

CONTACT

TIME

The forgotten cultural
currency?



@CONTACTMCR

@WEZTHISTLE

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Image Credit: Drew Forsyth

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REFRAMING THE BARRIERS DEBATE...

Barriers

Pricing

Physical and Neurological

Social Background



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REFRAMING THE BARRIERS DEBATE...

Are we worth peoples time?

A gravel path leads towards a closed barrier with red and white stripes. The barrier is supported by two vertical posts, also with red and white stripes. The background shows a green field and a body of water under a clear sky.



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REFRAMING THE BARRIERS DEBATE...

The DCMS Taking Part Survey for 2017/18

Non-attenders: Lack of interest and lack of time were the top two reasons for not engaging with the arts (38.6% and 33.4%, respectively)

72% of non attenders do not think we are worth their time

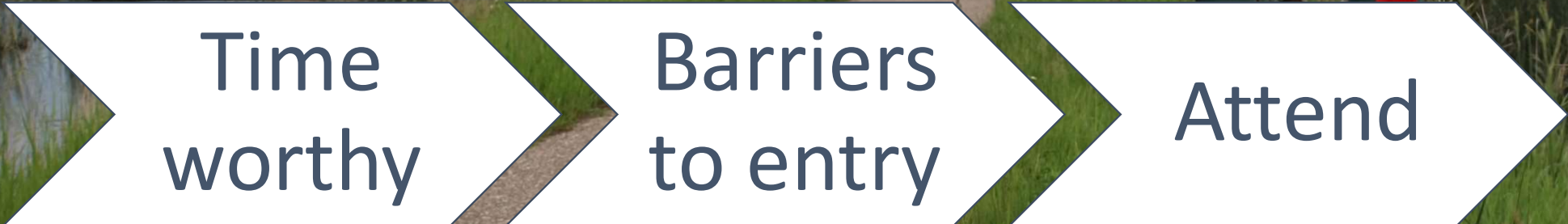
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REFRAMING THE BARRIERS DEBATE...



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REFRAMING THE BARRIERS DEBATE...

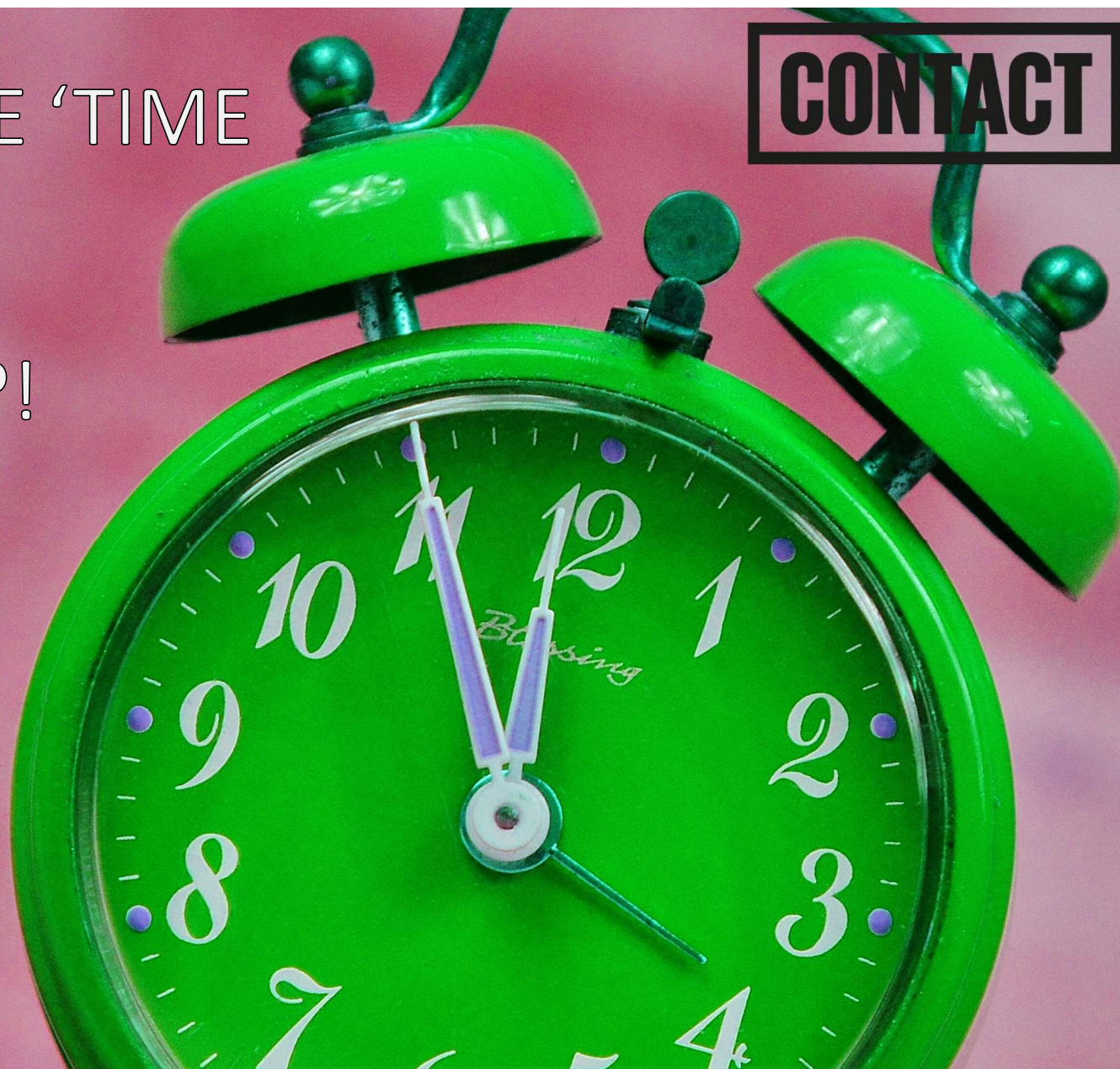


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HOW TO BECOME 'TIME
WORTHY'?

?!?! Up Prices ?!?!

Up Value



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HOW TO BECOME 'TIME
WORTHY'?

Under 35's

Low Income

£20, £15, £10



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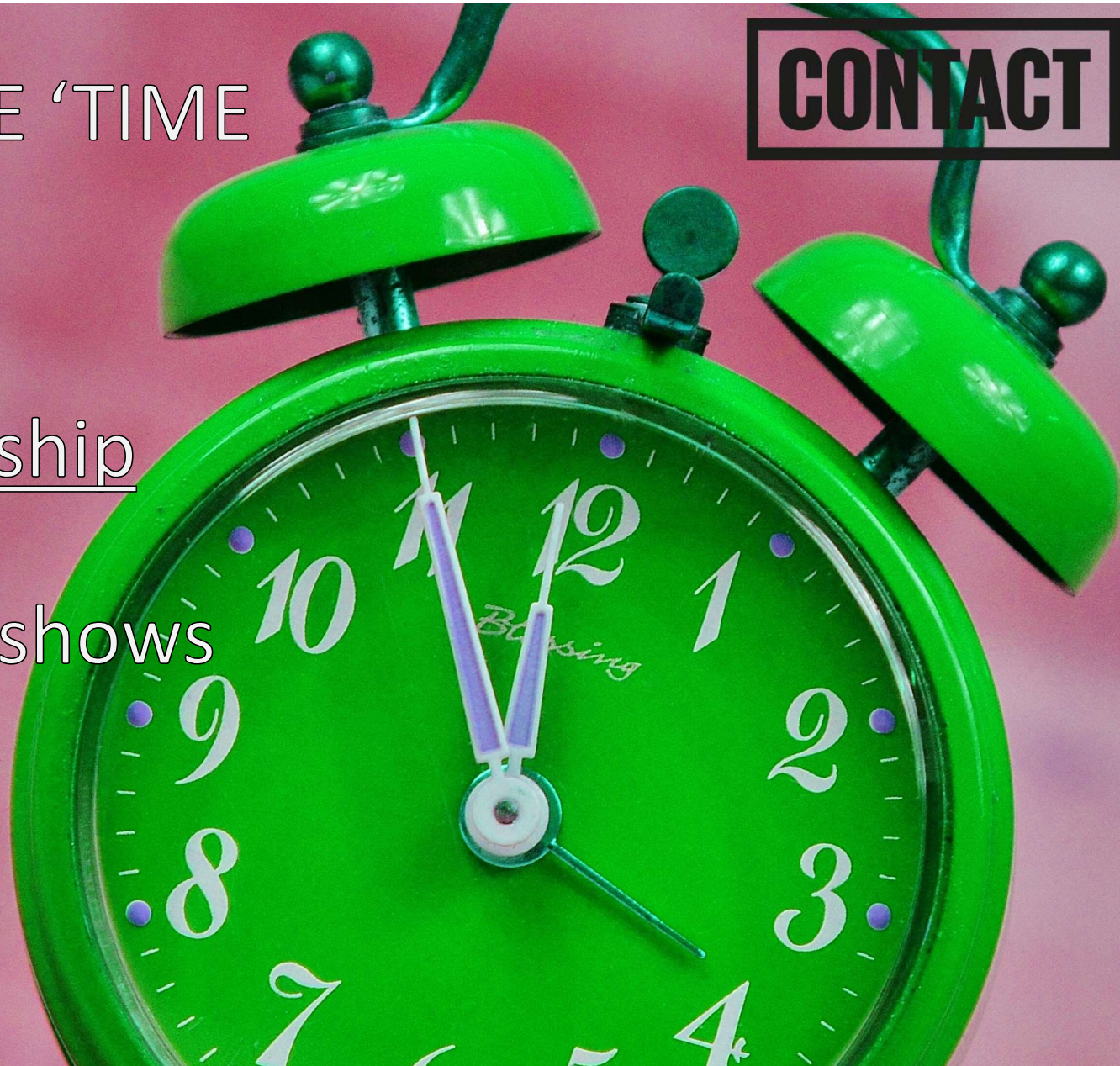


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HOW TO BECOME 'TIME
WORTHY'?

Contact Membership

25% off and free shows

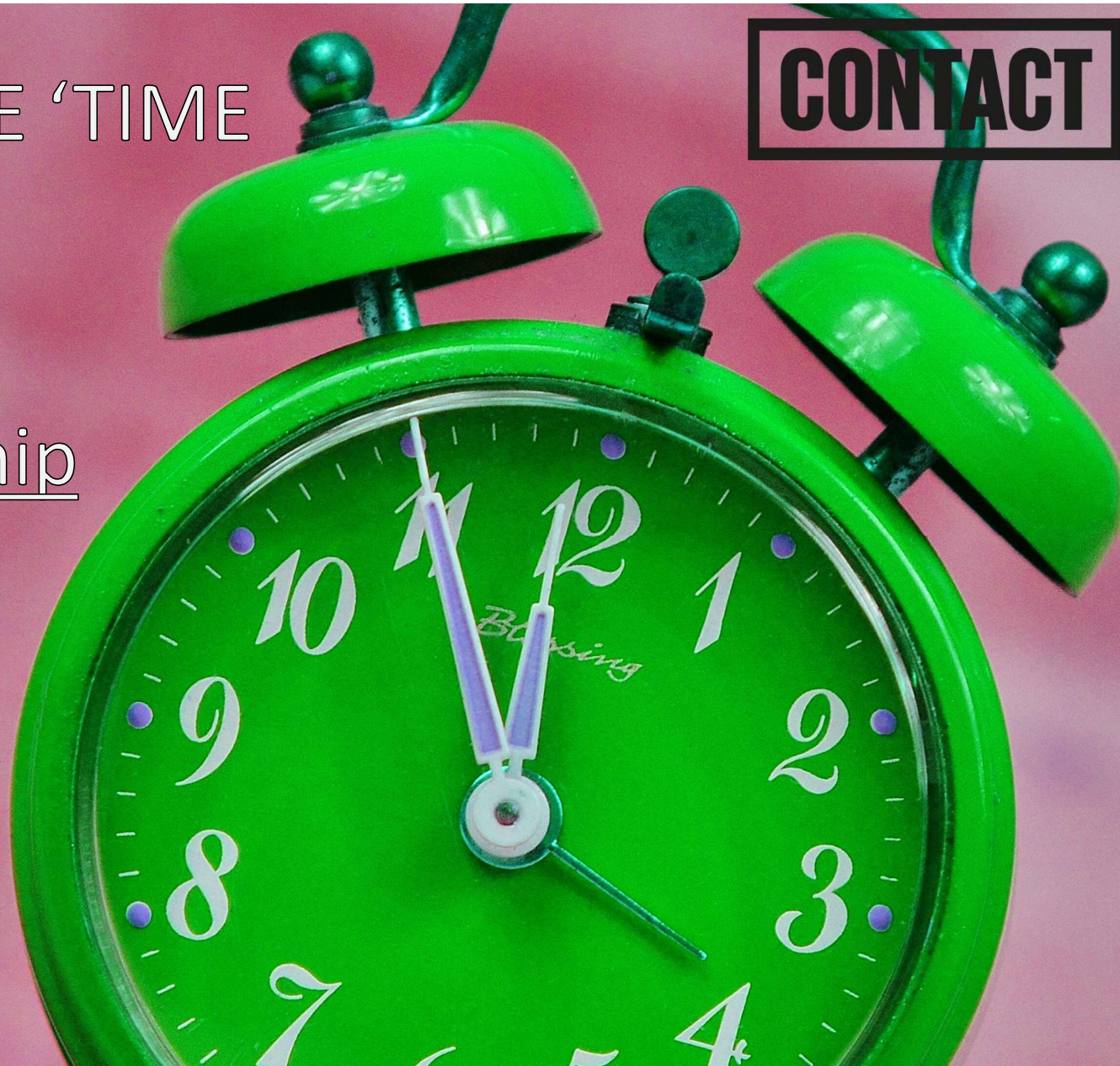


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HOW TO BECOME 'TIME
WORTHY'?

Locals Membership

£5 tickets



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HOW TO BECOME 'TIME
WORTHY'?

Participatory Membership

Free shows



A close-up photograph of a bright green alarm clock with two bells. The clock face is white with black numbers and hands. The word 'Blissing' is visible on the clock face. In the top right corner, there is a black rectangular button with the word 'CONTACT' in white, bold, sans-serif capital letters.

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DATA

To see real change split...

Funding Data:

Everything including all invited audiences

Lead Booker Data:

Who is autonomously booking?

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DATA

2017

U35 46%

U25 8%

Now

U35 67%

U25 30%



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DATA

Working towards better
ethnicity data

Room to load questions
before payment

Answer	# of customers	% of customers
Arab/ Arab British	36	1.2%
Asian / Asian British - Chinese	11	0.4%
Asian/Asian British - Background Not Listed	9	0.3%
Asian/Asian British - Bangladeshi	11	0.4%
Asian/Asian British - Pakistani	15	0.5%
Asian/Asian British - Indian	34	1.1%
Black/Black British - African	49	1.6%
Black/Black British - Background Not Listed	13	0.4%
Black/Black British - Caribbean	25	0.8%
Mixed Heritage - Background Not Listed	31	1.0%
Mixed Heritage - White & Asian	15	0.5%
Mixed Heritage - White & Black African	8	0.3%
Mixed Heritage - White & Black Caribbean	35	1.1%
Mixed Heritage - White and Chinese	4	0.1%
Not Answered	1754	56.3%
Other	47	1.5%
Romany	1	0.0%
White - Background Not Listed	83	2.7%
White - British	908	29.1%
White - Irish	29	0.9%

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QUESTIONS?



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