



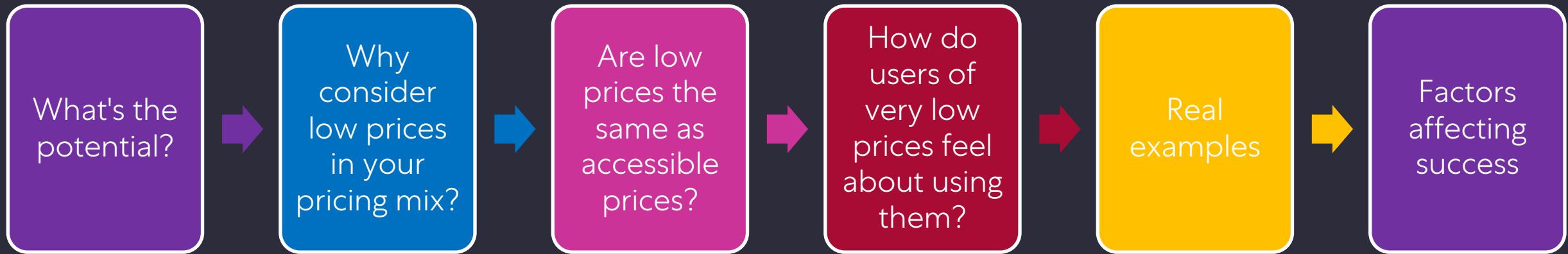
Welcome

Universally Accessible

Low-priced tickets and price-sensitive audiences

BAKERRICHARDS

What we'll explore



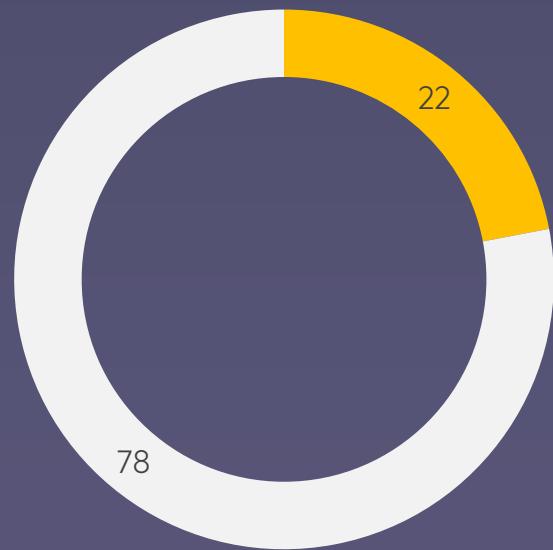
Through the lens of:

- Very low income households in the UK
- UK recipients of state benefits (e.g. Universal Credit)



Who is on low income in the UK?

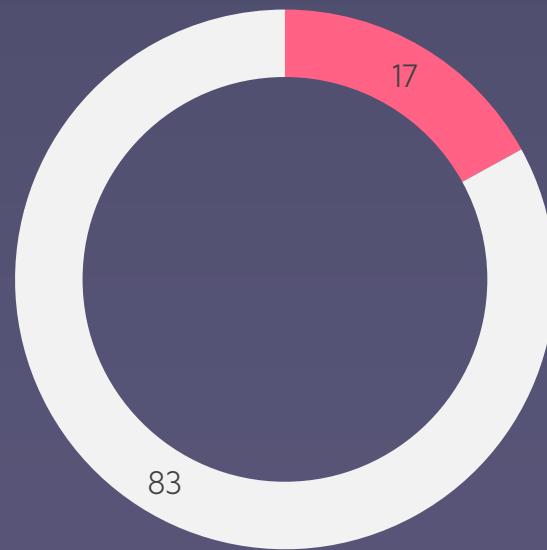
Relative low income/poverty



■ Relative low income ■ other

14.4m PEOPLE

Absolute poverty



■ Absolute poverty ■ other

8.9m PEOPLE

If the 600 attendees at Ticketing Professionals Conference 2024 were a representative sample of the UK population

132

Relative low income

102

Absolute poverty

Understanding Universal Credit and Pension Credit

Universal Credit

Main working age benefit

6.4m recipients, 57% are women

38% of recipients in some employment

50% of UC households with children

Pension Credit

Main retirement age benefit (outside of state pension)

1.4m recipients

Benefits overview

Benefit	Description	Recipients
Universal Credit	Universal Credit (UC) is a payment to help with living costs for those who are on a low income, out of work or cannot work. UC is replacing the following benefits and tax credits: Housing Benefit, income-related Employment and Support Allowance (ESA), Income Support, income-based Jobseeker's Allowance (JSA), Child Tax Credit, Working Tax Credit.	6,410,427 (GB, Jan 2024)
Housing Benefit	Housing Benefit (HB) is an income-related benefit designed to help people on low incomes pay for rented accommodation whether in or out-of-work. It's being replaced by Universal Credit.	2,329,817 (GB, Nov 2023)
Employment and Support Allowance	Employment and Support Allowance (ESA) offers financial support and personalised support to those who are unable to work as a result of a health condition or disability. ESA gives money to help with living costs for those unable to work, and support to get back into work for those able to.	1,584,495 (GB, Aug 2023)
Income Support	Income Support (IS) is extra money to help people on a low income who are not working (or only working part-time). It's for people who don't have to sign on as unemployed. The main groups of people who receive it are lone parents, carers and people on Incapacity Benefits. IS is being replaced by Universal Credit.	139,018 (GB, Aug 2023)
Jobseeker's Allowance	Jobseeker's Allowance (JSA) is a working age benefit for people who are not in full time employment (work less than 16 hours per week) and are available for, and actively seeking, work.	87,639 (GB, Aug 2023)
Child Tax Credit	Child Tax Credit (CTC) is a form of income-related support for children and for qualifying young people aged 16-19 who are in full time non-advanced education or approved training, payable to the main carer. CTC is being replaced by Universal Credit.	1,146,000 families (UK, Apr 2023)
Working Tax Credit	Working Tax Credit (WTC) is money provided to boost the income of working people who are on a low income. WTC is being replaced by Universal Credit.	
Personal Independence Payment	Personal Independence Payment (PIP) can help with extra living costs for those who have both: a long-term physical or mental health condition or disability, and difficulty doing certain everyday tasks or getting around because of their condition. PIP is replacing DLA.	3,437,047 (GB, Oct 2023)
Disability Living Allowance	Disability Living Allowance (DLA) is a monthly payment to help with care and mobility needs if you're living with a disability. It's paid at different rates depending on the level of help you need. DLA is being replaced by PIP for most adults.	1,310,289 (GB, Aug 2023)
Pension Credit	Pension Credit is separate from State Pension and tops up any other income to a standard minimum amount (Standard Minimum Guarantee) to help with living costs for those who are over State Pension age and on a low income.	1,375,280 (GB, Aug 2023)

How much is Universal Credit?

Couple aged 25 or over - basic

- £579pm

Per able-bodied child

- £270

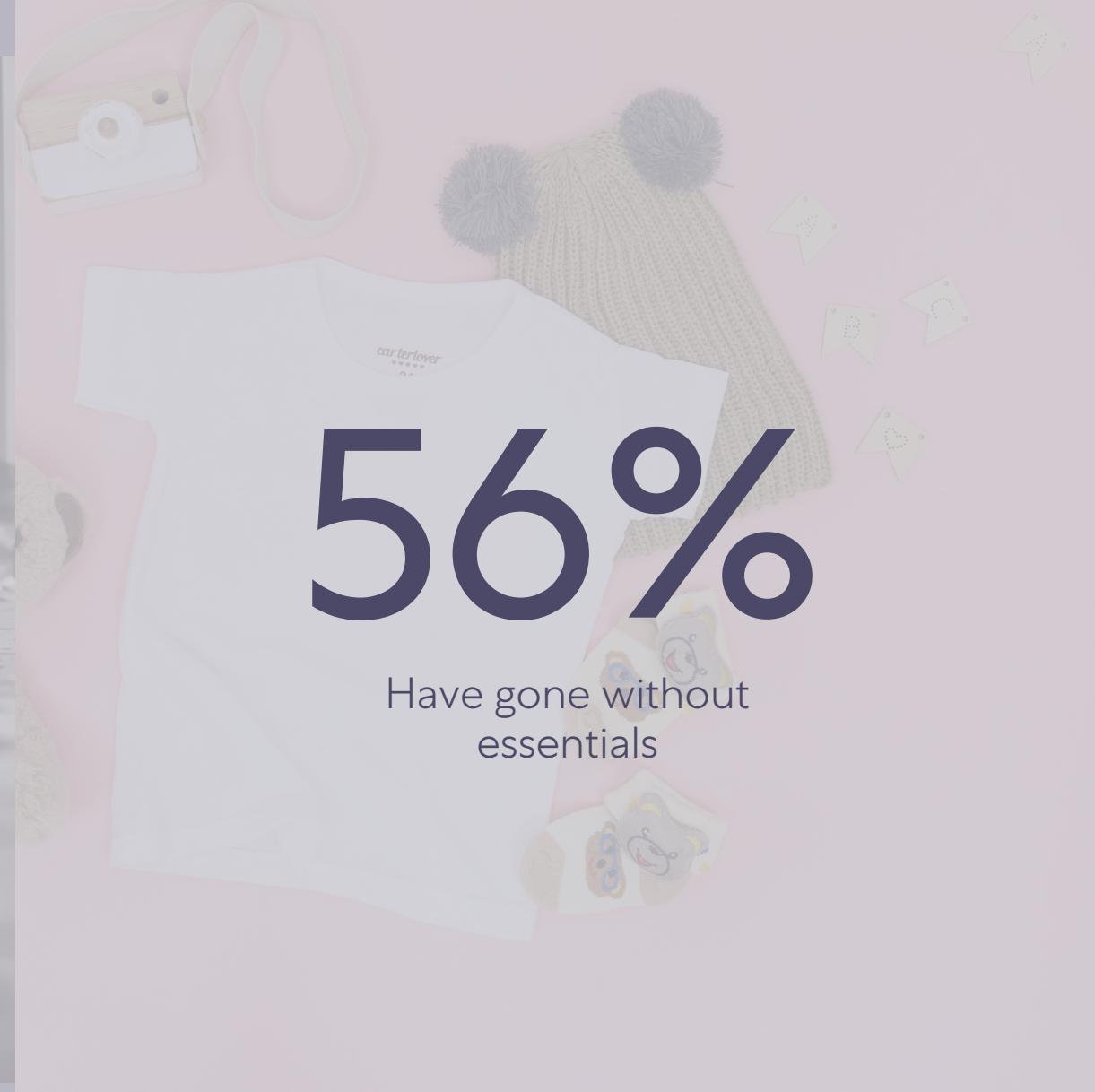
Limited capability to work

- £146

So a couple with one child, where one is unable to work but who have no other complicating factors such as disabilities / caring responsibilities could expect to receive £995 per month.

The cap for a couple living in London is £2,110pm.

It's often not enough



56%

Have gone without
essentials

It's often not enough



50%

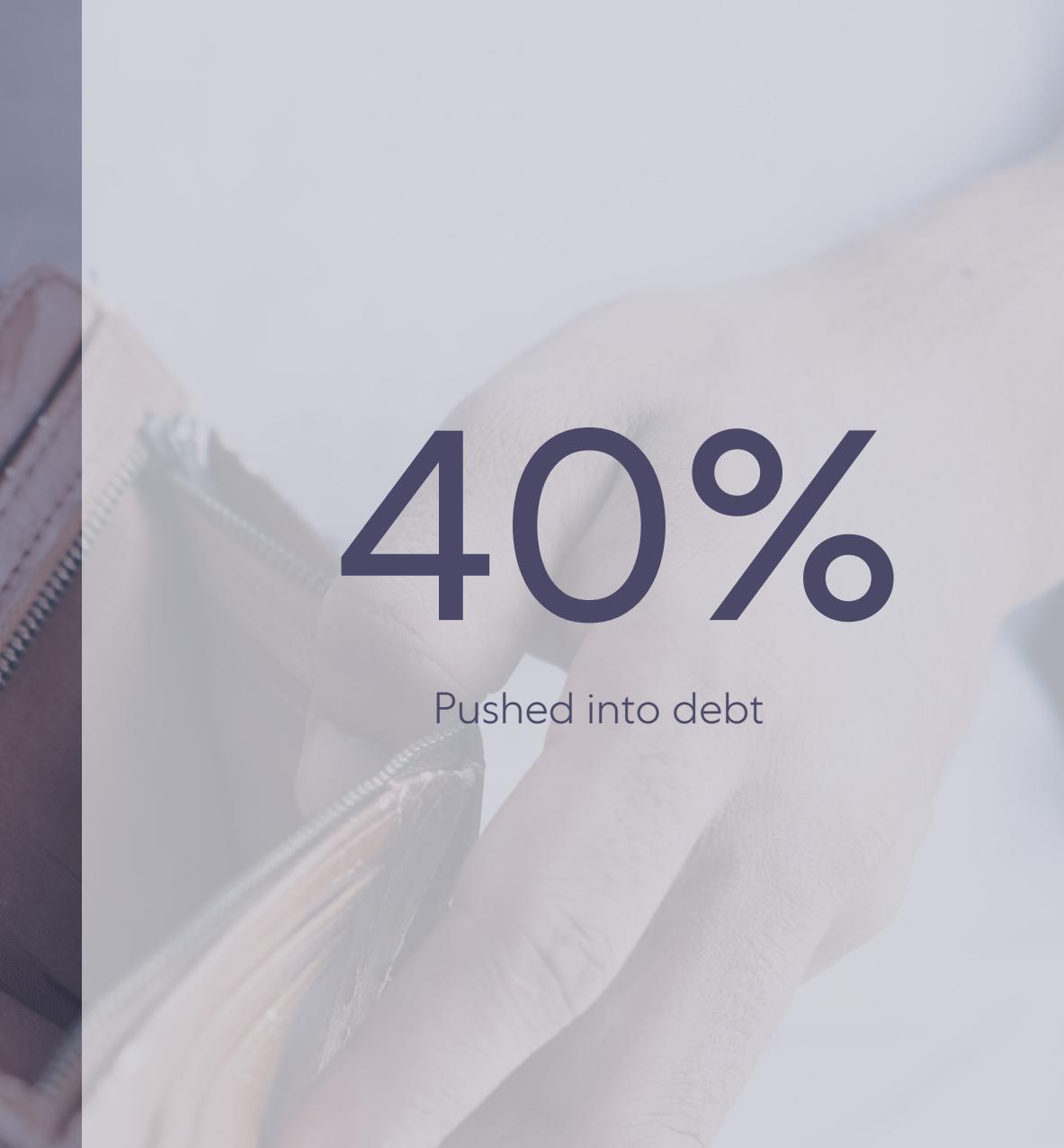
Behind on payments or
struggling to pay bills

It's often not enough



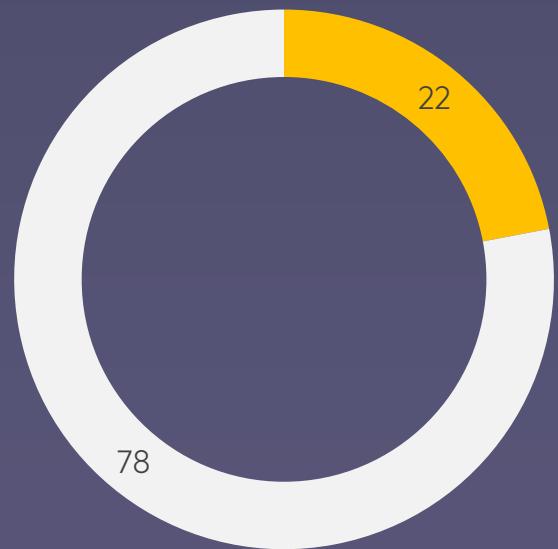
40%

Pushed into debt



What's the potential?

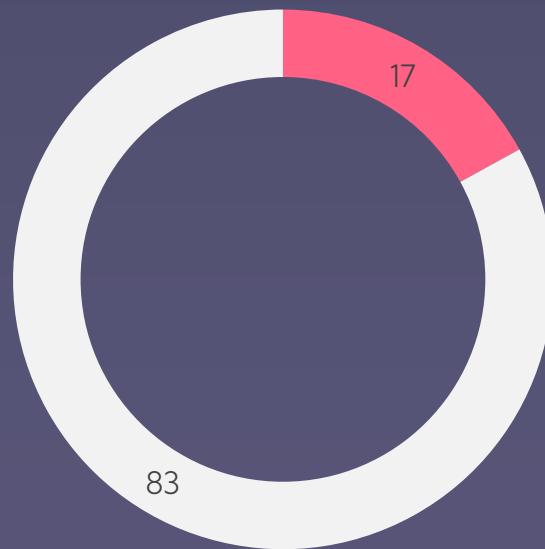
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■ Relative low income ■ other

14.4m PEOPLE

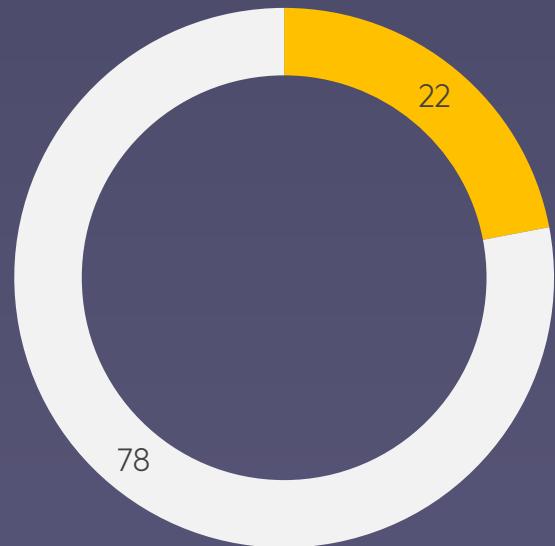
Absolute poverty



■ Absolute poverty ■ other

8.9m PEOPLE

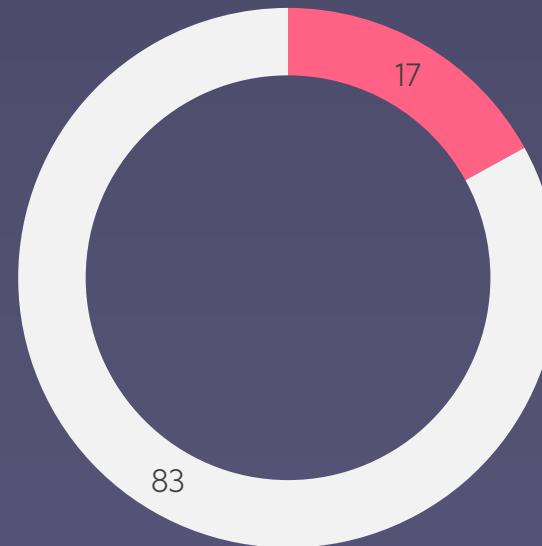
Relative low income



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14.4m PEOPLE

Absolute poverty



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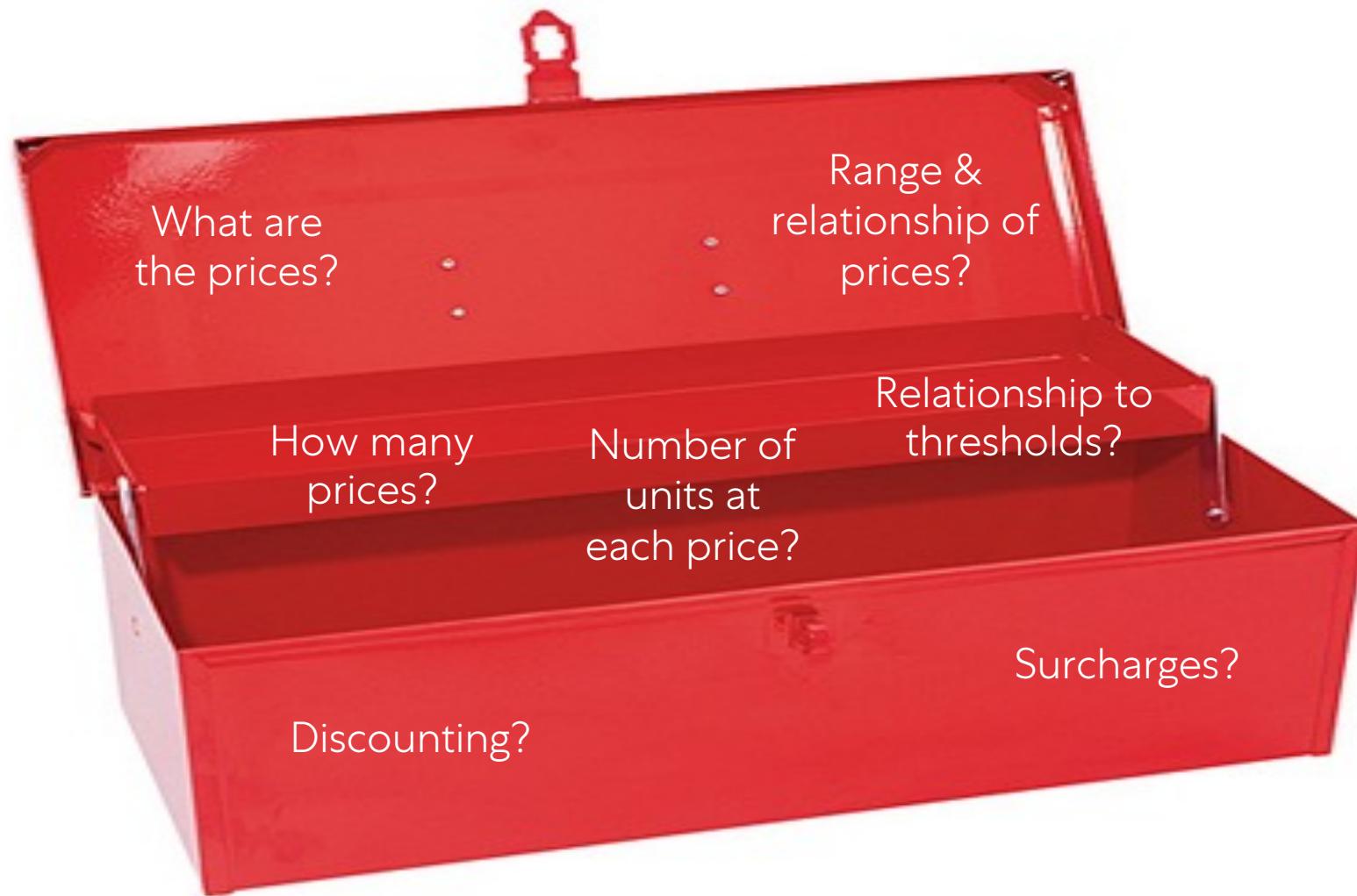
8.9m PEOPLE

9 – 14m people



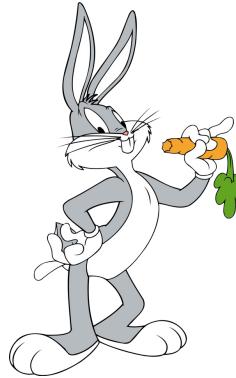
Why consider low prices in the pricing mix?

The Baker Richards Pricing Toolbox: Price Metrics for Admissions



Low prices as part of your Price Proposition

- The price proposition is a statement of the messages you want to send out to your customers – these messages should be aligned with your objectives
- Think of the price proposition as a set of “carrots” and “sticks”



- Make sure you are rewarding “good” customer behaviour (the behaviour you want) and discouraging “bad” behaviour (the behaviour that you don’t want)
- The messages come in two forms:
 - Explicit or headline price messages
 - Implied or underlying price messages

Illustration....

Price Proposition

- Every day is equally good quality
- We want visitors to attend off-peak
- We reward frequent visitors
- We want visitors to book early
- We want more local people to visit

Implication

- = No price differentiation by day (implicit)
- = Motivating price differences (explicit)
- = Best prices for members/subs (explicit)
- = No last-minute discounting (implicit)
- = Better/headline discounts for residents in specific postcodes (explicit)

Pricing is communication



“Arts for all”

BAKE

Europcar Hambourg
Gare Central

Wandelhalle Hamburg
Showcase · Stage

Storriergarten
Toy Shop



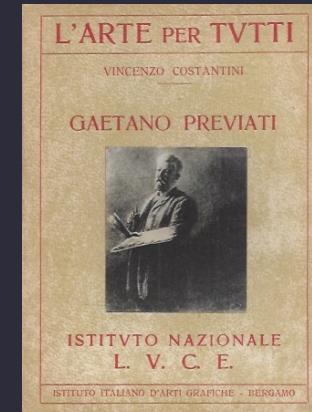
Mietwagen
Hauptbahnhof



Universality



THEATRE FOR
EVERY CHILD



Impact of access to culture

- Research shows that arts, culture and heritage engagement are beneficial to the health and wellbeing of everyone, improving mental health, and leading to longer and happier lives.
- Inaccessible culture reinforces social inequalities in arts and society more broadly.
- Particularly for publicly funded organisations, there is a remit to serve that 22% living in relative or absolute low income.



Sources:

<https://www.culturehealthandwellbeing.org.uk/appg-inquiry/>
<https://ncch.org.uk/why>
<https://whatworkswellbeing.org/>

Are low prices the same as accessible prices?

Low prices alone ≠ ACCESSIBLE



Market Research

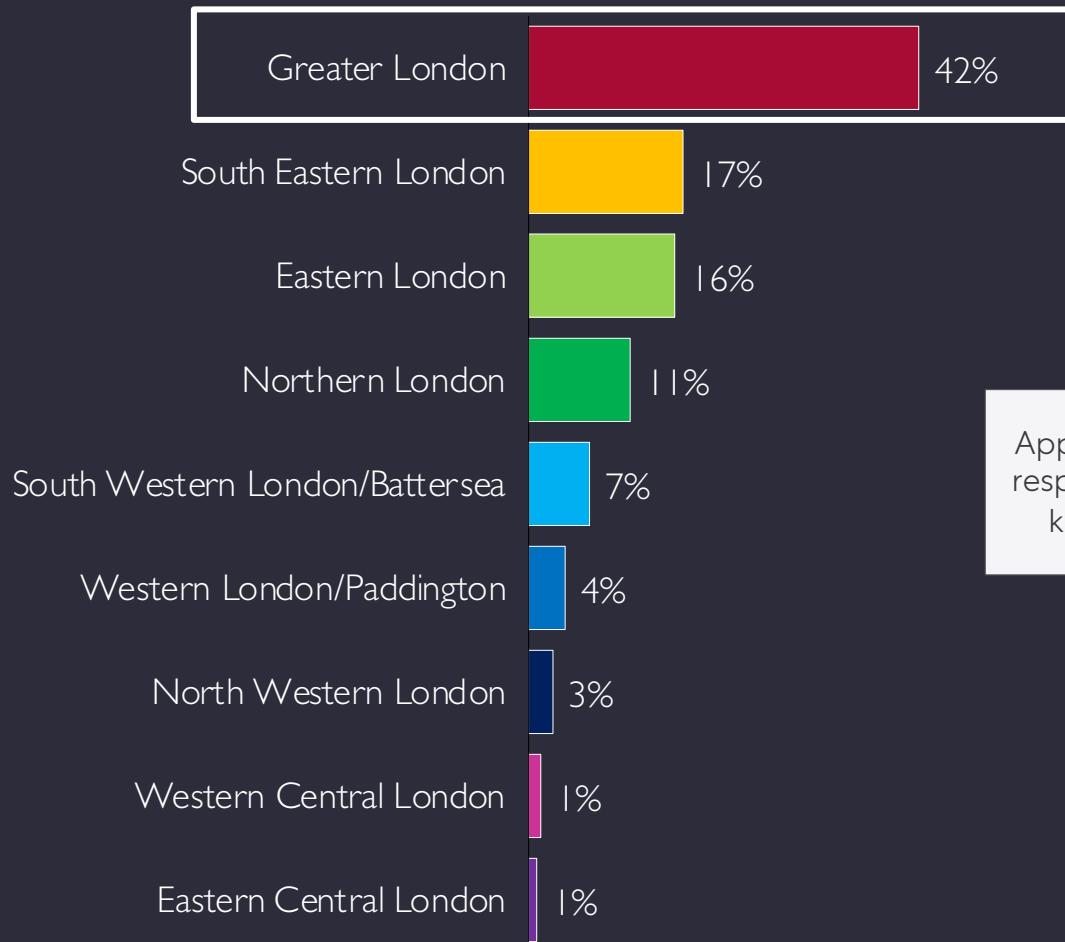
N = 230 panel respondents

Who we approached

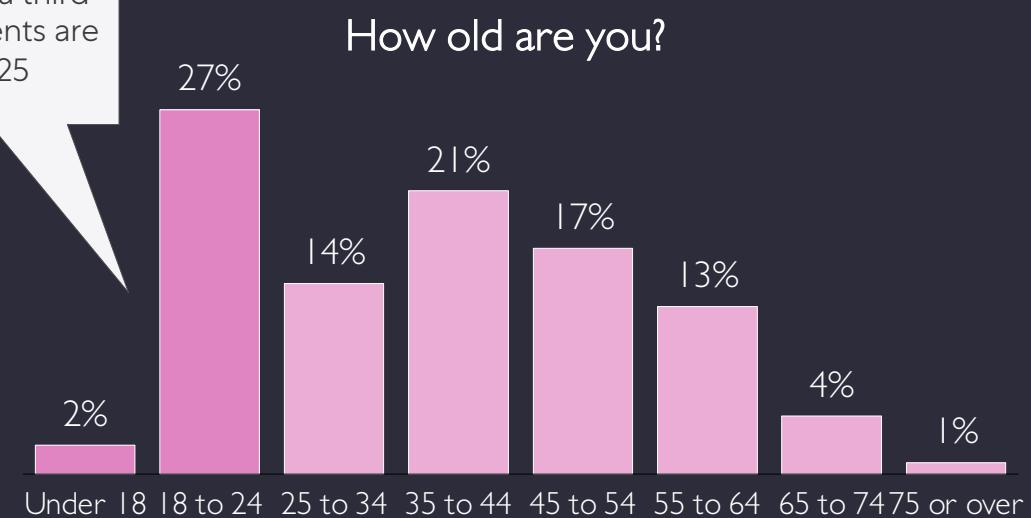
- London residents
- Annual household income below £20,000
- In receipt of income-based benefits.

Demographic profile

Where do you live?

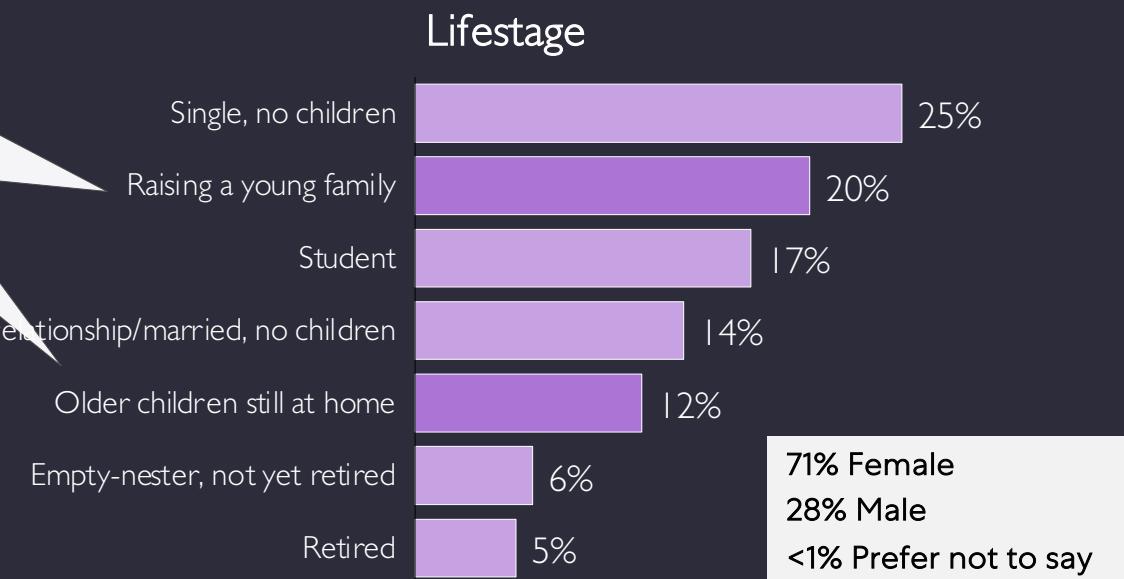


Just under a third of respondents are Under 25



How old are you?

Approx. a third of respondents have kids at home



Who we approached

- London residents
- Annual household income below £20,000
- In receipt of income-based benefits.

Who we particularly reached

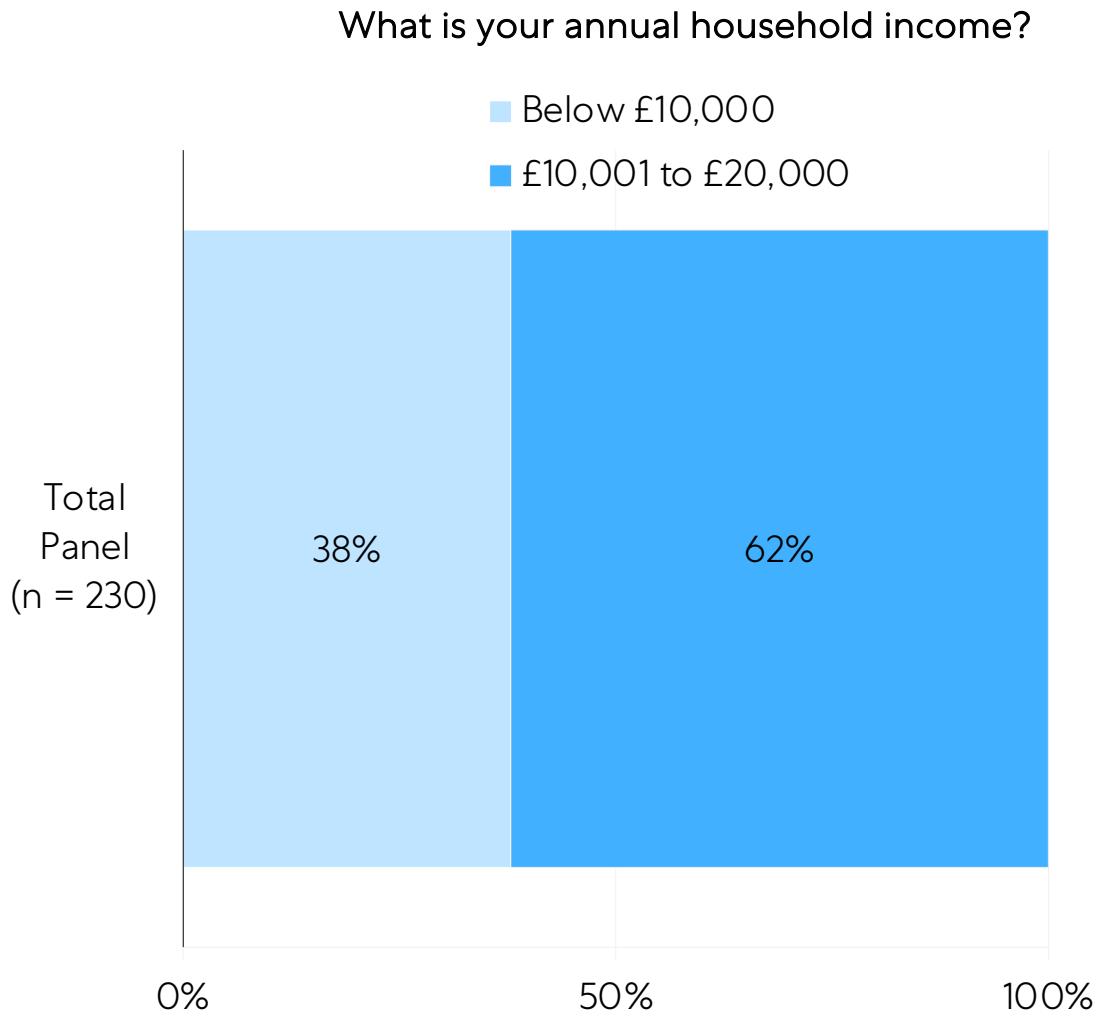
- Outer, east & north London
- Younger people
- Female
- No kids at home

Why London? To control for some key factors

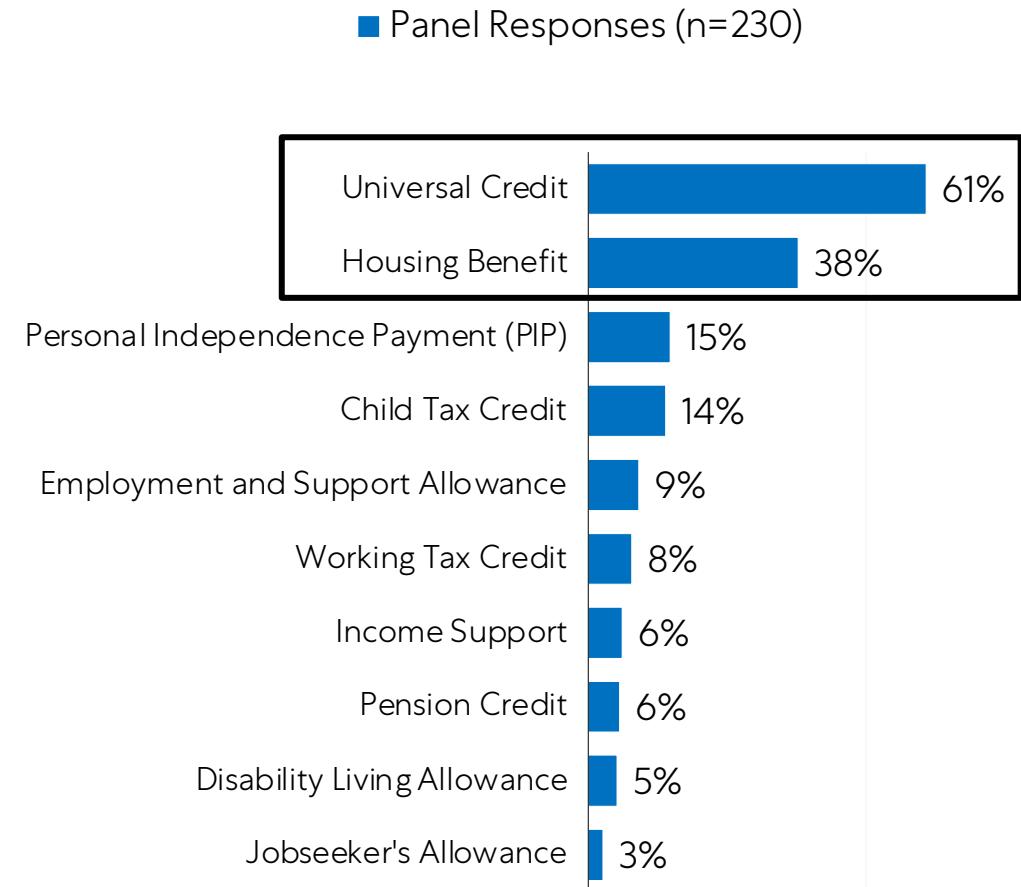
- Availability of existing low-price ticket schemes
- Good supply of a range of cultural attractions
- Extensive public transport infrastructure
- High levels of out of home marketing & promotion



Almost 40% have an annual household income below £10k



Are you a recipient of any of these benefits?



How much can this audience afford to spend
on low-priced tickets?

Respondents were presented with 5 random scenarios of 3 tickets each, plus the option of choosing 'none of these'

18. Which option, if any, would you choose? *	
Proof Required	Registered in advance
Booking Method	By phone only
Availability	During the week
Price	£5
<input type="radio"/> None of these.	

Proof Required	Booking Method	Availability	Price Points Tested
Registered in advance	Online only	During the week	£1
On arrival	By phone only	Anytime	£3
No	In-person on the day		£5
			£10

Respondents were presented with 5 random scenarios of 3 tickets each, plus the option of choosing 'none of these'

We're going to show you a few different options for buying low price tickets, please select the option you find most attractive, or select none of these.

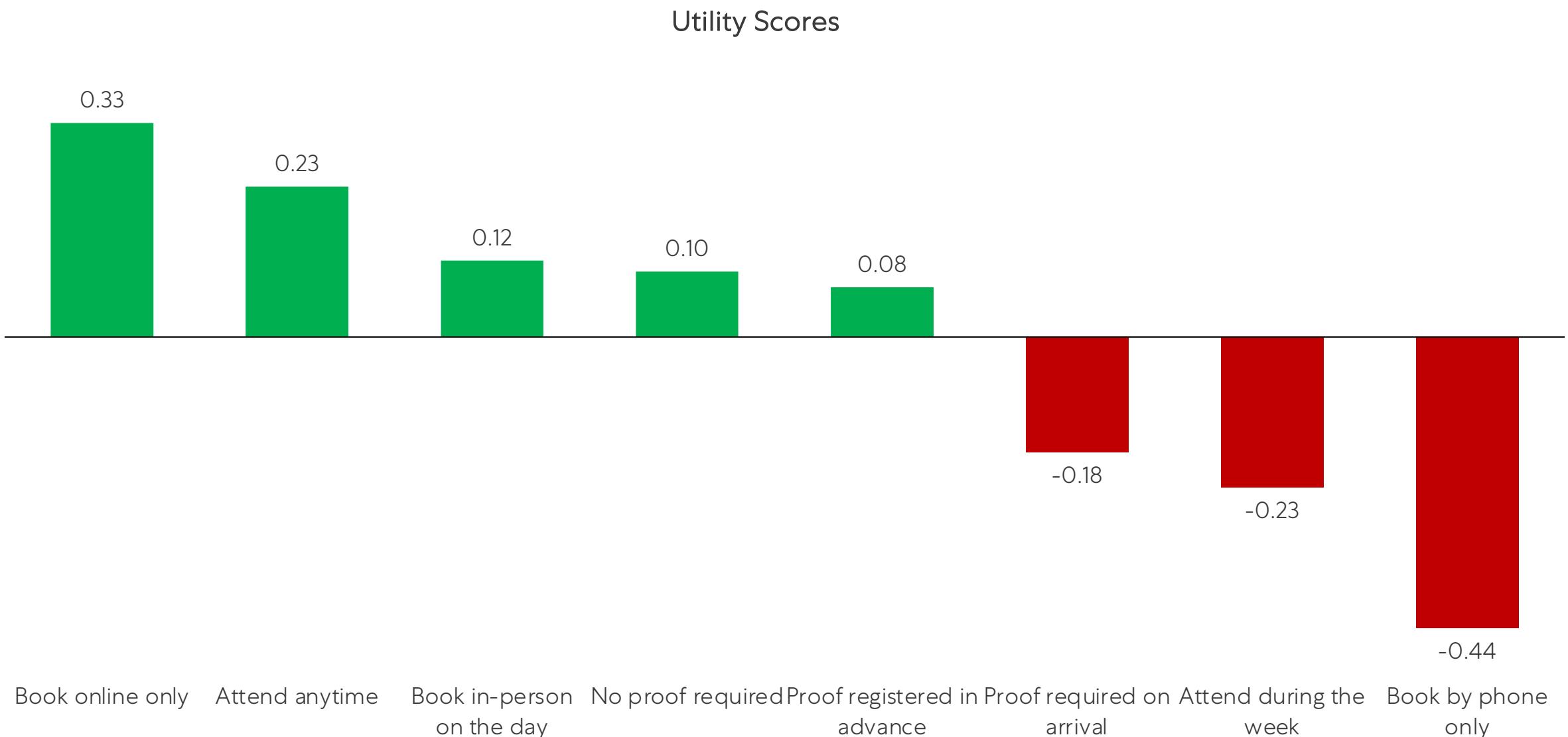
18. Which option, if any, would you choose? *

Proof Required	Registered in advance	On arrival	On arrival	
Booking Method	By phone only	Online only	Online only	None: I wouldn't choose any of these
Availability	During the week	During the week	During the week	
Price	£5	£10	£3	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

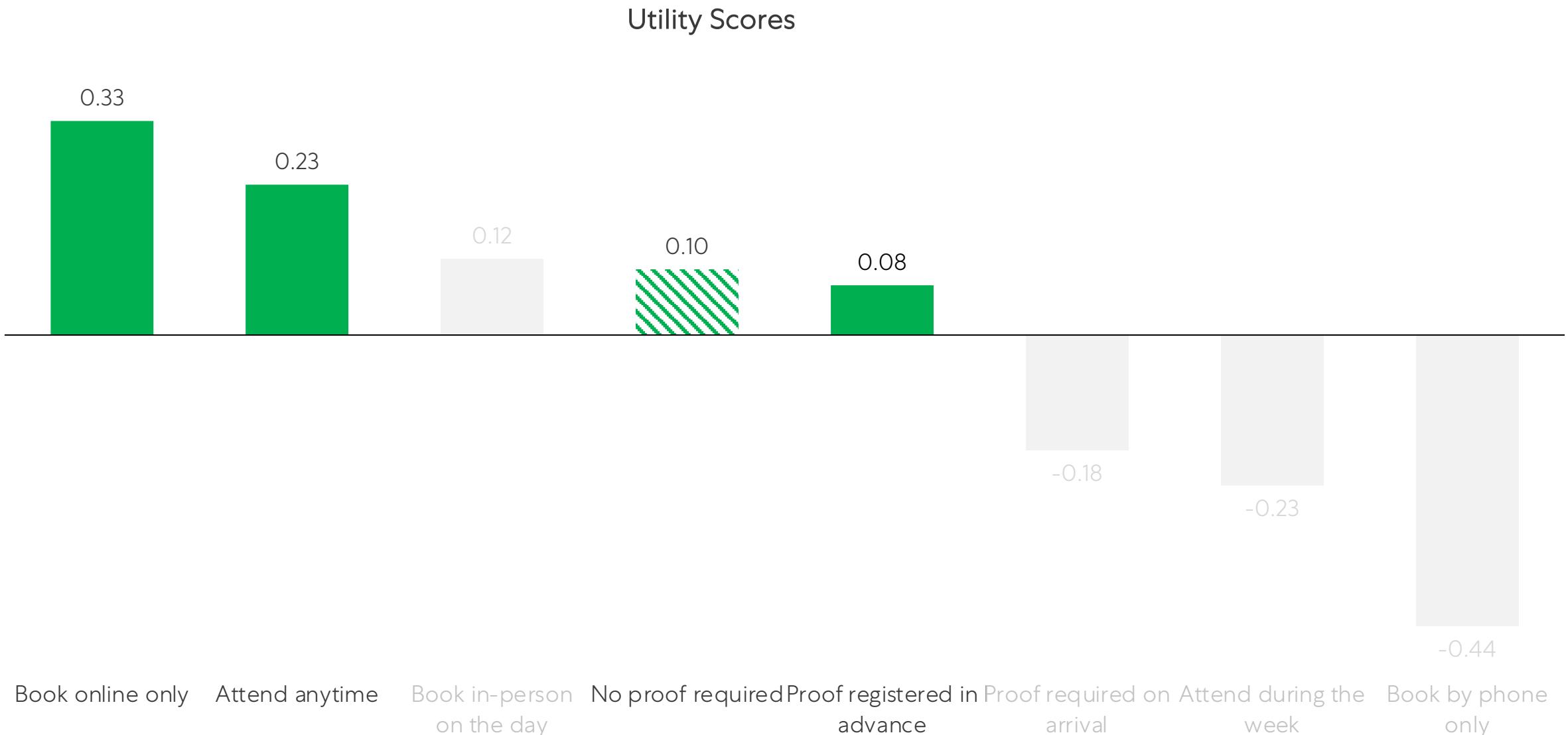
[Back](#) [Next](#)

Proof Required	Booking Method	Availability	Price Points Tested
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			£10

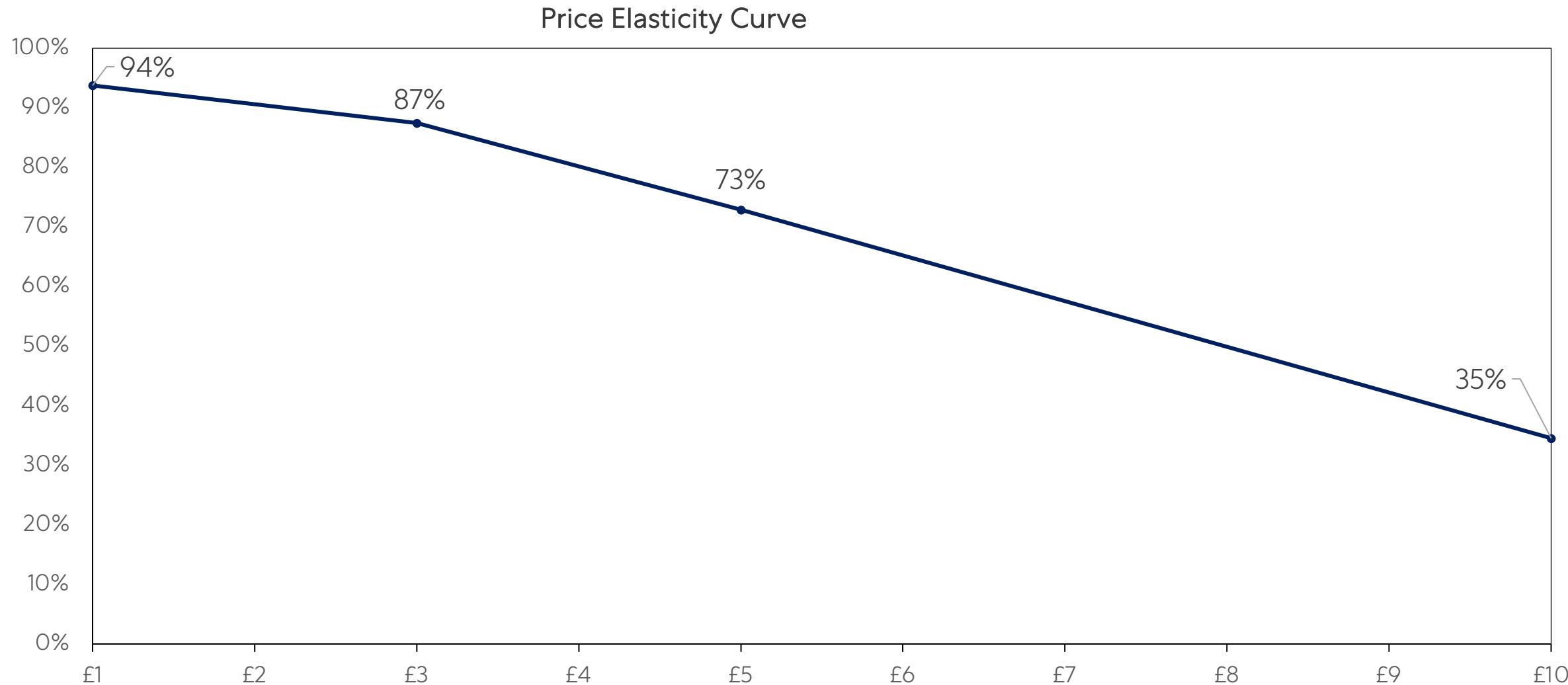
Booking online was the most important factor



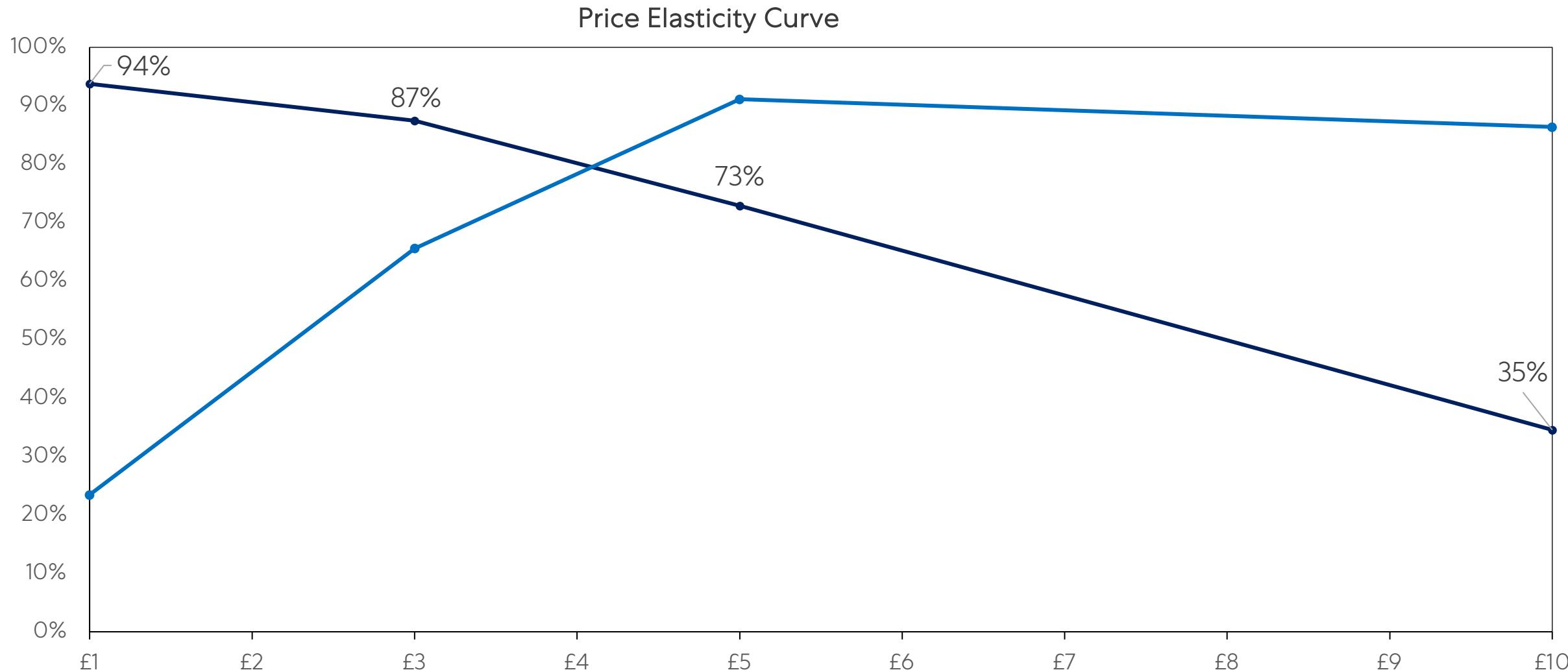
Booking online, attending anytime and not being asked for proof on arrival are the most preferred combination



Nearly everyone is willing to pay £1, but demand only starts to drop after £3



If you convert demand into revenue then £5 is the optimal price for income generation

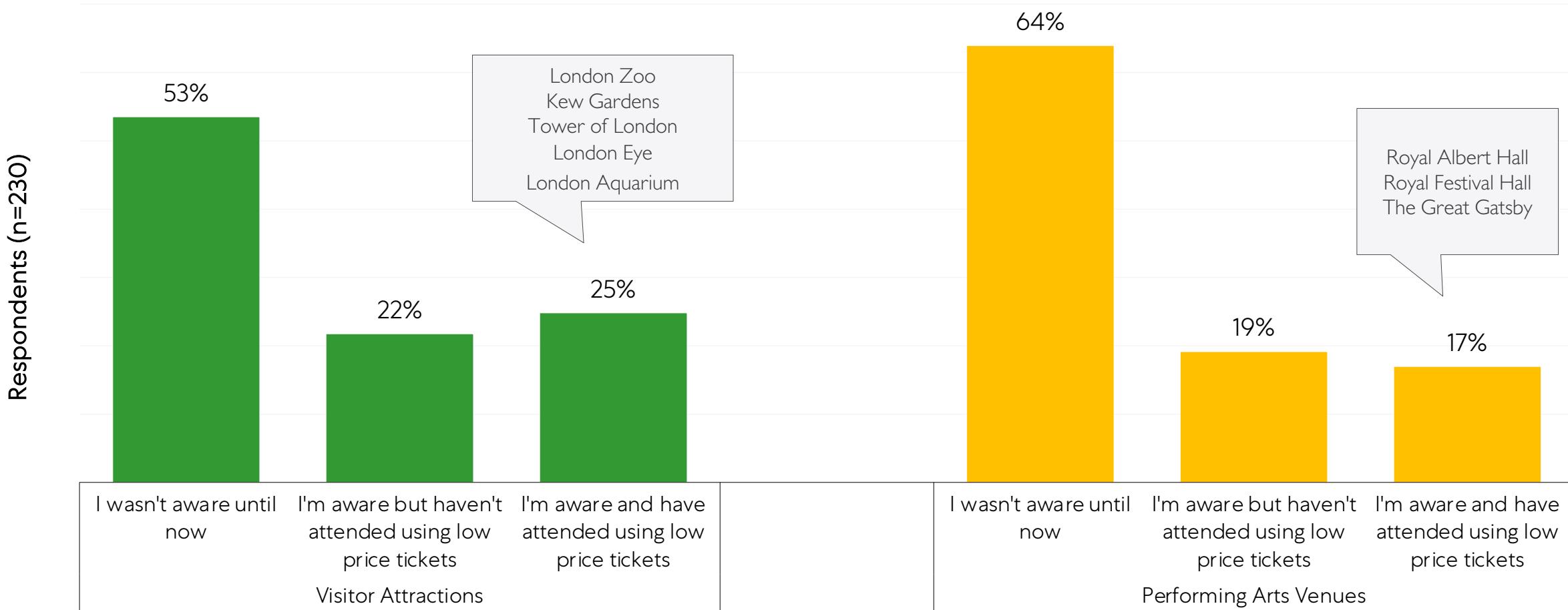


How do people feel about accessing low price tickets?



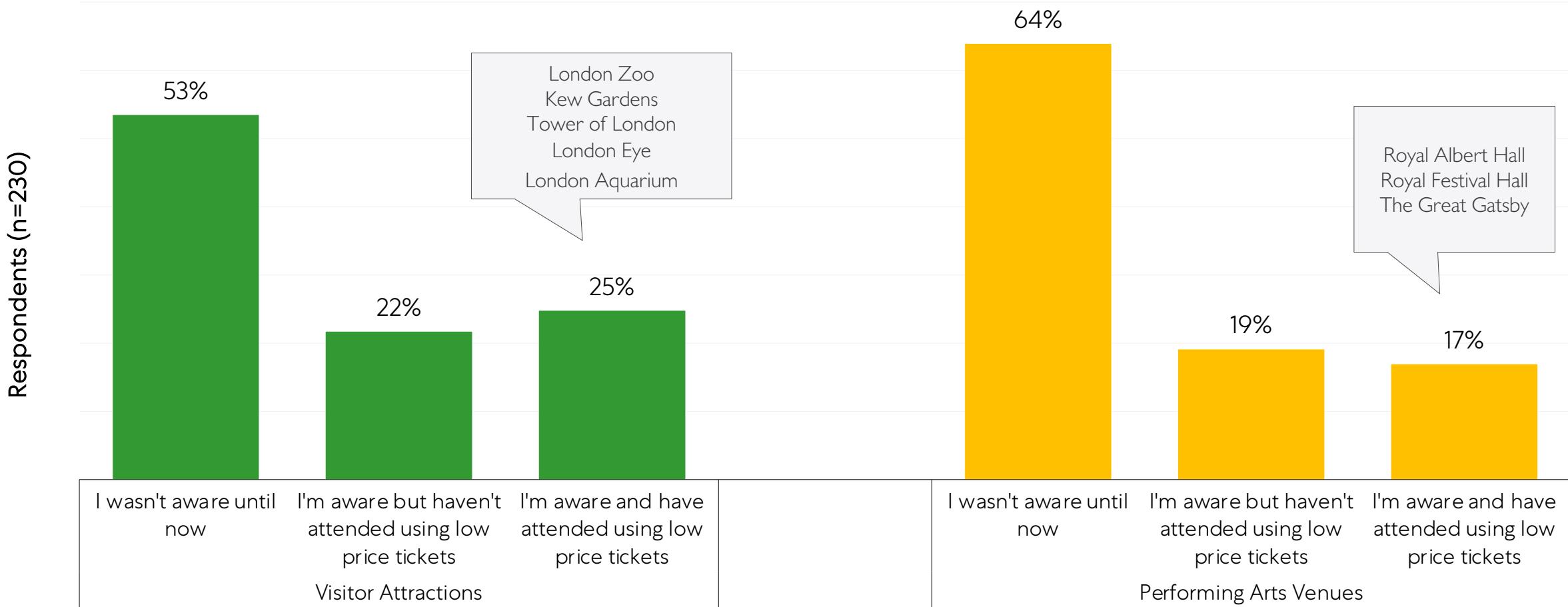
Overall, more than a half of respondents weren't aware of low price tickets for people on benefits. A quarter have accessed low-priced tickets at visitor attractions

Are you aware that some visitor attractions and performing arts venues offer low price tickets (e.g. £1 per ticket) for people on income benefits such as Universal Credit?

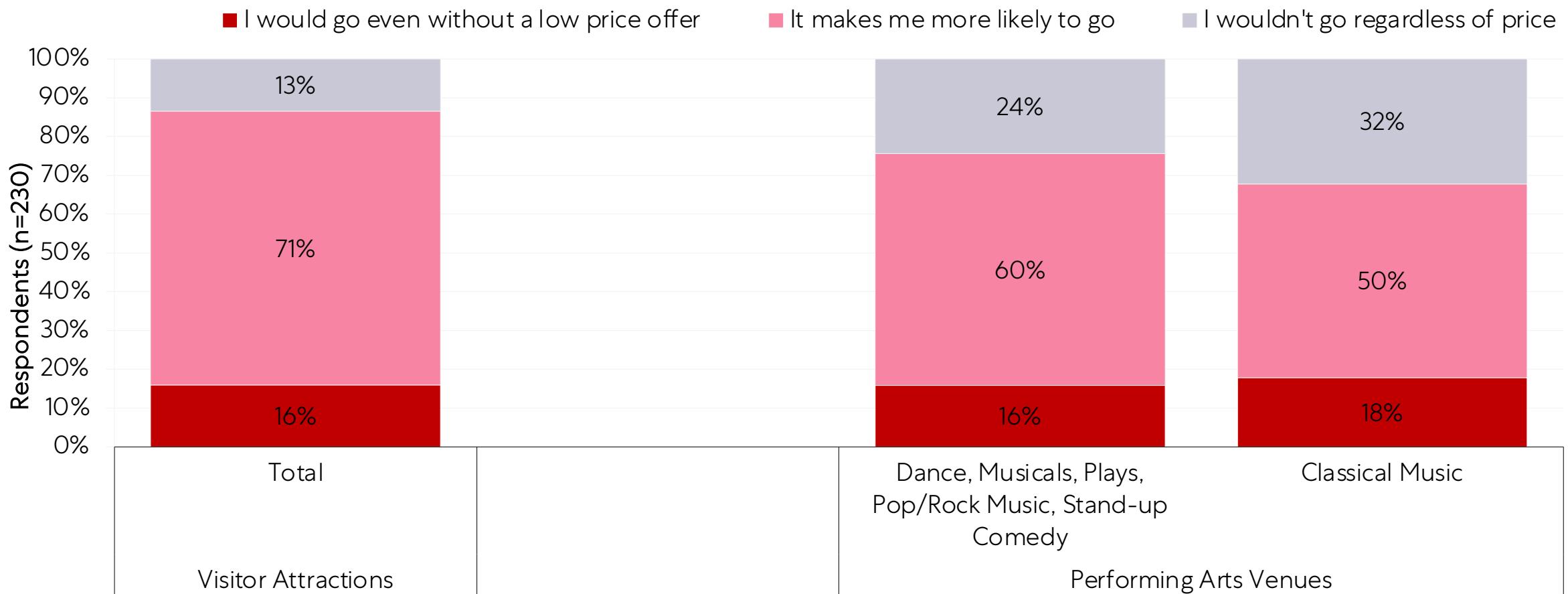


Awareness is lower for performing arts than visitor attractions (64% vs 53% are unaware). More people have used such schemes at visitor attractions than performing arts venues (25% vs 17%).

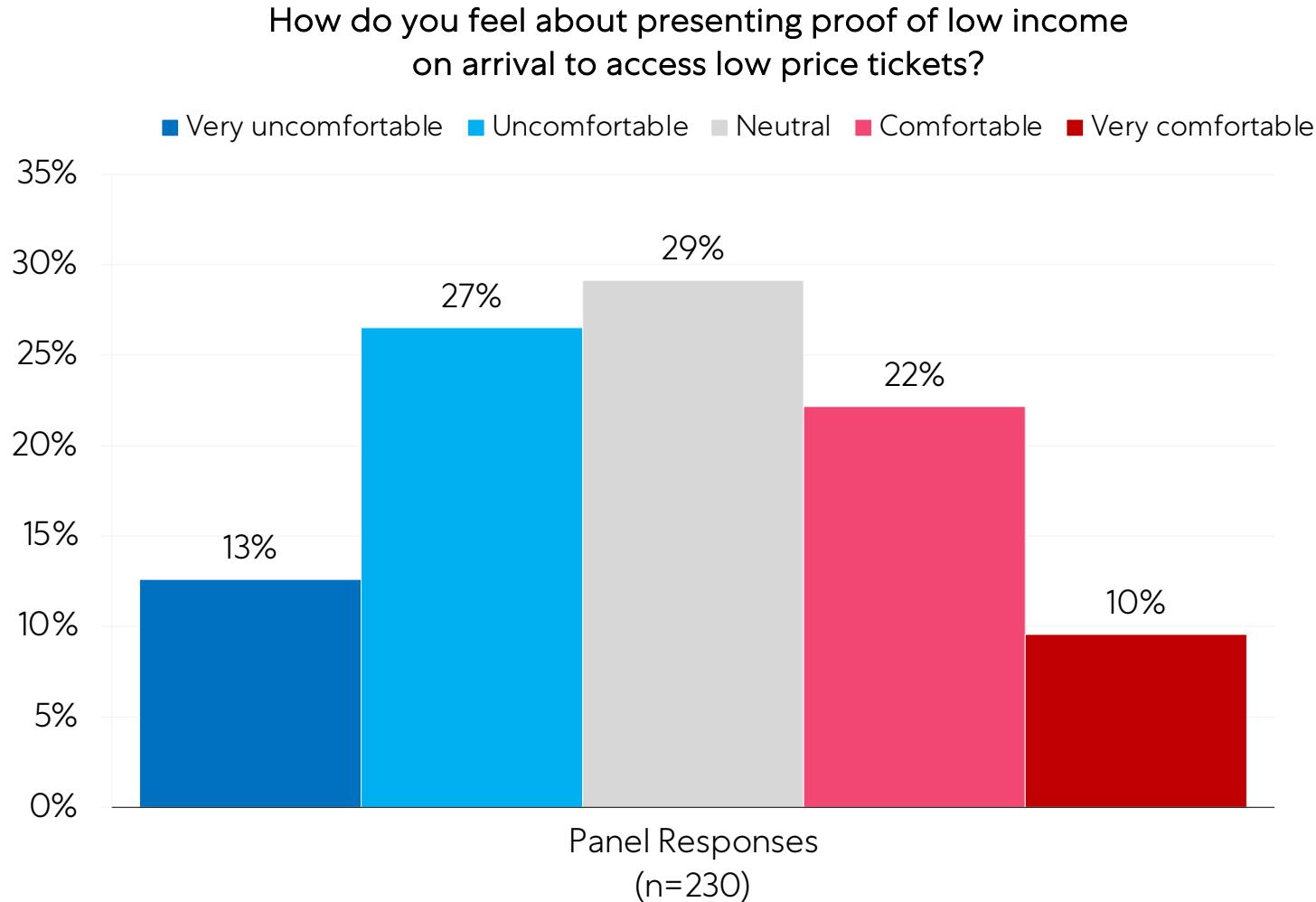
Are you aware that some visitor attractions and performing arts venues offer low price tickets (e.g. £1 per ticket) for people on income benefits, such as, Universal Credit?



Does the option of being able to purchase low price (e.g. under £5 for visitor attractions / under £10 for performing arts) tickets make you any more likely to go to the following?



More people feel uncomfortable about presenting proof of low income on arrival than feel comfortable



If asking for proof, asking for it to be provided in advance is preferred (if logically more difficult)

What makes people more likely to purchase low price tickets?

What would make you more likely to purchase low price tickets?



Ability to book online would make respondents more likely to purchase low price tickets, followed by greater awareness of existing offers and having someone to go with.

What would make you more likely to purchase low price tickets?



What's on offer in the sector?

What's out there? Visitor Attractions

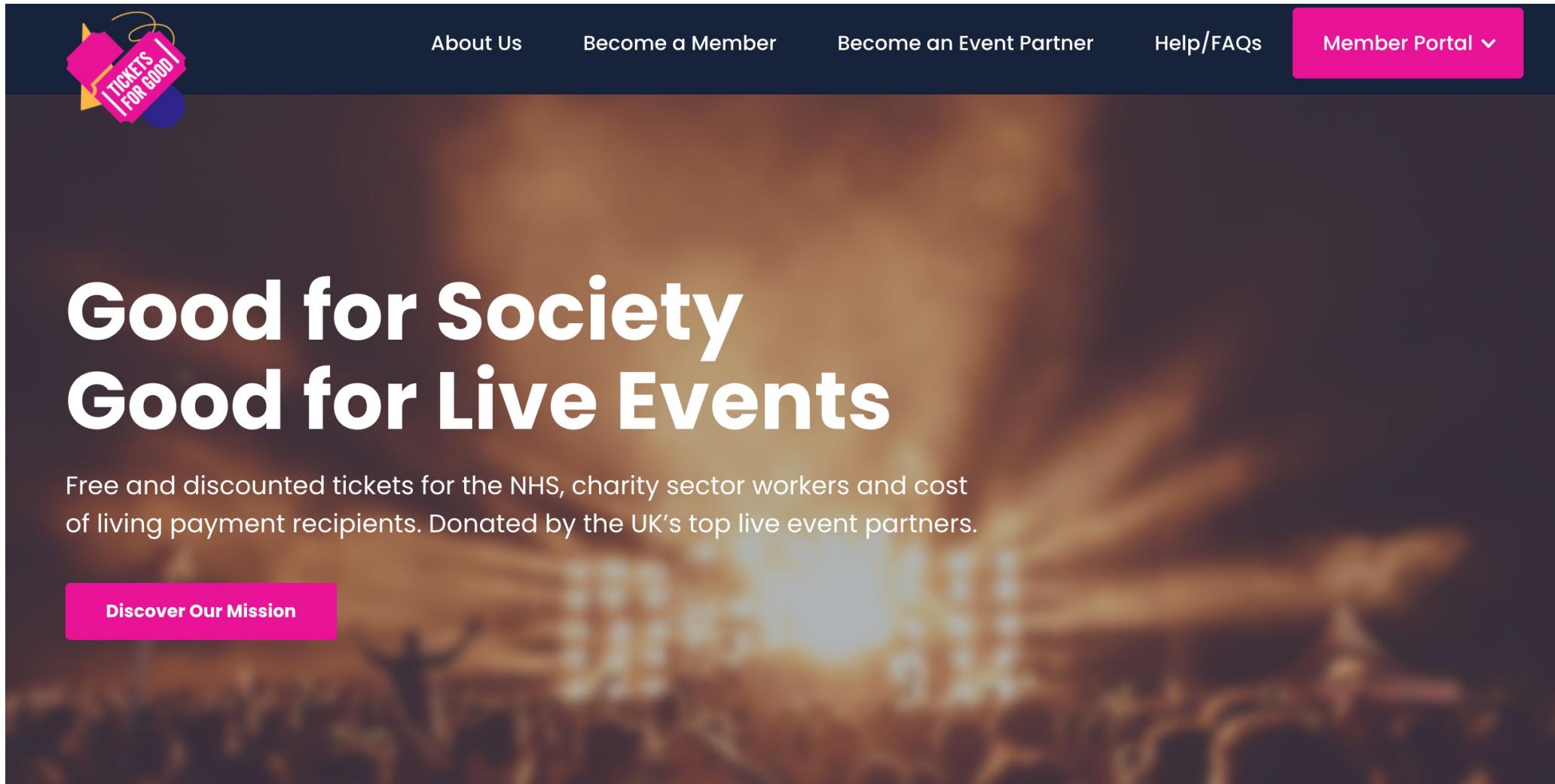
	Organisation	Access Scheme	Price	Additional info
Heritage	Roman Baths	Discovery Card	Free	Available for all with resident's card in Bath and NE Somerset
	Historic Royal Palaces	-	£1	For up to 6 members in family. Ticket gives 50% off catering
	Historic Dockyard Chatham	Medway Residents	£2	Medway residents only. For up to 6 members in family.
Nature – based	Eden	-	£1	Limited number released per season
	Kew Gardens	Kew for one pound	£1	-
	RHS Gardens	Access for all	£1	For up to 5 people.
	Yorkshire Sculpture Park	Open Concession	£6	Self-identified concession
Museums & Galleries	London Transport Museum	-	£1	Valid as an annual pass
	Eureka! Science + Discovery centre	-	£1	Seasonal offer from December to January
	Sainsbury Centre	Universal Ticket	Pay What You Can	Open to all
Zoos	ZSL	Universal Credit Tickets	£3 to £5	Must be booked in advance, available for 11am or 1pm

What's out there? Performing Arts

	Organisation	Access Scheme	Pricing	Additional info
Performing Arts	Young Vic	Neighbourhood Theatre	2 Free Tickets	Local residents can sign up to mailing lists and receive tickets for selected performances, find discounts and access to community initiatives
	Traverse Theatre	Traverse £1 Tickets	£1	Online registration for low income and under 25s. Volume limited.
	Harlow Playhouse	Pay What You Can	£2 to £10	Selected performances - raised from 0 - £10 due to high number of no shows.
	Nottingham Playhouse	Pay What You Can Performances	£2 to £10	Selected Performances, max 2 per household, includes free programme
	National Theatre Scotland	Theatre for a Fiver	£5	Online mailing list of discount codes
	Arcola Theatre	Pay what you can Tuesdays	Average spend £5	Available on night of the performance
	Bristol Old Vic	Open Concession	£5 off	3 price bands presented at check out, open concession, standard, pay it forward
	Lyceum Theatre	Registered Unemployed Concession	£5 to £10	Available for £10 in advance, £5 on the door.
	Stratford East	Pay What You Can Performances	From £6*	Selected performances
	Battersea Arts Centre	Pay What You Can	From £8*	Majority performances
	Norwich Theatre	My Theatre	£10	Online registration then shown discounted seats, up to 6 tickets per person per performance
	Opera North: Leeds Grand Theatre	Low income concession	£10	For best available tickets, excluding dress circle

* Audience can contact the box office for cheaper tickets if they are unable to pay this minimum online amount.

Other approaches



TICKETS FOR GOOD

About Us Become a Member Become an Event Partner Help/FAQs Member Portal ▾

Good for Society Good for Live Events

Free and discounted tickets for the NHS, charity sector workers and cost of living payment recipients. Donated by the UK's top live event partners.

Discover Our Mission



Pricing Accessibly in practice

4 schemes

2 x visitor attractions, 2 x performing arts

1. Kew Gardens: Kew for one pound

- Kew allow entry for £1 to recipients of benefits (usual price £22 inc. donation)
- Purchasers have the option to add a £1 donation, paying £2 in total per adult.
- Proof of benefits required at the gate

Fastest growing

Ticket type in 22/23

Kew for one pound

RELEASE DATE: 10 JANUARY 2022



Palm House at sunset © RBG Kew

JOBSEEKER/UNIVERSAL CREDIT +
DONATION

£2.00 (£2.00)

1



Available to visitors receiving Universal Credit, Pension Credit or UK legacy benefits. [More Information](#). Proof of benefits is required at point of entry. Visitors may also purchase up to 4 additional tickets for children 4-15 years.

JOBSEEKER/UNIVERSAL CREDIT CHILD +
DONATION

£2.00 (£2.00)

1



Available to visitors receiving Universal Credit, Pension Credit or UK legacy benefits. [More Information](#). Proof of benefits is required at point of entry. Visitors may also purchase up to 4 additional tickets for children 4-15 years.

2. ZSL

- Like Kew, ZSL London Zoo have a with & without donation price point, with a £1 differential
- ZSL pricing closer to our research's revenue maximisation point
- The scheme is well used and highly popular in part due to social media word-of-mouth

Reduced price tickets from as little as £3 per person

Universal Credit Tickets to London Zoo

[BOOK UNIVERSAL CREDIT TICKETS](#) [INFORMATION FOR ORGANISATIONS](#)

Reduced price London Zoo tickets

Please note, you can only buy a maximum of 6 tickets per booking.

	With Donation	Without Donation
ADULT (AGES 16+)	£6.00	£5.00
CHILD (3-15 YEARS)	£4.00	£3.00

3. Young Vic Neighbourhood Theatre

- Open to residents of the London Boroughs of Lambeth and Southwark
- Participants join a mailing list
- Can apply for up to 2 tickets to a Young Vic Production. Free and discounted tickets offered. Participation opportunities also.

10k

On mailing lists

c. 10%

Apply for tickets

c. 3%

Participate in
workshops & projects



How to sign up

To sign up to our Neighbourhood Theatre mailing list please email neighbourhoodtheatre@youngvic.org with your name, home address, a contact phone number, and your date of birth.

If you are unable to sign up using email and cannot pick up a form from our Box Office, please give us a call on 020 7922 2838.

Current Opportunities

Throughout the year we have many different opportunities for people in our local area to sign up to take part in workshops, discussions, events and productions.

Follow [@yvtakingpart](#) on [twitter](#) for all the latest news from the project.

Neighbourhood Theatre Ticket Scheme

Through our Neighbourhood Theatre Ticket Scheme we welcome individuals from our local area who are signed up to our mailing list to apply for up to 2 tickets for most of our YV productions. This may vary depending on the availability of tickets and the nature of the production itself.

Our funded ticket scheme enables us to share free and discounted tickets to Lambeth and Southwark residents.

Neighbourhood Theatre, formerly Two Boroughs, strives to build a local community around our theatre. Our friends and neighbours are really important to us. They are our beating heart, and we believe that if you live in one of our two boroughs, you should visit us at least once. If you don't like it, you never need to come back, but there's a chance that this will be the start of a lifelong friendship.

You don't need any previous experience of theatre to take part in any of our workshops or events. All you need to do is be curious, call us, email us, pop by, and sign up to whatever takes your fancy.

Neighbourhood Theatre is open to all residents of Lambeth or Southwark who are over the age of 25. Once registered you'll have the chance to come and see a show for free at the Young Vic as well as a range of free workshops, theatre club, projects and events throughout the year. We have long-term projects, day time workshops, evening events. We like to think there's something for everyone. Come along and see what you think.

3. Young Vic Neighbourhood Theatre

“What sets our program apart is that we completely remove the barrier of cost, as not only do we supply free tickets, but we also help with travel and provide food.

The program is part of our core mission as opposed to an add on, which allows young people to feel they belong in buildings like ours.

Removing barriers to entry, making them feel like they belong and that the Young Vic is for them is the ultimate goal.”

Participation Producer



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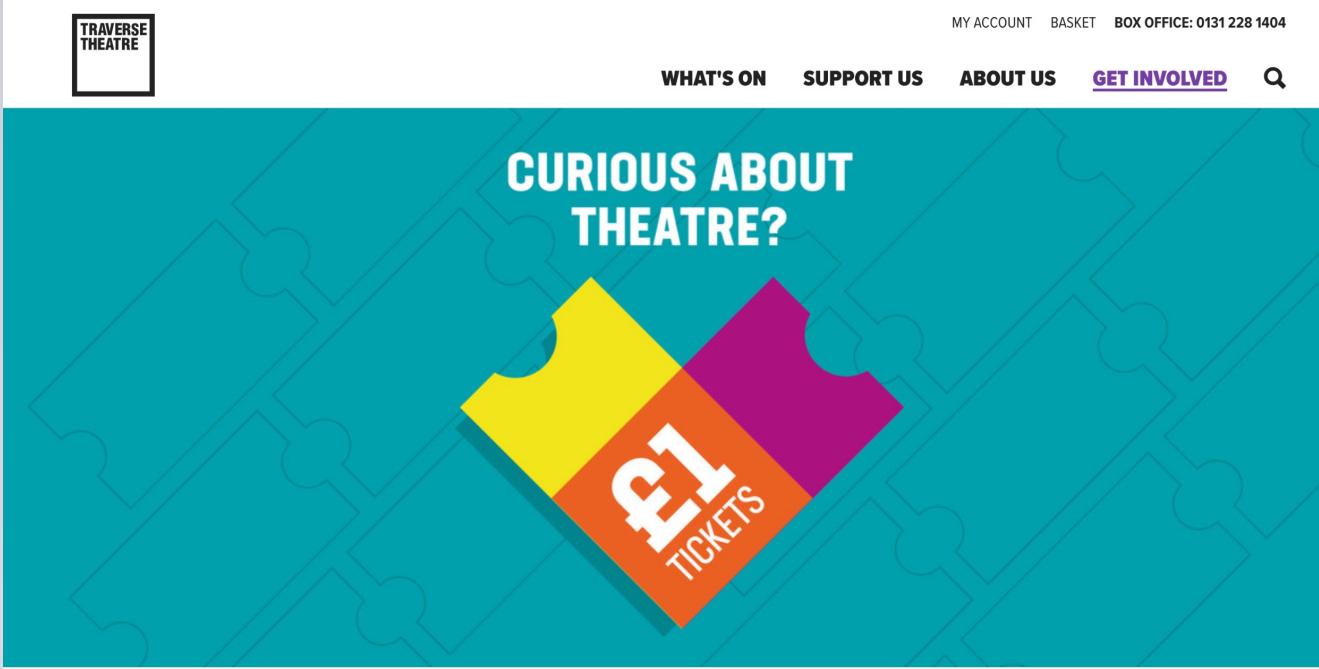
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4. Traverse Edinburgh £1 tickets

- Available to under 25s, and anyone on low-income benefits. Introduced in 2018.
- Discounts applied in basket with recipient first seeing full face value of ticket, so extent of discount is known
- Join the £1 ticket scheme by completing a simple sign-up form



GET INVOLVED

TRAVERSE £1 TICKETS

IN THIS SECTION ▾

Are you under 25, or receiving any low-income benefits?

Are you curious about going to the theatre, or would you like to go more often?

We're offering a limited number of £1 tickets for selected shows and performances, and it couldn't be easier to get involved:

1. Sign up online using the form below, then [login to your Traverse account](#)
2. From the list below, choose the production you'd like to see and which performance you'd like to attend
3. On the CHOOSE SEATS page, select a ticket, click CONTINUE and [the discount will be applied to your basket](#)
4. Enjoy the show!

Got a question about tickets or any of the shows? Email boxoffice@traverse.co.uk.

We also offer a number of other concessions (for students, under 30s, over 65s, people with disabilities). See our [Box Office](#) page to find out more about our other concessions.

SIGN UP FOR £1 TICKETS

4. Traverse Edinburgh £1 tickets

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Together we can bring more stories to life

£10

DONATE NOW

£1 TICKETS REGISTRATION FORM

First name * Required

Last name * Required

Email address * Required

Phone number * Required

Please indicate your eligibility (please select all that apply):

- Under 25
- Jobseeker's Allowance
- Employment Support Allowance
- Universal Credit
- Carer's Allowance/Credit
- Pension Credit

SUBMIT

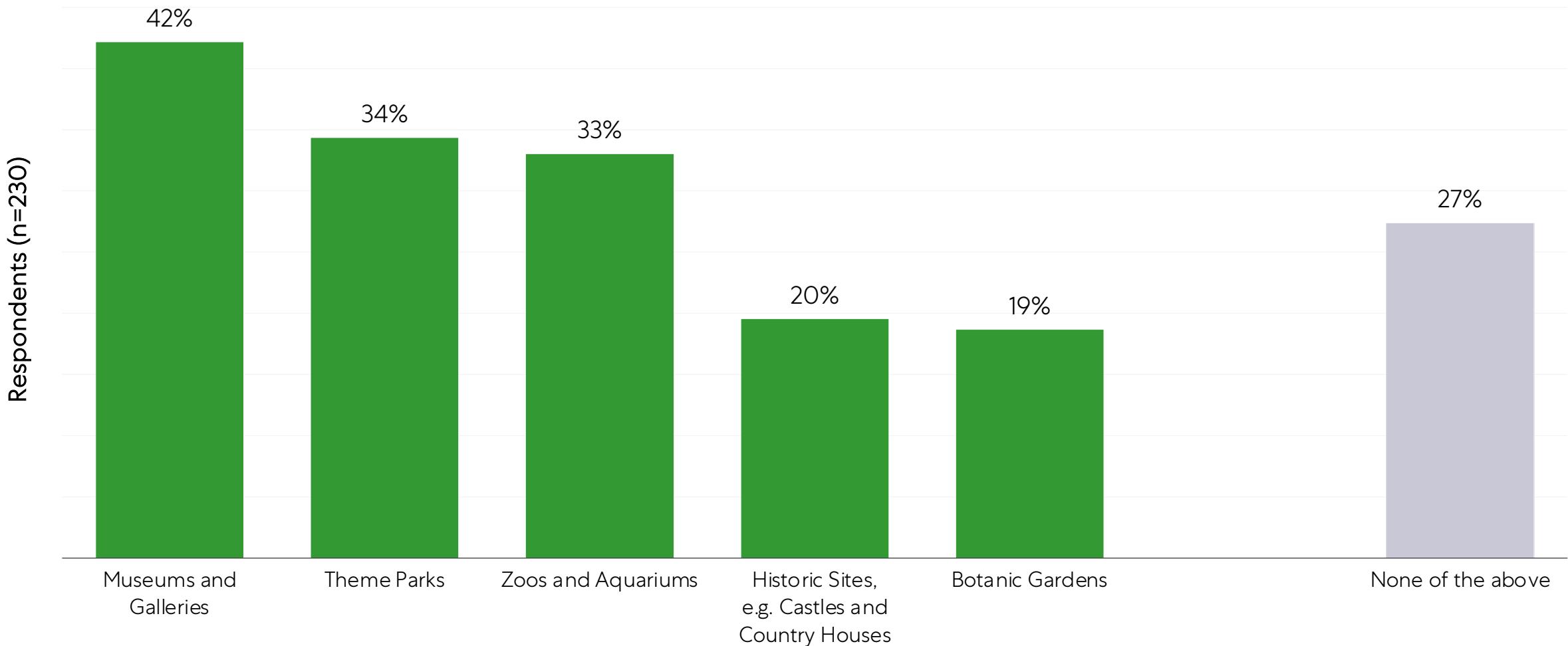


Where does the natural interest and potential lie?

Actual behaviour

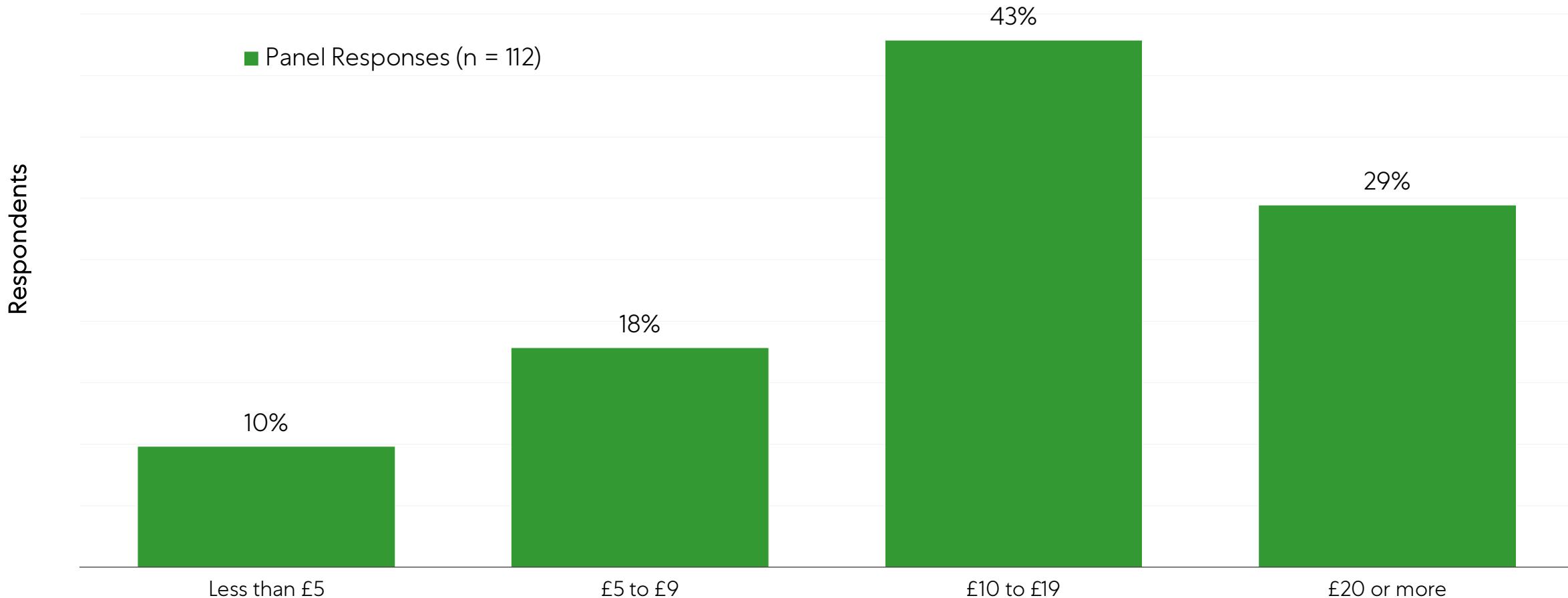
In the last 12 months, museums and galleries have been most frequently visited by respondents, closely followed by theme parks and zoos/aquariums. 27% haven't been to any of these visitor attractions.

In the last 12 months, have you been to any of the following types of visitor attraction?



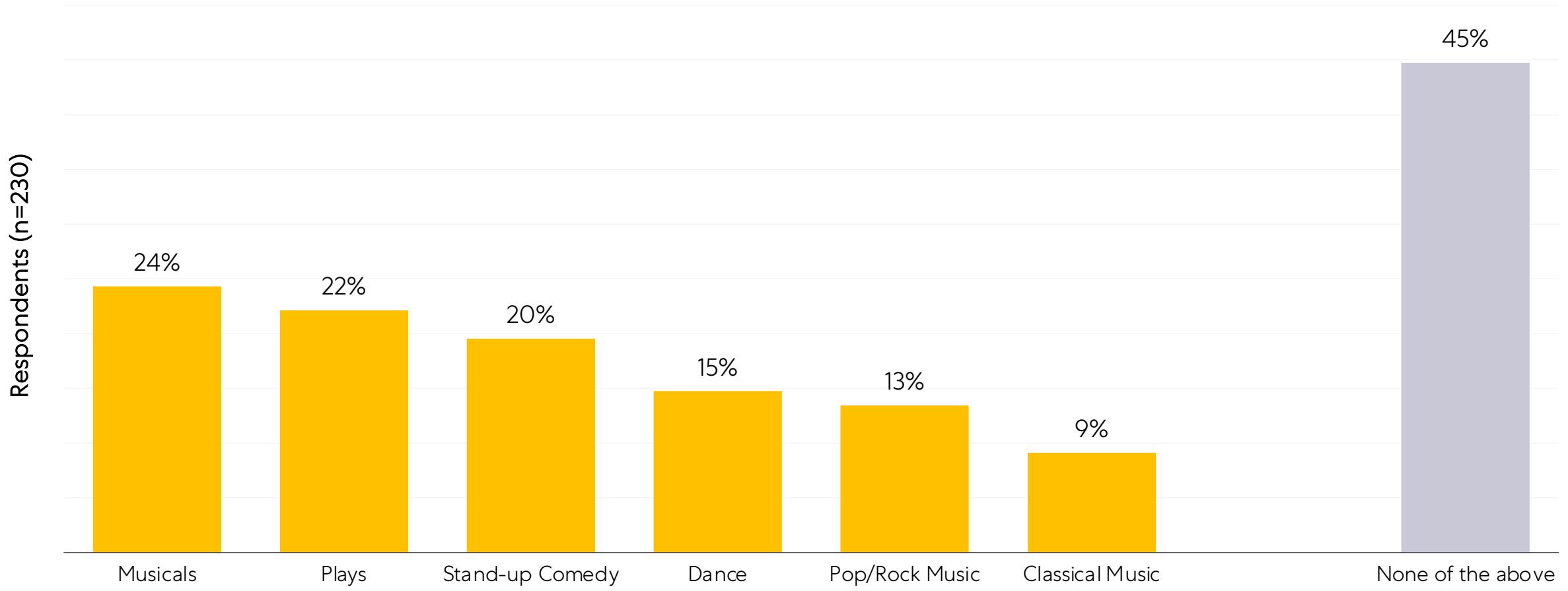
The majority of respondents paying for tickets for visitor attractions (about 50% of respondents) are paying £10 or more

Approximately, how much did you pay for your ticket
the last time you went?



Performing arts venues have been less popular with the panel in the last year, with 45% of respondents saying they did not attend any of these events. For everyone else, musicals, plays and stand-up comedy were most frequently cited.

In the last 12 months, have you been to any of the following at a performing arts venue?

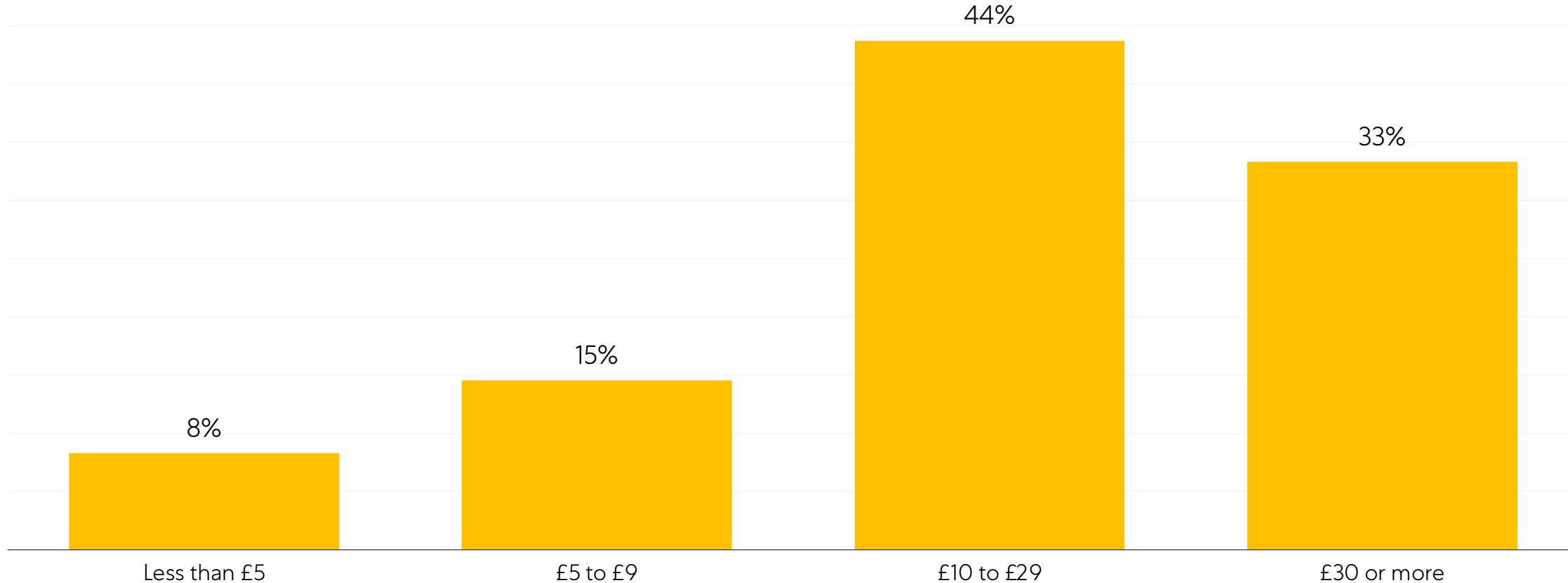


As with visitor attractions, of those who paid (42% of respondents), the vast majority paid £10 or more

Approximately, how much did you pay for your ticket the last time you went?

■ Panel Responses (n = 96)

Respondents

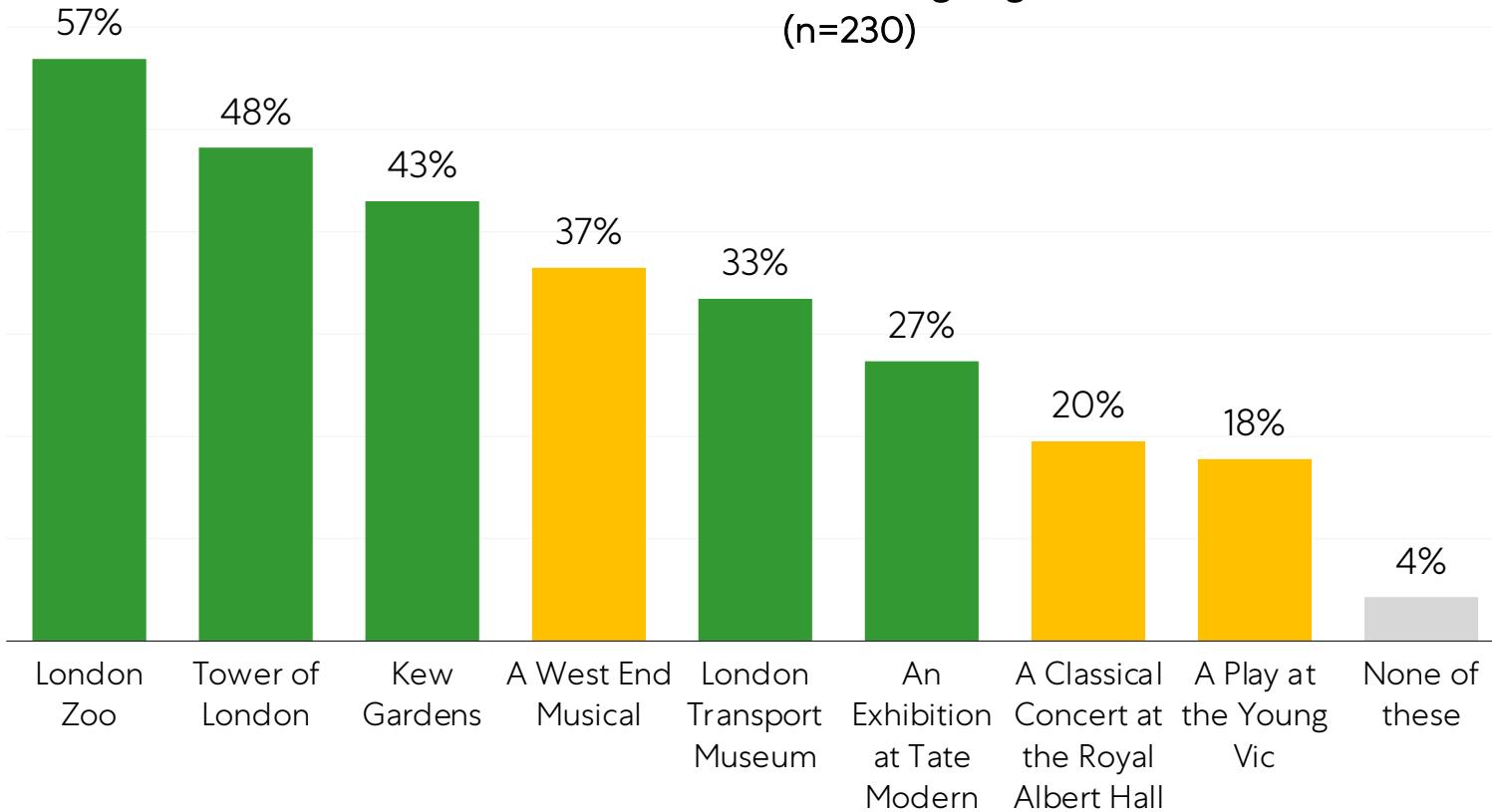


Where does the natural interest and potential lie?

Prospective behaviour

57% of respondents were interested in visiting London Zoo, closely followed by Tower of London and Kew Gardens, whereas no more than 20% showed interest in going to a classical concert or a theatre play.

Which (if any) of the following London-based places would you be most interested in going to?
(n=230)



Please could you tell us why you selected none of these?

- *Not interested*
- *Limited mobility*
- *Can't afford it*

Additional costs and difficulties associated with getting to and attending visitor attractions and performing arts venues are the biggest barriers to purchasing low price tickets.

£££

Additional
Costs

51%



Cost of
Getting
There

47%



Difficulty
Getting
There

47%

Of less concern were not knowing what it will be like, the type of people they expect to find there, and being seen to spend money on these types of places

???

Not
knowing
what it will
be like

33%



Being seen
to spend
money on
these types
of places

30%



Type of
People I
expect to
find there

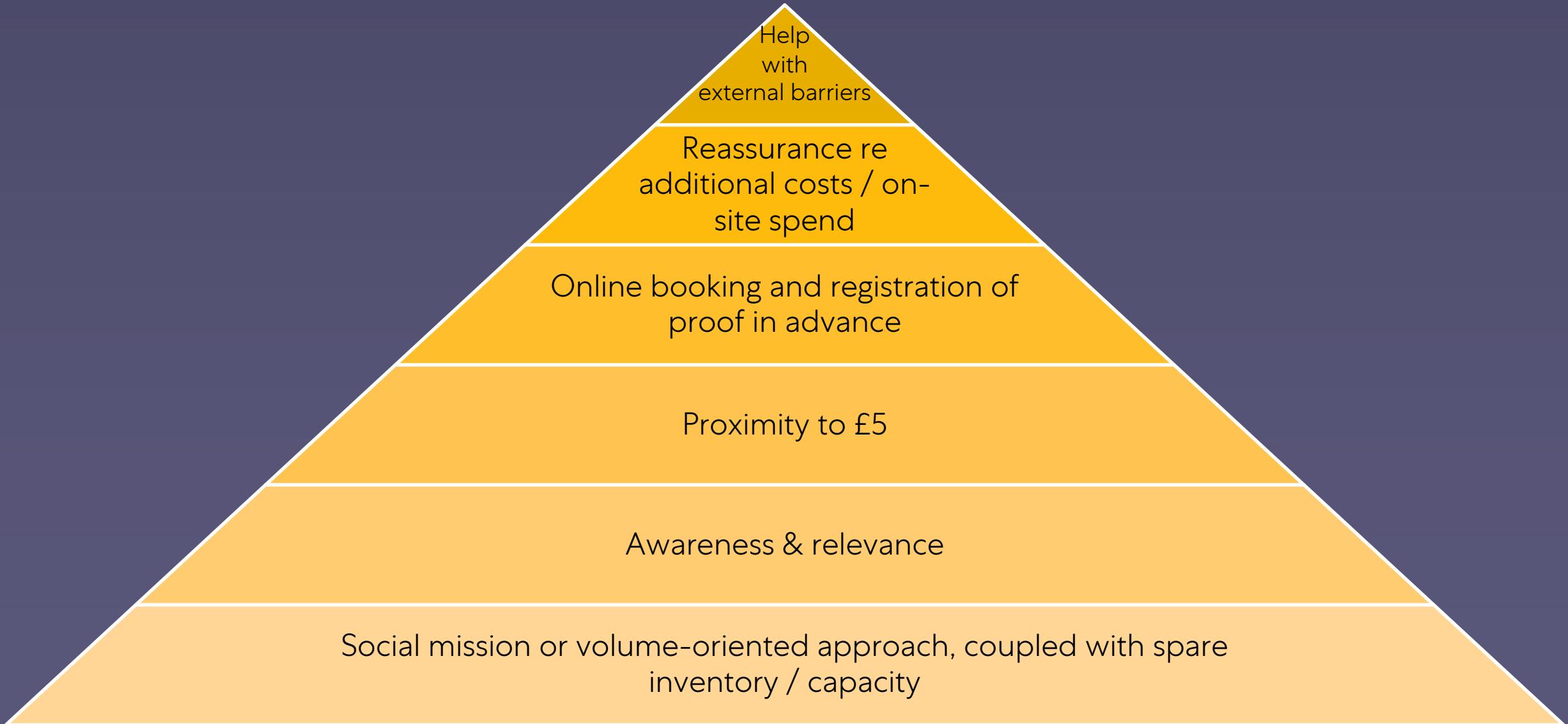
30%

The elements of a successful low price scheme

9 – 14m people



Successful low-price ticketing schemes



Thank you

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