G: Smaller space, programmed frequently

Birmingham Repertory Theatre	The Door
Bristol Old Vic	Bristol Old Vic Studio & Special
Clwyd Theatr Cymru	Emlyn Williams Theatre
Contact	Space 2
Derby Theatre	Derby Theatre Studio
Harrogate Theatre	Studio Harrogate
Hazlitt Arts Centre	Exchange Studio
Hull Truck Theatre	Hull Truck Studio Theatre
Lilian Baylis Theatre	Lilian Baylis Theatre
Live Theatre	Studio Live
Live Theatre	Main theatre Live
Lyric Hammersmith	Studio Lyric Hammersmith
mac Birmingham	Hexagon Theatre
mac Birmingham	Foyle Studio
New Wolsey Theatre Ipswich	Studio New Wolsey
Nottingham Playhouse	Nottingham Playhouse studio
Orange Tree Theatre	Orange Tree Theatre
Oxford Playhouse	Burton Taylor Studio
Park Theatre	Park 90
Polka Theatre for Children	Adventure Theatre
Poole Arts Trust Ltd	Studio Poole
Royal Court - Jerwood Theatre Upstairs	Jerwood Theatre Upstairs
Royal Exchange Theatre	Studio Royal Exchange
Sherman Cymru	Studio Sherman
Soho Theatre Company	Soho Upstairs
Soho Theatre Company	Soho Downstairs
Soho Theatre Company	Theatre Soho
Stephen Joseph Theatre	McCarthy Auditorium
The Mill Arts Centre	Mill Arts Main Auditorium
Theatre by the Lake	Studio Theatre Theatre by the Lake
Unicorn Theatre	Clore Studio Theatre
Warwick Arts Centre	Warwick Arts Centre Studio
York Theatre Royal	Studio York Theatre Royal
Yvonne Arnaud Theatre	Mill Studio

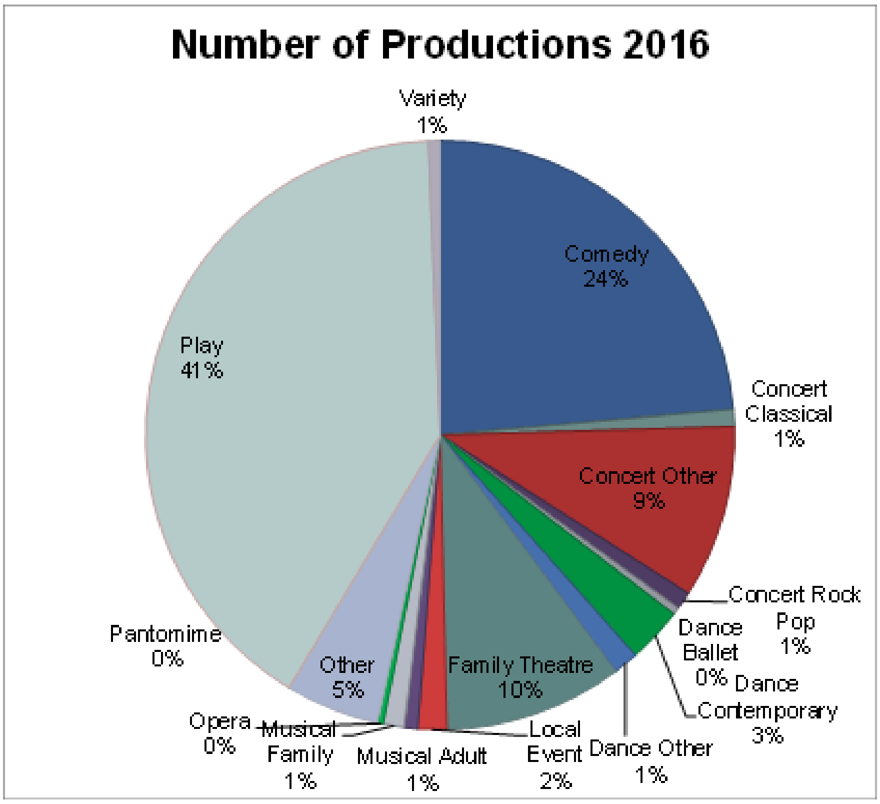
Note: Not all venues listed above have provided data for the entire study period.

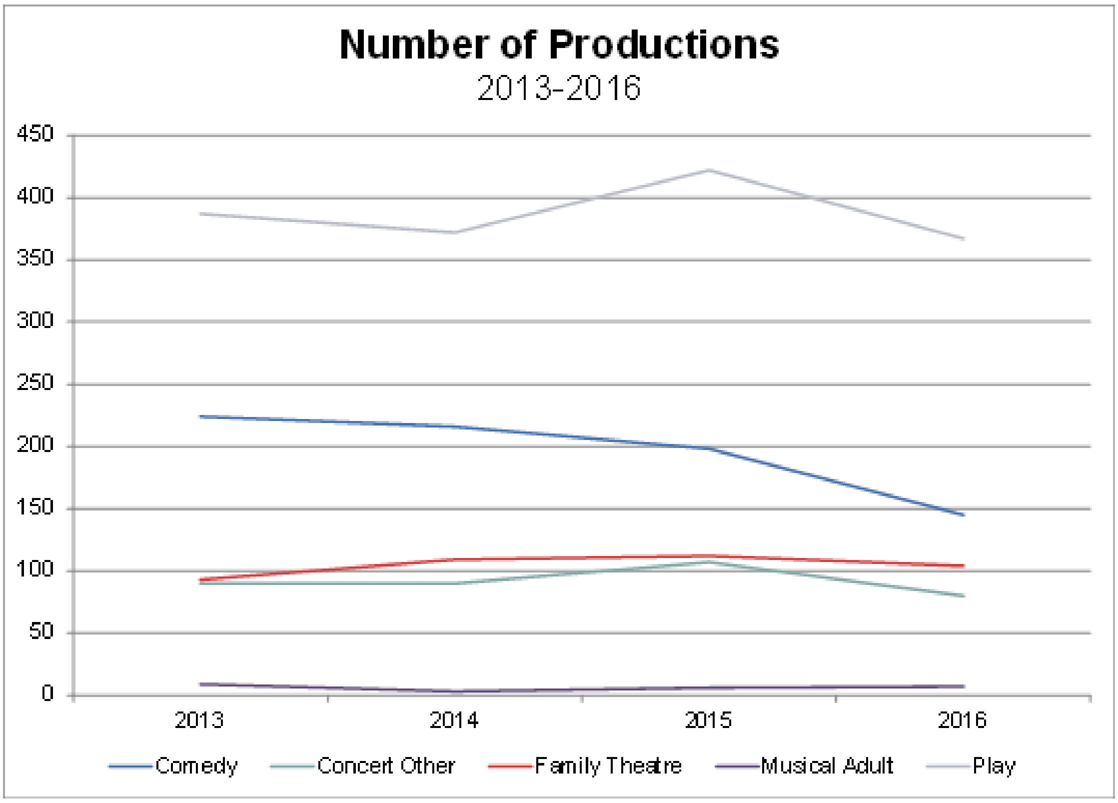
Headlines

- 19% increase in box office income has been driven principally by a growth in ticket sales at the larger of these venues.
- Average ticket price achieved has risen by 8%.
- The majority of the uplift in income has been in plays and comedy.

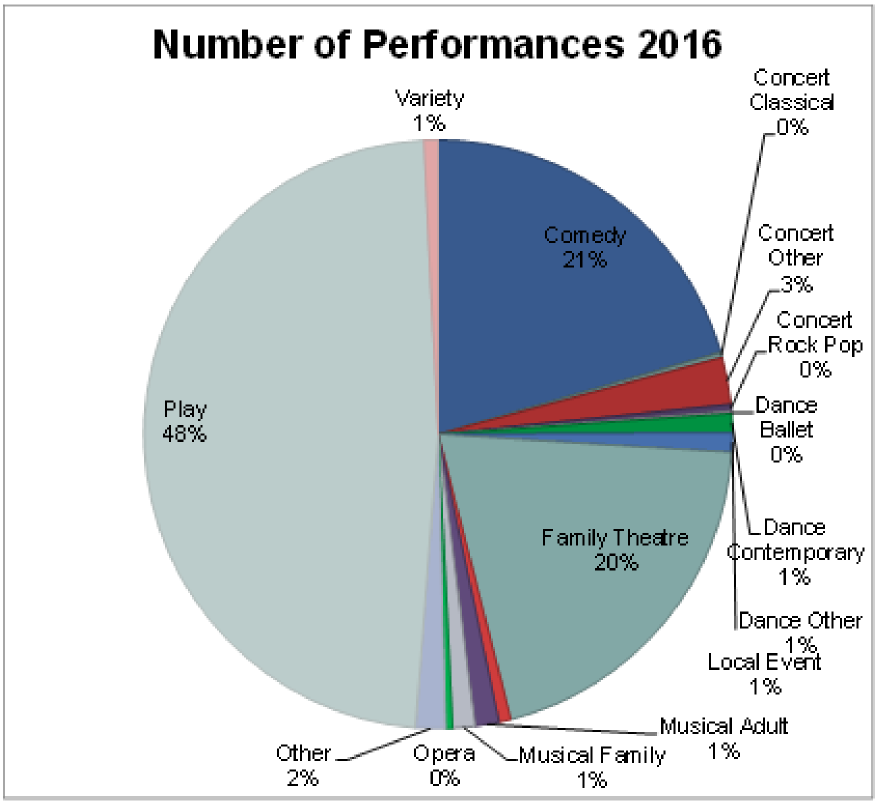
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	893	5,597	403,988	£4,835,089	69%	63%	£13.09	£11.97
2014	1099	6,142	453,986	£5,498,915	66%	61%	£13.07	£12.11
2015	974	5,708	436,267	£5,517,415	68%	62%	£13.92	£12.65
2016	949	5,732	448,086	£5,771,340	65%	60%	£13.94	£12.88
Change 2013-16	+56	+135	+44,098	+£936,251	-3.46%	-2.53%	+£0.85	+£0.91
Change 2015-16	-25	+24	+11,819	+£253,926	-2.67%	-1.40%	+£0.02	+£0.23

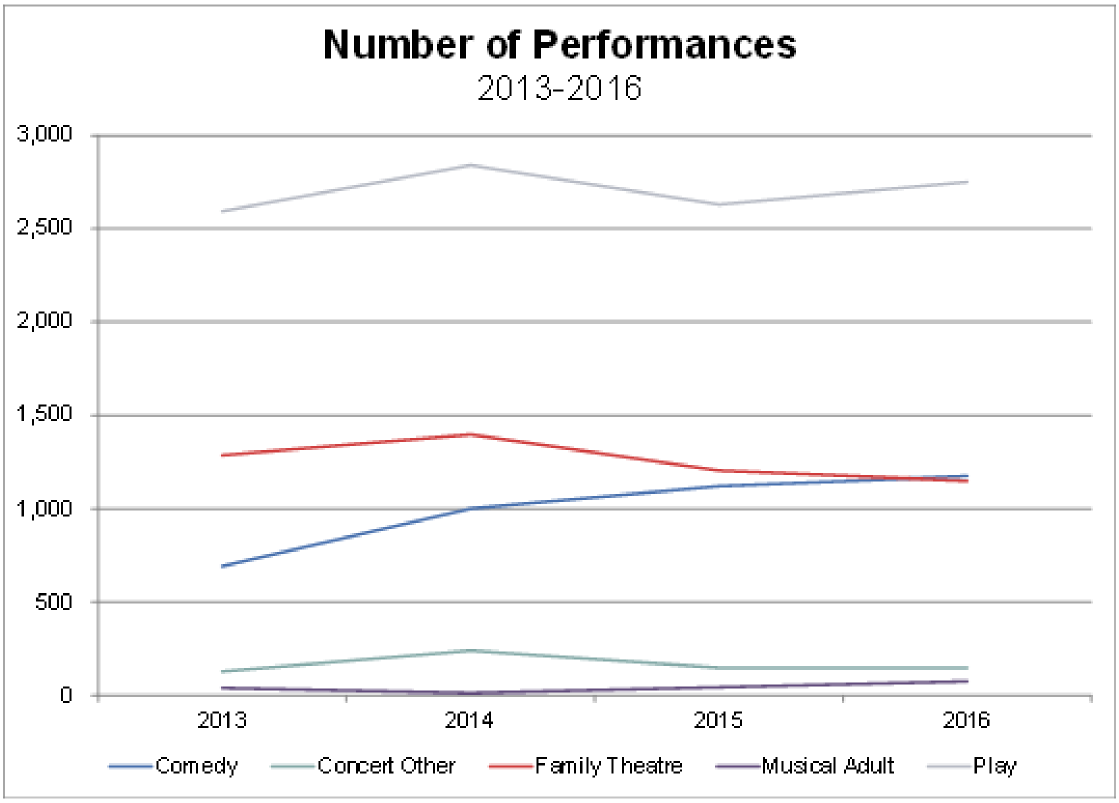
Frequently programmed smaller spaces have seen growth in the numbers of performances, tickets sold and box office income across the study period, but percentage capacity and cash value achieved have dipped since 2013.
The five most financially important genres for this type of venue in 2016 were Play, Comedy and Family Theatre with Concert Other and Musical Adult completing the top five genres for revenue. Together, they accounted for 93% of all box office revenue.



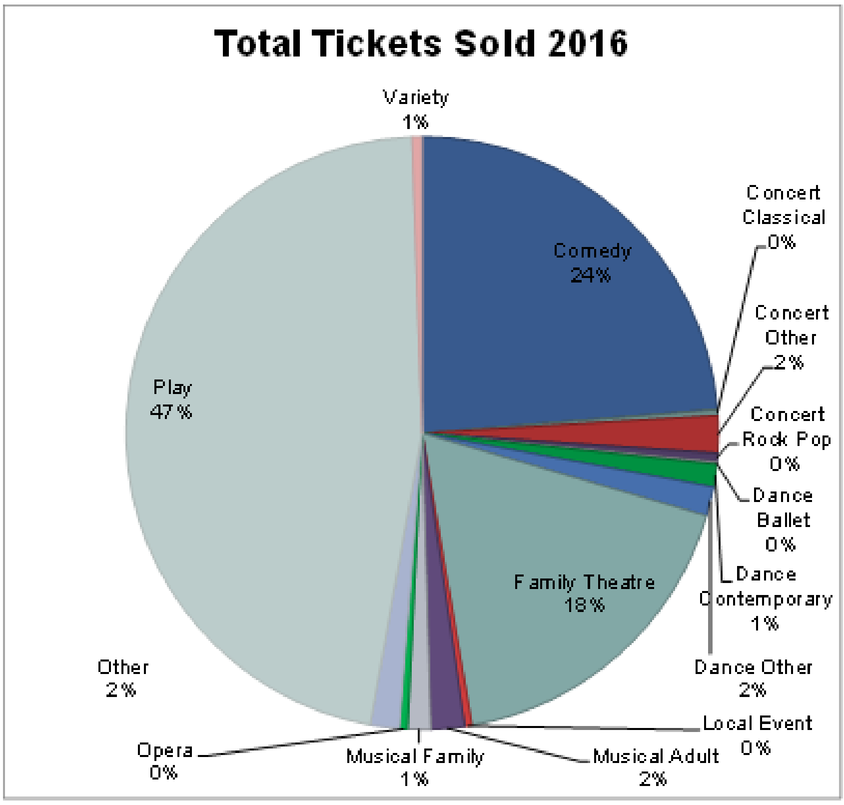


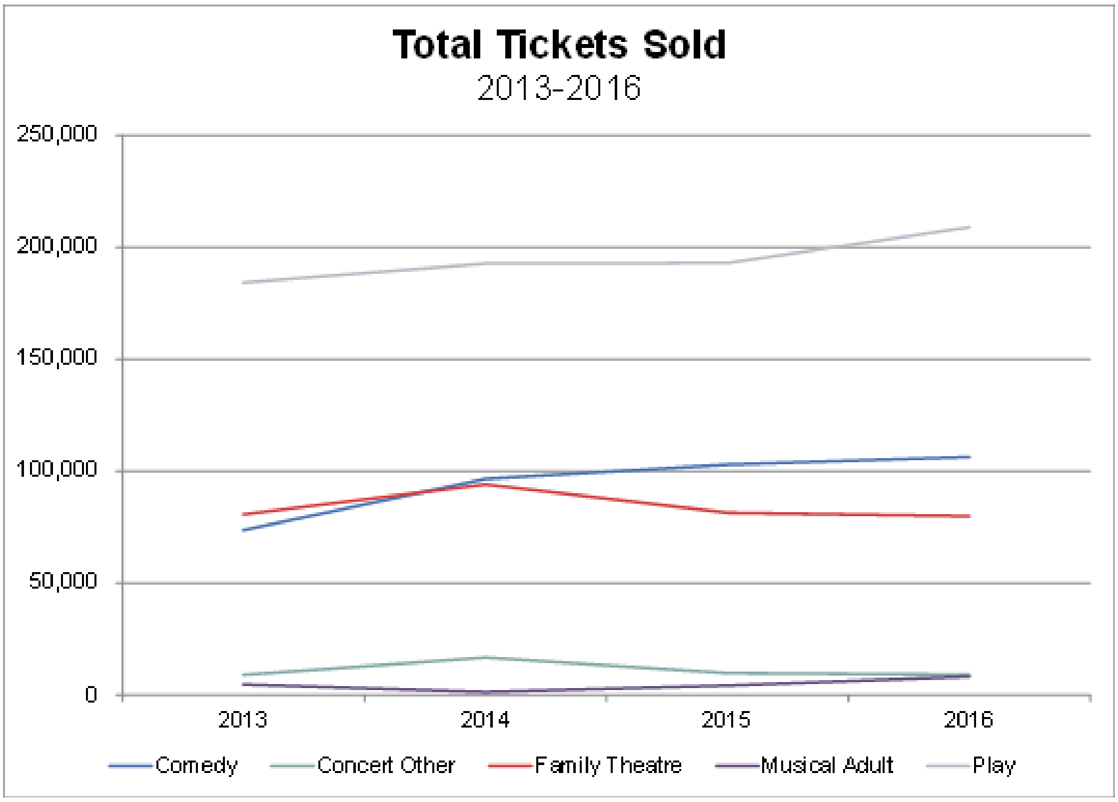
Plays and Comedy accounted for almost two-thirds of productions in 2016, although numbers for both have fallen during the study period.



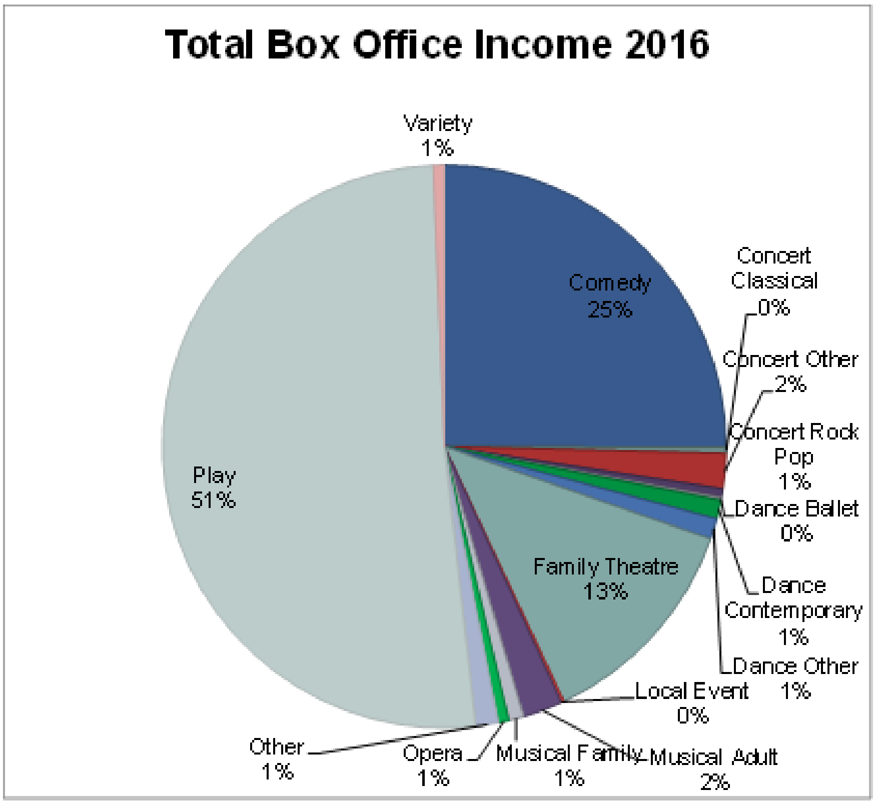


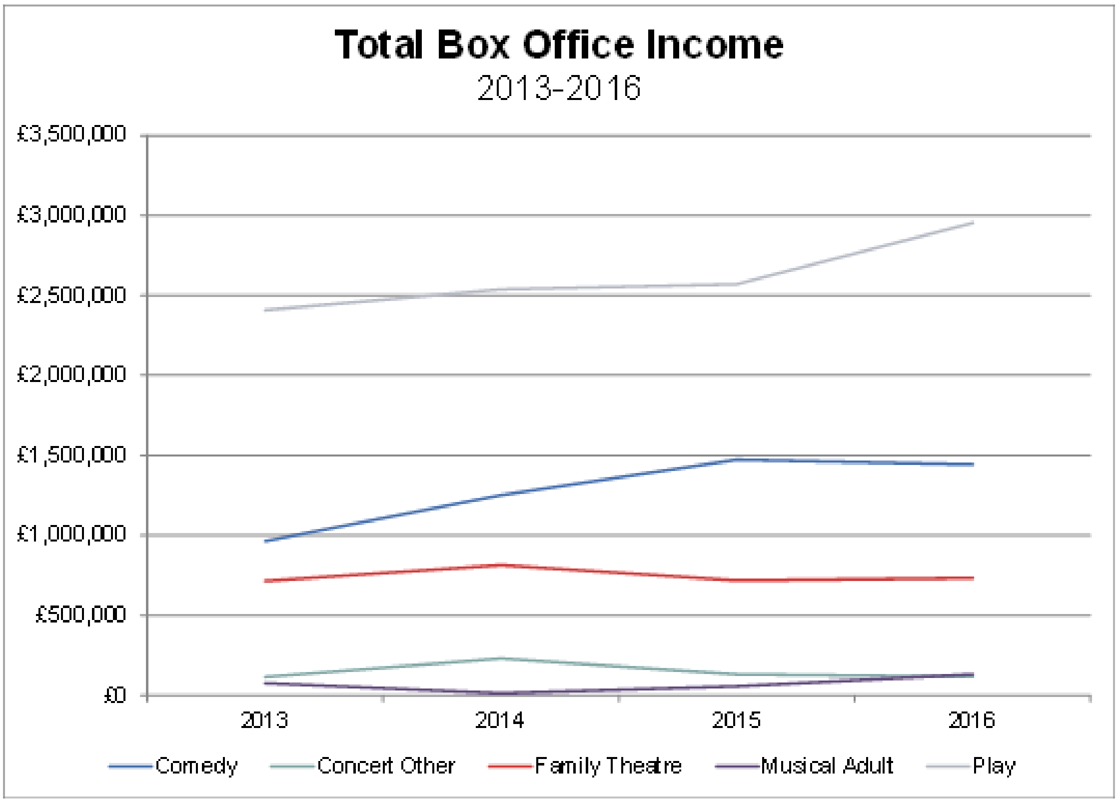
Almost half of performances in 2016 were of Plays. Across the study period there has been an increase in the number of performances in frequently programmed smaller spaces. Family Theatre is the only genre that has decreased the number of performances in this venue type.



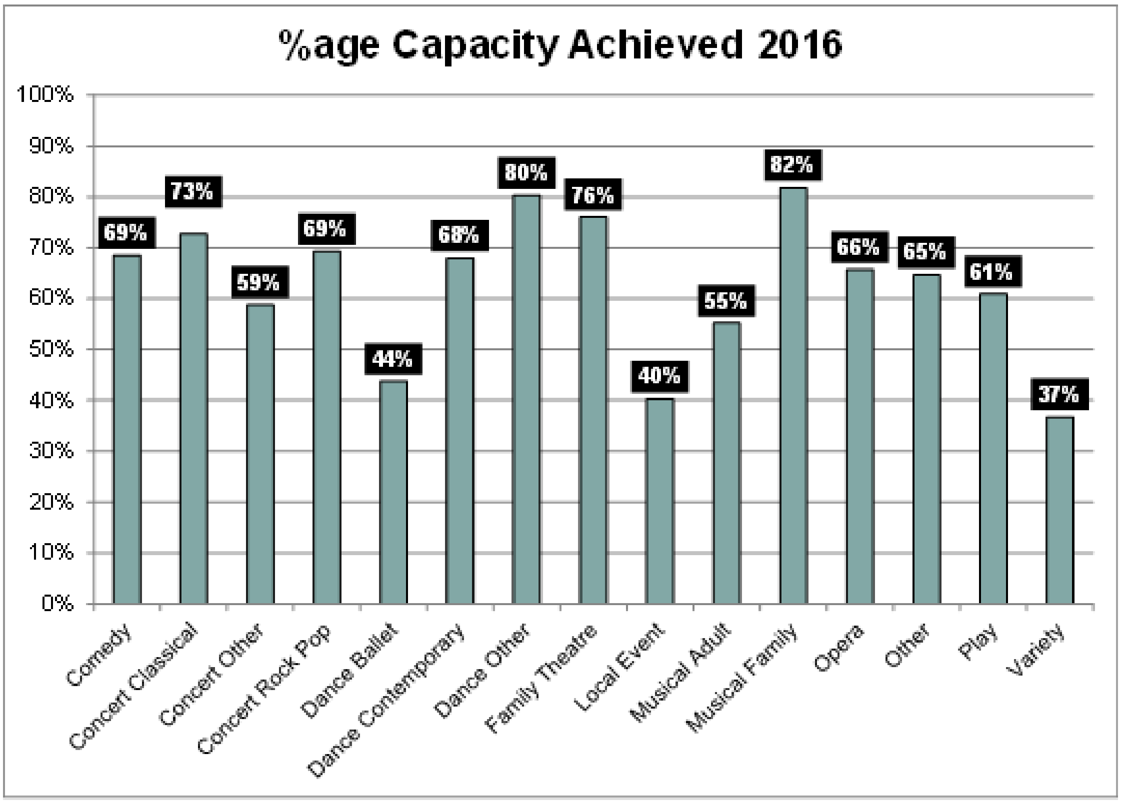


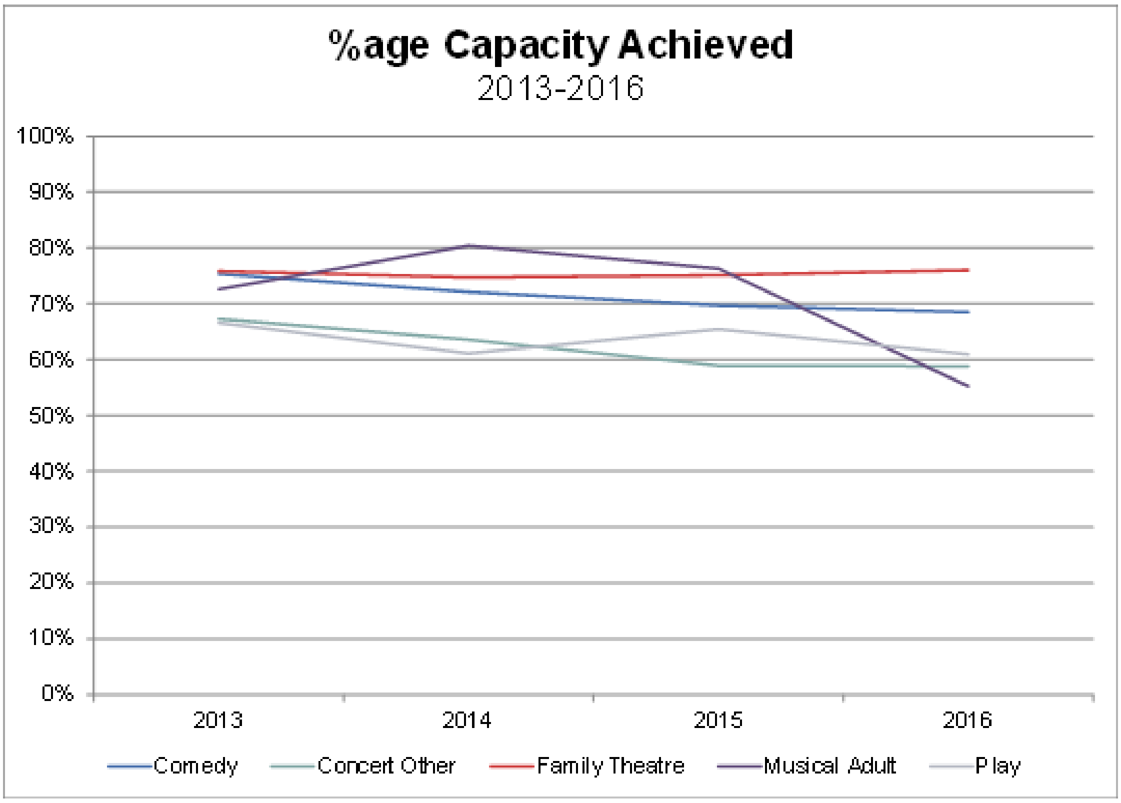
89% of all tickets in 2016 were sold for Plays, Comedy or Family Theatre. Over the study period sales for Plays and Comedy have risen.



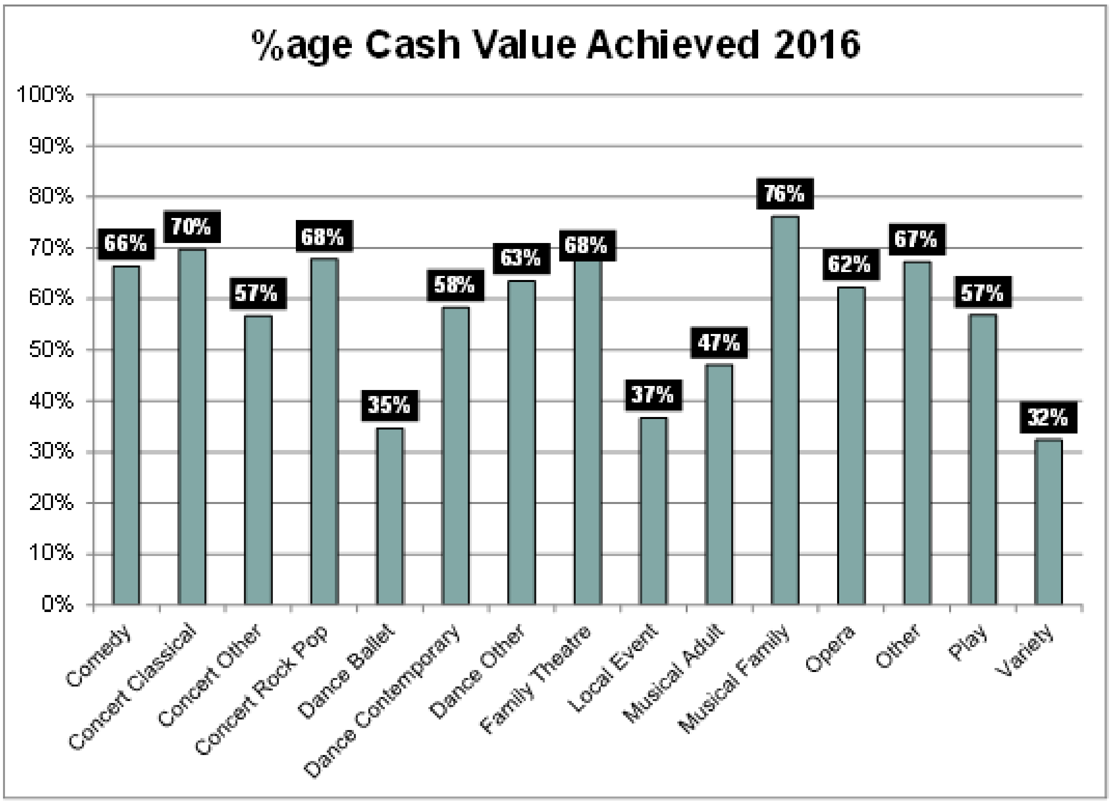


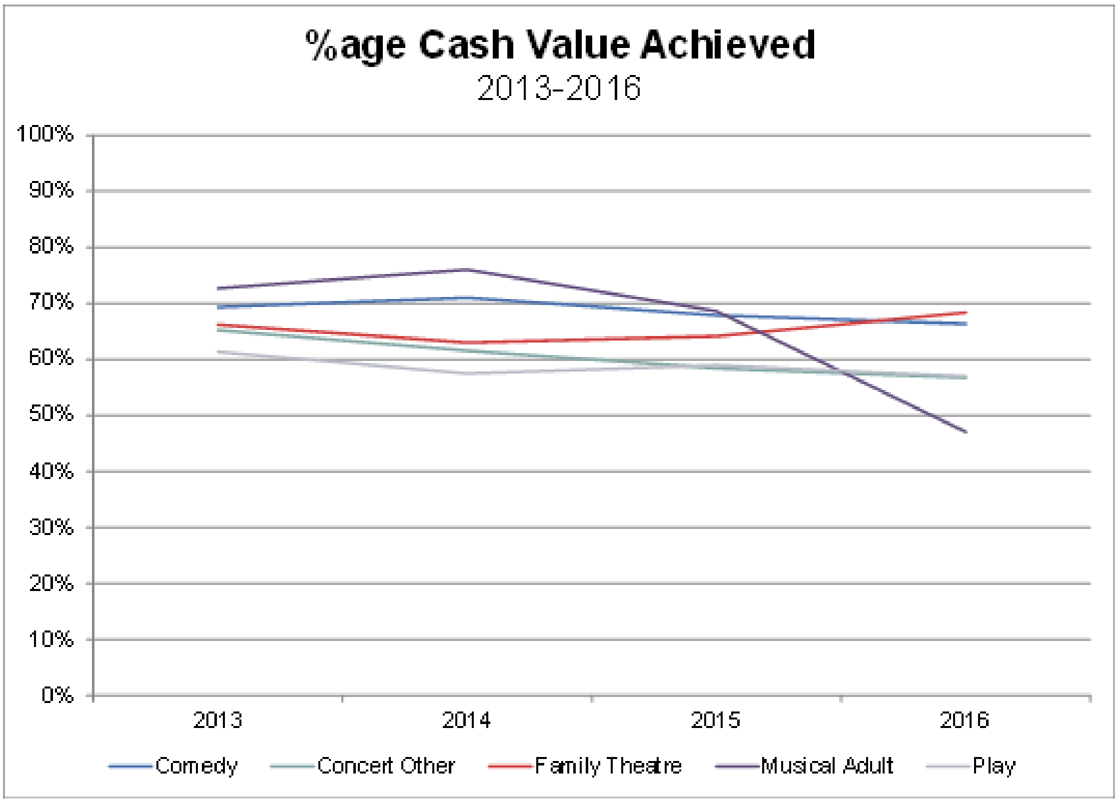
More than half of income came from Plays in 2016. Income from Plays rose by £400k in 2016 while Comedy and Musical Theatre flatlined.



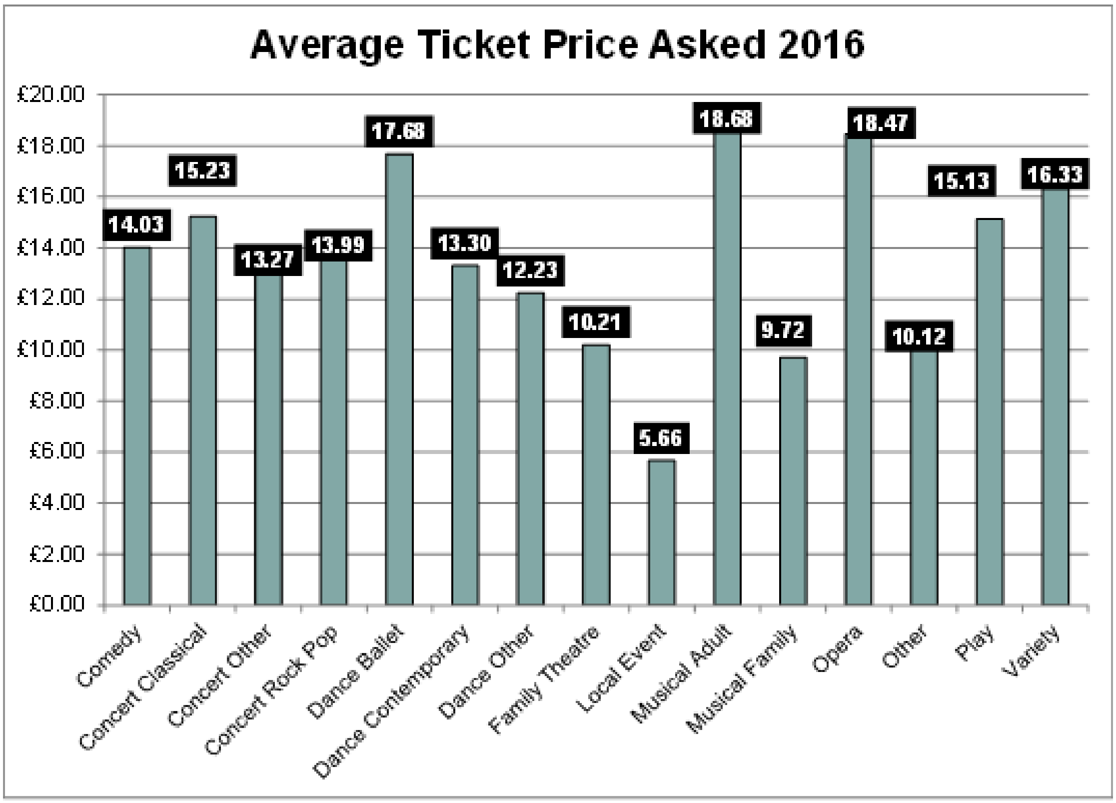


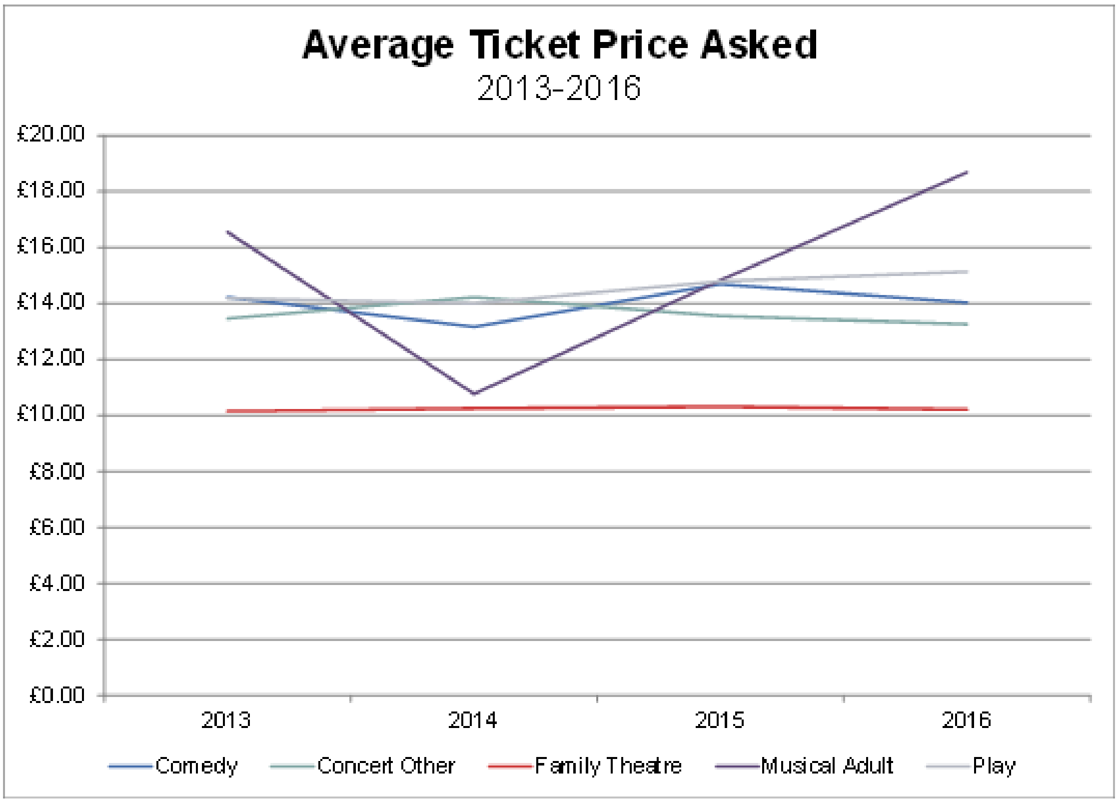
Musical Adult performances saw a drastic fall in capacity, by around 20%, and some genres with very few performances (e.g. Musical Family and Dance Other) achieved on average very full houses in 2016.



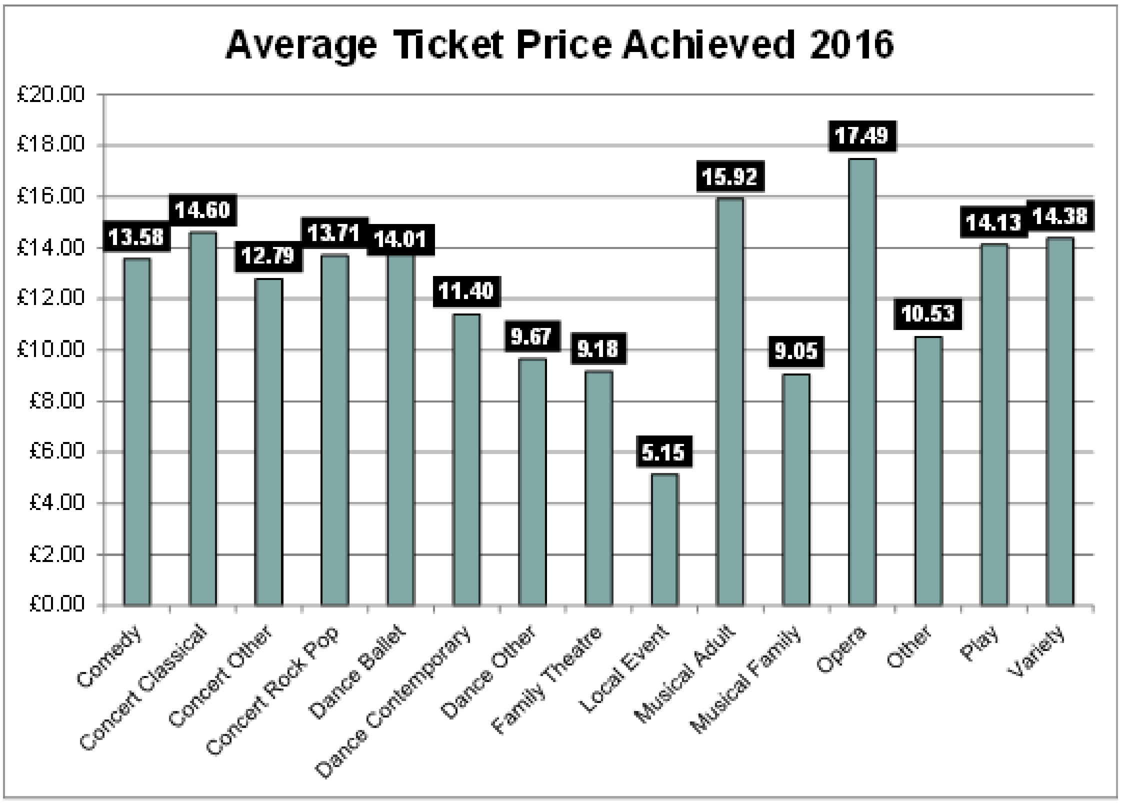


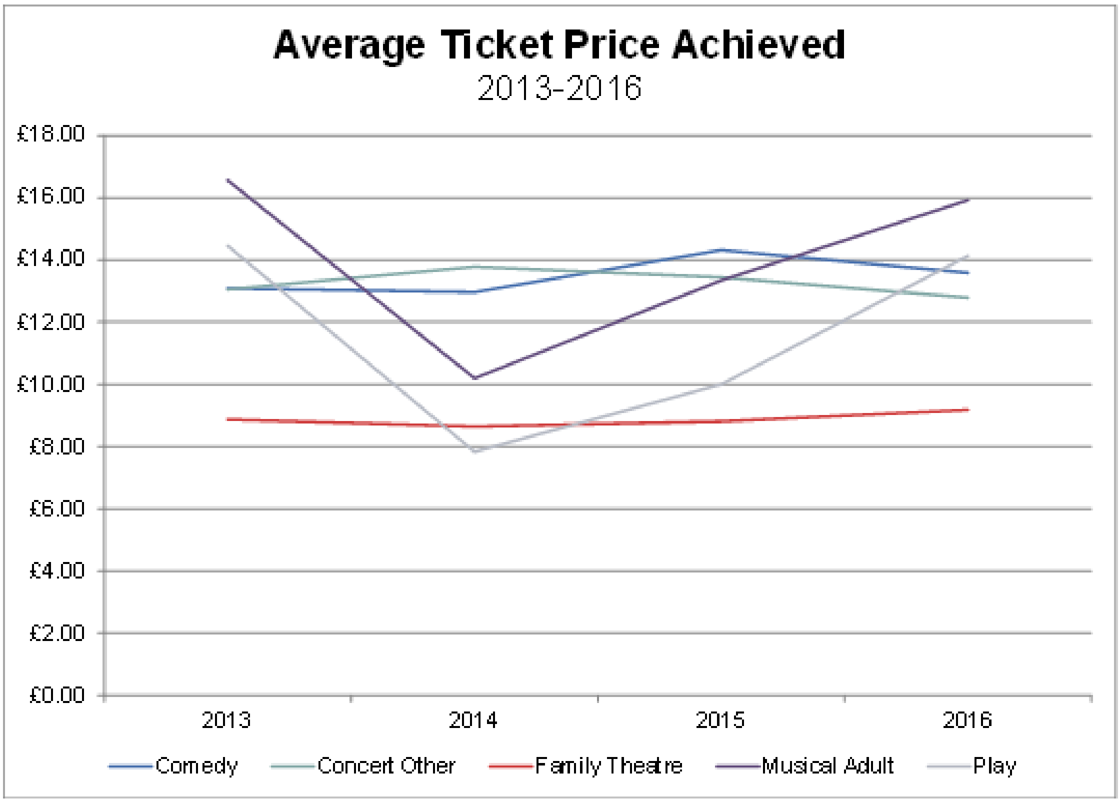
The strongest performance for Cash Value achieved in 2016 was by genres with only a very small number of performances. Of the three main genres Family Theatre performed best in 2016, out-performing Comedy for the first time.



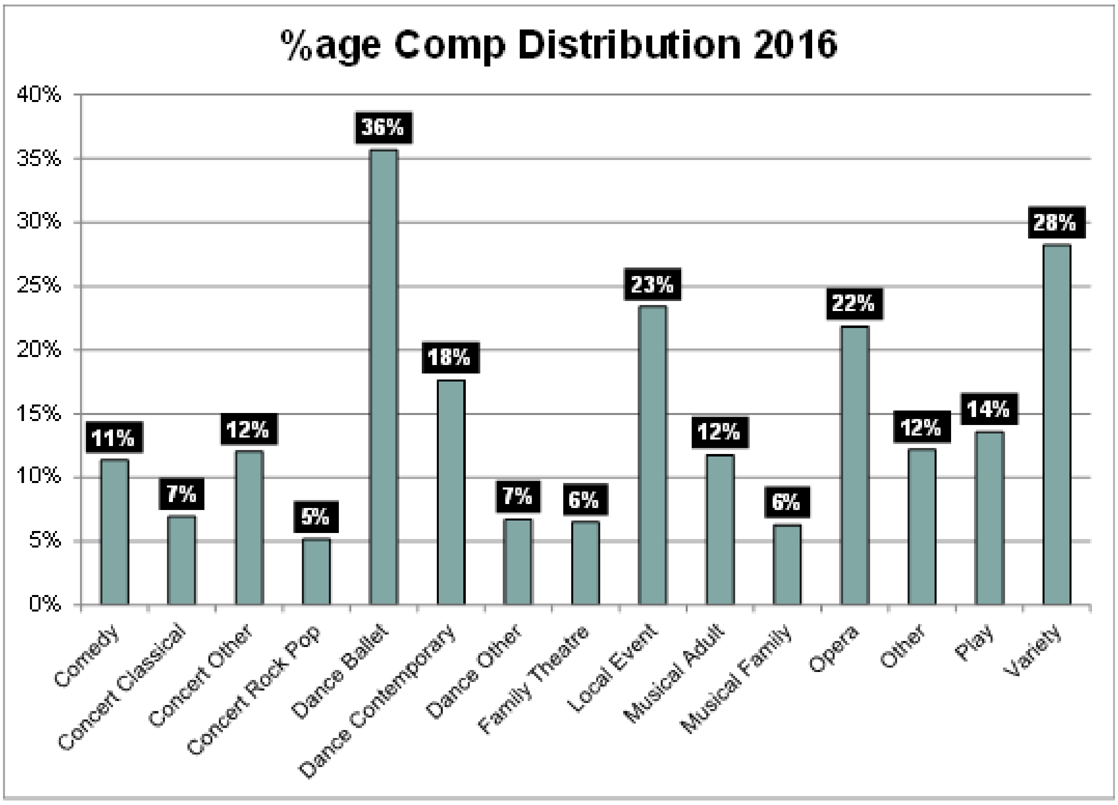


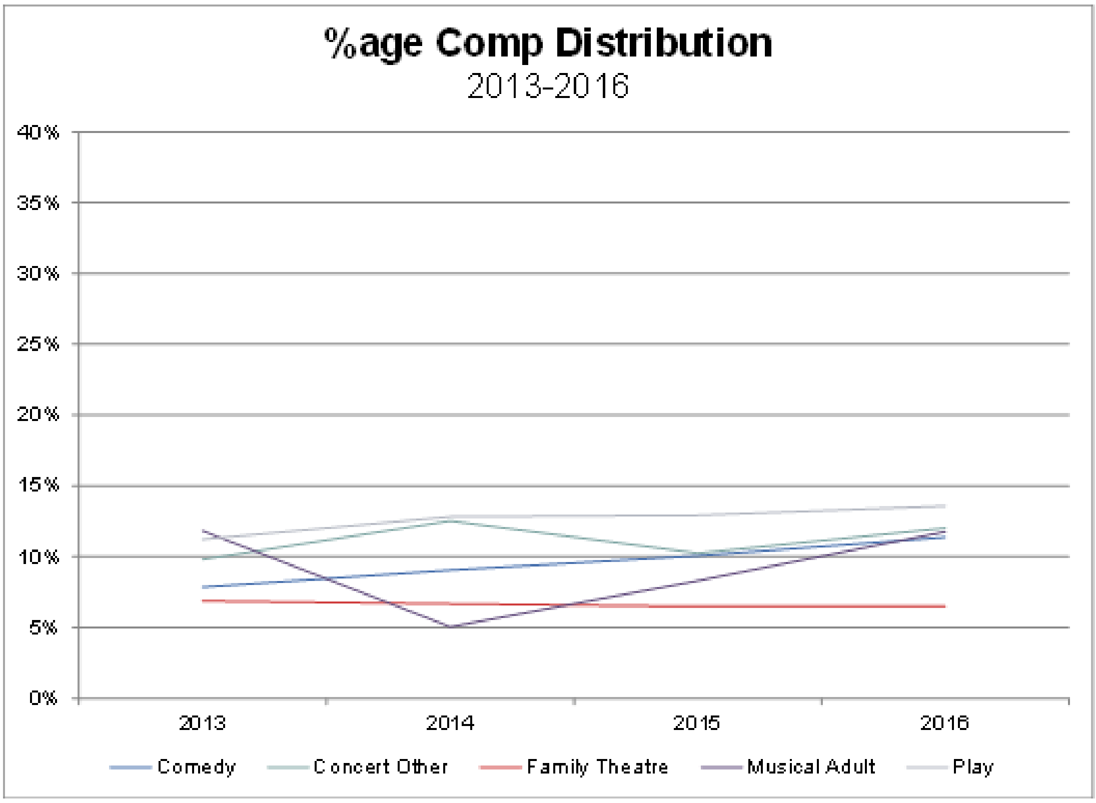
Opera, Ballet and Musical Adult all were priced on average above £18 in 2016, but there were very few performances of these genres in 2016. Across the study period there has been modest growth on average prices for Plays but none for Comedy or Family Theatre.





Opera achieved the highest yield in 2016 but there were very few performances. Across the study period average yield has grown for Plays but it has not for Comedy or Family Theatre.





Over a third of houses for Ballet were not paid for in 2016. The proportion of comps for Plays and Comedy grew throughout the study period.