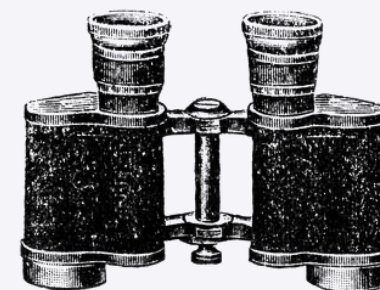


Theatres and audiences in 2021

Theatres Trust webinar - 20 January 2021
Flo Carr, Associate at Indigo Ltd

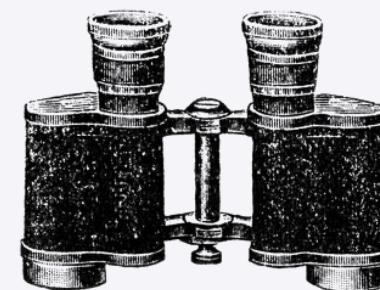
WELCOMING BACK FAMILY AUDIENCES

Our three top tips



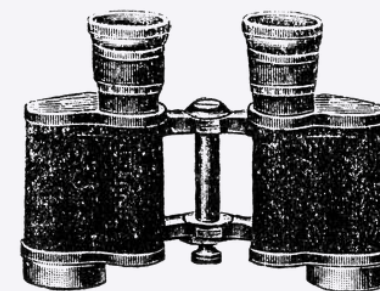
Where does our data come from?

- **After the Interval & Act 2** surveys (April – July 2020)
- **Culture Restart** (Oct 2020 - current)
- Artform preference: **Family & Children's work**



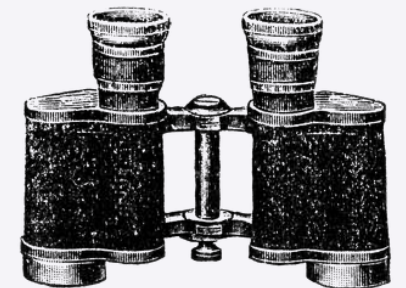
1. Don't forget about them

- Family Audiences are **eager to return** but concerned they may be forgotten
- Many have missed their **annual visit** with their local theatre – Christmas show / pantomime
- **Communication** is key



2. Consider their particular needs

- **Price sensitivity** due to loss of income related to Covid
- Safety measures - less comfortable with **on-site health monitoring** and **social distancing**
- Consider them in your **planning** and **training**



3. In the meantime... be adventurous

Family Audiences are keen to try other formats:

Online

- Interested in **creative** activities and **interactive** events
- **More likely to pay** for these

Outdoors

- Very interested in a full **range of types** of outdoor events
- **Less concerned** about possible downsides, **excited** by opportunities

indigo

And finally – why not ask them yourselves?

Sign up to take part in our
Culture Restart Audience Tracker

FREE to take part

Instant access to your results

Contribute to a national benchmark

Find out more: **www.indigo-ltd.com**

