



## TICKET PRICES FOR RAODS SHOWS FROM FEBRUARY 2007

From "A Day In The Death Of Joe Egg", ticket prices for RAODS shows have been raised in line with inflation, but at the same time simplified.

**Inflationary rise:** Prices have not been raised for several years, and in real terms we are no longer earning as much revenue from sales. At the same time the costs of producing even our amateur shows continue to rise, and we can no longer sustain the prices we have previously charged if we are to maintain the theatre and put on shows. The general price of tickets has therefore been raised by £1. This remains good value in comparison with other equivalent theatre companies.

**Reduction of prices for adults 17-59:** It has however been decided to reduce the prices for what were previously Full price tickets (adults 17-59). We have a very loyal and welcome base of customers who have previously been termed "Concessions" (those aged under 16 and 60+), but we wish to increase the patronage at the theatre by younger adults. The price of "Full" tickets has therefore been retained at previous prices (a reduction in real terms), thus ensuring particularly good value for these customers.

**Concessions:** The pricing structure will therefore be simplified in that there will no longer be a distinction in price based on age (all tickets will be at this lower rate).

**Price variations across a week of performances:** RAODS will continue to operate a pricing system which includes particularly cheaper tickets on the first night, and a distinction in pricing between Friday/Saturday performances and those earlier in the week. Customers seeking cheaper seats are therefore encouraged to book for performances earlier in the week.

**Pricing differences between shows:** Customers will be aware that different prices are charged for different types of show, to reflect both the popularity of the shows and also the costs of staging. For example, musicals are much more expensive due to the extra costs of musicians and payments to publishers and the Performing Rights Society. This policy will continue.

**Pantomimes:** RAODS will also continue to offer Concessionary tickets for the annual Pantomimes, reflecting the high proportion of the audience who are children.

**Simplification of Box Office procedures:** A further benefit of the change will be considerable simplification for box office staff both at the Heritage and Visitor Centre, and at the Plaza Theatre, as well as a reduction in errors in the accounting for tickets. This will also result in benefits for customers, with a saving in time, no need for a declaration of age, and a reduction in potential errors as tickets are sold.

The new pricing structure will operate for both the 2007 and 2008 RAODS seasons, and will be reviewed later in 2007 in readiness for the 2009 season.

Dick Hewett  
Box Office Manager  
RAODS  
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