# Orchestras Live

Ref:

# Event Report Form 2019-20

Please return this form, along with a copy of the event programme and printed publicity, within **4 weeks** of the event.
For project work, please complete a Project Evaluation Form**, which can be downloaded from** [www.orchestraslive.org.uk/partner-resources](https://www.orchestraslive.org.uk/partner-resources)

|  |  |
| --- | --- |
| **Promoter** |  |
| **Venue** |  |
| **Orchestra**  |  |
| **Date and time of event** |  |

# TICKETS / ATTENDANCE

|  |  |  |  |
| --- | --- | --- | --- |
| **Ticket Prices:** |  | **Maximum potential income if all available seats had been sold at full price** |  |
| **Number of seats available** |  |
| **Number sold at full price** |  | **Total Gross Box Office**  |  |
| **Number sold at discount price** |  | **Total Net Box Office Income** (Less VAT and credit card commission to calculate Net Income) |  |
| **Number of complimentary tickets** |  |

|  |  |
| --- | --- |
| Number of seats occupied (including comps): | \_\_\_\_\_\_\_\_ out of \_\_\_\_\_\_\_\_\_\_ available = \_\_\_\_\_\_ % |
| Please give an estimate of the percentage of your audience aged 55 and under. | \_\_\_\_\_\_\_\_\_\_ % |

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| --- | --- | --- | --- | --- |
| **Have you reached new audiences as a result of this event?** | **Yes** | **Somewhat** | **No** | **Don’t know** |
|  |  |  |  |

|  |  |
| --- | --- |
| If known, what percentage of your audience were new attenders of orchestral music? | \_\_\_\_\_\_\_\_\_\_ % |

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| What information are you collecting about your audiences, how is this information collected, and how do you use it? (E.g. audience demographic, attendance at other artforms) |
|  |

**EVENT EVALUATION**

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| **As a result of working with Orchestras Live, did you change anything in the way that you would normally present your concert? Please give details.** |
| □ Spoken introductions/presentation in the concert | **□ Changed seating (e.g. informal seating)**  |
| □ Pre-concert event/activity | **□ Change to programming** |
| □ Change to visual presentation (lighting/staging) | **□ Meet the players/interaction with orchestra** |
| □ New format (e.g. relaxed concert)  | **□ Other (please give details):** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
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| **If you did present your concert differently, were these changes successful?** | **Yes** | **Somewhat** | **No** | **Don’t know** |
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| Please give details. |
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| This concert would have been even better if…  |
|  |

**DIGITAL**

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| How did you use digital elements as part of this event? |
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| What barriers did you face in using digital elements? If you did not use digital elements, what barriers prevented this?  |
| □ Staff time/capacity | □ Difficulty obtaining permissions  |
| □ Lack of organisational skills/resources | □ Poor wifi/phone/broadband connection |
| □ Cost | □ Not appropriate to the event |
| □ Lack of engagement from the orchestra  | □ Other (please specify): |
| More details/other comments:  |

**PARTNERSHIP EVALUATION**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Thinking about the event overall, to what extent has Orchestras Live had a positive impact on your practice?** | **Not at all****1** | **2** | **3** | **4** | **Fully****5** |
|  |  |  |  |  |

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| --- | --- | --- | --- |
| **Would you have produced this event without Orchestras Live’s partnership?** | **Yes** | **No** | **Don’t know** |
|  |  |  |

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| --- |
| What added value does working with Orchestras Live give you for events like this?  |
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| --- | --- | --- | --- | --- |
| **In terms of presenting more artistically challenging programmes, has working with Orchestras Live increased your…** | **Yes** | **Somewhat** | **No** | **Don’t know** |
| **…confidence?** |  |  |  |  |
| **…skills?** |  |  |  |  |
| **…capacity?** |  |  |  |  |
| **In what way? Please give comments:**  |

|  |
| --- |
| **Aside from funding, what one thing could Orchestras Live do to help you to reach new audiences?** |
|  |

#### ANY OTHER COMMENTS?

We would be pleased to have your feedback on any aspect of the concert itself, such as the artistic quality and presentation by the orchestra, and response/feedback from the audience including any specific anecdotal evidence/quotes. We also welcome any comments you may have about Orchestras Live.

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**INCOME** (not including Orchestras Live grant)

|  |  |  |
| --- | --- | --- |
|  | **Net income** (excluding VAT) | **VAT** *(where applicable)* |
| **Ticket Sales** *(Total Net Box Office)* |  |  |
| **Programme Sales** |  |  |
| **Advertising Income** |  |  |
| **Sponsorship Income** *(Name):* |  |  |
| **Trusts/Foundations Grant Income** *(Name):* |  |  |
| Other public funding *(please specify):* |  |  |
| TOTAL INCOME  | **£** | £ |

**EXPENDITURE**

|  |  |  |
| --- | --- | --- |
|  | **Net costs** (excluding VAT) | **VAT** *(where applicable)* |
| **Artistic Costs** *(orchestra fee)* |  |  |
| **Music hire, instrument hire/tuning** |  |  |
| **PRS fees** |  |  |
| **Venue hire** |  |  |
| **Digital (including digital marketing costs)** |  |  |
| **Other Marketing** *(flyers/advertising/programmes etc)* |  |  |
| **Management and Staffing Costs** |  |  |
| **Overhead Costs** |  |  |
| Other *(please specify):* |  |  |
| TOTAL EXPENDITURE  | **£** | £ |

|  |  |
| --- | --- |
| TOTAL DEFICIT (total income – total expenditure) *(excluding VAT)* | **£** |

#### Estimated value of in-kind contributions (if applicable)

|  |  |
| --- | --- |
| Amount | Details *(e.g. management, staff time, venue hire etc)* |
| **£** |  |  |
| **£** |  |  |

|  |  |
| --- | --- |
| **Name** |  |
| **Signed** |  | **Date** |  |

**Please return this report to Tom Foster by email:** **tom@orchestraslive.org.uk** **THANK YOU**