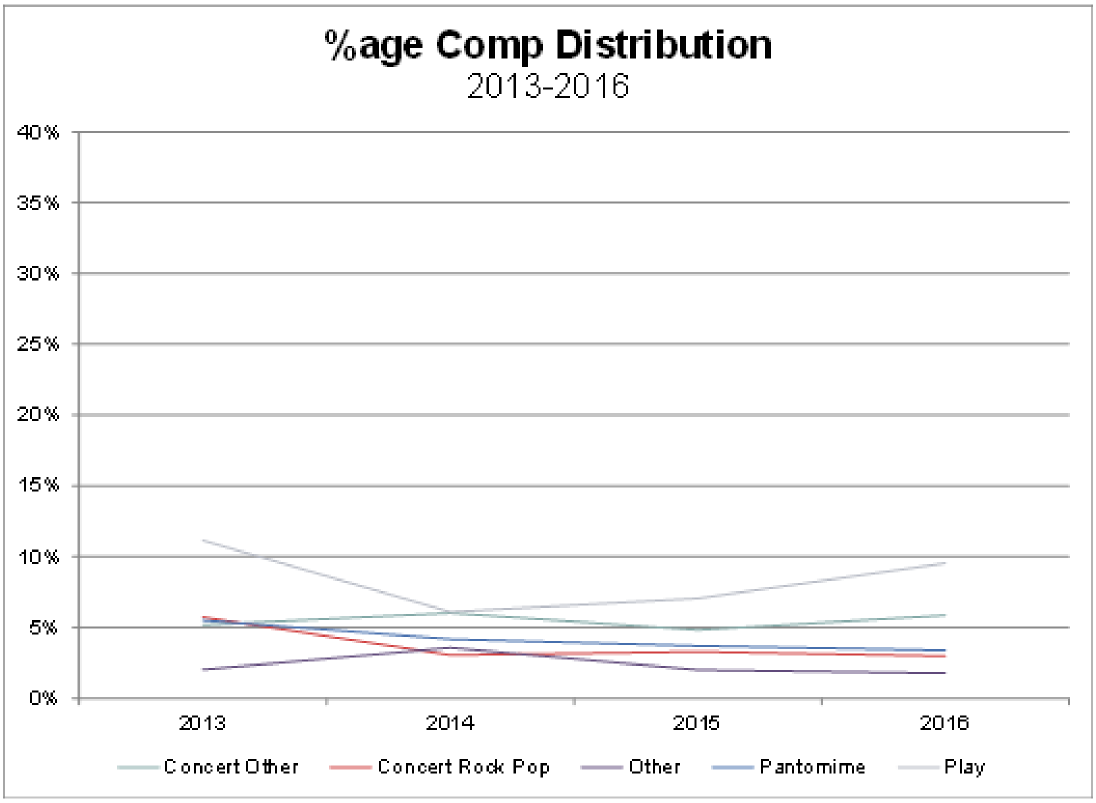
On average Concert Rock and Pop tickets were the most expensive in 2016. Pantomime tickets have increased in price across the study period, although they dipped slightly in 2016. The average price asked for plays dipped substantially in 2015 and did not recover in 2016.





Average yield for Concert Rock Pop was over £3 higher than achieved in any other genre in 2016. This has risen over the study period while average yield for Plays rose considerably in 2014 and then fell in both 2015 and further in 2016.





17% of all seats for Contemporary Dance performances were filled with non-paying audiences in 2016. Of all the principal genres Plays were consistently the most comped over the study period.