

## ADUK Benchmarking: Mid-Scale Producing Theatres Performance Indicators

PROGRAMME & OPERATIONAL		Definition
1	No of in-house productions	Include education productions performed on stage and sold to public through box office. Include major productions not performed in the venue eg annual Shakespeare in the park
2	No of co-produced productions	
2a	No of Community and/ or education productions	performed in community or school settings rather than on stage. If performed on stage include in 1
3	No of touring shows	Defined by guarantee/ fee paid by venue or box office split. Count number of shows, not performances (ie a 3 night run counts as 1)
4	No of hires	Defined by Hire fee. Shows not performances as above
5	Total Number of performances	'performances' rather than 'shows'. ie a morning, afternoon and evening performance of the same show on one day counts as 3 performances. Include numbers of performances for all of the shows detailed in KPIs 1 - 4
6	In-house Production Costs	Costs of all productions/ performances detailed in PIs 1, 2 & 2a. Own productions, fixed costs, not including staff, Not including costs of touring except for performers & creative team fees . Not including marketing costs
SALES		Definition
7	Number of seats available	For all performances detailed in KPI 5
8	Total number of tickets sold	Include comps. For all in KPI 5
9	% total capacity filled	
10	Income from ticket sales	gross figure before any adjustments for fees etc. Include all income from all performances in KPI 5
11	Ticket yield	Gross figure. Total income from ticket sales ÷ total tickets sold
12	% online sales	percentage of number of tickets sold not value
13	% tickets sold at full price	
STAFFING		Definition
14	Total Core Staff costs	Defined as being on permanent or fixed term contract. Excluding casuals, front of house casuals and creative freelancers. Including NI, pension contributions etc.
14a	Production/ Fixed Term Staff Costs	
14b	Total Staff Costs	Total of 14a & 14b
15	Total Core Staff number	Full time equivalents of the staff used in perf indicator 14. Use RFO survey definition. Is this clear enough for everyone?
16	Actors wages	Include all on costs. Not including performances on tour. Include education productions if included in KPI 1. Include actor-musicians.

17	Actor weeks	Same as figure that goes to TMA. Definition as above
18	Musicians' wages	Include all on costs. Not including performances on tour. Include education productions if included in KPI 1. Actor-musicians to be classed as actors.
18a	Musician weeks	as above
19	Creative fees (freelance)	This will also be included in KPI 6 as part of the overall production cost
20	Training & Professional Development Spend	Costs of buying external training. ie no in-house training included
<b>OTHER INCOME</b>		<b>Definition</b>
<b>Subsidy &amp; grant income</b>		
21	Arts Council revenue funding	excluding capital expenditure grants or funding
22	Local Authority revenue funding	as above
23	Other revenue funding	as above. Include trusts & foundations where appropriate
24	Total Grant Income	
<b>Project (restricted) funds</b>		
24a	Project funds excluding education & capital	include trusts & foundations where appropriate
34	Education project funding	as above
<b>Co-production income</b>		
37	Income from co-productions or further exploitation of work	
<b>Secondary income</b>		
25	Total Secondary Income	include bar, restaurant, sweets, ices, merchandise & programmes. Gross income excluding casual staff costs.
26	Total Secondary Profit	As above net of all costs
26a	Bar income (gross)	
26b	Restaurant income (gross)	
26c	Sweets income (gross)	
26d	Ices income (gross)	
26e	Merchandise income (gross)	
26f	Programmes income (gross)	
28	Secondary spend per ticket sold (gross)	total secondary income (25) ÷ numbers of tickets sold (8)

31	Sponsorship/ Fundraising income	Total gross income. Not allowing for costs (staff or other). Not including any sponsorship in kind Include: <ul style="list-style-type: none"> <li>- Corporate giving or sponsorship</li> <li>- Individual giving</li> <li>- Legacies</li> <li>- Corporate membership</li> </ul> Exclude Friends Exclude trusts & foundations - include these in 21 - 24 or 34 where appropriate
32	Education income	include all classes offered as 'core' activity plus income from special education projects
<b>OTHER</b>		<b>Definition</b>
38	Number of participatory sessions	Figure from arts council return
39	Costs of education programme	excluding overheads and permanent staff
<b>MARKETING</b>		<b>Definition</b>
42	Total Marketing expenditure	Total Figure: including marketing costs of in-house productions <ul style="list-style-type: none"> <li>- Excluding staff costs</li> <li>- Including press budget</li> <li>- Including design, print, distribution, advertising, marketing postage</li> <li>- Excluding box office budget</li> <li>- Excluding development budget</li> </ul>
43	Season Brochure costs	print & design. Not including distribution
44	Other print costs	print & design - include all posters, leaflets & other print. Include all print, not just that relating to specific productions. We may want to break this down later but it's a start
45	Distribution costs	brochure, individual show and other print
46	Advertising costs	
47	Direct Mail costs	print & design costs for letter or mailer (but not cost of leaflets included in 43 or 44) and postage costs
48	Online marketing costs	website & other costs
49	Marketing Spend per ticket	