**SOLT & UK Theatre Annual Membership Survey: Producers**

Thank you for taking the time to complete the SOLT & UK Theatre annual survey. This section of the survey is aimed at Producers & General Managers (including producing venues).

**Who should complete it?** Those overseeing production costs, whether for touring shows, venue-led productions, or projects funded by Arts Council or private investment. For a production with multiple producers, this should be the first-billed producer only.  
**Data required:** Production accounts for investor/stakeholder reporting.   
**Option to complete via online survey or Excel spreadsheet.**   
**Download Excel version here.**  
**Deadline: 12pm on Monday 13 March 2025**

**You can use this word version to compile your response but please enter the final version into the survey page or return the *excel* version to Becky at** [**rebecca.gregg@soltukt.co.uk**](mailto:rebecca.gregg@soltukt.co.uk) **or** [**publicaffairs@soltukt.co.uk**](mailto:publicaffairs@soltukt.co.uk)**. If you would rather send the spreadsheet via secure file transfer please contact Becky.**

*If another colleague in your organisation is better suited to complete this section, please forward this survey link to them:*

[*https://www.surveymonkey.com/r/SOLTUKTMemberSurvey2025Producers*](https://www.surveymonkey.com/r/SOLTUKTMemberSurvey2025Producers)

The survey is presented in three sections, links to sections 1 and 2:   
**All Theatre Industry Leaders:**

[*https://www.surveymonkey.com/r/SOLTUKTMemberSurvey2025*](https://www.surveymonkey.com/r/SOLTUKTMemberSurvey2025)

**Finance Director (Venues):**

<https://www.surveymonkey.com/r/SOLTUKTMemberSurvey2025Venues>

All responses will be kept confidential, we collect contact details to align responses, remove duplicate responses and to ensure we don’t remind you to complete the survey when you already have!

**Contact information**

1. **Name**
2. **Role**
3. **Email**
4. **What organisation do you work for\*:** *(All responses will be kept confidential, and this is to align your responses, remove duplicate responses and to ensure we don’t remind you to complete the survey)*
5. **What type of organisation are you?** *Tick the closest option.*
   1. Producer
   2. Producing venue
   3. Producing and presenting venue
   4. Sole-trader (self-employed)
   5. Touring
   6. Multi-venue organisation (venues and producing)
   7. Other, please specify
6. **Which organisation are you a member of?** *Select all that apply.*
   1. SOLT
   2. UK Theatre
   3. None of the Above

**Shows produced**

When answering the following questions, please use the financial year which most closely aligns with the Government tax year of 6 April 2023 to 5 April 2024. This is the year we mean in the rest of the survey when we refer to 2023/24 (even if your closest financial year is 2022/23).

If applicable, please use the financial year for the SPV for each production rather than the producers operating co.  
  
For a production with multiple producers, only complete for productions where you/your organisation was the first-billed producer.

**If you produced more than 5 shows, please complete the excel version and return to** [**rebecca.gregg@soltukt.co.uk**](mailto:rebecca.gregg@soltukt.co.uk) **or** [**publicaffairs@soltukt.co.uk**](mailto:publicaffairs@soltukt.co.uk)**. If you would rather send the spreadsheet via secure file transfer please contact Becky.**

1. **How many shows did you produce which were first performed in 2023/24?**
2. **How many shows did you produce which were performed in 2023/24 but first performed before the start of your 2023/24 financial year?**

**If more than 5, complete a workbook and return to** [**publicaffairs@soltukt.co.uk**](mailto:publicaffairs@soltukt.co.uk)

**Finances** [PER SHOW, UP TO MAX 5]

When answering the following questions, please use the financial year which most closely aligns with the Government tax year of 6 April 2023 to 5 April 2024. This is the year we mean in the rest of the survey when we refer to 2023/24 (even if your closest financial year is 2022/23).

If applicable, please use the financial year for the SPV for each production rather than the producers operating co.

For a production with multiple producers, only complete for productions where you/your organisation was the first-billed producer.

Some of these headings/questions may not be relevant to your context - for example, if you are a producing venue you might not have distinguishable theatre costs per production. In these cases, you should leave the entry blank or skip the question.

1. **Show name:**
2. **In what month does your financial year begin:**
3. **[NEW SHOW] Production costs**

|  |  |
| --- | --- |
| Fees |  |
| Salaries |  |
| Physical production |  |
| Advertising and marketing |  |
| Rehearsal, casting, development, workshop |  |
| Travel/accommodation/subsistence/expenses |  |
| Theatre costs |  |
| Crew |  |
| General and administration (including insurance) |  |
| Other |  |
| Contingency |  |
| TOTAL CAPITALISATION |  |

1. **[NEW SHOWS]** How much did you/do you expect to claim back as TTR?
2. **[NEW SHOWS]** How much capitalisation for production costs were received from each of the following sources (£)
3. Direct from producer:
4. Direct from venue:
5. Public funding:
6. Sponsorship:
7. Investors:
8. *Of which, international investors:*
9. Charitable trusts:
10. Loans:
11. *Of which, loans against TTR:*
12. Other:
13. **[NEW SHOWS] How much was financed by your organisation and how much by external partnership?**
    1. Your organisation:
    2. External partnership:
14. **[ALL SHOWS] Running costs**

|  |  |
| --- | --- |
| Salaries |  |
| Fees, guarantees and retainers |  |
| Physical Hires |  |
| Travel and Accommodation |  |
| Move costs |  |
| Theatre costs |  |
| Advertising and Marketing |  |
| General administration |  |
| Other |  |
|  |  |
| Royalties |  |

1. **[ALL SHOWS] Have investors recouped their investment?**
   1. Yes
   2. Show still running – not yet recouped but recoupment is likely
   3. Show still running – not yet recouped but recoupment is not likely
   4. No, the show has closed without full recoupment
   5. Not applicable

## **Thank you**

Thank you for taking the time to complete the 2025 SOLT & UK Theatre Annual Survey.

Please submit your response at: [*https://www.surveymonkey.com/r/SOLTUKTMemberSurvey2025Producers*](https://www.surveymonkey.com/r/SOLTUKTMemberSurvey2025Producers)