

## *H: Smaller space, programmed infrequently*

Anvil Arts	The Forge
Birmingham Hippodrome	Patrick Centre
Buxton Opera House and Pavilion Arts Centre	Pavilion Arts Centre (Studio Theatre)
Citizens Theatre	Circle Studio
Customs House Ltd	Customs House Cabaret Space
Customs House Ltd	Customs House Studio
Duke's Playhouse	DT3
Duke's Playhouse	The Round Duke's
Everyman Theatre	Studio Everyman
Gravesham Borough Council	The Woodville Studio
Hazlitt Arts Centre	The Fourth Wall
HQ Theatres	White Rock Theatre - Sussex Studio
HQ Theatres	Churchill Studio
HQ Theatres	G Live Bellerby Studio
HQ Theatres	Southend Theatres - Dixon Studio
Leicester Theatre Trust	Rehearsal Room 2
Lichfield Garrick	Studio Lichfield
Mercury Theatre	Mercury Theatre Studio
Millfield Arts Centre	The Dugdale Centre
New Vic Theatre, Newcastle-under-Lyme	Studio New Vic
Northern Stage	Stage 3
Northern Stage	Stage 2
Nuffield Theatre	Studio Nuffield
Octagon Theatre	The Bill Naughton Theatre
Oldham Coliseum	Studio Coliseum
Palace Theatre Redditch	Palace Theatre Redditch Studio
Park Theatre	The Morris Space
Rose Theatre, Kingston	The Studio Kingston
Salisbury Playhouse	Salberg Studio
The Capitol, Horsham	Studio Capitol
The Mill Arts Centre	The Millers Bar
Theatre Royal Plymouth	The Lab
West Yorkshire Playhouse	Rehearsal Studio
West Yorkshire Playhouse	The Barber Studio
York Theatre Royal	Ballroom York Theatre Royal

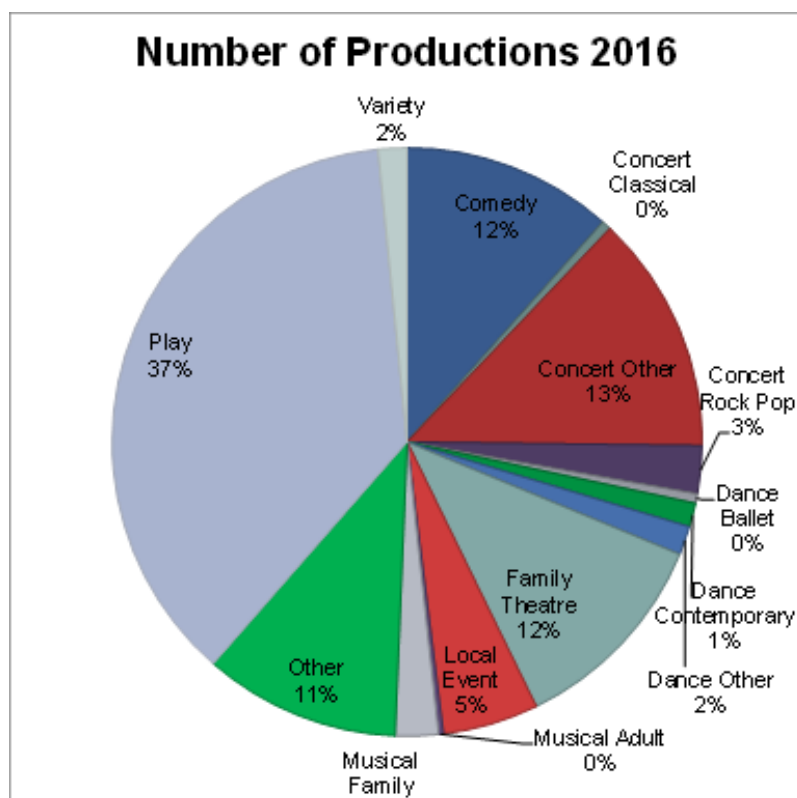
Note: Not all venues listed above have provided data for the entire study period.

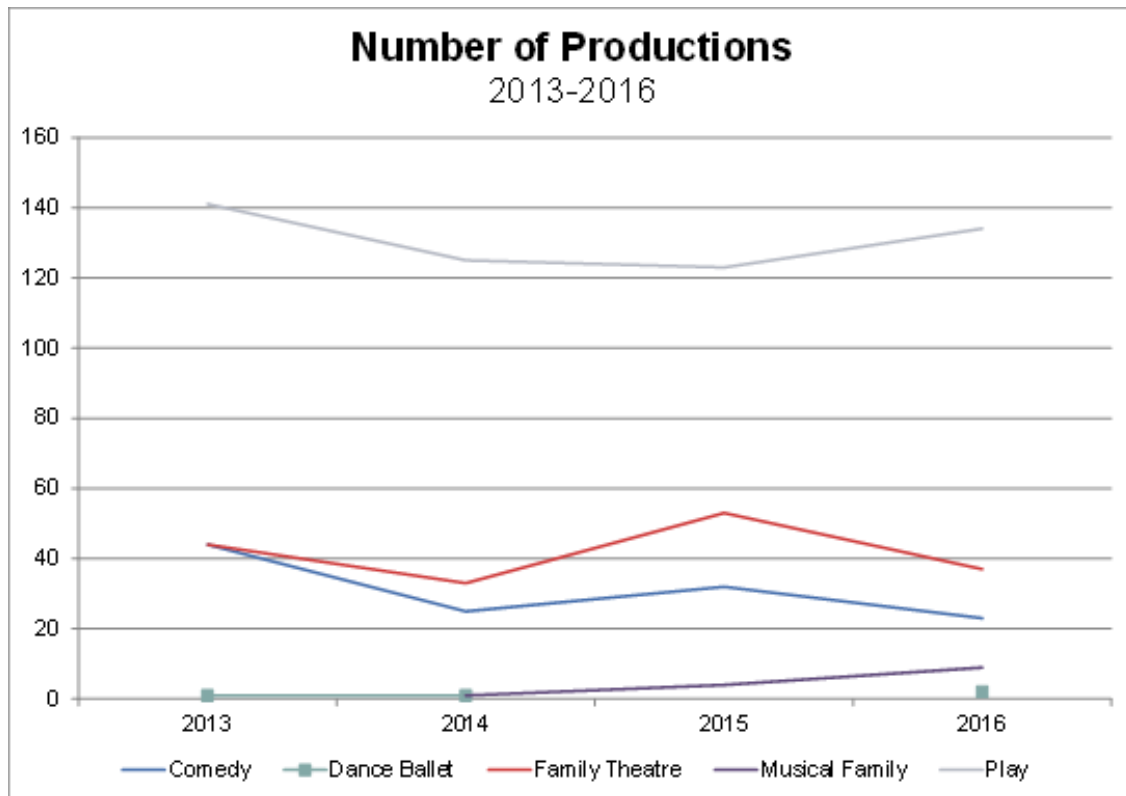
### Headlines

- Annual figures are erratic, reflecting infrequent programming.
- Strong growth in 2016 was due to a small number of Musical Family productions.
- The average price paid in 2016 (still just £13.79) was 54% more than the average price paid in 2013.

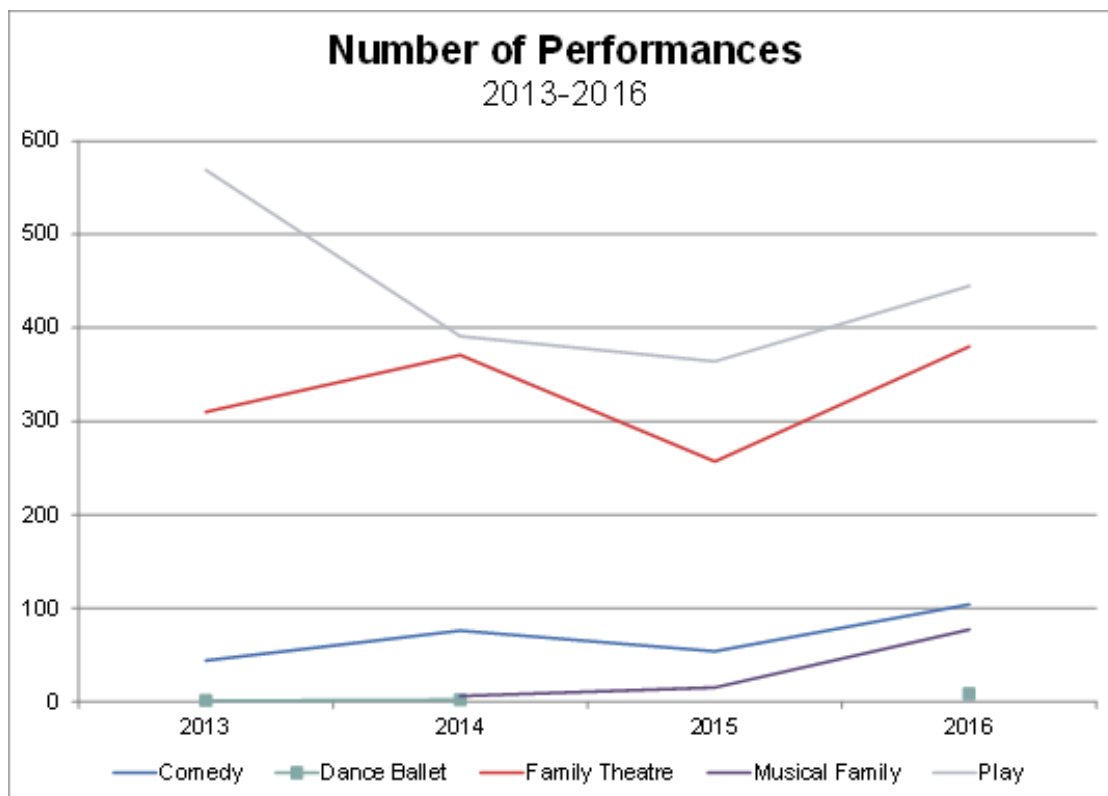
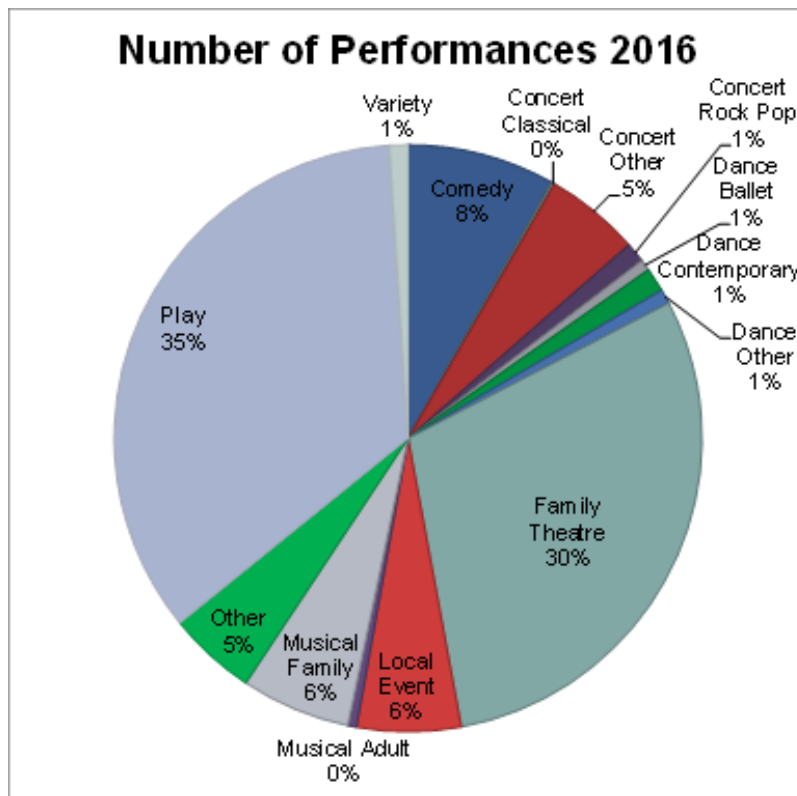
	Number of productions	Number of performances	Total tickets sold	Total Box Office Income	%age capacity achieved	%age cash value achieved	Average ticket price asked	Average ticket price achieved
2013	309	1,149	76,440	£684,583	61%	55%	£9.95	£8.96
2014	328	1,067	85,024	£827,577	63%	56%	£11.03	£9.73
2015	294	893	65,898	£700,025	64%	55%	£12.37	£10.62
2016	381	1,278	117,576	£1,621,184	61%	54%	£15.72	£13.79
Change 2013-16	+72	+129	+41,136	+\$936,602	+0.31%	-1.12%	+\$5.77	+\$4.83
Change 2015-16	+87	+385	+51,678	+\$921,159	-3.28%	-1.69%	+\$3.35	+\$3.17

The five most financially important genres for this type of venue in 2016 were Musical Family, Plays, Family Theatre, Comedy, and Dance Ballet. Together, they accounted for 87% of all box office revenue. Cumulative totals for this category increased sharply in 2016 thanks to a small number of Family Musicals being presented in these spaces.

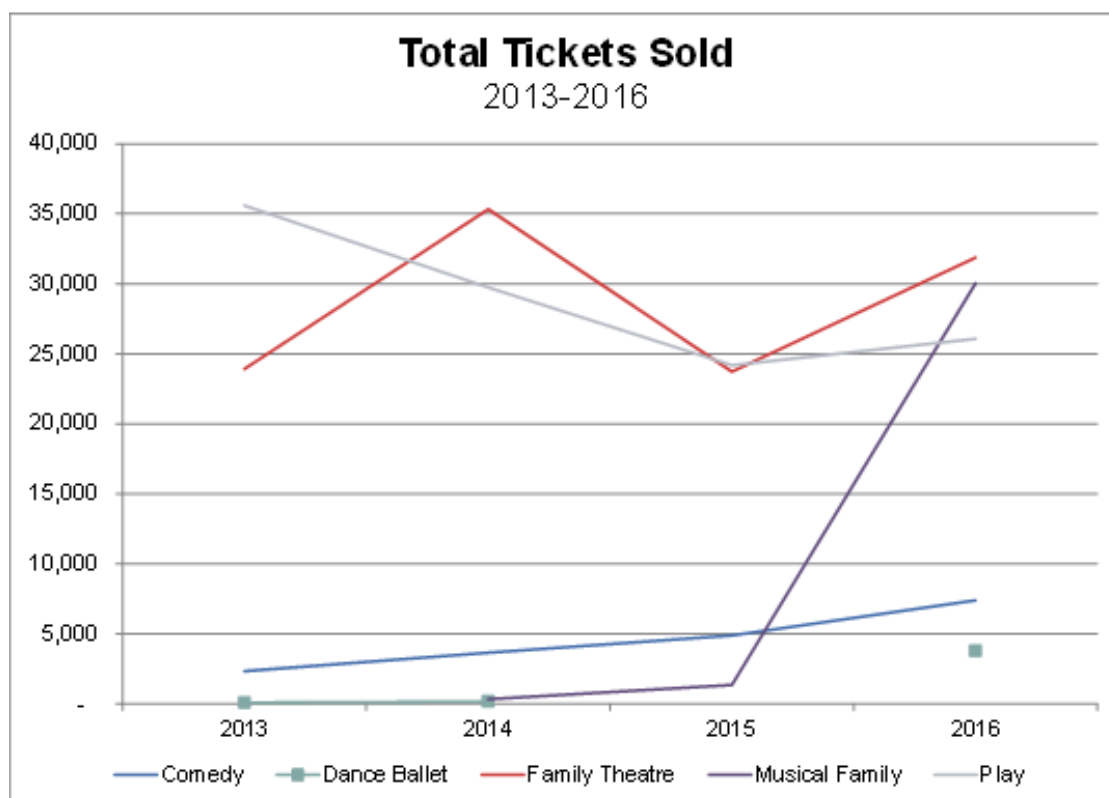
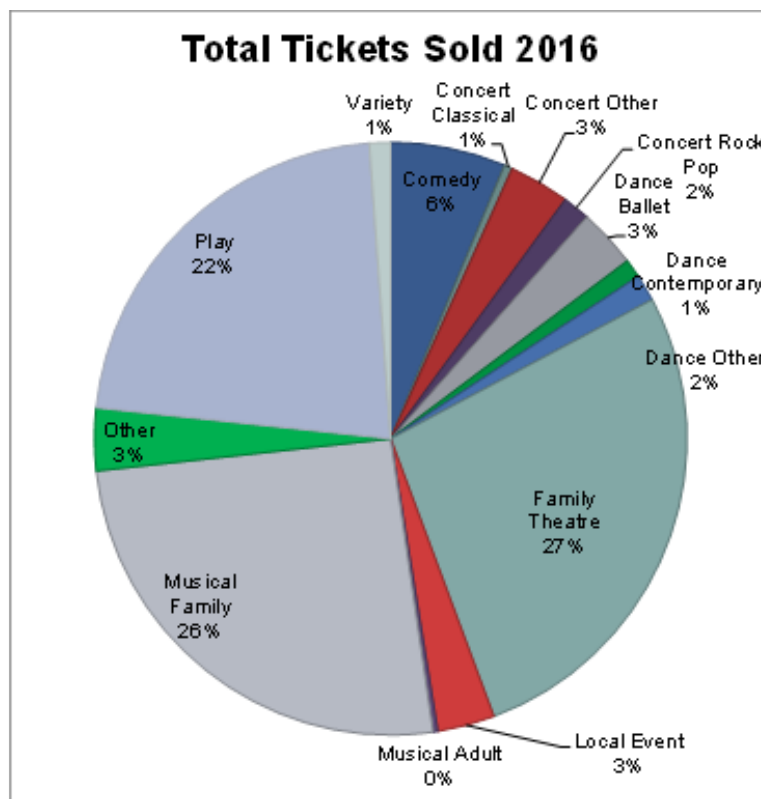




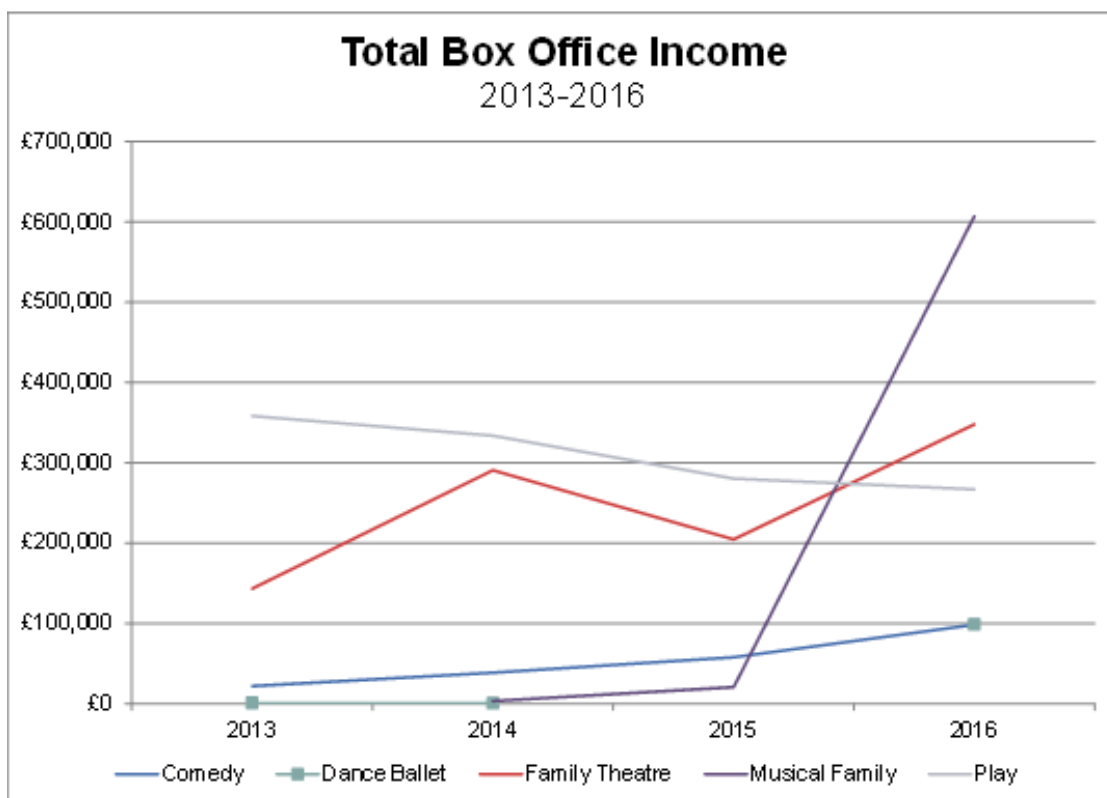
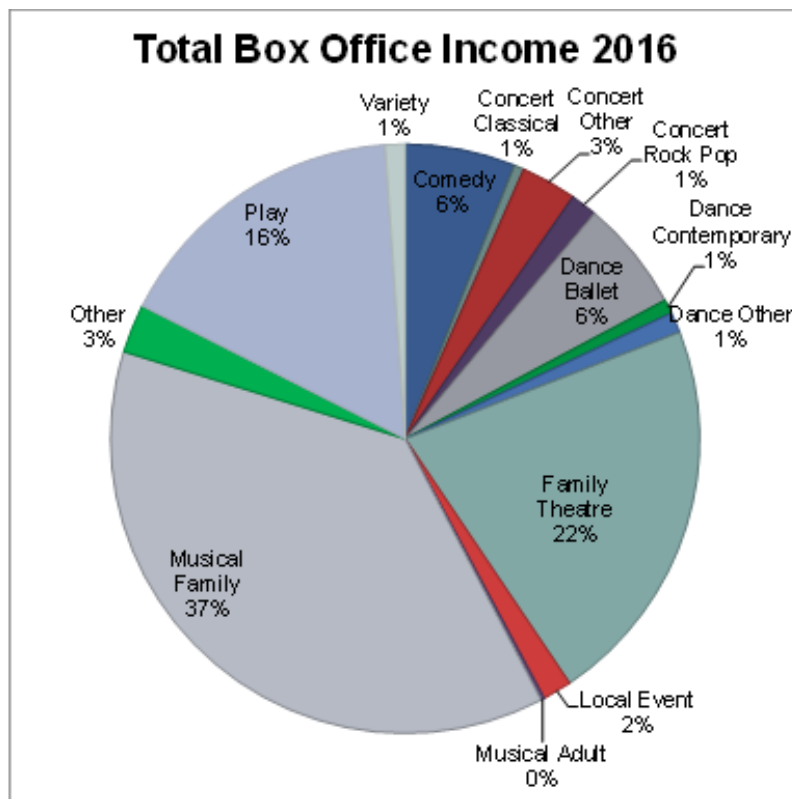
Over a third of productions in 2016 were plays. Despite an increase in production numbers in 2015 by Comedy and Family Theatre, they both fell in 2016.



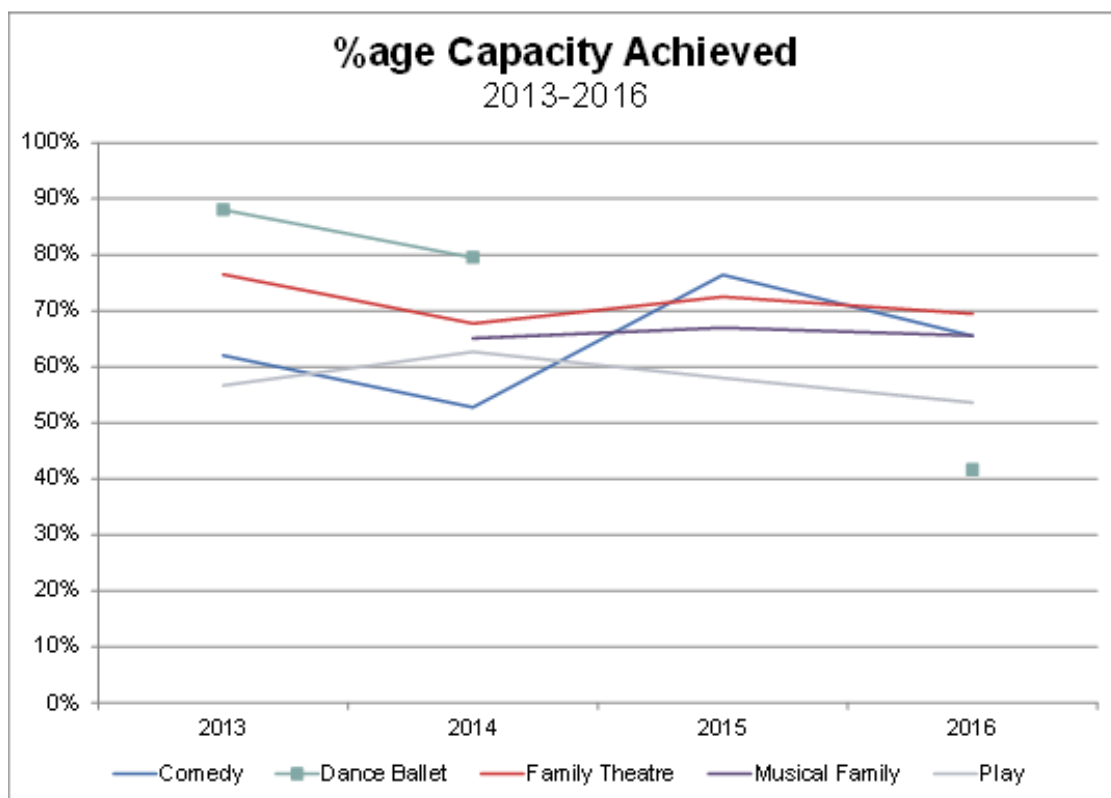
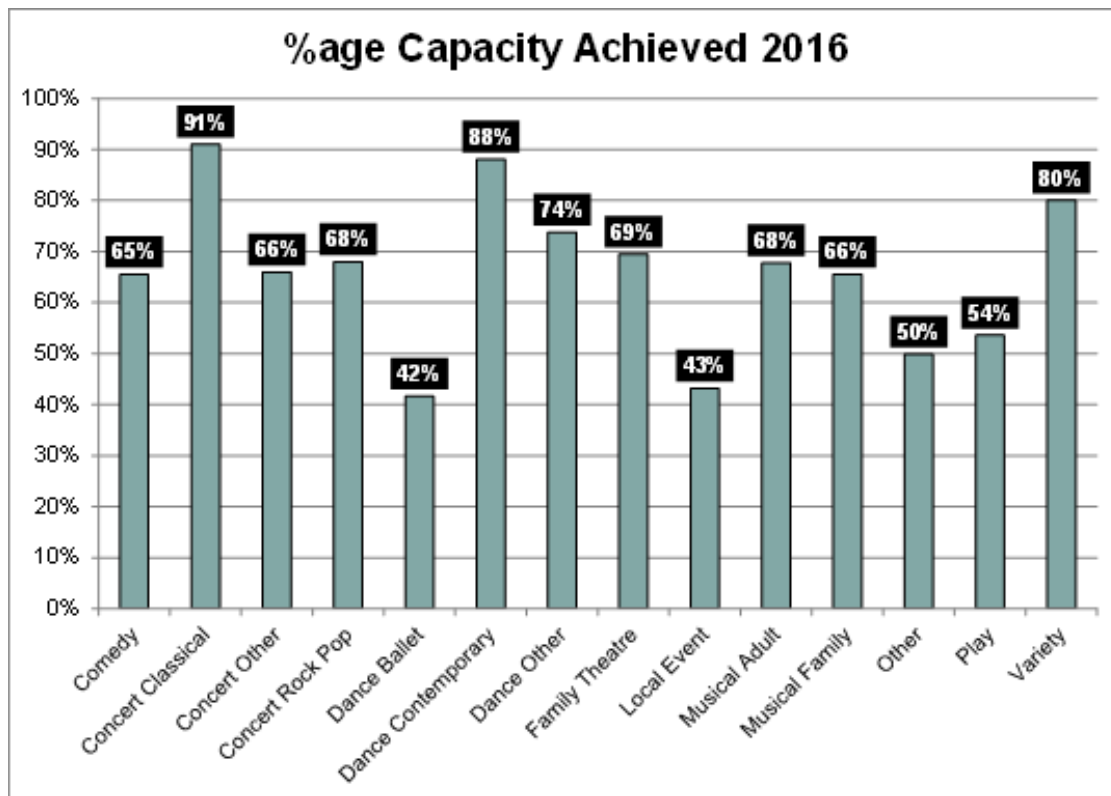
There continued to be more performances of Plays than any other genre in 2016, although the gap with Family Theatre has narrowed during the study period.



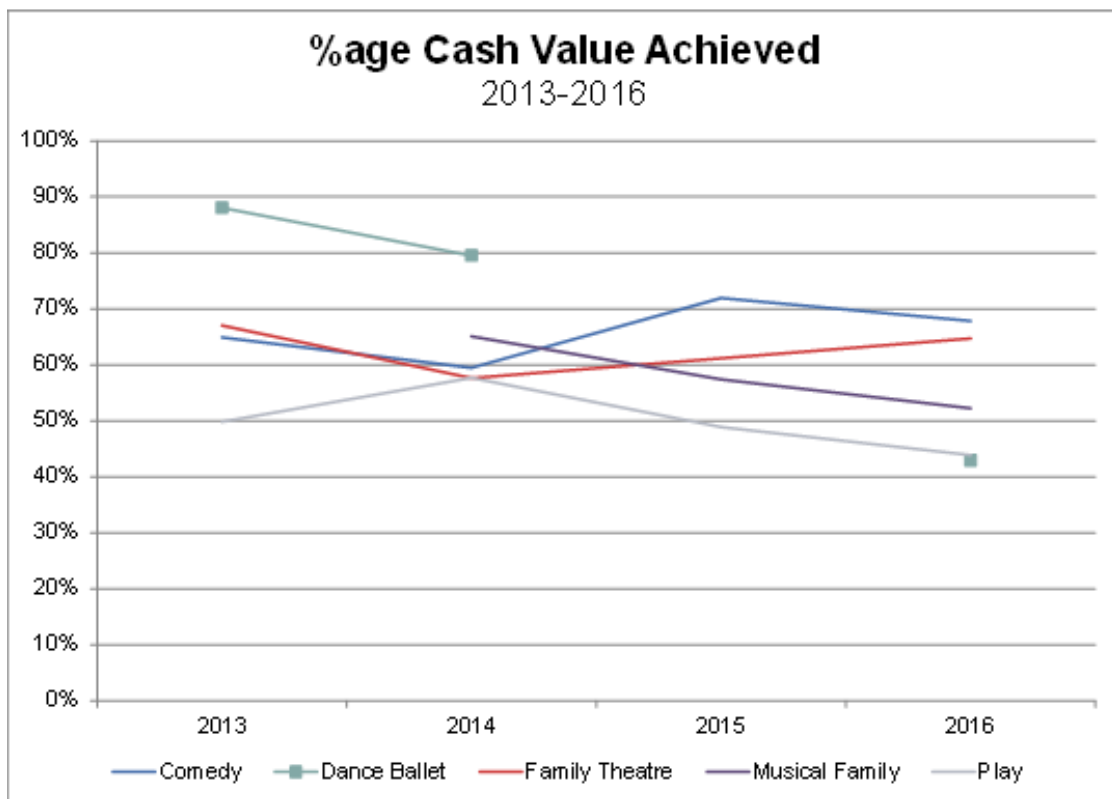
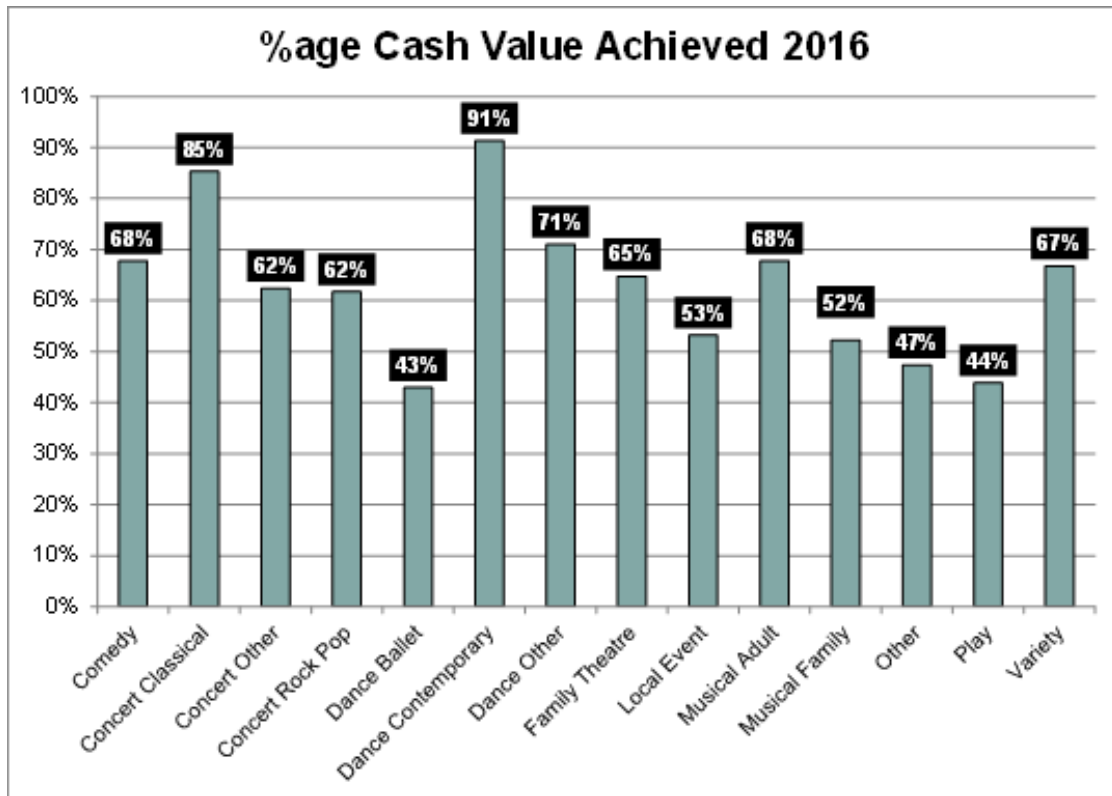
A small number of Musical Family performances have exceeded the number of tickets sold for Plays in 2016. Musical Family has not performed this way in any other year during the study period.



Over a third of income was earned through Musical Family in 2016. Across the study period the trend for Play was falling and Family Theatre was rising.

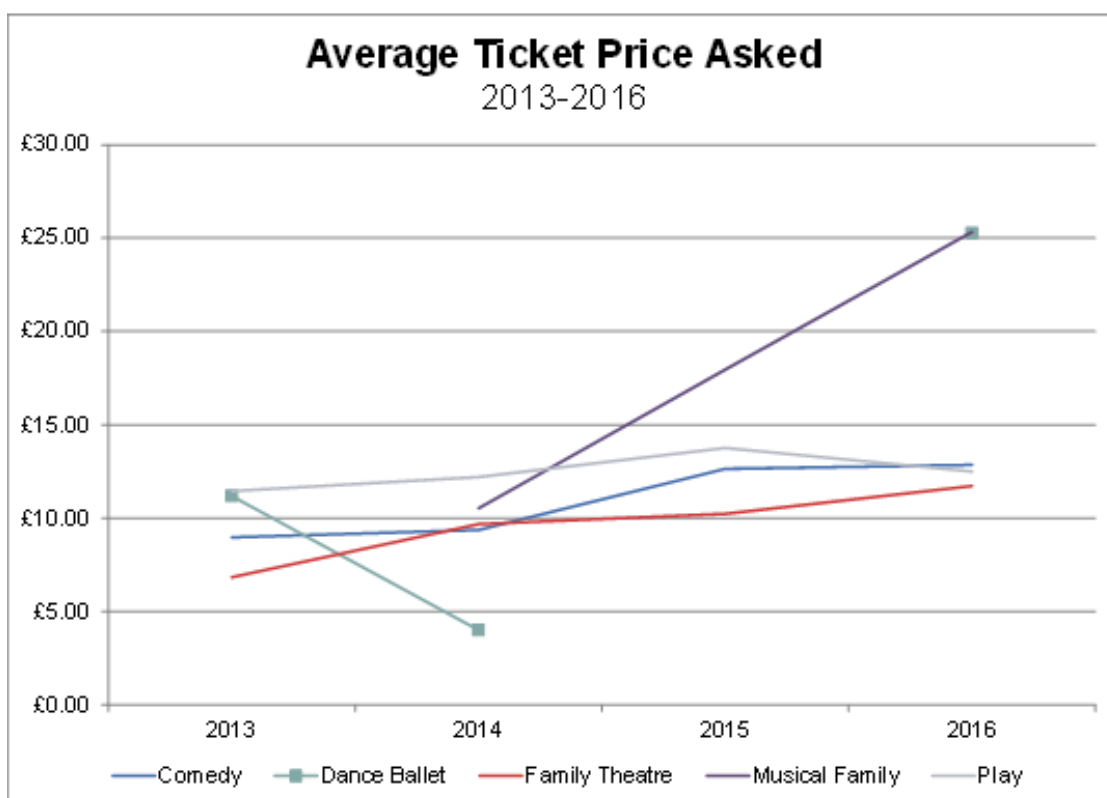
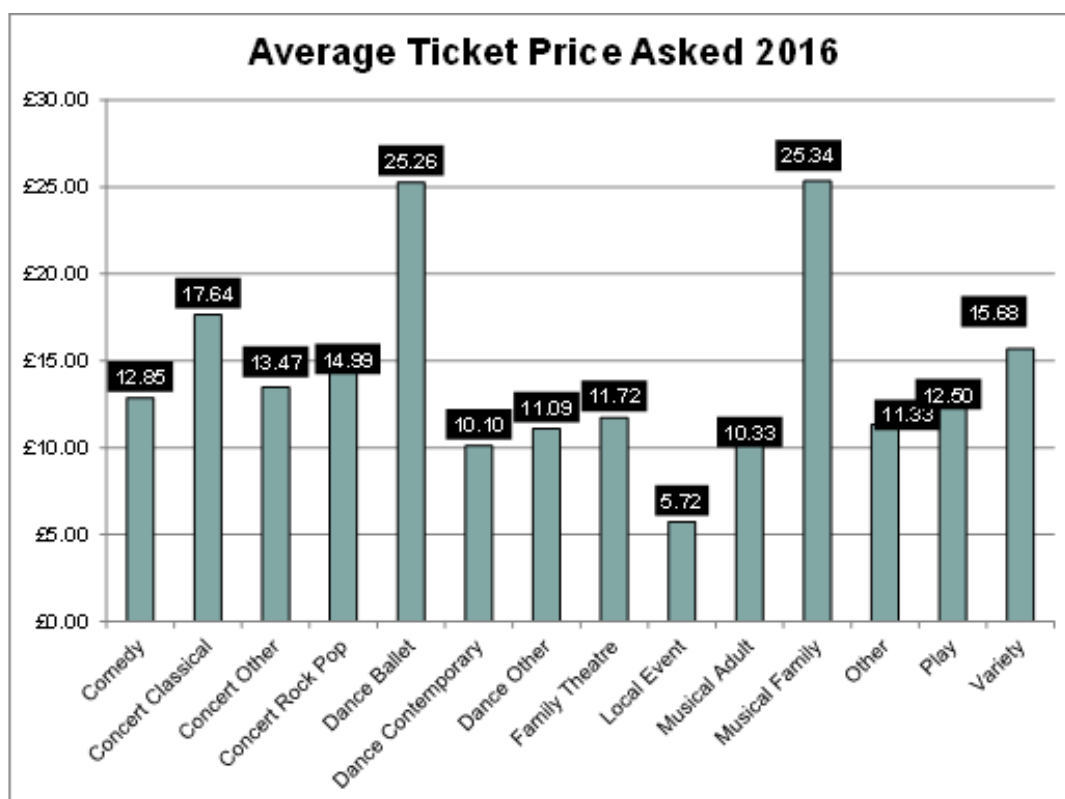


Ballet had previously recorded very full houses of paying customers, but the figures recorded for 2016 were barely over 40%. Musical Family continues to maintain capacity just below 70%.

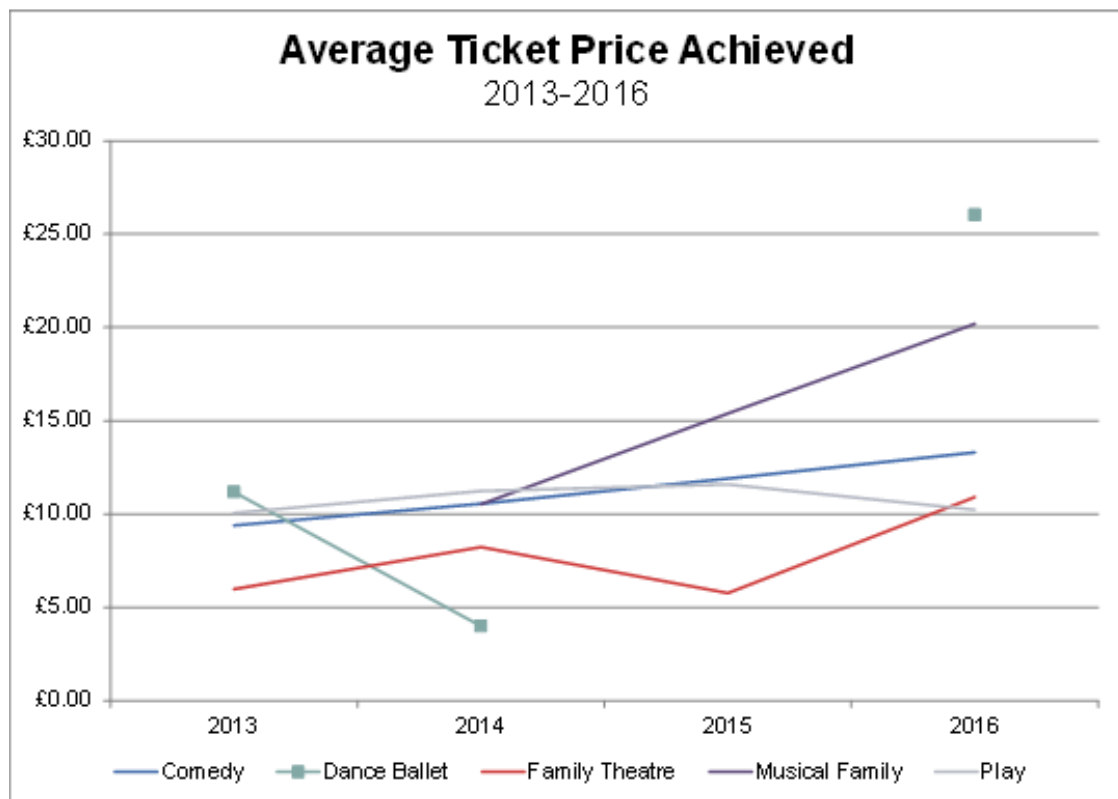
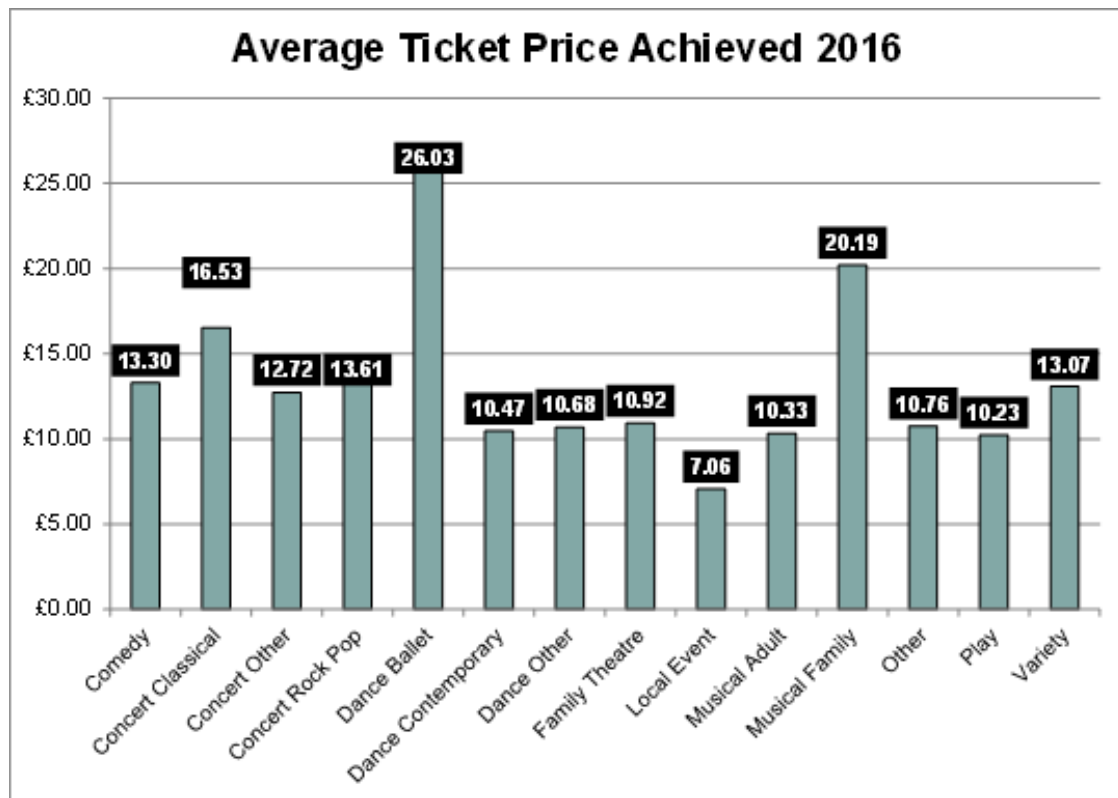


There is an overall trend of decline for achieved cash value for this type of space. Despite this, Contemporary Dance and Classical Concerts achieve very high cash values here. Comedy has seen rise and fall across the study period, ending in 2016 at a very similar level to 2013.

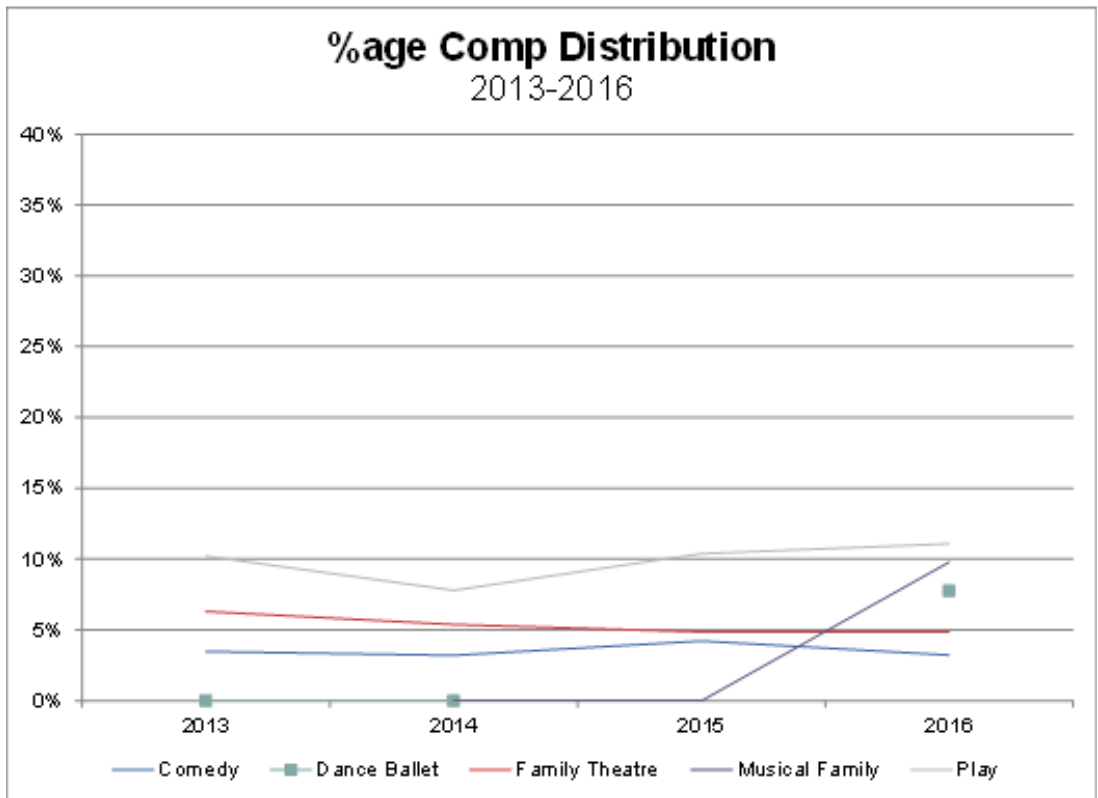
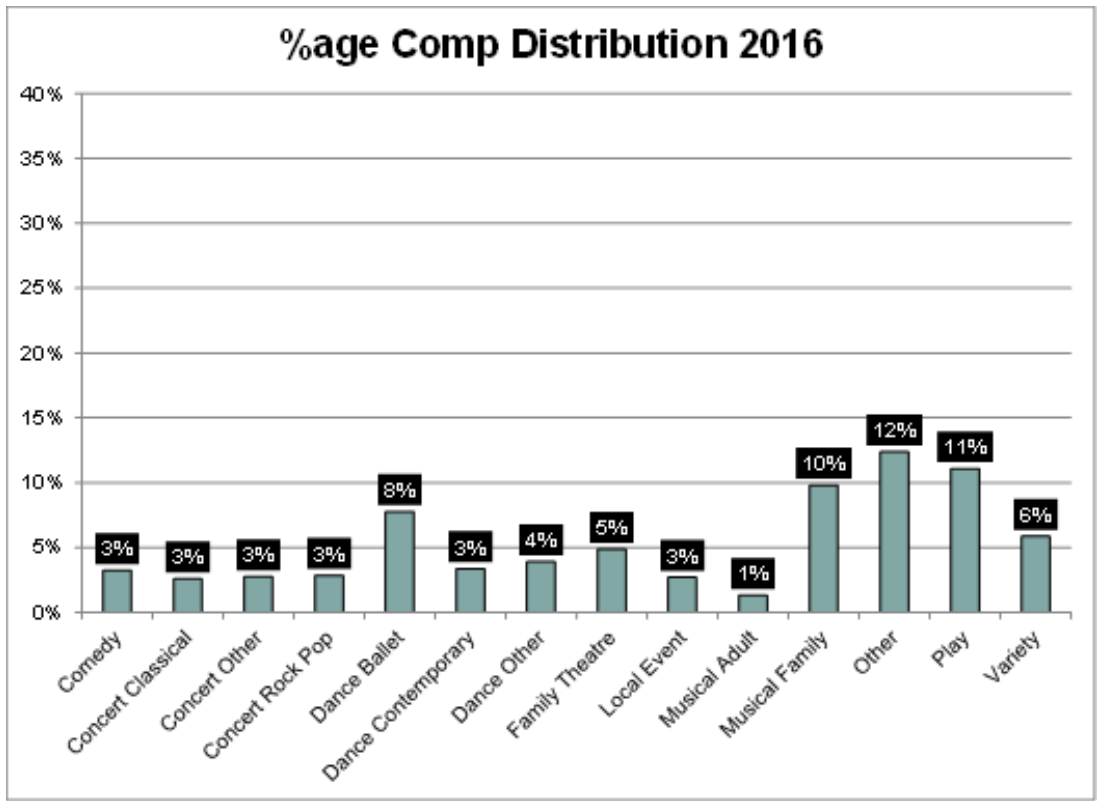




Average Ticket Price Asked for this venue type has increased by 50% over the study period, with Musical Family performances asking more than twice as much in 2016 compared to 2014. Dance Ballet was the only other genre which reached the £25 mark.



Price achieved has equaled this trend, with 50% overall growth. Dance Ballet achieved even higher prices than the original asked price, reaching £26.03 in 2016.



After issuing no comps between 2013-2015, Ballet and Musical Family began issuing quite high levels in 2016. Other genre types have reported little change in their comp distribution throughout the period.