

Bath Spa Live Report 2010/11



Audience & Ticket Income

Number of performances:

	2008/09	2009/10	2010/11
Autumn	24	28	23
Spring	17	24	25
Summer	22	20	11
Total	63	72	59

Audience numbers:

	2008/09	2009/10	2010/11
Autumn	1,047	1,788	1,394
Spring	1,149	2,095	1,839
Summer	2,016	1,401	1,331
Total	4,212	5,284	4,564
Average/event	67	73	77

Gross ticket income:

	2008/09	2009/10	2010/11
Autumn	£2,933	£5,030	£6,329
Spring	£5,782	£10,613	£9,970
Summer	£10,586	£8,866	£3,045 *
Memberships	£0	£3,180	£3,095
Total	£19,301	£27,689	£22,439
Average/event	£306	£385	£380

* Fall in ticket income in Summer 2010 due to a larger number of events being free or BSL not taking the ticket income, compared to previous years

Bath Spa Live Members by department:

Drama	33
Dance	22
Music	21
Performing Arts	21
Theatre Production	11
Creative Arts Combined Subjects	7
Humanities & Cultural Industries	5
Art & Design	1
Graduate School	1
Not asked	2



Budget

Income (net)	Item	Total 2010/11
	Arts Centre budget	£30,000
	Programme sales	£26.50
	Memberships	£2,634.08
	Tickets	£16,232.21
	TOTAL	£48,892.79
Expenditure (gross)		
	Events costs	£25,047.08
	Bath Fest box office commission	£800
	Assistant Event Manager (helping with maternity cover)	£2,971.83
	Marketing	£13,627.64
	Professional development	£1,544.64
	Stationery	£391.30
	Office costs	£1,898.84
	PRS charges	£908.79
	Other	£778.77
	TOTAL	£47,968.89

Event costs breakdown (includes staff, venue hire, royalties, refreshments, transport, equipment hire etc):

Music: incoming artists (fees & expenses)	£7,267.65
Music: student events	£4,884
Music research forum	£48
Drama/PA: incoming artists (fees & expenses)	£5,171
Drama/PA: student events	£1,558
Dance: incoming artists (fees & expenses)	£3,267
Dance: student events	£715
Music Theatre:	£1,290
Party in the City:	£109
Total technician costs:	£736



L-R: CMT Degree Show – Dance at Southgate Car park – TP workshop with Rouge28 Theatre

Front of House Staff

Front of House Managers

Jack Bennett (PA yr2)
Daniel Hogsden (Business yr2)
Nicole Vernon (Music grad)

Front of House Team

Melissa Baxter-Hunter (Arts Management yr1)
Laura Bishop (Arts Management yr1)
Dale Cheney (Arts Management yr1)
Helen Chim (Arts Management yr1)
James Devine (Arts Management yr1)
Lauren Draper (Arts Management yr1)
Rosa Gray (Music yr2)
Lucy Mackay-Buller (Music yr2)
Josie Reehal (Arts Management yr1)
Emma Winter (Arts Management yr1)



Professional Artists & Partner Organisations

Bath Philharmonia
Bath International Music Festival
Ear Cinema *Late Noon Sun*
Earthfall
Gabiella Swallow
Genevieve Wilkins
Graham Fitkin
Jason Rebello
Maresa von Stockert
The River People *Lilly Through the Dark*
Tim Hugh
Tony Kofi
Rouge 28 Theatre *Urashima Taro*

External Venues Used

Guildhall, Bath
Southgate Car Park
St Michaels Without
The Little Theatre Cinema
Wells Cathedral



L-R: Electric Dreams film screening – Gala Concert – The Works

Press Coverage

Total number of items in the press = 51

Type of article:

Preview	17
Review	2
Feature	1
Listing & Recommendation	8
Listing	21
News Short	1
Blog	1

Geographic reach of press:

Bath only	22
South West	23
National	6

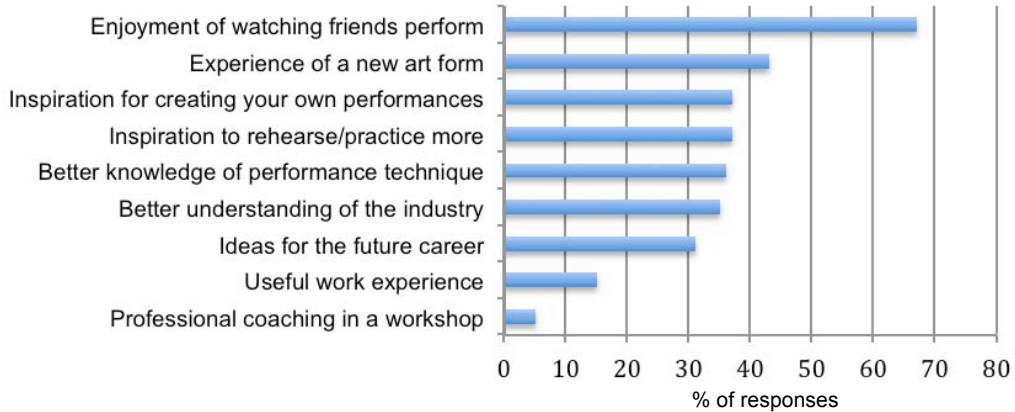


Student Survey Results

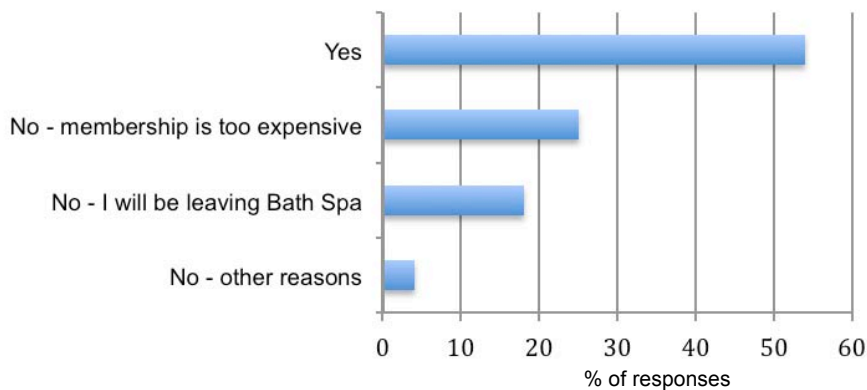
Online survey carried out June 2011

Completed by 102 student audience members (26% of whom were BSL members)

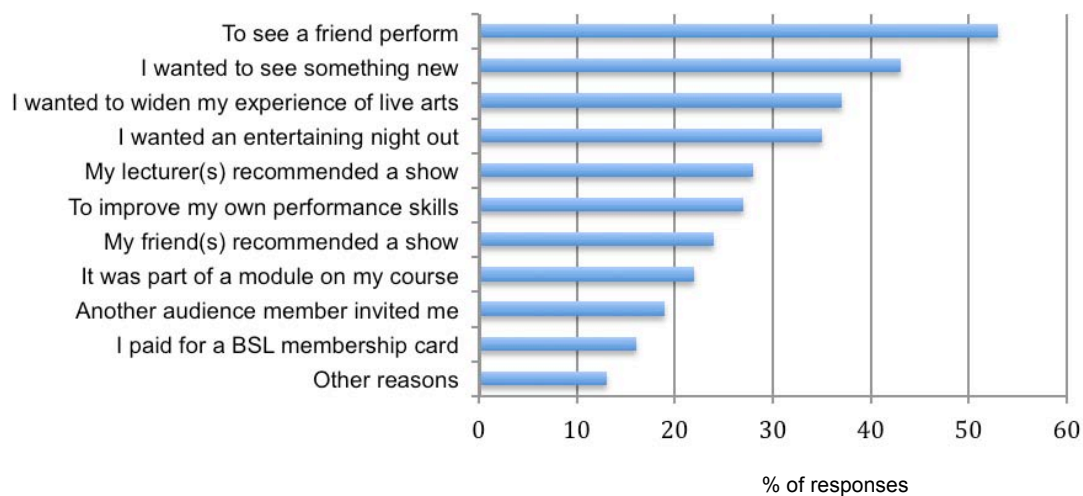
Do you feel that you have gained any of the following from attending Bath Spa Live events?



Members only – are you planning to renew you Bath Spa Live membership next year?



What have been your main reasons for attending Bath Spa Live events this year?



2010/11 Events – Ticket Sales & Gross Income

Event	Date	Tickets Sold	Capacity Filled	Ticket Income (gross)
The G Project	Wed 6 Oct	23	16%	£45
Late Noon Sun	Thu 14 Oct	20	100%	£18
Late Noon Sun	Thu 14 Oct	20	100%	£21
Late Noon Sun installation	Fri 15 Oct	60	100%	NA
Lilly Through the Dark / The River People	Wed 20 Oct	108	97%	£263
Fitkin	Wed 27 Oct	80	55%	£256
Screen3Dance	Thu 28 Oct	71	51%	£159
New Noise	Cancelled			
The Spare Room / Hammerpuzzle	Thu 4 Nov	30	36%	£133
Graduate Dance Platform	Cancelled			
The Factory / Earthfall	Fri 19 Nov	65	77%	£226
The Factory / Earthfall	Sat 20 Nov	42	50%	£163
BSU Orchestra, Choir & Windband	Fri 19 Nov	161	86%	£1,436
Urashima Taro / Rouge 28 Theatre	Tue 30 Nov	81	94%	£239
Urashima Taro / Rouge 28 Theatre	Wed 1 Dec	63	73%	£286
Signals Dance	Thu 9 Dec	44	52%	£156
Signals Dance	Fri 10 Dec	41	49%	£169
Jason Rebello	Mon 13 Dec	64	44%	£368
Oratorio / Georgian Band	Wed 15 Dec	65	45%	£527
Tim Hugh Cello Recital	Thu 16 Dec	54	37%	£147
Cinderella	Thu 16 Dec	109	84%	£495
Cinderella	Fri 17 Dec	85	66%	£481
Cinderella	Sat 18 Dec	108	84%	£741
Hippolytus	Thu 20 Jan	63	86%	£303
Hippolytus	Fri 21 Jan	45	62%	£273
Hippolytus	Sat 22 Jan	66	90%	£379

Puccini Opera Double Bill	Wed 26 Jan	53	40%	£369
Puccini Opera Double Bill	Thu 27 Jan	67	50%	£448
Puccini Opera Double Bill	Fri 28 Jan	116	87%	£793
Puccini Opera Double Bill	Sat 29 Jan	119	89%	£1,146
King Lear: Trail of Tears	Thu 10 Feb	111	75%	£470
King Lear: Trail of Tears	Fri 11 Feb	66	45%	£275
King Lear: Trail of Tears	Sat 12 Feb	72	49%	£552
Game:Play	Wed 16 Feb	47	56%	£135
Electric Dreams I	Thu 17 Feb	122	88%	NA
Fused Dance	Thu 24 Feb	72	86%	£396
Fused Dance	Fri 25 Feb	72	86%	£479
Masquerade / Maresa von Stockert	Tue 8 Mar	69	82%	£344
Level -2 site specific dance	Fri 11 Mar	60	120%	NA
Level -2 site specific dance	Fri 11 Mar	32	64%	NA
Level -2 site specific dance	Fri 11 Mar	47	94%	NA
Tony Kofi & Standard Time Trio	Wed 16 Mar	68	47%	£308
Fugitive Songs / Famous & Divine	Fri 18 Mar	43	51%	£183
BSU Choir & Orchestra	Fri 25 Mar	89	45%	£720
Fiddler on the Roof	Wed 6 Apr	92	81%	£570
Fiddler on the Roof	Thu 7 Apr	84	74%	£484
Fiddler on the Roof	Fri 8 Apr	114	100%	£1,026
Big Bands 1 & 2	Wed 13 Apr	50	34%	£317
The Works Dance	Thu 12 May	30	36%	£174
The Works Dance	Fri 13 May	49	58%	£226
The Works Dance	Sat 14 May	53	63%	£257
Creative Music Technology Degree Show	Wed 25 May	49	58%	£114
Party in the City	Fri 27 May	300	100%	NA
Bath Phil & BSU Choir at Wells Cathedral	Sat 28 May	319		NA
The Great Learning / Bath Music Festival	Sat 4 June	40	100%	NA
Commercial Music at Burdall's	Wed 8 June	50	60%	NA
Commercial Music at Burdall's	Thu 9 June	60	71%	NA
Gala Concert	Fri 17 June	221	100%	£2,274
Electric Dreams II	Wed 22 June	160	94%	NA