

## The Society of London Theatre

The Society of London Theatre (SOLT) is the trade association that represents the producers, theatre owners and managers of the major commercial and grant-aided theatres in central London, and offers affiliate membership to certain smaller theatres within and beyond central London. It provides its members with legal, general and industrial affairs advice and support. It makes representations to authorities, both national and local, facilitates concerted action when appropriate and promotes theatregoing to the widest possible audience. It is funded by its members and by its own commercial activities.

SOLT encourages theatregoing with a variety of initiatives, including its popular 'What's On' and theatre news website [www.officiallondontheatre.co.uk](http://www.officiallondontheatre.co.uk), the fortnightly London Theatre Guide leaflet, the national Theatre Tokens gift scheme, the **tkts** ticket booths in Leicester Square and Brent Cross Shopping Centre, and the annual Laurence Olivier Awards.

Since 1998, it has run Kids Week in the West End in late August and early September, to encourage theatregoing amongst 5-16 year olds. It has also received funding from the London Development Agency to work with the Mayor and the GLA to implement promotions to increase audiences in the midst of challenging economic conditions, and to address outreach and access issues in the industry.

SOLT shares a Chief Executive and several staff with the Theatrical Management Association (TMA), the national organisation for managers and producers active outside the traditional West End.

Both SOLT and TMA are associated with other arts employers' associations in Europe through Pearle (Performing Arts Employers Associations League Europe).

SOLT has been collating box office data since 1980, and is also responsible for producing the West End Theatre Audience survey (which researches the West End's customer base).

Full details of all publications available from the Society can be found at [www.officiallondontheatre.co.uk/publications](http://www.officiallondontheatre.co.uk/publications).

# Contents

## The Society of London Theatre

	i
<b>Introduction</b>	v
<b>Overview of the Year 2010</b>	vi
Fig 1. Comparison of 2010 Key Figures with Previous Three Years	vii
Fig 2. Summary of Key Results for 2010 and Comparison with Previous Year	viii
Fig 3. 2010 Weekly Attendances Compared with 2009 and Previous Three Year Average	ix
Fig 4. 2010 Weekly Attendance, Seating Capacity and Percentage of Seats Filled Compared with 2009	x
Fig 5. 2010 Weekly Attendance and Seating Capacity – Graph	xi
Fig 6. 2010 Weekly Revenue and Revenue Capacity – Graph	xii
Fig 7. 2010 Weekly Revenue, Revenue Capacity, Percentage of Revenue Capacity Achieved and Number of Performances Compared with 2009	xiii
Fig 8. 2010 Weekly Revenue Compared with 2009 and Previous Three Year Average	xiv
<b>Section I</b>	1
<b>Detailed Analysis of 2010 Box Office Data for London Theatres Represented in Full SOLT Membership</b>	1
Fig 9. 2010 Attendances and Comparison with Previous Years	2
1.1 Main Factors Affecting Attendances in 2010	2
1.1.1 External Factors	2
1.1.2 Terrorist Attacks	3
1.1.3 Climactic Irregularities	3
1.1.4 Alternative World Attractions	3
1.1.5 World Economic Crisis	3
1.1.6 VAT Rate Changes	3
1.1.7 Seasonal Openings	
1.1.8 The Congestion Charge and Parking Policy	4
1.1.9 Tourism	4
Fig 10. 2010 Number of Overseas Visitors to the United Kingdom (Thousands) (Broken down by area of origin) Compared with Number of Theatre Attendances (Thousands)	5
Fig 11. 2010 Number of Overseas Visitors to the United Kingdom (Thousands) & Number of Attendances (Thousands)	6
Fig 12. 2010 Number of Overseas Visitors to the United Kingdom (Thousands) & Number of Attendances (Thousands) Compared with previous Year	6
Fig 13. 2010 Weekly Attendances Ranked from Highest to Lowest	7
Fig 14. 2010 Weekly Attendances – Percentage Change on Previous Year	8
Fig 15. Changes in Annual Attendance Figures 1995-2010	9
1.1.10 Get Into London Theatre and TheatreFix	10
1.1.11 Kids Week in the West End	10
1.1.12 West End LIVE	10
1.1.13 Overall Annual Figures	10
Fig 16. 2010 Table of Weekly Attendances with Week on Week Percentage Change	11
<b>2 – Theatres Open</b>	12
2.1 Definition	12
2.2 High and Low Points	12
2.3 Comparison with Previous Years	12
2.4 The Relationship Between the Number of Dark Theatres and the Level of Attendances	12
Fig 17. 2010 Number of Open Theatres by Week Compared with Previous Year	13
<b>3 – Performances</b>	14
Fig 18. Number of Performances in 2010 with Comparisons to Previous Years	14
3.1 Comparison with Previous Years	14
3.2 High and Low Points of 2010	14
Fig 19. 2010 Number of Performances Given Each Week Compared with Previous Year	15
Fig 20. 2010 Number of Weekly Performances Compared with Previous Year	16
<b>4 – Seating Capacity</b>	17
4.1 Percentage of Seating Capacity Filled	17
4.2 Long-Term Trends	17
4.3 How do Dark Theatres Affect Percentage of Seating Capacity Sold?	17
Fig 21. 2010 Percentage of Available Capacity Filled Ranked from Highest to Lowest	18
Fig 22. 2010 Percentage of Capacity Filled Each Week Compared with Previous Year	19
<b>5 – Ticket Prices</b>	20
5.1 Definitions	20
5.2 2010 Ticket Prices	20
Fig 23. Average Ticket Price Paid	21
5.3 The Gap Between Average Ticket Price Asked and Average Ticket Price Paid	21
Fig 24. Differences in Average Ticket Price Asked and Paid	21
5.4 Ticket Prices, Retail Prices and Average Earnings	22
Fig 25. Rises in Indices of Ticket Prices, Retail Prices and	

Average Earning Index 100 = December 1995	22
Fig 26. Differences in Ticket Price Asked and Paid – Graph	23
<b>6 – Revenue and VAT</b>	24
Fig 27. Revenue and VAT Comparisons Year by Year	24
6.1 Weekly Revenue – Highs and Lows	24
6.2 Revenue – Comparison with Previous Years	25
6.3 Revenue Capacity	25
Fig 28. 2010 Weekly Revenue Ranked from Highest to Lowest	26
<b>7 – Advance Booking Revenue</b>	27
7.1 Introduction	27
7.2 Seasonal Variations in Advance Bookings	27
7.3 Musicals	27
Fig 29. 2010 Advance Booking Revenue by Week Compared with Previous Year – Table	28
Fig 30. 2010 Advance Booking Revenue by Week Compared with Previous Year – Graph	29
Fig 31. 2010 Musical Advance as Percentage of Total Advance – Table	30
Fig 32. 2010 Musical Advance as a Proportion of Total Advance – Graph	31
<b>Section II</b>	32
<b>Analysis of Commercial and Subsidised Sectors</b>	33
<b>8 – Introduction</b>	33
Fig 33. Subsidised Theatres in Full SOLT Membership in 2010	33
Fig 34. Commercial Theatres in Full SOLT Membership in 2010	33
Summary of Commercial and Subsidised Results for 2010	34
Fig 35. Attendance, Revenues & Performances	34
Fig 36. Ticket Prices, VAT and Advance Figures	35
<b>9 – Attendances</b>	36
9.1 Factors Affecting Attendances in Each Sector	36
9.1.1 Subsidised Sector	36
9.1.2 Commercial Sector	36
9.1.3 Ticket Promotions	36
Fig 37. 2010 Weekly Attendances by Sector – Table	37
Fig 38. 2010 Weekly Attendances by Sector – Graph	38
Fig 39. Changes in Annual Attendance Figures 1995-2010: Subsidised and Commercial Sector Theatres Compared	39
Fig 40. Commercial and Subsidised Sectors – Sixteen Year Trends in Attendances	39
Fig 41. Number of Performances by Year in Subsidised and Commercial Sector Theatres – 1995-2010	40
<b>10 – Theatres Open – Dark</b>	40
Fig 42. 2010 Number of Open Theatres by Week and by Sector – Table	41
Fig 43. 2010 Number of Open Theatres by Week and by Sector – Graph	42
Fig 44. 2010 Number of Performances by Sector	43
<b>11 – Performances and Seating Capacity Sold</b>	44
11.1 Subsidised Sector	44
11.2 Commercial Sector	44
Fig 45. Percentage of Seating Capacity Sold by Sector – Graph	45
Fig 46. Percentage of Revenue Capacity Sold by Sector – Graph	46
<b>12 – Ticket Prices</b>	47
12.1 Subsidised Sector	47
Commercial Sector	47
12.3 Differences Between the Two Sectors	
Fig 47. Differences in Commercial and Subsidised Theatres Ticket Price Asked and Paid	47
12.4 Get Into London Theatre	47
12.5 Kids Week in the West End	47
12.4 tkts Ticket Booths	48
<b>13 – Revenue</b>	
13.1 Box Office Receipts	49
13.1.1 The Subsidised Sector	49
13.1.2 The Commercial Sector	49
13.2 Percentage of Revenue and Attendance Capacity Achieved	49
Fig 48. Revenue 1995-2010 Subsidised and Commercial Sector Compared	50
Fig 49. 2010 Weekly Revenue by Sector	51
Fig 50. 2010 Weekly Revenue by Sector – Graph	52
<b>Section III</b>	53
<b>Analysis of Genre</b>	54
<b>14 – Introduction</b>	54
14.1 Classification System	54
14.1.1 Genre Definitions	54
Fig 51. 2010 Summary of Key Results by Genre	55
Fig 52. 2010 Graph of Attendances by Genre	56

Fig 53. 2010 Graph of Revenue by Genre	56
Fig 54. 2010 Key Figures by Genre Compared with Previous Year	57
Fig 55. 2010 Share of Total Attendances by Genre	58
<b>15 – Attendance by Genre</b>	59
15.1 Plays	59
15.1.1 Plays by Period of Origin	59
Fig 56. Play Attendances by Period of Origin – Comparison with Previous Year	59
15.1.2 Plays in the Commercial Sector	59
Fig 57. 2010 Play Attendances by Period of Origin Compared with Previous Two Years	60
Fig 58. 2010 Weekly Capacity Comparison of Plays in Commercial Theatres	61
15.2 Musicals	62
15.3 Opera	62
15.4 Dance	62
15.5 Performance and Entertainment	62
Fig 59. Attendances by Week for Musical, Plays and Other Productions Compared with Previous Year	63
<b>16 – Performances by Genre</b>	64
16.1 Plays	64
Fig 60. 2010 Plays – Number of Performances by Period of Origin	64
Fig 61. 2010 Plays – Number of performances by Period of Origin – Graph	64
16.2 Musicals	65
16.3 Opera and Dance	65
16.4 Performance and Entertainment	65
16.5 Productions Running and Opening	65
Fig 62. Total Number of Productions Running in SOLT Member Theatres in 2010 by Genre	66
Fig 63. Number of New Productions that Opened in SOLT Member Theatres in 2010 by Genre	66
Fig 64. 2010 Share of Total Performances by Genre – Pie Chart	66
<b>17 – Attendance Capacity Sold</b>	67
Fig 65. 2010 Plays: Attendances, Performances and Capacity Sold	68
Fig 66. 2010 Musicals: Attendances, Performances and Capacity Sold	69
Fig 67. 2010 Attendances by Week by Genre	70
<b>18 – Ticket Prices</b>	71
18.1 Average Ticket Prices Asked and Paid	71
Fig 68. Differences Between Plays and Musicals Ticket Price Asked and Paid	71
<b>19 – Revenue</b>	72
19.1 Box Office Receipts	72
Fig 69. 2010 Revenue by Week for Musicals, Plays and Other Productions Compared with Previous Year	73
Fig 70. 2010 Weekly Attendances by Genre – Graph	74
Fig 71. 2010 Weekly Revenue by Genre	76
<b>20 – Affiliate Members</b>	77
Fig 72. Affiliate Members of SOLT in 2010	77
20.1 Definition	77
20.2 Presentation of Figures	77
20.3 Seating Capacity and Revenue	77
Fig 73. Summary of 2010 Key Figures for Affiliate Theatres	78
Fig 74. 2010 Weekly Attendance and Seating Capacity for Affiliate Theatres	79
Fig 75. 2010 Weekly Revenue and Revenue Capacity for Affiliate Theatres	
Fig 76. Attendances by Week for Musicals, Plays and Other Productions Compared with Previous Year for Affiliate Theatres	
Fig 77. Revenue by Week for Musical, Plays and Other Productions Compared with Previous Year for Affiliate Theatres	80
20.4 Comparison with Previous Years	83
20.5 Performances, Attendances and Revenue by Genre	83
Fig 78. 2010 Attendances by Genre for Affiliate Theatres	84
Fig 79. 2010 Revenue by Genre for Affiliate Theatres	84
Fig 80. 2010 Play Performances by Period of Origin for Affiliate Theatres	85
Fig 81. 2010 Play Attendances by Period of Origin for Affiliate Theatres	85
Fig 82. 2010 Share of Total Attendances by Genre for Affiliate Theatres – Pie Chart	86
Fig 83. 2010 Share of Total Performances by Genre for Affiliate Theatres – Pie Chart	86
<b>21 – Theatre's Contribution To The Economy</b>	87
Fig 84. Theatres Represented in Full SOLT Membership in 2010	88
Fig 85. Productions Running in 2010 – Full Members and Affiliate Members	89
<b>Appendix</b>	99
The Author of this Report & Acknowledgements	99
Fig 86. 1986-2010 Table of Comparative Figures	100
Fig 87. 1986-2010 Attendance & Revenue – Graph	101

# SOLT Box Office Data Report 2010

## Introduction

This report summarises and analyses the results of the year-round Box Office Data Survey conducted among the 51 theatres that were represented in full membership of the Society of London Theatre in 2010 and the key findings for 12 affiliate theatres (See Figure 72 Section III). All data is reported anonymously i.e. data for individual shows are not identified in the report.

The report endeavours to provide information in a clear graphic form so that trends can be easily identified. It should be noted that conclusions and commentary in relation to any of the areas of analysis can only be based on the information provided and on known external factors. Additionally, because of the continuing evolution in the methods of attributing collated data, there may be some small variations between historical data given in this report and statistics already published in previous reports.

The report consists of three sections:

- SECTION I** provides a detailed analysis of the key findings of the research programme for all SOLT theatres in 2010.
- SECTION II** contrasts the results of the Subsidised and Commercial sectors of London theatre.
- SECTION III** presents an analysis of the results according to the genre (e.g. musical or play), provides an analysis of the key findings of the research programme for Affiliate theatres in 2010, and examines the London theatre industry's contribution to the economy.

### A note on the reporting period

All member theatres make weekly returns on their attendance, revenue and advance figures for each production, which are usually analysed over a period of 52 weeks. However, because the calendar year is actually 52 weeks and 1 day (2 days in leap years) and the box office returns for this survey are in full weeks, i.e. not broken down into days, days are lost from the end of the reporting period each year. In order to keep the calendar and reporting years in line, a '53rd' or 'leap' week has to be added every so often. Since the Christmas and New Year period is the busiest of the year, losing one or two days or gaining a week at this time can have a significant effect on the revenue and attendance figures. This was last the case in 2008, when a '53rd week' needed to be included. The actual reporting period for 2010 was from **Monday 4 January 2010** to **Sunday 2 January 2011**.

## Overview of the Year 2010

Despite everything that man and nature could throw at it – recession, General Election, World Cup, strikes, riots, volcanic ash and snow – 2010 was again a record-breaking year for London theatre. Box office receipts reached an all time high at £512,331,808, contributing £76,304,737 to government coffers in VAT. Attendances, at 14,152,230, were just 0.79% down on 2009's all-time record – and arguably this would have been exceeded if the country had not been 'closed due to snow' for two weeks in December. The number of performances was also the highest ever at 18,615, partly due to five children's shows playing daytime performances over Christmas. The figures were particularly impressive for plays, which achieved a record attendance total of 3,702,031.

The number of visitors to Britain from abroad fell by 1% in 2010 (a good result considering the two periods when the airports were closed). The number of holiday visits grew by 1%, and the number of business visits grew by 3%, but visits to friends or relatives were down by 5% (with the airport closures perhaps providing a good excuse). Visitors to London represent a significant proportion of theatregoers.

Throughout 2010 attendances were generally above the previous three year average. Attendances were above the previous year's level from January until Easter, but then down until the end of July, through the exploding volcano, General Election, Euro crisis and World Cup. August and September saw attendances well above the previous year, but November and December attendances plummeted because of the inability of the country to cope with snow and frost. As in previous recessions, it seems that the Great British Public showed a 'determination to be entertained', with domestic 'staycations', and foreign visitors encouraged by the fall in the Pound, taking attendances beyond expectations.

The record-breaking figures of 2007 and 2008, which saw average advances double the previous norm, were driven by a raft of major musicals, either Broadway imports or 'reality television' cast revivals. This had come to an end in 2009. As a result, the total advance booking revenues held by box offices in 2010 were mostly below those in 2009, though remaining at historically high levels.

As in the previous year, the big driver behind the business in 2010 was major name actors in plays. These ranged from classics such as Keira Knightley and Damian Lewis in *The Misanthrope*, Kim Cattrall and Matthew Macfadyen in *Private Lives*, and David Suchet and Zoe Wanamaker in *All My Sons*, to new works including Samuel West, Amanda Drewe and Tim Pigott-Smith in *Enron*, Jerusalem with Mark Rylance and Mackenzie Crook, and Martin Freeman and Sophie Thompson in *Clybourne Park*. The momentum faltered a little in the autumn, but Derek Jacobi in *King Lear* and the return of *Black Watch* to the Barbican brought the year to a rousing finish. Meanwhile, the National Theatre's production of *War Horse* must be on course to become one of the most successful plays ever staged in the West End.

Major new musicals, either Broadway imports or home grown, are usually responsible for most bookings. However, these were scarce in 2010, with just *Legally Blonde* with Sheridan Smith opening in January, and *Love Never Dies*, the sequel to *The Phantom Of The Opera*, and the transfer of the Menier Chocolate Factory's *Sweet Charity* with Tamzin Outhwaite opening in the spring, *Flashdance* joined in the autumn, and a season of the Broadway hit *Fela!*, with the original cast, played at the National at Christmas.

Stand Up Comedy featured less than previously in 2010, which is possibly why the arrival of Bill Bailey in December resulted in an extended season.

The year had a rousing finale, with shows doing extra performances in the Christmas/New Year week, resulting in *The Lion King*, *We Will Rock You* and *Wicked* announcing 'best week ever' figures, so that business topped £14 million for the week – the second best figure since records began.

**The opinions expressed in this section are entirely those of the author and do not reflect the opinions or policies of the Society Of London Theatre.**

**Figure 1**

Comparison of 2010 Key Figures with Previous Three Years

	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
Highest number of theatres open in any week	49	49	49	49
Lowest number of theatres open in any week	42	35	37	38
Average weekly number of theatres open	46	45	45	44
Total Performances	18,615	17,923	18,275	17,456
Total Attendances	14,152,230	14,264,779	13,892,460	13,636,212
Average attendance per performance	760	796	760	781
% of capacity on offer for sale actually sold	70%	72%	70%	71%
Seats available for sale	20,284,210	19,682,654	19,738,414	19,182,666
Seats on offer unsold	6,131,980	5,417,875	5,845,954	5,546,454
Total Revenue	£512,331,808	£504,983,543	£483,349,423	£469,938,749
Total Revenue Capacity	£915,155,332	£847,619,490	£832,476,018	£786,096,944
VAT paid	£76,304,737	£65,867,419	£71,988,212	£69,990,878
Gross revenue as % of gross revenue capacity	56%	60%	58%	60%
Average ticket price asked	£45.12	£43.06	£42.18	£40.98
Average ticket price paid	£36.20	£35.40	£34.79	£34.46
% gap between average price asked and paid	25%	22%	21%	19%

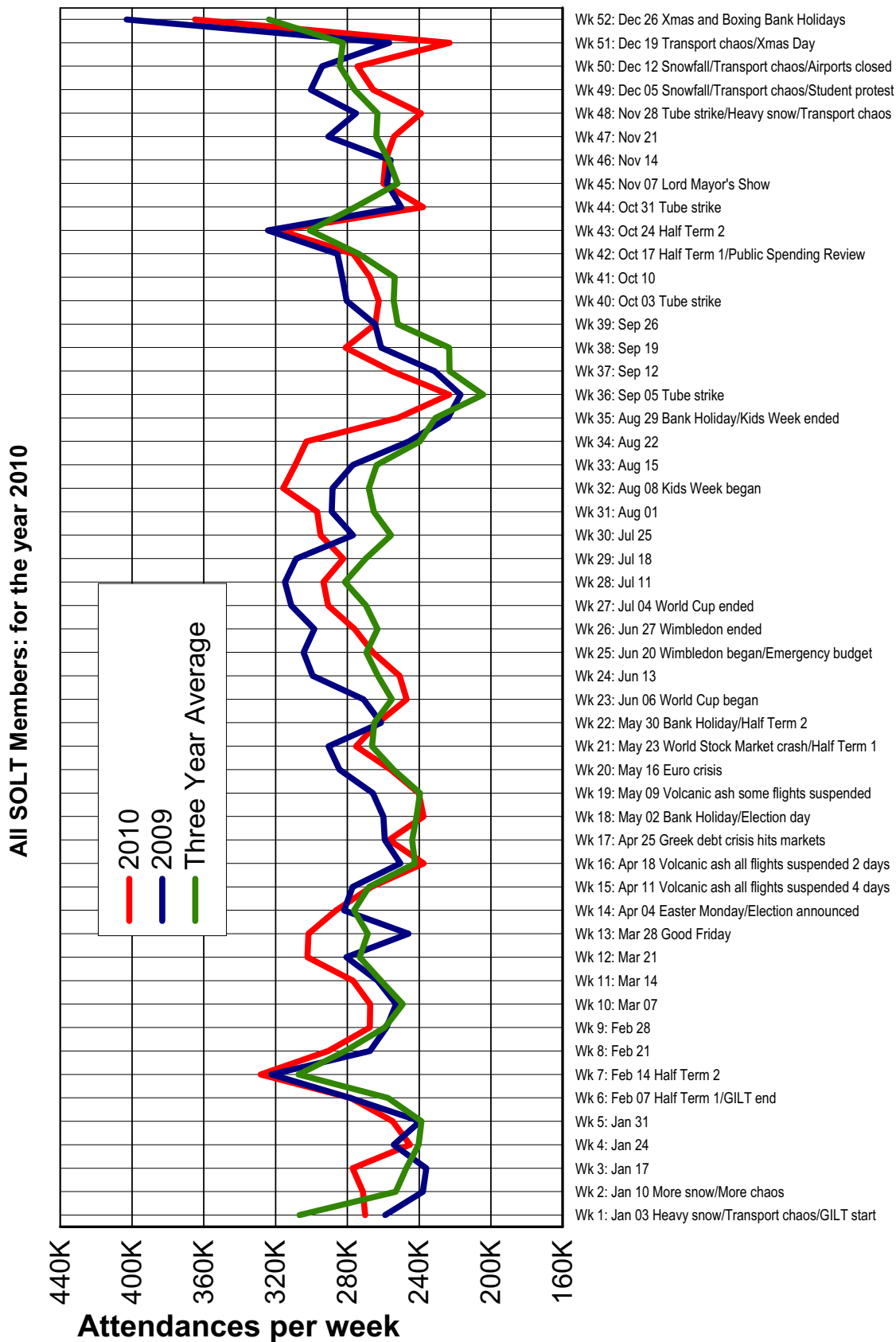
## Figure 2

Summary of Key Results for 2010 and Comparison with Previous Year

2010	Attendances			
	2010	2009	Difference	%
<b>Attendances: Marginally Down</b>	14,152,230	14,264,779	-112,549	-0.8%
<b>2010 achieved the 2nd highest attendance since records started</b>	<b>Revenue</b>			
	2010	2009	Difference	%
<b>Revenue: Up</b>	£512,331,808	£504,983,543	+£7,348,265	+2.2%
<b>2010 achieved the highest revenue since records started</b>	<b>Theatres Open</b>			
	2010	2009	Difference	%
<b>Average Number of Theatres Open:</b>	46	45	1	0%
	<b>Number of Performances</b>			
	2010	2009	Difference	%
<b>Number of Performances: Up</b>	18,615	17,923	+692	+3.9%
<b>2010 achieved the highest number of seats on sale since records started</b>	<b>Number of Seats on Sale</b>			
	2010	2009	Difference	%
<b>Seating Capacity: Up</b>	20,284,210	19,682,654	+601,556	+3.1%
<b>2010 achieved the highest number of seats on sale since records started</b>	<b>Capacity Sold</b>			
	2010	2009	Difference	%
<b>Capacity Sold: Down</b>	70.0%	72.0%	-2.0%	
	<b>Ticket Prices</b>			
	2010	2009	Difference	%
<b>Average ticket price asked</b>	£45.12	£43.06	+£2.06	+4.8%
<b>Average ticket price paid</b>	£36.20	£35.40	+£0.80	+2.3%
<b>Percentage gap</b>	24.6%	21.6%	+3.0%	
	<b>VAT Paid</b>			
	2010	2009	Difference	%
<b>VAT Paid: Up – partly due to the restoration of 17.5% rate</b>	£76,304,737	£65,867,419	+£10,437,318	+15.8%
	<b>Advance Bookings</b>			
	2010	2009	Difference	%
<b>Advance Bookings (weekly average): Down</b>	£45,405,783	£50,800,216	-£5,394,433	-10.6%

**Figure 3**

2010 Weekly Attendances Compared with 2009 and Previous Three Year Average  
(i.e. the average of the years 2007-2009)



Weekly attendances c/f previous years G3 v0.2

## Figure 4

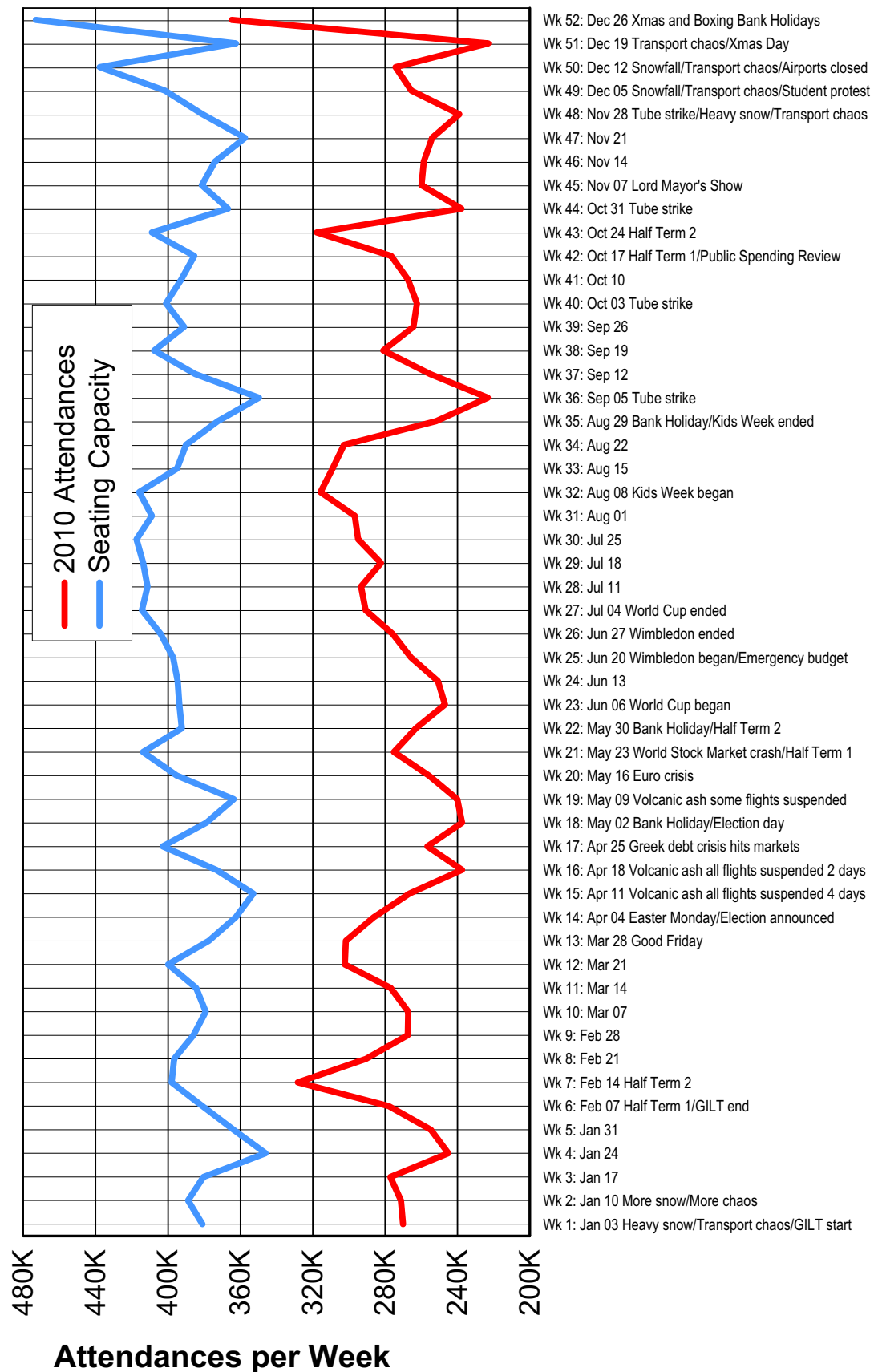
2010 Weekly Attendance, Seating Capacity and Percentage of Seats Filled Compared With 2009

<u>Wk no</u>	<u>Wk begin</u>	<u>Wk end</u>	<u>Atts</u>	<u>cf last yr</u>	<u>Seat capacity</u>	<u>%Seats Filled</u>	<u>#perfs</u>	<u>cf last yr</u>
1	3-Jan-10	9-Jan-10	270,086	+4.30%	381,054	70.9%	351	+5.41%
2	10-Jan-10	16-Jan-10	271,286	+14.04%	388,907	69.8%	357	+17.05%
3	17-Jan-10	23-Jan-10	277,079	+17.42%	380,409	72.8%	340	+14.09%
4	24-Jan-10	30-Jan-10	245,137	-3.55%	346,126	70.8%	319	-1.24%
5	31-Jan-10	6-Feb-10	254,773	+6.41%	363,725	70.0%	336	+2.44%
6	7-Feb-10	13-Feb-10	278,073	-0.10%	380,986	73.0%	354	+3.21%
7	14-Feb-10	20-Feb-10	328,274	+1.88%	397,972	82.5%	363	+1.11%
8	21-Feb-10	27-Feb-10	290,589	+8.67%	396,632	73.3%	369	+8.21%
9	28-Feb-10	6-Mar-10	267,443	+3.55%	385,938	69.3%	355	+0.28%
10	7-Mar-10	13-Mar-10	267,226	+5.69%	379,129	70.5%	351	+6.69%
11	14-Mar-10	20-Mar-10	276,860	+5.23%	384,413	72.0%	337	+4.01%
12	21-Mar-10	27-Mar-10	302,252	+7.71%	399,910	75.6%	357	+4.39%
13	28-Mar-10	3-Apr-10	301,689	+22.67%	377,439	79.9%	334	0.00%
<b>Quarter1 YTD</b>			<b>3,630,767</b>	<b>+6.94%</b>	<b>4,962,640</b>	<b>73.2%</b>	<b>4,523</b>	<b>+4.87%</b>
14	4-Apr-10	10-Apr-10	286,290	+1.59%	362,559	79.0%	327	-4.39%
15	11-Apr-10	17-Apr-10	266,609	-3.79%	352,815	75.6%	319	-5.06%
16	18-Apr-10	24-Apr-10	237,531	-5.16%	373,286	63.6%	331	-6.76%
17	25-Apr-10	1-May-10	256,725	-0.94%	402,905	63.7%	378	+6.48%
18	2-May-10	8-May-10	237,539	-8.63%	378,854	62.7%	358	-0.28%
19	9-May-10	15-May-10	240,198	-9.63%	363,618	66.1%	348	-2.52%
20	16-May-10	22-May-10	255,921	-10.04%	395,265	64.7%	362	+6.16%
21	23-May-10	29-May-10	275,139	-5.30%	413,823	66.5%	371	+7.23%
22	30-May-10	5-Jun-10	263,018	+0.66%	392,379	67.0%	352	+2.03%
23	6-Jun-10	12-Jun-10	246,904	-8.87%	393,704	62.7%	353	+1.73%
24	13-Jun-10	19-Jun-10	250,852	-16.20%	394,703	63.6%	362	+1.40%
25	20-Jun-10	26-Jun-10	265,722	-12.71%	397,159	66.9%	360	+3.45%
26	27-Jun-10	3-Jul-10	275,919	-7.54%	404,027	68.3%	355	+8.56%
<b>Quarter2 YTD</b>			<b>3,358,367</b>	<b>-6.81%</b>	<b>5,025,097</b>	<b>66.8%</b>	<b>4,576</b>	<b>+1.35%</b>
27	4-Jul-10	10-Jul-10	290,786	-6.58%	414,398	70.2%	374	+11.98%
28	11-Jul-10	17-Jul-10	293,371	-6.81%	411,321	71.3%	371	+4.80%
29	18-Jul-10	24-Jul-10	282,254	-8.52%	413,794	68.2%	374	+4.47%
30	25-Jul-10	31-Jul-10	294,971	+6.53%	417,438	70.7%	381	+7.93%
31	1-Aug-10	7-Aug-10	296,803	+2.80%	408,876	72.6%	370	+2.78%
32	8-Aug-10	14-Aug-10	315,765	+9.53%	415,915	75.9%	376	+8.99%
33	15-Aug-10	21-Aug-10	309,051	+11.60%	394,989	78.2%	363	+13.79%
34	22-Aug-10	28-Aug-10	302,796	+23.24%	390,075	77.6%	365	+29.89%
35	29-Aug-10	4-Sep-10	251,899	+12.46%	372,441	67.6%	346	+17.69%
36	5-Sep-10	11-Sep-10	223,267	+2.93%	349,734	63.8%	319	+7.41%
37	12-Sep-10	18-Sep-10	255,168	+10.30%	385,016	66.3%	354	+14.19%
38	19-Sep-10	25-Sep-10	281,042	+7.59%	407,687	68.9%	367	+6.38%
39	26-Sep-10	2-Oct-10	264,443	-0.03%	391,149	67.6%	353	-5.61%
<b>Quarter3 YTD</b>			<b>3,661,616</b>	<b>+4.35%</b>	<b>5,172,833</b>	<b>70.8%</b>	<b>4,713</b>	<b>+9.00%</b>
40	3-Oct-10	9-Oct-10	262,473	-6.37%	401,123	65.4%	354	-0.28%
41	10-Oct-10	16-Oct-10	267,316	-5.49%	392,650	68.1%	354	-1.67%
42	17-Oct-10	23-Oct-10	276,687	-3.12%	385,497	71.8%	357	-1.92%
43	24-Oct-10	30-Oct-10	317,795	-2.00%	408,951	77.7%	378	+3.56%
44	31-Oct-10	6-Nov-10	237,821	-4.86%	366,856	64.8%	343	-2.56%
45	7-Nov-10	13-Nov-10	259,939	+0.78%	381,324	68.2%	362	+2.84%
46	14-Nov-10	20-Nov-10	258,688	+1.10%	373,984	69.2%	353	+4.75%
47	21-Nov-10	27-Nov-10	254,037	-12.60%	357,430	71.1%	329	-7.06%
48	28-Nov-10	4-Dec-10	238,936	-13.17%	380,877	62.7%	364	+1.96%
49	5-Dec-10	11-Dec-10	265,575	-11.57%	401,672	66.1%	395	+2.60%
50	12-Dec-10	18-Dec-10	274,315	-6.73%	437,708	62.7%	429	+7.79%
51	19-Dec-10	25-Dec-10	223,056	-13.10%	362,536	61.5%	347	-0.29%
52	26-Dec-10	1-Jan-11	364,842	-9.46%	473,032	77.1%	438	-1.35%
<b>Quarter4 YTD</b>			<b>3,501,480</b>	<b>-6.79%</b>	<b>5,123,640</b>	<b>68.3%</b>	<b>4,803</b>	<b>+0.67%</b>
<b>Year Total</b>			<b>14,152,230</b>	<b>-0.79%</b>	<b>20,284,210</b>	<b>69.8%</b>	<b>18,615</b>	<b>+3.86%</b>

Weekly attendances table R1b v0.4

Figure 5

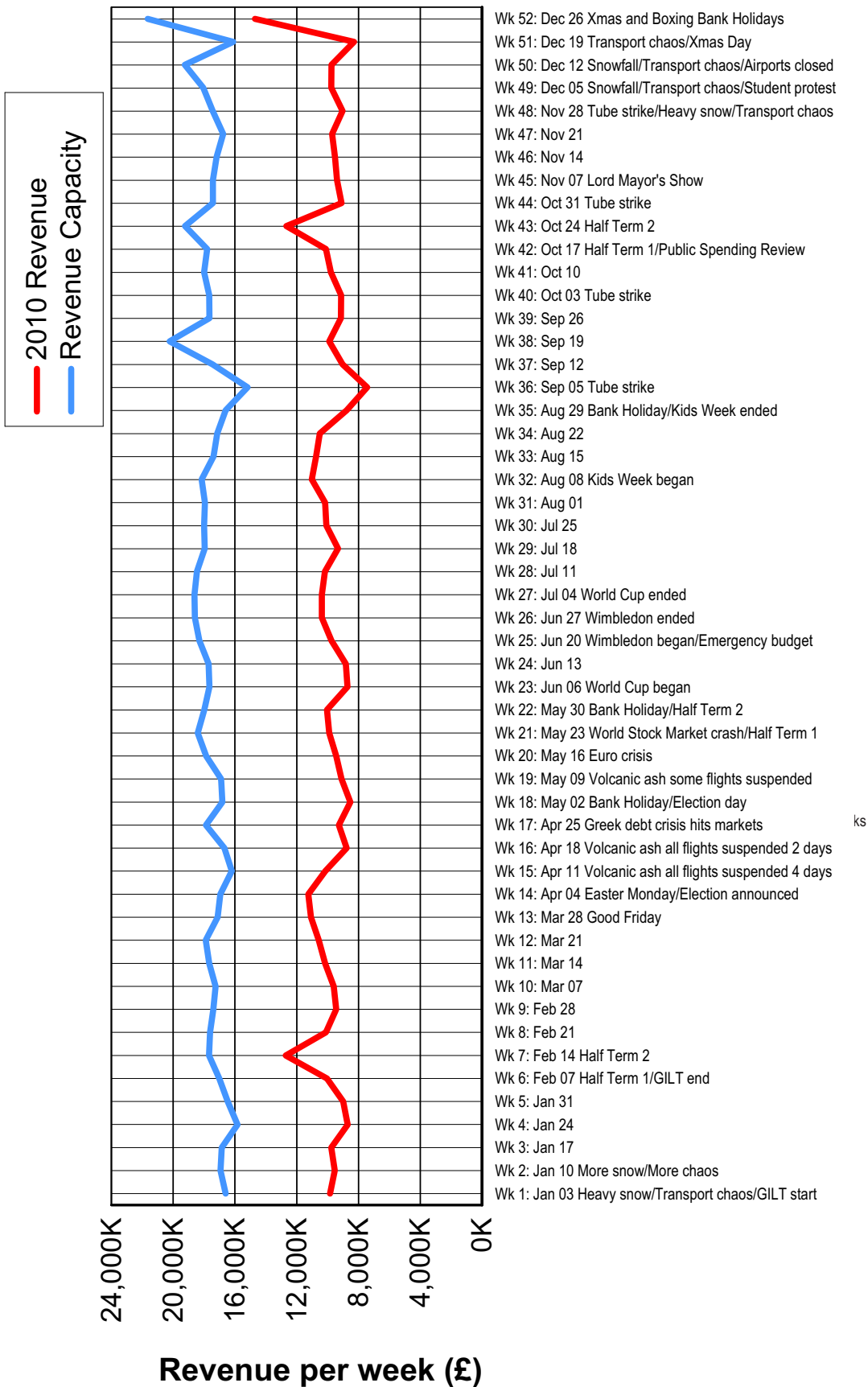
2010 Weekly Attendance and Seating Capacity – Graph



Weekly attendances c/f seat capacity graph G5b v0.1

Figure 6

2010 Weekly Revenue and Revenue Capacity – Graph



Weekly revenue c/f revenue capacity graph G5 v0.2

Figure 7

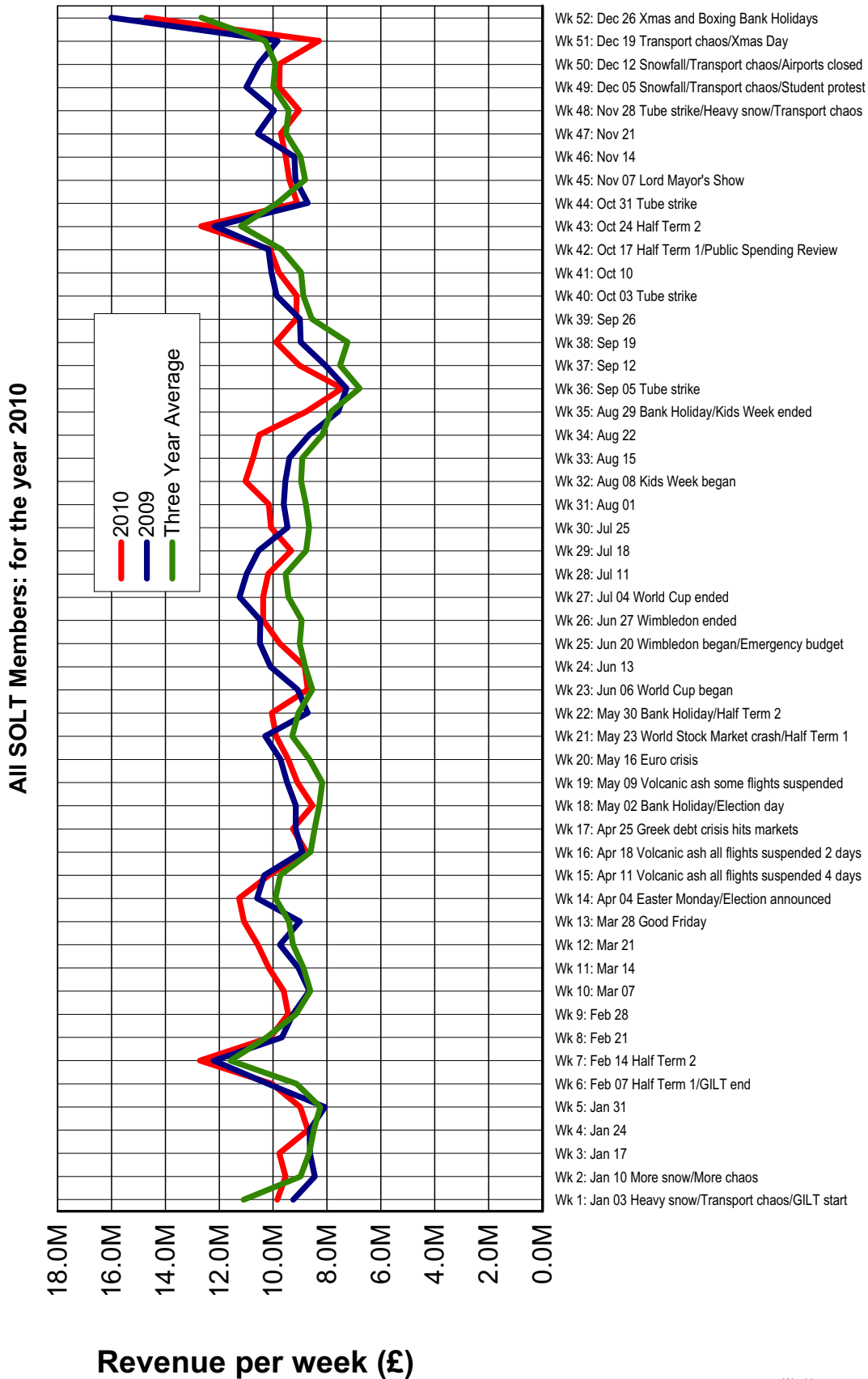
2010 Weekly Revenue, Revenue Capacity, Percentage of Revenue Capacity Achieved and Number of Performances Compared With 2009

<u>Wk no</u>	<u>Week begin</u>	<u>Week end</u>	<u>Revenue</u>	<u>cf last yr</u>	<u>Rev Capacity</u>	<u>%Rev Cap</u>	<u>#Perfs</u>	<u>cf last yr</u>	<u>VAT</u>
1	3-Jan-10	9-Jan-10	£9,843,141	+6.38%	£16,610,446	59.3%	351	+5.41%	£1,466,000
2	10-Jan-10	16-Jan-10	£9,535,704	+12.81%	£16,933,239	56.3%	357	+17.05%	£1,420,211
3	17-Jan-10	23-Jan-10	£9,767,987	+13.17%	£16,853,939	58.0%	340	+14.09%	£1,454,807
4	24-Jan-10	30-Jan-10	£8,705,533	+0.71%	£15,836,090	55.0%	319	-1.24%	£1,296,569
5	31-Jan-10	6-Feb-10	£8,991,531	+11.29%	£16,477,983	54.6%	336	+2.44%	£1,339,164
6	7-Feb-10	13-Feb-10	£10,040,447	-1.50%	£17,019,776	59.0%	354	+3.21%	£1,495,386
7	14-Feb-10	20-Feb-10	£12,712,374	+4.19%	£17,682,430	71.9%	363	+1.11%	£1,893,332
8	21-Feb-10	27-Feb-10	£10,110,138	+4.51%	£17,609,158	57.4%	369	+8.21%	£1,505,765
9	28-Feb-10	6-Mar-10	£9,440,208	+1.95%	£17,407,619	54.2%	355	+0.28%	£1,405,988
10	7-Mar-10	13-Mar-10	£9,606,080	+10.96%	£17,252,852	55.7%	351	+6.69%	£1,430,693
11	14-Mar-10	20-Mar-10	£10,162,043	+12.17%	£17,668,496	57.5%	337	+4.01%	£1,513,496
12	21-Mar-10	27-Mar-10	£10,569,875	+8.43%	£17,888,970	59.1%	357	+4.39%	£1,574,237
13	28-Mar-10	3-Apr-10	£11,078,166	+22.99%	£17,117,999	64.7%	334	0.00%	£1,649,940
<b>Quarter 1 YTD</b>			<b>£130,563,227</b>	<b>+8.03%</b>	<b>£222,358,997</b>	<b>58.7%</b>	<b>4523</b>	<b>+4.87%</b>	<b>£19,445,587</b>
14	4-Apr-10	10-Apr-10	£11,258,097	+6.25%	£16,954,743	66.4%	327	-4.39%	£1,676,738
15	11-Apr-10	17-Apr-10	£10,149,282	-1.67%	£16,201,523	62.6%	319	-5.06%	£1,511,595
16	18-Apr-10	24-Apr-10	£8,762,653	-1.72%	£16,682,430	52.5%	331	-6.76%	£1,305,076
17	25-Apr-10	1-May-10	£9,271,966	+1.16%	£17,874,821	51.9%	378	+6.48%	£1,380,931
18	2-May-10	8-May-10	£8,530,306	-6.83%	£16,822,334	50.7%	358	-0.28%	£1,270,471
19	9-May-10	15-May-10	£9,095,401	-4.06%	£16,899,732	53.8%	348	-2.52%	£1,354,634
20	16-May-10	22-May-10	£9,440,539	-2.96%	£17,870,858	52.8%	362	+6.16%	£1,406,038
21	23-May-10	29-May-10	£9,892,156	-3.89%	£18,413,969	53.7%	371	+7.23%	£1,473,300
22	30-May-10	5-Jun-10	£10,046,562	+15.29%	£17,987,995	55.9%	352	+2.03%	£1,496,296
23	6-Jun-10	12-Jun-10	£8,717,086	-4.09%	£17,653,896	49.4%	353	+1.73%	£1,298,289
24	13-Jun-10	19-Jun-10	£8,825,380	-12.61%	£17,706,255	49.8%	362	+1.40%	£1,314,418
25	20-Jun-10	26-Jun-10	£9,756,226	-6.96%	£18,299,796	53.3%	360	+3.45%	£1,453,055
26	27-Jun-10	3-Jul-10	£10,370,936	-1.00%	£18,595,259	55.8%	355	+8.56%	£1,544,607
<b>Quarter 2 YTD</b>			<b>£124,116,590</b>	<b>-1.90%</b>	<b>£227,963,610</b>	<b>54.4%</b>	<b>4576</b>	<b>+1.35%</b>	<b>£18,485,450</b>
27	4-Jul-10	10-Jul-10	£10,371,962	-7.75%	£18,621,661	55.7%	374	+11.98%	£1,544,760
28	11-Jul-10	17-Jul-10	£10,182,048	-7.32%	£18,462,489	55.1%	371	+4.80%	£1,516,475
29	18-Jul-10	24-Jul-10	£9,330,338	-11.52%	£17,953,340	52.0%	374	+4.47%	£1,389,625
30	25-Jul-10	31-Jul-10	£10,075,309	+6.47%	£17,996,913	56.0%	381	+7.93%	£1,500,578
31	1-Aug-10	7-Aug-10	£10,157,412	+5.74%	£17,949,547	56.6%	370	+2.78%	£1,512,806
32	8-Aug-10	14-Aug-10	£11,026,710	+15.53%	£18,159,487	60.7%	376	+8.99%	£1,642,276
33	15-Aug-10	21-Aug-10	£10,744,692	+14.33%	£17,392,850	61.8%	363	+13.79%	£1,600,273
34	22-Aug-10	28-Aug-10	£10,510,434	+21.34%	£17,154,069	61.3%	365	+29.89%	£1,565,384
35	29-Aug-10	4-Sep-10	£8,763,212	+15.57%	£16,605,998	52.8%	346	+17.69%	£1,305,159
36	5-Sep-10	11-Sep-10	£7,437,038	+2.28%	£15,177,762	49.0%	319	+7.41%	£1,107,644
37	12-Sep-10	18-Sep-10	£9,031,665	+12.05%	£17,460,048	51.7%	354	+14.19%	£1,345,142
38	19-Sep-10	25-Sep-10	£9,892,175	+10.23%	£20,237,361	48.9%	367	+6.38%	£1,473,303
39	26-Sep-10	2-Oct-10	£9,142,067	+1.53%	£17,654,163	51.8%	353	-5.61%	£1,361,584
<b>Quarter 3 YTD</b>			<b>£126,665,061</b>	<b>+5.25%</b>	<b>£230,825,686</b>	<b>54.9%</b>	<b>4713</b>	<b>+9.00%</b>	<b>£18,865,009</b>
40	3-Oct-10	9-Oct-10	£9,123,021	-7.58%	£17,665,824	51.6%	354	-0.28%	£1,358,748
41	10-Oct-10	16-Oct-10	£9,785,671	-2.72%	£17,995,364	54.4%	354	-1.67%	£1,457,440
42	17-Oct-10	23-Oct-10	£10,112,788	-0.59%	£17,797,489	56.8%	357	-1.92%	£1,506,160
43	24-Oct-10	30-Oct-10	£12,668,247	+4.09%	£19,229,098	65.9%	378	+3.56%	£1,886,760
44	31-Oct-10	6-Nov-10	£9,104,531	+4.45%	£17,425,762	52.2%	343	-2.56%	£1,355,994
45	7-Nov-10	13-Nov-10	£9,393,226	+2.45%	£17,424,014	53.9%	362	+2.84%	£1,398,991
46	14-Nov-10	20-Nov-10	£9,527,064	+3.46%	£17,195,051	55.4%	353	+4.75%	£1,418,924
47	21-Nov-10	27-Nov-10	£9,711,604	-8.11%	£16,763,858	57.9%	329	-7.06%	£1,446,409
48	28-Nov-10	4-Dec-10	£9,038,668	-9.32%	£17,441,540	51.8%	364	+1.96%	£1,346,185
49	5-Dec-10	11-Dec-10	£9,768,399	-11.12%	£18,052,006	54.1%	395	+2.60%	£1,454,868
50	12-Dec-10	18-Dec-10	£9,754,855	-7.38%	£19,249,188	50.7%	429	+7.79%	£1,452,851
51	19-Dec-10	25-Dec-10	£8,294,066	-15.62%	£16,108,517	51.5%	347	-0.29%	£1,235,286
52	26-Dec-10	1-Jan-11	£14,704,791	-8.12%	£21,659,330	67.9%	438	-1.35%	£2,190,075
<b>Quarter 4 YTD</b>			<b>£130,986,930</b>	<b>-4.57%</b>	<b>£234,007,038</b>	<b>56.0%</b>	<b>4803</b>	<b>+0.67%</b>	<b>£19,508,692</b>
<b>Total YTD</b>			<b>£512,331,808</b>	<b>+1.46%</b>	<b>£915,155,332</b>	<b>56.0%</b>	<b>18615</b>	<b>+3.86%</b>	<b>£76,304,737</b>

Weekly revenue table R1a v0.5

**Figure 8**

2010 Weekly Revenue Compared with 2009 and Previous Three year Average  
 (i.e. the average of the years 2007 – 2009)



Weekly revenue c/f previous years G4 v0.2