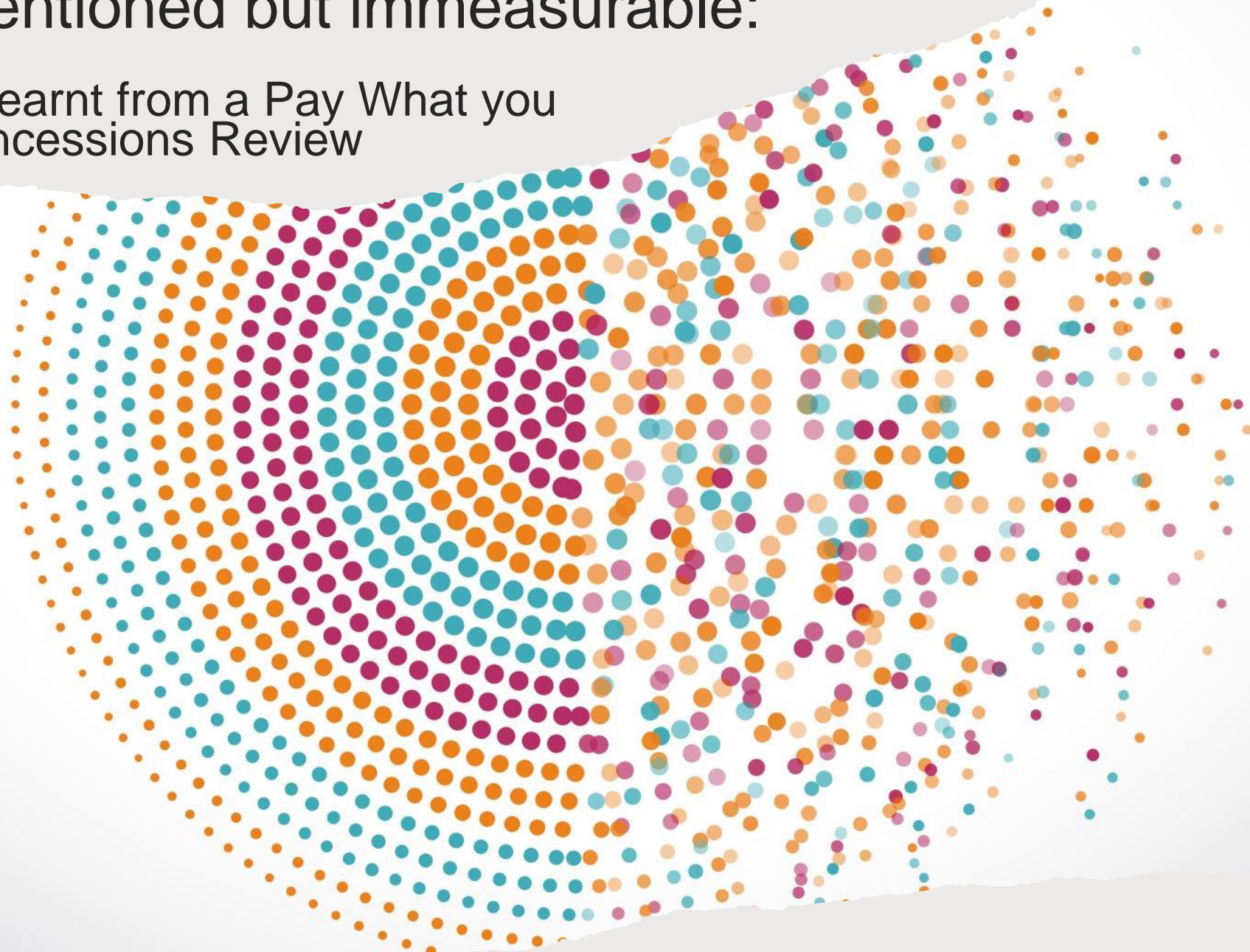


Well intentioned but immeasurable:

Lessons Learnt from a Pay What you
Can & Concessions Review

Beth Bryan



Overview

- Case study
- Back to basics
- Reframe internal narratives



A new strategic
direction
brought
opportunities at
the Barbican



A large, empty audience of colorful plastic chairs, arranged in rows, filling the frame. The chairs are in various colors including blue, green, yellow, orange, and red. The perspective is from the front of the seating area, looking back over the rows.

Developing the Audience Strategy

Well intentioned...

Aims

- Increase audiences for whom finances are a barrier
- Increase audiences



But immeasurable...


Data available:

- Ticket sales
- Post-visit survey data by event but not instance and not asking socio-economic status
- First time bookers





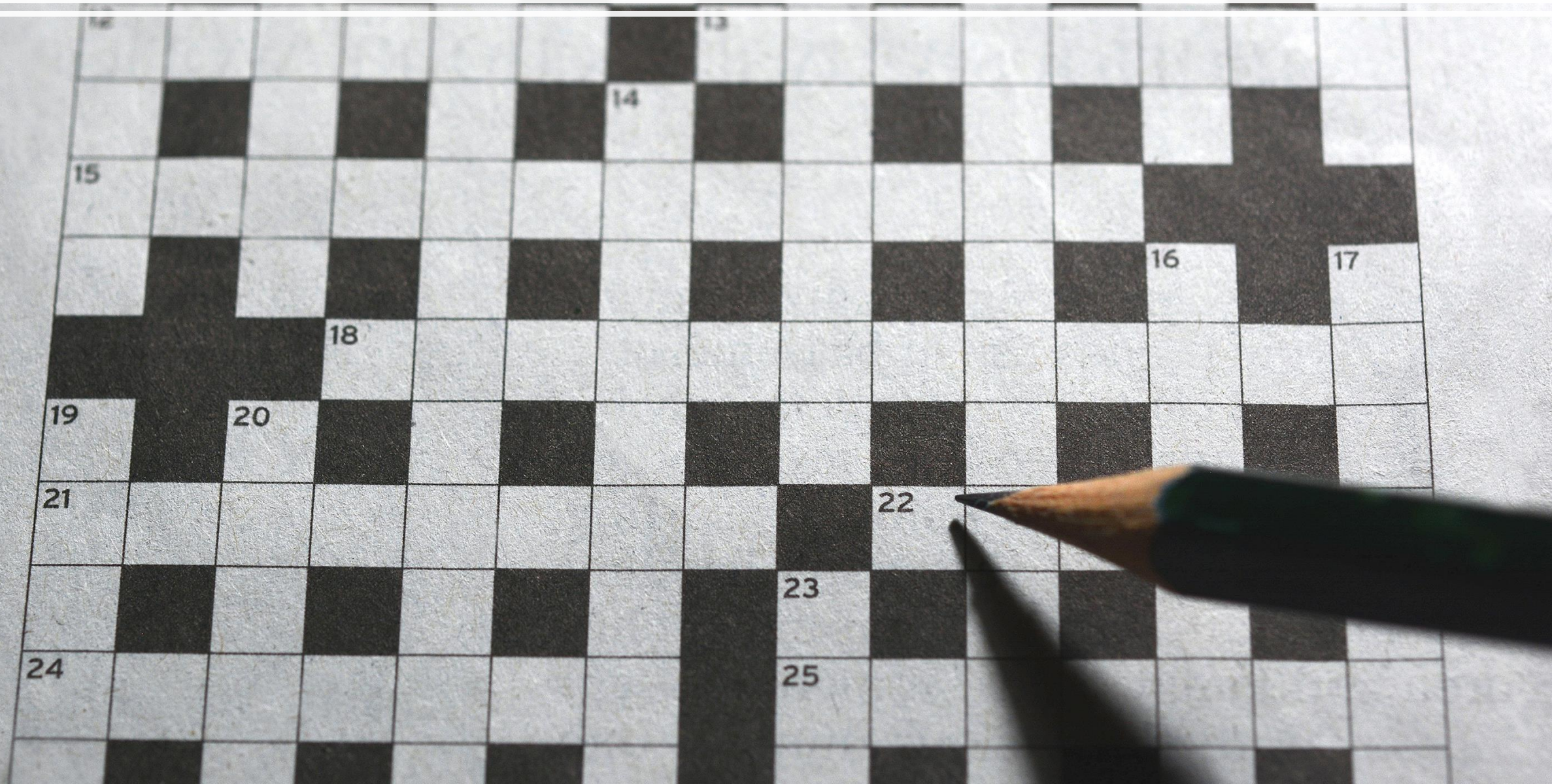
How did we get here?

- 
- Lack of internal clarity & consistency
 - Insufficient support & backing
 - Limited audience research
 - Hindering internal narratives



Back to basics

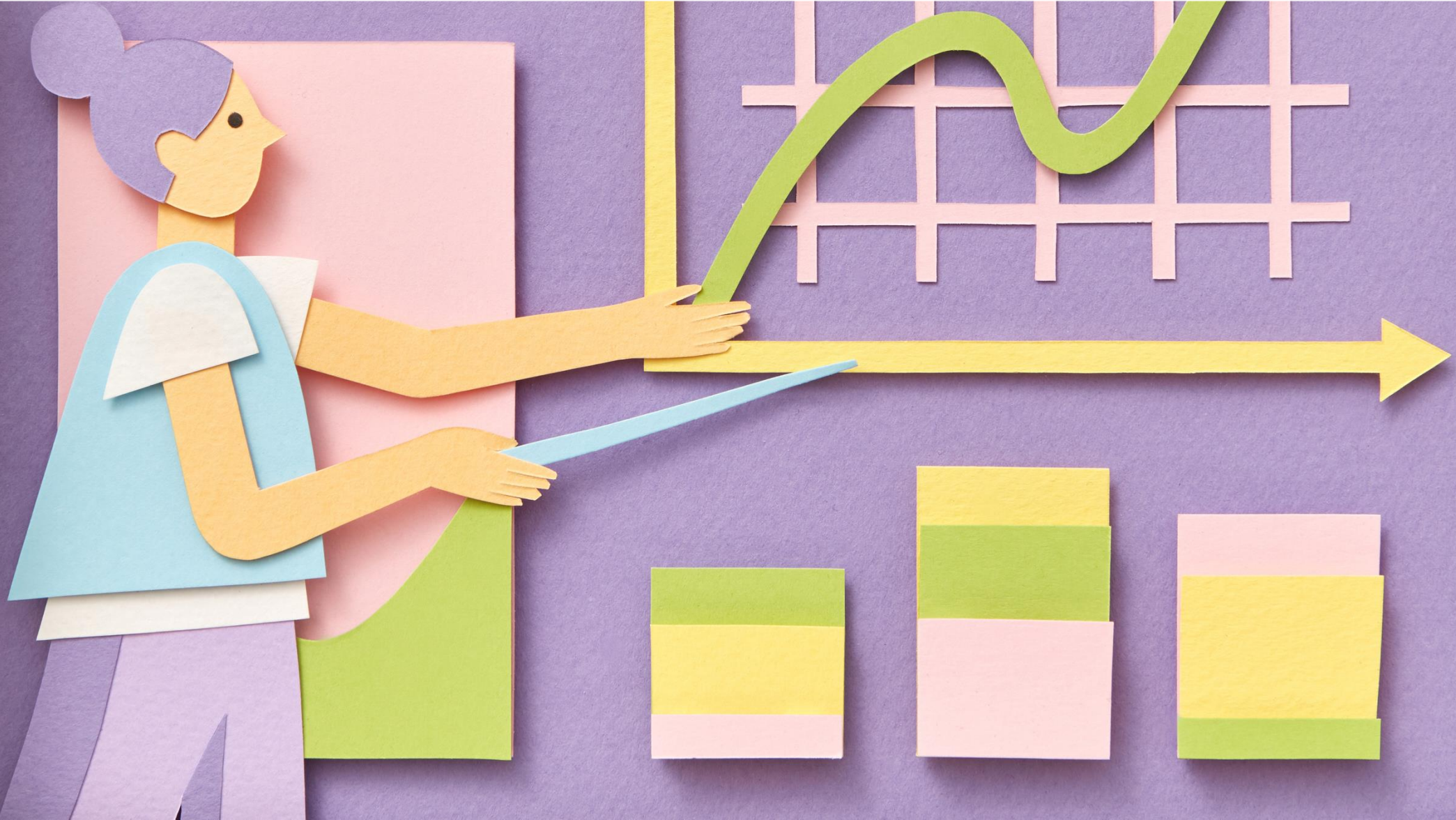
1. What problem are we trying to solve?



2. What does success look like?



3. What metrics do you need to look at?



4. Is the collection process fit for this?



5. What's your plan for monitoring and analysis?



Reframing internal conversations

Have you heard...?
Have you tried...?

“We can’t be financially sustainable if we’re giving things away for free”

“Our mission/vision/strategy also aims to...”



Questions?