**Dreamthinkspeak Ticketing Notes**

**TIMINGS AS CURRENTLY IMAGINED**

**Tues, Wed, Thurs, Fri**

Entry times at:

* 18:00
* 18:30
* 19:00
* 20:15
* 20:45
* 21:15

60 tickets available for each entry slot = total capacity of 360 per night

**Saturday and Sunday**

Entry times at:

(Matinee)

* 13:00
* 13:30
* 14:00
* 15:15
* 15:45
* 16:15

(Evening)

* 18:00
* 18:30
* 19:00
* 20:15
* 20:45
* 21:15

60 tickets available for each entry slot = total capacity of 720 per day

**TWO OPTIONS ON RUN LENGTH**

1. **From 1st September to 1st October – full price ticketed**

Preview on 31st August – free for invited audience (e.g. vols)

Total potential audience capacity of 13,320

1. **From 1st September to 24th September – full price ticketed**

Preview on 31st August – free for invited audience (e.g. vols)

Total potential audience capacity of 10,440

**RUNNING COSTS**

Running costs are currently estimated at around

Option 1: £115k

Option 2: £85k

**TICKET PRICING**

I’ve done a ticket scenario in the budget template which takes these figures and looks at a 60% house. This would take ticket price to approx. £17.50 gross to cover the running costs.

**NEXT STEPS**

I need to confirm full budget available to dreamthinkspeak so they can budget for the whole run. I haven’t confirmed the £115 / 85 yet.

So – are we happy with a £17.50 ticket price?

If not, are we happy to assume we’ll sell better than 60%?

Or

Do we need to reduce the amount available to dreamthinkspeak…?

And a bonus question – which option run do you think we should go for? The rationale with the longer run was to hit times when audiences would be in town and could benefit from several opportunities, so Freedom Festival at the start and Turner Prize / BBC Spoken Word at the end.

**FYI :**

**dreamthinkspeak’s current show which is smaller / less ambitious than this is on in Blackpool in a couple of weeks. Tickets are £17.50 or £12.50 for under 26s or £15 if you book four tickets together.**

**They are used to getting much bigger % houses than 60%...but then this is Hull. It would likely build over the run as well because a lot comes through word of mouth.**