

## EVENTS ATTENDANCE MODELLING

We were asked to build an illustration of potential/likely events numbers over the first three years of the Bandstand Business Plan, based on the programming scope and examples included in the document: Bandstand Community Support and Engagement – Towns Fund. This outlined a range of programming potential based on existing partnerships and consultation with potential stakeholders, hirers, and co-programmers.

We live in uncertain times, and forecasting – never a straightforward task - is even more difficult than in pre-COVID years. Our illustrations are based on a scenario with the following assumptions:

- There are no further significant surges of Coronavirus and no further national lockdowns
- Audiences will overcome 'Netflix-sofa syndrome' and return to live entertainment in similar or numbers to before lockdown
- There will be an enhanced appetite for outdoor performance as a safer alternative to indoor venues which will continue to grow the pre-COVID upward trends in outdoor arts attendance.

Our illustrations have been built to show both potential and likely audience numbers over the first three years of operation, based on desk and field research. This has included:

### 1. CONSULTATION WITH A NUMBER OF LOCAL MUSIC AND GIG PROMOTERS:

#### White Rabbit Promotions

Artists range from solo folk singers to 7-piece psych rock bands, electronic bands, indie bands, reggae bands, punk bands & solo DJs.

Pricing ranges from free to £12 and based on venue capacity - audience numbers 90-150.

Audience who travel from outside Calderdale - approx 70%.

#### The Hebden Bridge Trades Club

Most genres of music Indie, Rock, Folk, Electro, `Experimental, Reggae - national & international touring artists. Average ticket price £12.00. Audience numbers based on capacity 100-200

Audience who travel from outside Calderdale - approx 40%.

#### Chris Sherrington

Puts on gigs at The Trades Club -Hebden Bridge and The Lantern - Halifax

Artists ranges from national touring artists, mainly heritage and alternative (£10-25) to local and national upcoming artists (£5-10)

100-200 people based on venue capacity

Audience who travel from outside Calderdale - approx 60%.

### Tor Fest

Venues- The Golden Lion, The Trades, and have used the Unitarian church in the past for Festival.

Work with underground experimental artists from across the world. For a one gig we'll get about 30 people in the audience and around 200 for a festival.

gigs: £5 entry and around £25 for the festival.

Audience who travel from outside Calderdale - Gigs 5%, Festivals 30%.

Some of these have been involved in the bid and are mentioned in the Overview document. In this instance we have contacted people who are currently putting on live music events and have some figures to support the % of inward investment we show. We appreciate there are other people who will play an important role in the development and future of the Bandstand from the contemporary music sector and their views will be sought at a later stage.

## **2. DESK RESEARCH INTO OUTDOOR ARTS AND MUSIC PERFORMANCE, INCLUDING:**

- Audience Agency Outdoor Arts reports 2015 and 2018
- Arts Council England Taking Part survey 2013/2014
- Statistica Concert and Festival Attendance in the UK 2012-2019
- Internet research into current and recent outdoor music events and venues

More recent data is unavailable, due to lack of activity in 2020. It should also be borne in mind that pre-COVID data may be less relevant to future trends than year-on-year data in 'normal' times.

We also have particular knowledge through our own professional practice of programming and audience development in contemporary music, brass band music and outdoor arts.

### **Overall Trends:**

Open air music performance is growing in 2021 for obvious reasons, but had been a trend for the past 10 years with new major venues programming open air

classical and contemporary music, eg. Somerset House, Piece Hall, Harewood House, Castle Howard, Northumberland Castle, Alnwick Castle

It is difficult to forecast whether the spike will continue in 2022 and beyond, but the appetite for outdoor arts has been growing as evidenced through The Audience Agency's Outdoor Arts Audience Reports 2015 and 2018.

The Arts Council England Taking Part survey (2013/14) showed that 33% of adults in the UK attended at least one type of music event annually. 8% of adults attended a classical music or opera event. A later report (2016/17) from Statistica put this at 7.7%, so this level appears to be static in recent years.

### **Range:**

The Audience Agency data from both 2015 and 2018 shows that the largest segment of audience travelled from within 5 miles of the event.

In 2015: 40% travelled from within a 5-mile radius; 30% 5 -10 miles; 16% 10-15 miles; and 14%; over 15 miles.

In 2018: 40% travelled from within a 5-mile radius; 22% 5-10 miles; 10% 10-15 miles; and 25% over 15 miles.

It may be significant that the over 15-mile segment increased from 14% to 25% as, if applied to Todmorden, the majority of this group would have travelled from beyond Calderdale. Bearing in mind that from the west, the lesser radii groups would include audiences from Lancashire, depending on type and scale of event, it would be reasonable to assume audiences between 20% and 30% from outside the borough as an average across performance forms.

The report showed that groups with children tend to attend events closest to home, whilst adult only groups are more flexible on travel time and distance.

Contemporary music promoters reported that, when programming bands, DJ's etc, between 30% and 70% of audience travel from outside Calderdale. Obviously, all these promoters are programming indoor venues with small scale capacity. Programming for a much larger capacity outdoors would not necessarily deliver the same ratio of local/ distance audiences, but does indicate that for the right acts, audiences are prepared to travel.

All promoters expressed interest in a one, or two, day mini festival - curated jointly or solo for those with more niche offer - using the bandstand and the park.

## EVENTS ATTENDANCE MODELLING

Our modelling is based on 15 events per year, including two where the whole park is closed for ticketed events. It has 4 categories of event: Popular classical; brass/concert bands; contemporary music; and 'other' which is an opportunity to try out alternative forms, eg spoken word, comedy, specific cultural programming.

Across these forms, it has included a mix of ticketed/ unticketed/free/seated/ standing events. Our estimates of 'engageable' capacity are based on the likely number of people who could engage for a full-length concert given the layout and type of performance. For example, a chamber concert or comedy night will have a smaller, seated engageable capacity whilst an all-day festival with a powerful PA will have a much larger engageable capacity. Within this overall potential capacity, we have forecast a likely take-up, growing this from a first-year average of 61% to 74.3% over 3 years – some event types having greater growth potential than others.

We have also forecast the likely percentage of audiences from outside Calderdale. Again, anticipating year on year growth of this market from 26.3% to 31.3% over three years, as certain types of events build a reputation further afield.

In summary, these headline figures read as:

	engageable capacity	Mean %	numbers	Mean %Outside Calderdale	numbers outside Calderdale
YEAR 1	22000	61.00%	14200	26.33%	4712
YEAR 2	22000	71.00%	16250	27.67%	5722
YEAR 3	22000	74.33%	16850	31.33%	6593

Further detail as to these calculations and programming types are shown in the attached spreadsheet.

We believe these figures are achievable given the range of potential programming partners and with a strategic and responsive approach to programme balance, marketing and comms across three years.