

Collecting the evidence

Hello!

Your organisation is participating in the Theatre Forum Audience Insights project. Katy Raines from Indigo and I are collaborating with the Theatre Forum team to support arts centres, theatres and festivals get the evidence you need to grow and broaden audiences by answering your Who?, How?, Why? and So What? questions. We are also trying to ensure that you can use the Audience Insights in your applications and reports to funders.

This element of the project focuses on audience data and will answer nine key questions requested by participants in Theatre Forum's gathering of venues, festivals and artists in Cork in October last year:

- How are we doing?: tickets sold
- How are we doing?: % capacity excluding comps
- Are we maximising income?: average value per ticket sold
- Are we maximising income?: average annual income per ticket buyer
- How many customers have purchased for the first time?
- How many customers have I retained from the previous year?
- How engaged are they?: % of ticket buyers purchasing for one event only
- Do we have a late booking problem?: % of orders within seven days of the event
- How many customers purchasing in this year can we communicate with?

We're starting from scratch so we need to have a comparison for the 2022 insights against. 2019 was the last "normal" year pre-pandemic so we'll be answering the nine questions for both 2019 and 2022.

I will be the only person to see your results apart from you. I will send you a report showing your Insights compared to the average for organisations like yours. I will only share the averages and ranges for all festivals, all small scale venues and all large scale venues with anyone else.

Here is the data specification:

1: Tell me about your programme

Open the Excel spreadsheet you downloaded along with this specification. Save it with this filename: **TFInsights_Results_[your organisation name]**

Enter your organisation name in the spreadsheet and tell me anything out of the ordinary you think I should know about your programmes in 2022 and 2019. We want to show the overall impact of your organisation so if you programmed any free events in 2019 or 2022, please enter the number of people who attended those free events in each year – estimate if you need to.

Did you sell tickets in 2019 or 2022 through anyone else's ticketing system? If so, please enter the number of tickets in the spreadsheet (this is because they won't be recorded on your ticketing system).

2: Check for duplicate records

It is important that there are no duplicate customer records on your system. If there are, you will appear to have kept too few customer and have too many first time attenders and customers who have only bought tickets for one event.

Step 3: Exclude any events that weren't yours

What to include

We want to look at the overall impact of your organisation on the community so include all these types of event:

- light entertainment
- amateur events
- venue rentals or hires for arts and entertainment performances and workshops
- events that your organisation has programmed and promoted outside your venue(s) eg community centres (but exclude tours of the same event outside your catchment area)
- films, talks, workshops and participatory events.

What to leave out

There are some types of activity in 2019 and 2022 that it would make sense to exclude from the analysis. If you sell tickets on behalf of other promoters for events that do not take place in your venue or are not part of your festival then you should definitely exclude them.

Please also exclude things like car parking, restaurant bookings or sales of artworks from your gallery. If in doubt, email me at heather@heathermaitland.co.uk.

The Insights

In the following, please exclude customers who were only issued with complimentary tickets i.e. the total value of the tickets they purchased during the analysis period must be greater than or equal to €1

How are we doing?: tickets sold

- Total number of tickets sold excluding complimentary tickets for events taking place between 01/01/2022 and 31/12/2022
- Total number of tickets sold excluding complimentary tickets for events taking place between 01/01/2019 and 31/12/2019

How are we doing?: % capacity excluding comps

- Total number of tickets put on sale for events taking place between 01/01/2022 and 31/12/2022
- Total number of tickets put on sale for events taking place between 01/01/2019 and 31/12/2019

Are we maximising income?: average value per ticket sold

- Total gross revenue from tickets sold for events taking place between 01/01/2022 and 31/12/2022
- Total gross revenue from tickets sold for events taking place between 01/01/2019 and 31/12/2019

Are we maximising income?: average annual income per ticket buyer

- Number of unique ticket buyers purchasing at least one ticket for an event taking place between 01/01/2022 and 31/12/2022
- Number of unique ticket buyers purchasing at least one ticket for an event taking place between 01/01/2019 and 31/12/2019

How many customers have purchased for the first time?

- Number of unique ticket buyers purchasing for the first time who bought for an event taking place between 01/01/2022 and 31/12/2022
- Number of unique ticket buyers purchasing for the first time who bought for an event taking place between 01/01/2019 and 31/12/2019

How many customers have I kept from the previous year?

- Number of unique ticket buyers who bought for an event taking place between 01/01/2021 and 31/12/2021
- Number of unique ticket buyers who bought for an event taking place between 01/01/2021 and 31/12/2021 AND for an event between 01/01/2022 and 31/12/2022
- Number of unique ticket buyers who bought for an event taking place between 01/01/2018 and 31/12/2018
- Number of unique ticket buyers who bought for an event taking place between 01/01/2018 and 31/12/2018 AND for an event between 01/01/2019 and 31/12/2019

How engaged are they?: % of ticket buyers purchasing for one event only

- Number of unique ticket buyers purchasing for just one event taking place between 01/01/2022 and 31/12/2022
- Number of unique ticket buyers purchasing for just one event taking place between 01/01/2019 and 31/12/2019

Do we have a late booking problem?: % of orders within seven days of the event

- Number of unique ticket buyers who bought at least one ticket between 0 and 7 days in advance of an event taking place between 01/01/2022 and 31/12/2022
- Total number of transactions for events taking place between 01/01/2022 and 31/12/2022
- Number of unique ticket buyers who bought at least one ticket between 0 and 7 days in advance of an event taking place between 01/01/2019 and 31/12/2019
- Total number of transactions for events taking place between 01/01/2019 and 31/12/2019

How many customers purchasing in this year can we communicate with?

- Number of unique ticket buyers who bought for an event taking place between 01/01/2022 and 31/12/2022 who have opted in to receive marketing communications by email and/or post
- Number of unique ticket buyers who bought for an event taking place between 01/01/2019 and 31/12/2019 who have opted in to receive marketing communications by email and/or post

Please send me your spreadsheet **TFInsights[*your organisation*].xlsx** at heather@heathermaitland.co.uk

A huge thank you

Best wishes
Heather