

Scarborough and Whitby Area Committee 29 November 2024

Scarborough Open Air Theatre Performance Report 2024



2024

2024 marked another chapter in the growing success of the OAT

- Significant improvements to the venue including bars, catering, infill of part of the lake, backstage improvements and some key safety improvements to the venue in readiness for Martyn's Law
- Improvements were made to the venue to enhance the concert goers experience and protect them within the venue
- We received much praise around the works done from Counter Terrorism colleagues, Project Servator and from Touring Managers
- Tickets sales reached the highest levels of any year since re-opening
- We had the joint highest number of concerts in any season (18) since re-opening in 2010

Cuffe and Taylor

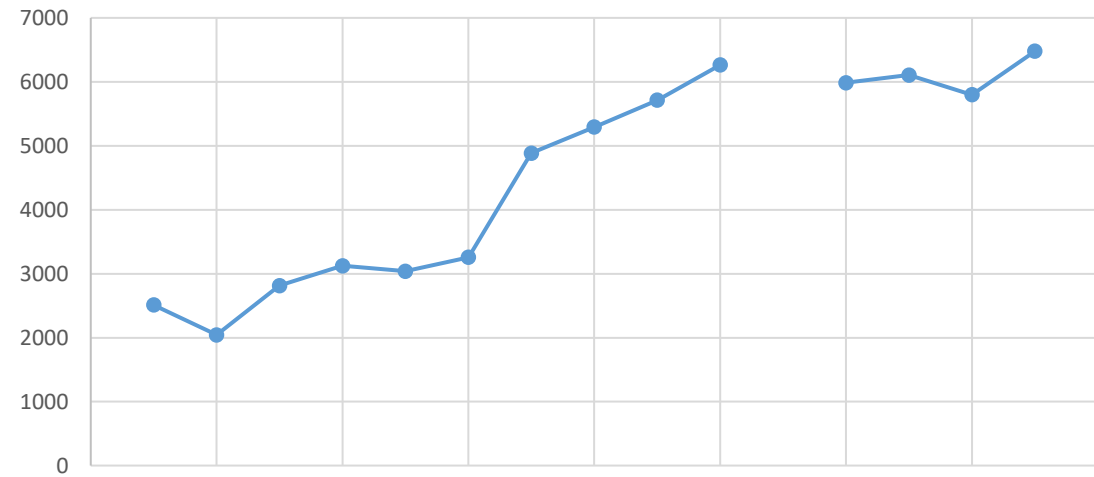
Benefits of working with Cuffe and Taylor / Live Nation

- The ability to attract large scale acts – the cost of some of the acts this year are well beyond what we were able to pay when we were booking
- A significant Marketing budget to promote the venue, in turn promoting the Town and Borough a huge investment in marketing each year, adverts in national newspapers on TV
- Money spent on employing local crews at each show – significant investment in local staff
- De-risking the Council in terms of all costs associated with the booking of acts taken all the financial risks away from the council in booking acts – past experience shows that 2-3 poor bookings can affect a whole season
- Payment of a hire fee for each show which covers a number of associated costs
- Council can hold its own events at the venue
- This year the Council will receive a profit share estimated to be around 6 figures

Ticket Sales

Year	Shows	Tickets	Average per show
2010	6	15,068	2511
2011	6	12,264	2044
2012	6	16,894	2816
2013	8	24,998	3125
2014	10	30,383	3038
2015	11	35,824	3257
2016	10	48,861	4886
2017	14	74,096	5293
2018	16	91,431	5714
2019	10	62,645	6265
2020	Season Cancelled due to Pandemic		
2021	12	71,846	5987
2022	15	91,605	6107
2023	18	104,381	5799
2023	18	116,606	6478
TOTALS	160	796,902	

Average Ticket Sales Per Show



Estimated Economic Benefit

Duration of Travel in hours	% of ticket sales that stayed 1 night	% of ticket sales that returned home	Tickets per band	STEAM Spend Data	Total Value of Concerts
Up to 1 hours	10		3,555	£114.43	£406,798.65
		90	31,996	£54.72	£1,750,821.12
1-2 hours	20		8,190	£114.43	£937,181.70
		80	32,760	£54.72	£1,792,627.20
2-3 hours	50		15,531	£114.43	£1,777,212.33
		50	15,531	£54.72	£849,856.32
3-4 hours	70		1,845	£114.43	£211,123.35
		30	791	£54.72	£43,283.52
over 4 hours	100		6,407	£114.43	£733,153.01
		0	0	£54.72	£0.00
			116,606		£8,502,057.20

Duration of Travel	Tickets Sold
0 - 1 hours	35,551
1 - 2 hours	40,950
2 - 3 hours	31,062
3 - 4 hours	2,636
Over 4 hours	6,407
Total Tickets	116,606

Contributions to businesses

- Hotels, B&B's and Guest House – many reports that they are full as soon as shows are announced in addition there are some establishments that offer a minimum 2-night stays on concert nights.
- Local Public House – report the significant increase in customers on show nights.
- Taxis – using the dedicated pick-up area are heavily utilised.
- Buses – Shoreline Sun cruisers run a number of services after the shows.
- Local Eateries / Takeaways – extremely busy around the town
- Backstage Catering and Supplies – all artist riders for the season have been purchased from local supermarkets.
- Local Catering Company – a local catering company are employed to provide food on all show days for the artist and crews.

Contribution to the Local Economy

There are also other very significant contributions made to employment in the area directly from the OAT. Each year we spend money on the following.

- Electrical works, Security, Safety & Medical Teams, Toilet hire, Box Office Staff Noise Monitoring Staff, Local Catering Concessions (on show nights)

And in addition, the following are employed at the venue by contractors.

- Bar & Catering staff – the majority are local.
- Local Crew and riggers
- Agents and Promoters



IN TOTAL IT CAN BE REALLISTICALLY ESTIMATED THAT THE VENUE CONTRIBUTES NEARLY £10m TO THE LOCAL ECONOMY THROUGH SHOWS AND WORKING WITH LOCAL PEOPLE

2024 - In Summary



“Thank you Scarborough, can’t wait for next year”

social media comment following concert

Questions?

