

Black Theatre Live

national touring theatre consortium

Third season report July 2016

*A tour de force solo performance great balance between
humour and drama*

The show was brilliant, I enjoyed every minute!

The Diary of a Hounslow Girl survey respondents

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Introduction

This is the third season of Black Theatre Live's strategic touring bid monitored through face-to-face and e-survey responses, through booker data and through social media analysis.

This report sets the findings from **Diary of a Hounslow Girl** in the context of the past seasons of **She Called Me Mother** and **Macbeth**.

<http://blacktheatrelive.co.uk/home>

It was a very emotive, different experience, really drawing the audience in and keeping us engaged from start to finish.

I thought that the play was going to be a comedy more like Bridget Jones' Diary but it was deeper more profound with dark realism which did not disappoint.

Survey respondents

Who attended? Numbers and booker behaviour

Total ticket sales and average audiences for **Diary of a Hounslow Girl** show a slight increase on those for **She Called Me Mother**, while ticket yield is slightly lower; both shows achieved much better results in terms of numbers and % capacity in the Black Theatre Live -supported venues than in other tour dates. This was also the case for **Macbeth**, although as this was not presented in studios, it was therefore not directly comparable.

Attendance information

Statistics per tour - BTL venues and other tour dates

	Diary of a Hounslow Girl			She Called Me Mother			Macbeth		
	Black Theatre Live	Others	Total	Black Theatre Live	Others	Total	Black Theatre Live	Others	Total
Theatres	7	11	18	7	8	15	7	6	13
Performances	16	14	30	18	13	31	32	21	53
Total capacity	1,810	1,824	3,987	2311	1939	4250	12,950	11,570	24,520
Tickets sold	1,505	1,171	2,676	1,632	891	2,523	5,540	3,120	8,960
Average audience	94	84	89	91	69	80	183	149	166
Gross box office	£12,973	£9,416	£22,389	£9,916	£8,505	£18,421	£62,714	£40,630	£103,344
Ticket yield	£8.62	£8.04	£8.33	£8.38	£9.55	£8.96	£11	£13	£12
Yield per performance	£810.82	£672.55	£742	£583	£654	£619	£1,960	£1,935	£1,947
% capacity	83%	64%	67%	71%	46%	58%	45%	27%	37%
	ACE target 16/17			ACE target 15/16			ACE target 14/15		
Theatres	1,851		208%	1,703		148%	7,412		134%

The ACE targets are those projected in the original grant application; as these are already well over-achieved, they may need to be reviewed. (This season over-achieved across the tour against the ACE application target by 208%).

Sales reports for Black Theatre Live were monitored against figures from *UK Theatre* for similar-scale work, as detailed in the table following:

	UK Theatre	BLACK THEATRE LIVE	OTHERS	AVERAGE
Small-scale	2014			
Av. Capacity	66%	83%	64%	67%
Cash value achieved	61%	46%	49%	48%
Av ticket price (asked)	£13.09	£12.50	£10.50	£11.50
Av ticket price (achieved)	£12.18	£8.62	£8.04	£8.33

These show that the % capacity achieved by the non-supported venues, while roughly in line with those of the UK Theatre overall, are considerably lower than those from the Black Theatre Live touring bid venues.

The ticket yield and cash value are lower, in line with attempts to hold prices lower and attract more attendance at concessionary rate.

From the first tour to the second, ticket sales increased by 12% for the Black Theatre Live venues and ticket yield was up by £1.19 on average.

Added to the attendance figures from audiences in venues, there are also figures for the live-streaming of *The Diary of a Hounslow Girl*: it was in total watched by 862 people in 12 different countries. *Macbeth* achieved for the live-stream (330) and encore (680) totalling 1010, and *She Called Me Mother* 298 for the live-stream.

Excited about a new voice that is humorous and moving - it's made me think of Hounslow in a different way

Absolutely stunning acting and writing - just really really good

Survey respondents

Who attended? Survey responses

Background

The surveys describe the Black Theatre Live visitor profile, for the productions of *Macbeth* (March - April 2015), *She Called Me Mother* (October - November 2015) and *The Diary of a Hounslow Girl* (May - June 2016), at the following venues:

- Stratford Circus, London
- The Lighthouse, Poole
- Derby Theatre
- Key, Peterborough
- Queens Hall Arts, Hexham
- Theatre Royal, Bury St Edmunds
- Theatre Royal, Margate

Methodology

A short face-to-face survey was conducted by volunteers at each venue, visitors who had attended a performance were approached and asked to take part in the survey. Only those aged 16 and over were invited to take part. A longer e-survey was also sent to bookers to some of the venues - we have responses to two of these to date (14/7/16).

Sample size and margins of error

The number of questionnaires completed by season is shown below. The margin of error ranges from c. $\pm 7\%$ to c. $\pm 10\%$ at the 95% confidence level.

The margin of error is affected by the number of responses in the sample. Individual margins of error are given in the body of the report. For questions with fewer than 100 responses, the margin of error will be quite high so these results should be used in an indicative way only, not considered as robust enough to base decisions on.

Survey response by venue and methodology

	Diary of a Hounslow Girl		She Called Me Mother		Macbeth	
	Face-to-face	E-survey	Face-to-face	E-survey	Face-to-face	E-survey
Stratford Circus	60	7	27	100	-	29
Poole Lighthouse	37	-	-	34	-	-
Derby Theatre	-	-	4	-	-	21
Key Peterborough	10	-	-	2	-	-
Queens Hall Hexham	-	11	3	-	-	36
Theatre Royal Bury St Edmunds	31	-	9	15	-	-
Theatre Royal Margate	28	-	-	24	-	5
Total		184		218		91
Margin of error		±7%		±7%		±10%

Public survey: summary of responses

The responses from the surveys carried out for **Diary of a Hounslow Girl** were decidedly positive in terms of quality of production, value for money, welcoming staff and the overall experience.

Respondents were 74% female to 24% male, almost three-quarters to one quarter - this is close to the results for **She Called Me Mother** and a higher proportion of female respondents than for **Macbeth**. Respondents' ages were generally 40 and over, with fewer young respondents than perhaps might have been anticipated and a spike in the over 65s.

9% of respondents had previously seen the production of **She Called Me Mother**; 10% had previously seen the production of **Macbeth**.

Over 40% identified themselves as having an ethnic background that was not white British or white 'other' - again, an incrementally higher response self-identifying of other ethnicities than for the previous productions.

90% of respondents said that they had no disability or long-term illness. A slightly higher proportion than is often seen identified themselves as *having* a disability or long-term illness that limited their activities 'a lot' (3 %) but only 3% again said that it limited them 'a little' (8%).

A lower proportion (59%) than for **She Called Me Mother** had attended theatre somewhere in the past twelve months, often citing multiple visits. 24% of bookers were on their first visit to the venue.

A wide range of motivation was said to be applicable, but the main motive was 'to be entertained', or to spend time with friends or family. 76% of respondents would recommend a visit to the specific venue to their friends or family.

Again, sources of information were many and comprehensive, but respondents' main sources of information and prompts to attend were print, word of mouth, or email.

Where the question was asked (at Stratford Circus only, for this tour) '*To what extent would you agree or disagree*' with given statements, the majority of respondents agreed or 'strongly agreed' that they felt value is added to the cultural diversity of a venue or area by BAME touring productions, that they would like to see more BAME productions, and, to a lesser extent, that they would attend more BAME productions if such were available in their local theatre.

In comparing the results of this season's profiling with those of last, we could see a clear increase in the more 'usual core' audience profiles, in particular *Commuterland*, *Culturebuffs*, *Dormitory Dependables* and the somewhat less-likely-to-engage *Trips and Treats*. This may perhaps have been influenced by significant, named national media coverage for the tour.

It is also reinforced by the familiarity of respondents with the venue attended, which is higher than for other seasons. Anecdotally, Lighthouse Poole were aware that the audience for **Diary of a Hounslow Girl** in the studio was largely comprised of their 'main house' audiences, as confirmed by their complaints about the discomfort of the studio seats and their dash for the carpark at the end of the show.

Full information on each survey response over the three seasons follows, expressed as comparisons in a series of tables and charts.

Among the qualitative comments were a number of responses to the contemporary content of the play and its impact on the audience:

The Hounslow Girl made me think of those girls just as girls in Lithuania, in Russia, in Belarus. It's the same feelings and the same message, just in slightly different form. Thank you for this fantastic work to the brave author!

It was so good to see a different audience. There were many younger people than usual at the Theatre Royal and Asian and black people. I sat next to a woman wearing a sari-that was a first in Bury! It was the first time she and her husband had been to the Theatre Royal. . . . I think last night was brave and successful!

Respondents had great enthusiasm for the performer and her understanding of her subject:

Ambreen Razia did a beautiful truthful show and needs to create more work discussing the Asian/Muslim community

Amazing performance of the difficulties of a teenager. In this case a Muslim teenager.

There were also one or two reservations, which she clearly managed to overcome:

Being a Muslim some terms I wouldn't have used, but understand it was part of the character

The most frequently-cited words used to describe the performance and the experience majored on 'entertaining', 'thought-provoking', 'interesting', 'enjoyable', 'excellent' and 'funny' or 'fun'. 'Stimulating' and 'inspiring' were also repeated many times.

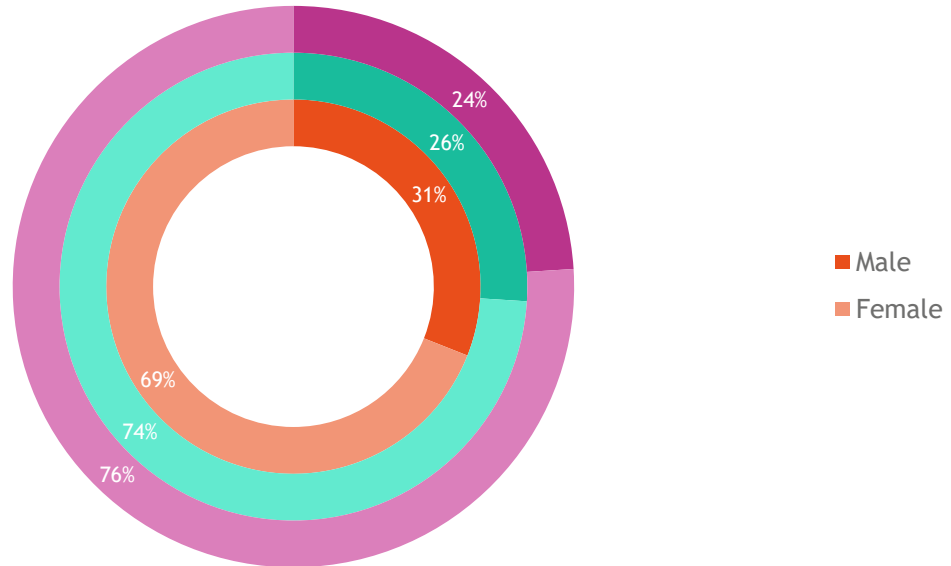
Press and social media responses to Diary of a Hounslow Girl were also enthusiastic - and these are appended to the end of this document. The social media comments also refer to media coverage such as Woman's Hour, which survey respondents also picked up on as a prompt to attendance.

NB The survey responses that follow give detail as comparisons over three years, and may need updating if further online responses are received for the current season.

Survey respondents over the three seasons

Visitor profile

Are you...

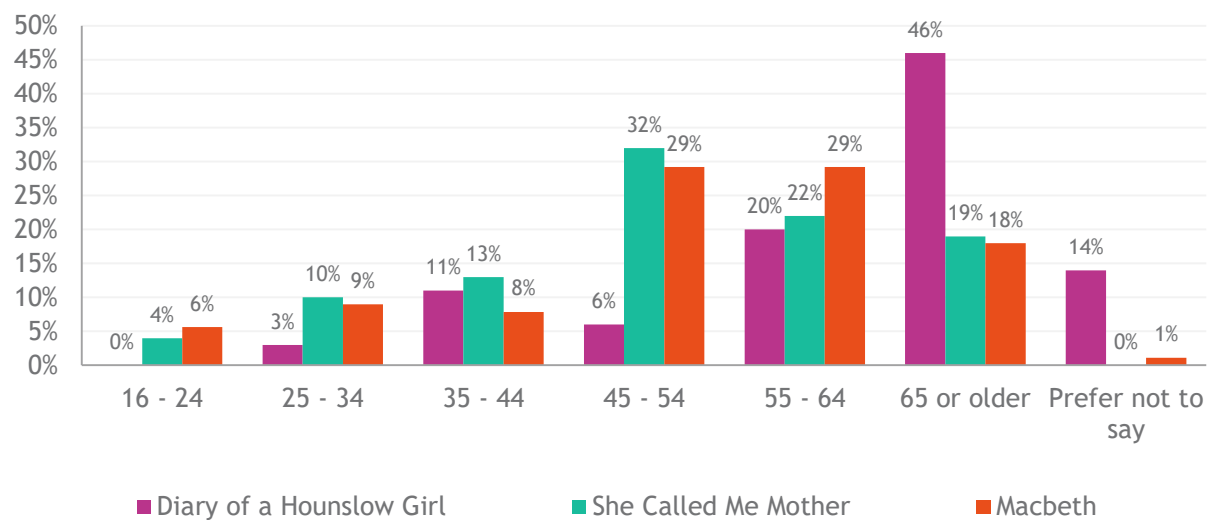


Outer ring - Diary of a Hounslow Girl / Middle ring - She Called Me Mother / Inner ring - Macbeth

Base: all respondents - 174 / 176 / 89

Margin of error: ±6% / ±6% / ±10%

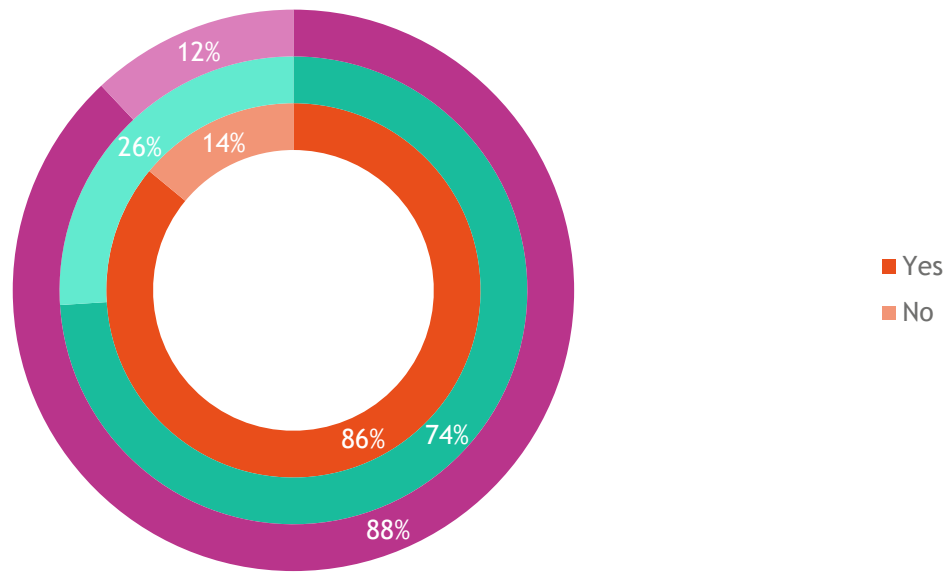
Which of the following age groups do you belong to?



Base: all respondents - 35 / 163 / 89

Margin of error: ±17% / ±7% / ±1

Did you visit with other people?

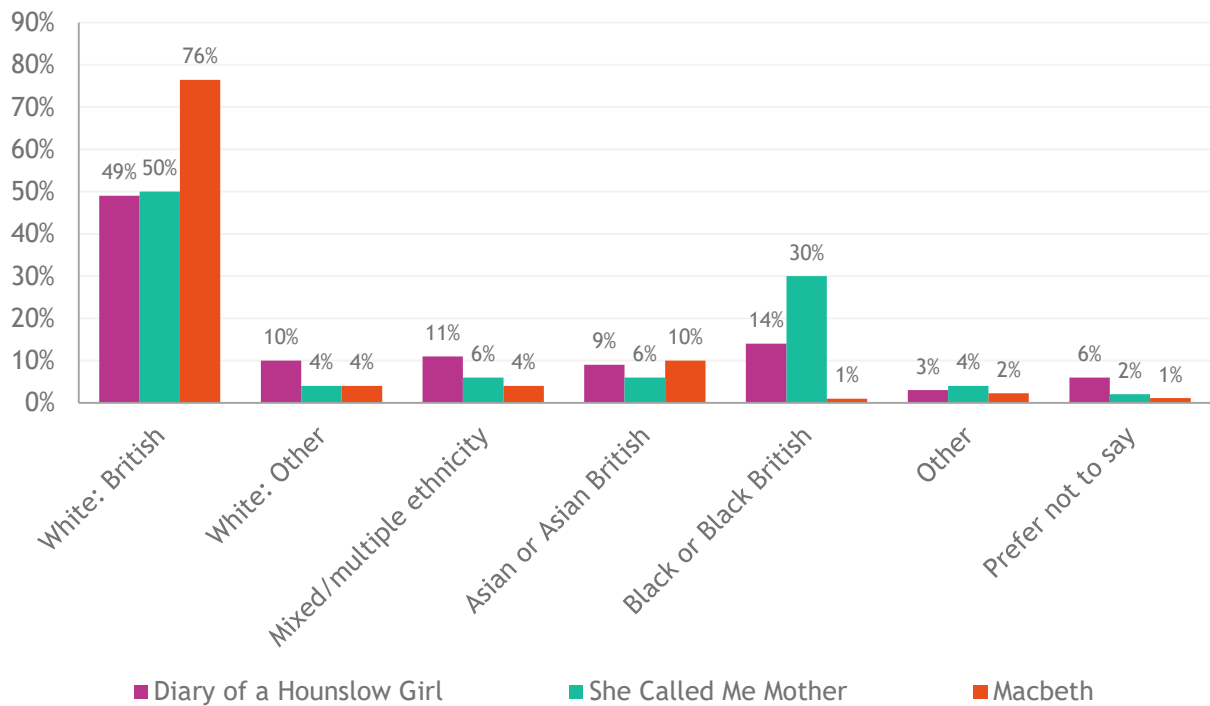


Outer ring - Diary of a Hounslow Girl / Middle ring - She Called Me Mother / Inner ring - Macbeth

Base: all respondents - 17 / 42 / 51

Margin of error: ±15% / ±13% / ±10%

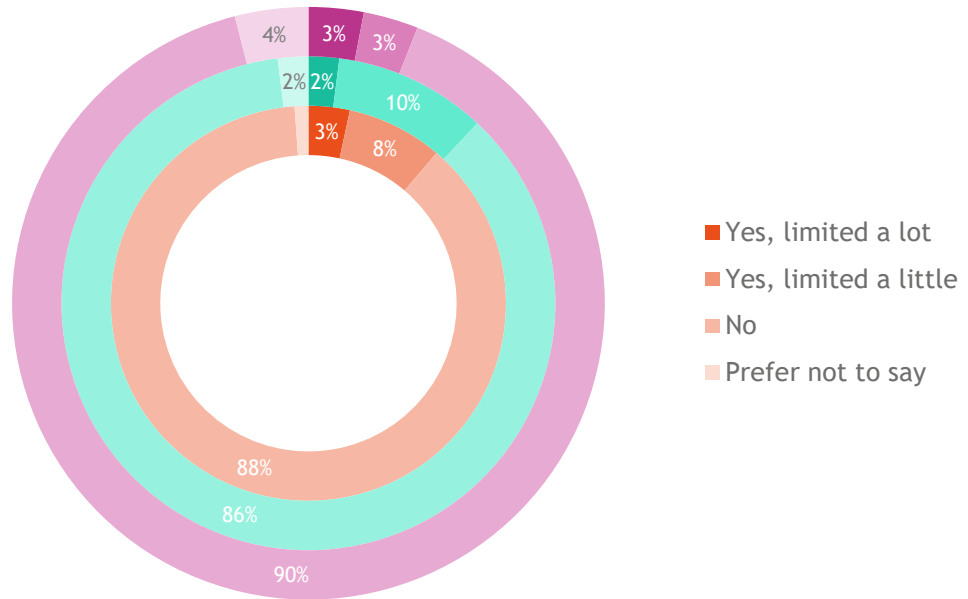
What is your ethnic group?



Base: all respondents - 80 / 163 / 89

Margin of error: ±11% / ±8% / ±9%

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

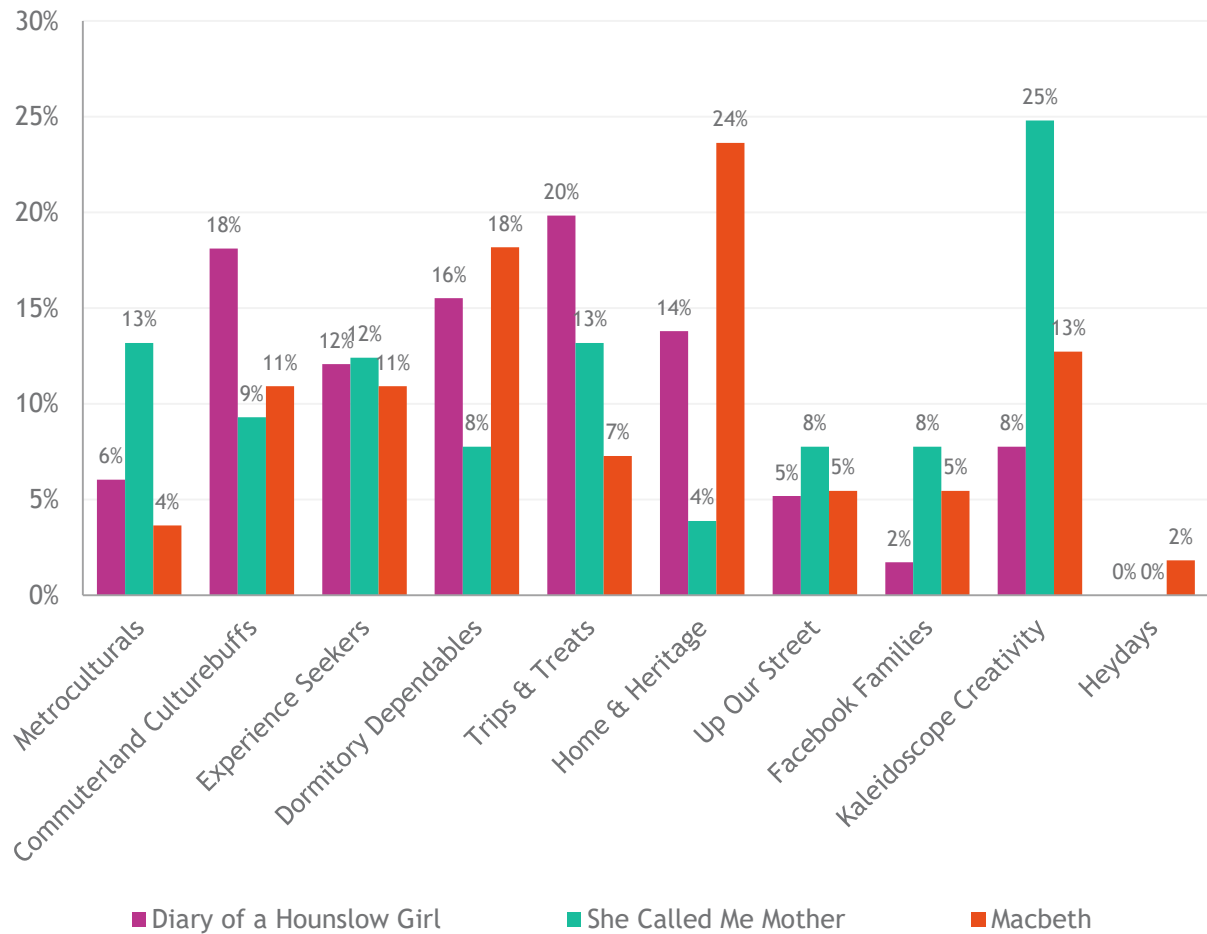


Outer ring - Diary of a Hounslow Girl / Middle ring - She Called Me Mother / Inner ring - Macbeth

Base: all respondents - 176 / 176 / 89

Margin of error: ±4% / ±5% / ±7%

Audience Spectrum segment



Base: all matched UK postcodes - 116 / 129 / 55

Margin of error: ±7% / ±7% / ±11%

Commuterland Culturebuffs

Affluent and professional, regular consumers of culture.

Dormitory Dependables

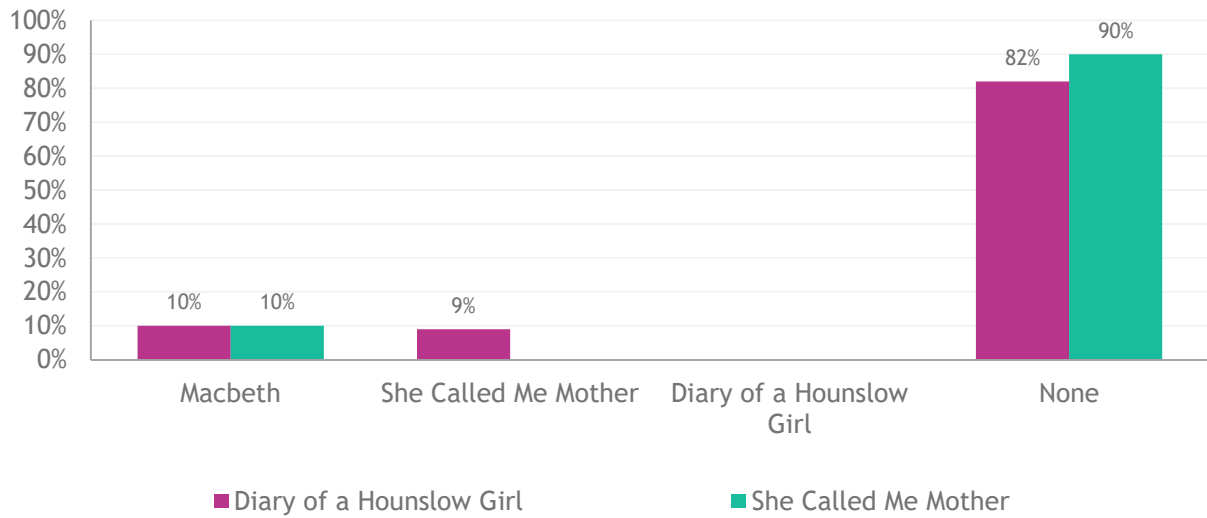
Suburban and small town dwellers, interested in heritage activities and mainstream arts.

Trips and Treats

People with a moderate propensity to attend, or engage in, cultural activity. Mainstream arts and popular culture are preferred, influenced by children, family and friends.

Previous visits

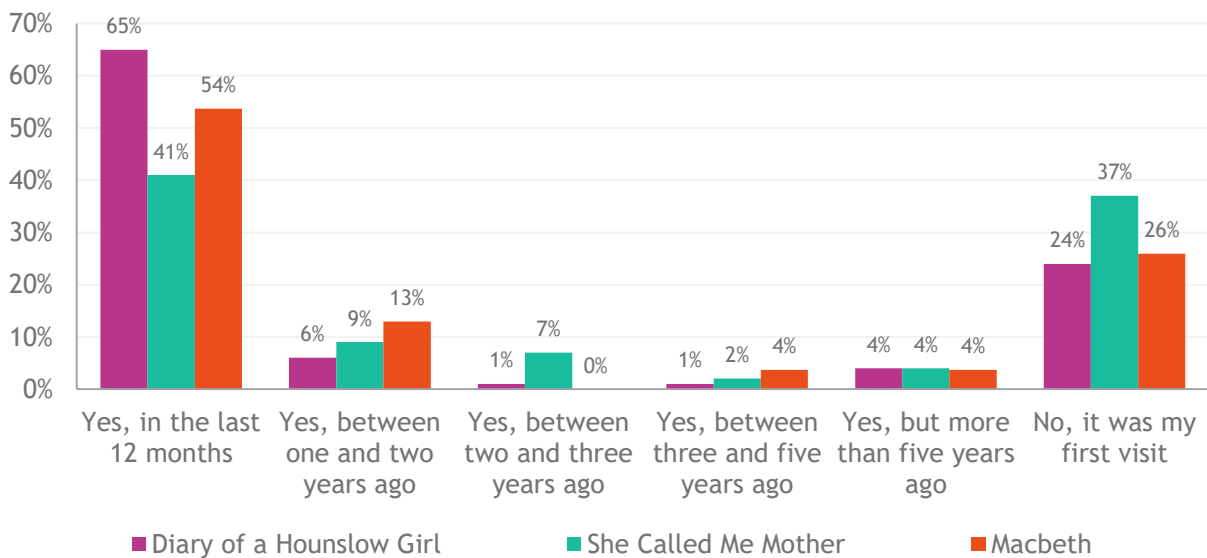
Please indicate which Black Theatre Live performance(s) you have seen previously?



Base: all respondents - 181 / 168

Margin of error: ±6% / ±5%

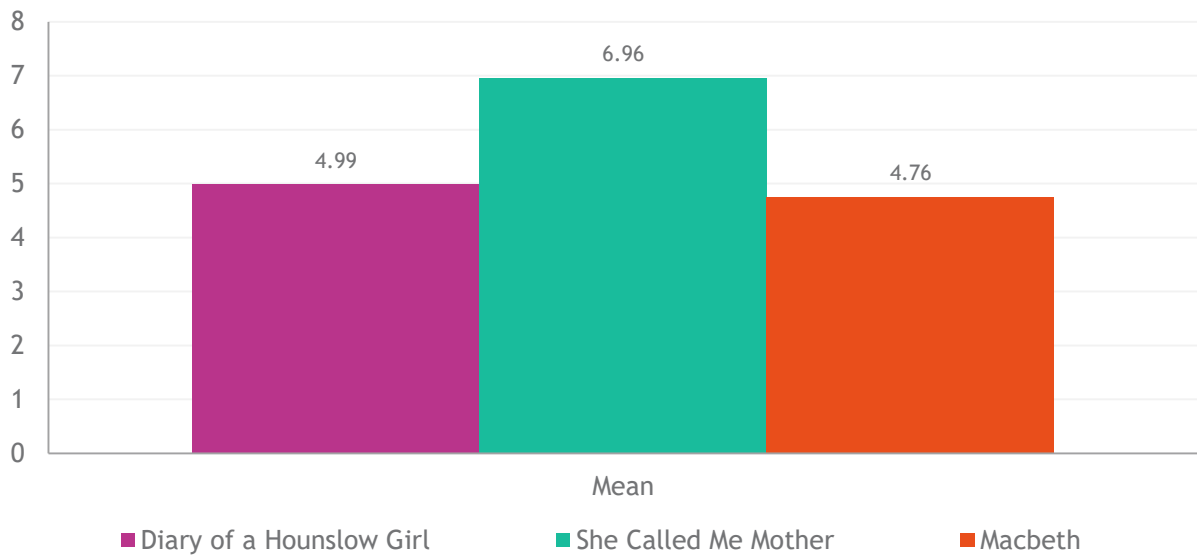
Prior to your recent visit, had you visited this venue before?



Base: all respondents - 181 / 176 / 54

Margin of error: ±7% / ±7% / ±13%

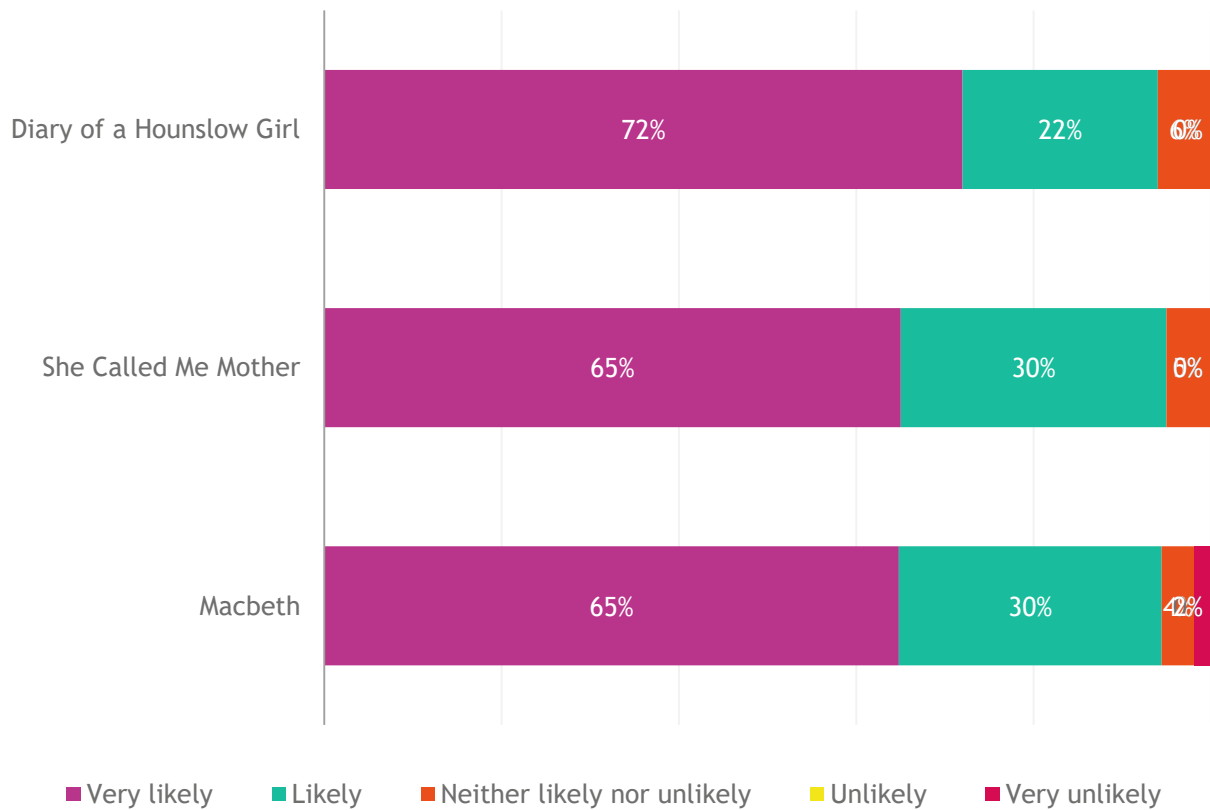
Including your recent visit, how many times have you visited this venue in the last 12 months?



Base: all who have been to the venue before - 108 / 77 / 29

Margin of error: ±10% / ±11% / ±18%

How likely are you to recommend a visit to [VENUE] to your friends/family?

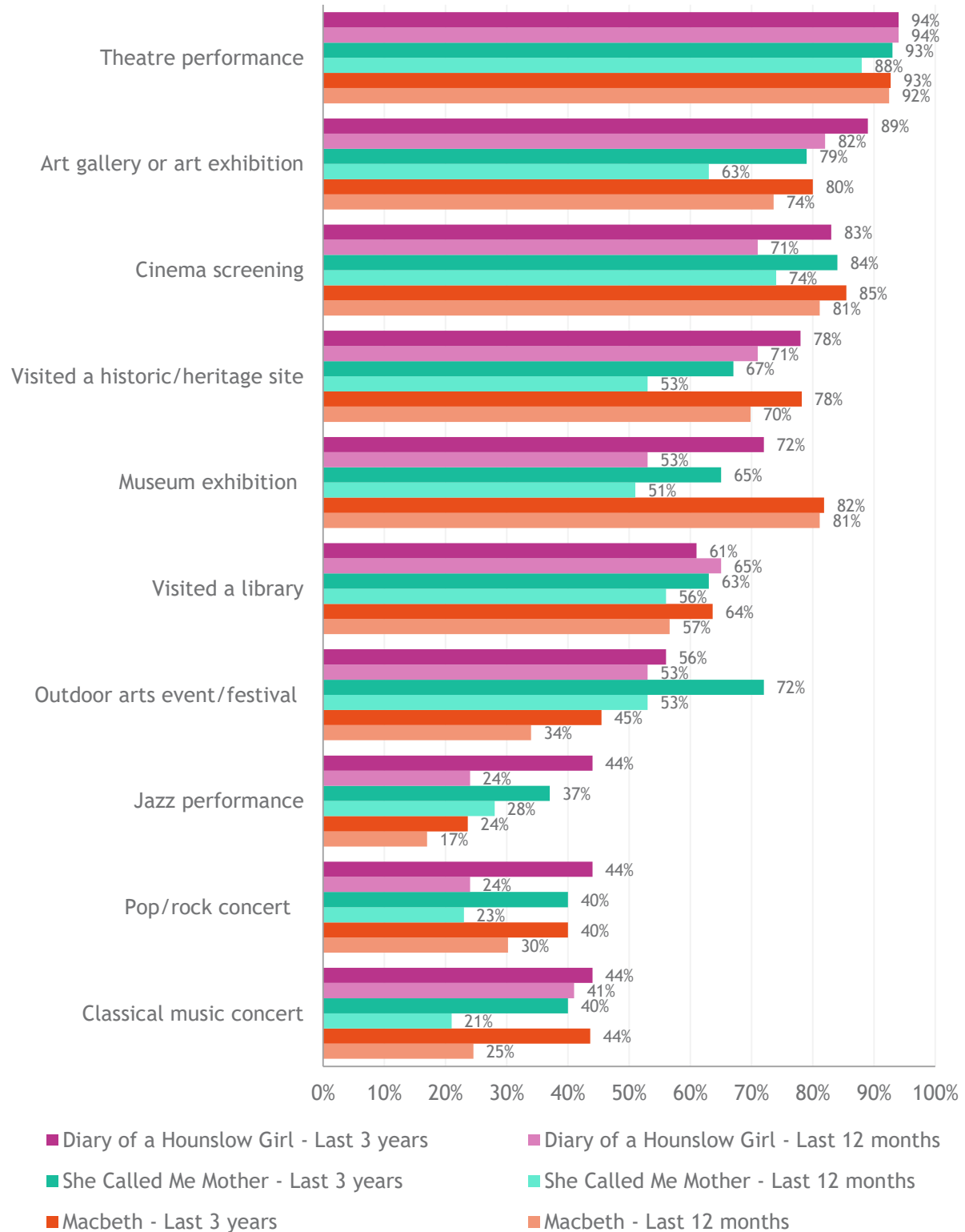


Base: all respondents - 18 / 43 / 54

Margin of error: ±21% / ±14% / ±13%

Wider cultural engagement

Which of the following types of arts/heritage events have you attended within the last three years? And of these, which have you attended in the last 12 months? - Top 10

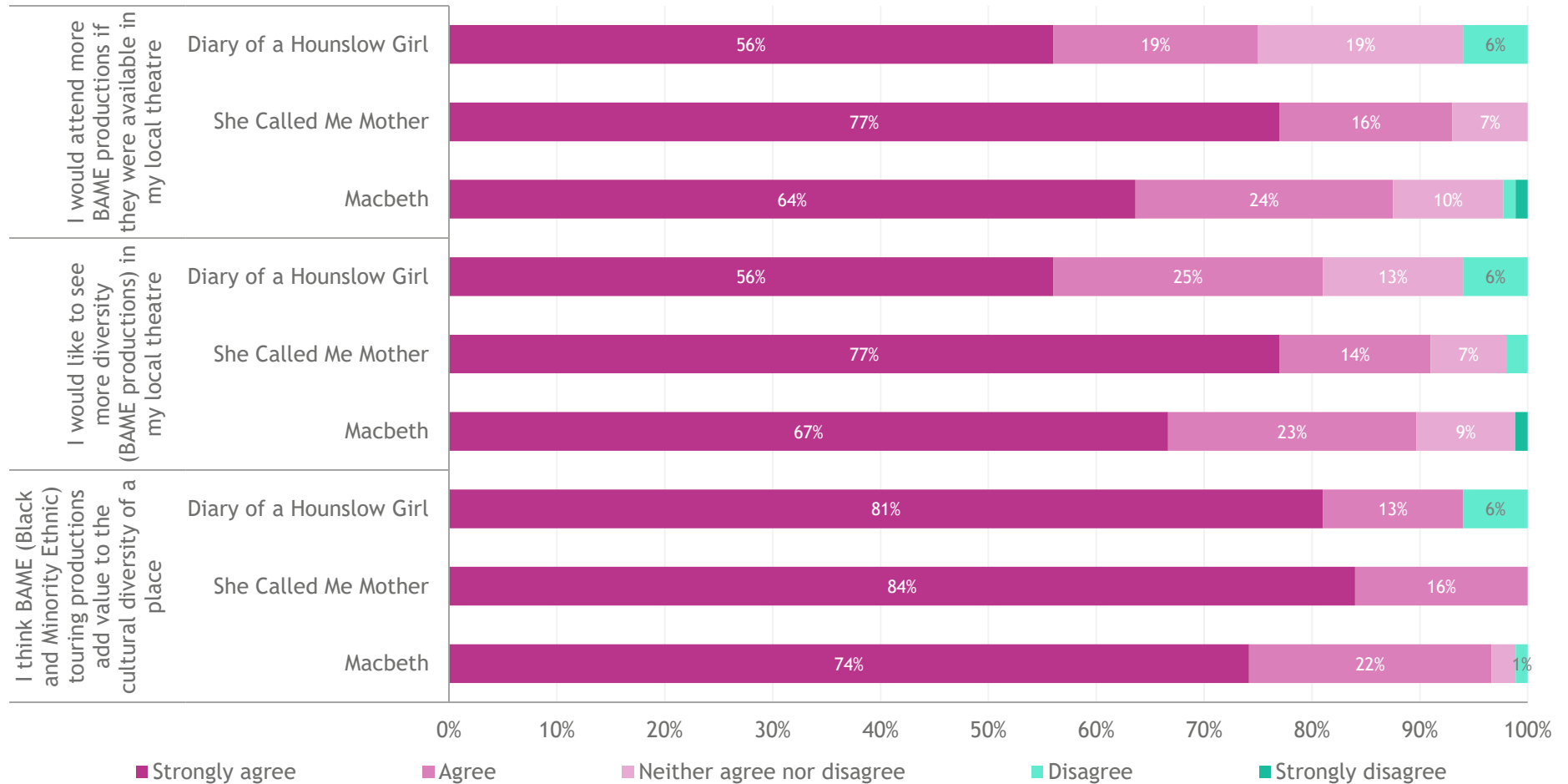


Base: all respondents - 18 / 17 / 43 / 43 / 55 / 53

Margin of error: ±23% / ±24% / ±15% / ±15% / ±13% / ±13%

BAME productions

To what extent would you agree or disagree with the following statements?

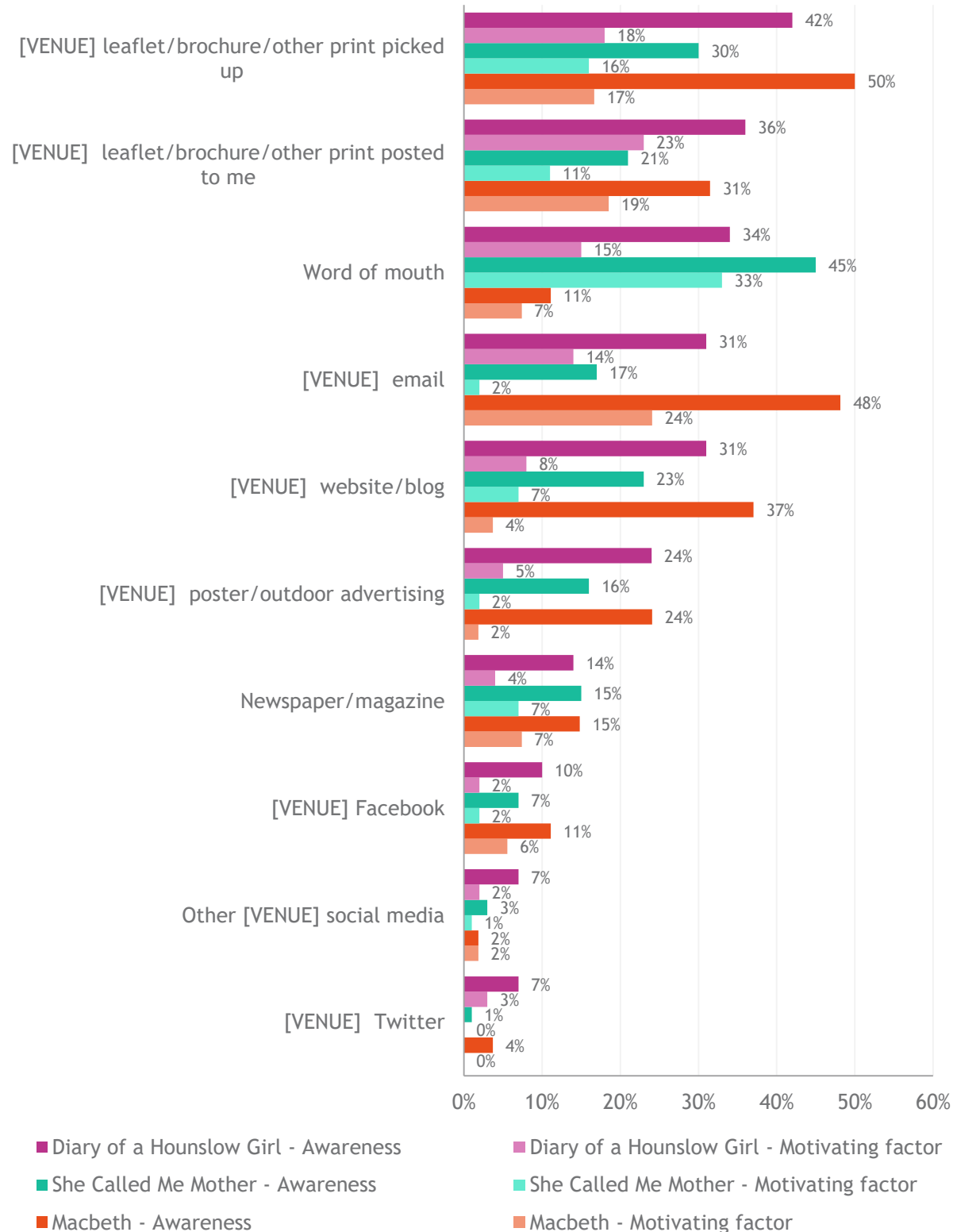


Base: all respondents - 16 / 43 / 88 / 16 / 43 / 87 / 16 / 43 / 89

Margin of error: ±24% / ±13% / ±10% / ±24% / ±13% / ±10% / ±19% / ±11% / ±9%

Information sources

Which of the following had you seen or heard before your most recent visit to [VENUE]?
And which of these gave you the strongest encouragement to visit? - Top 10

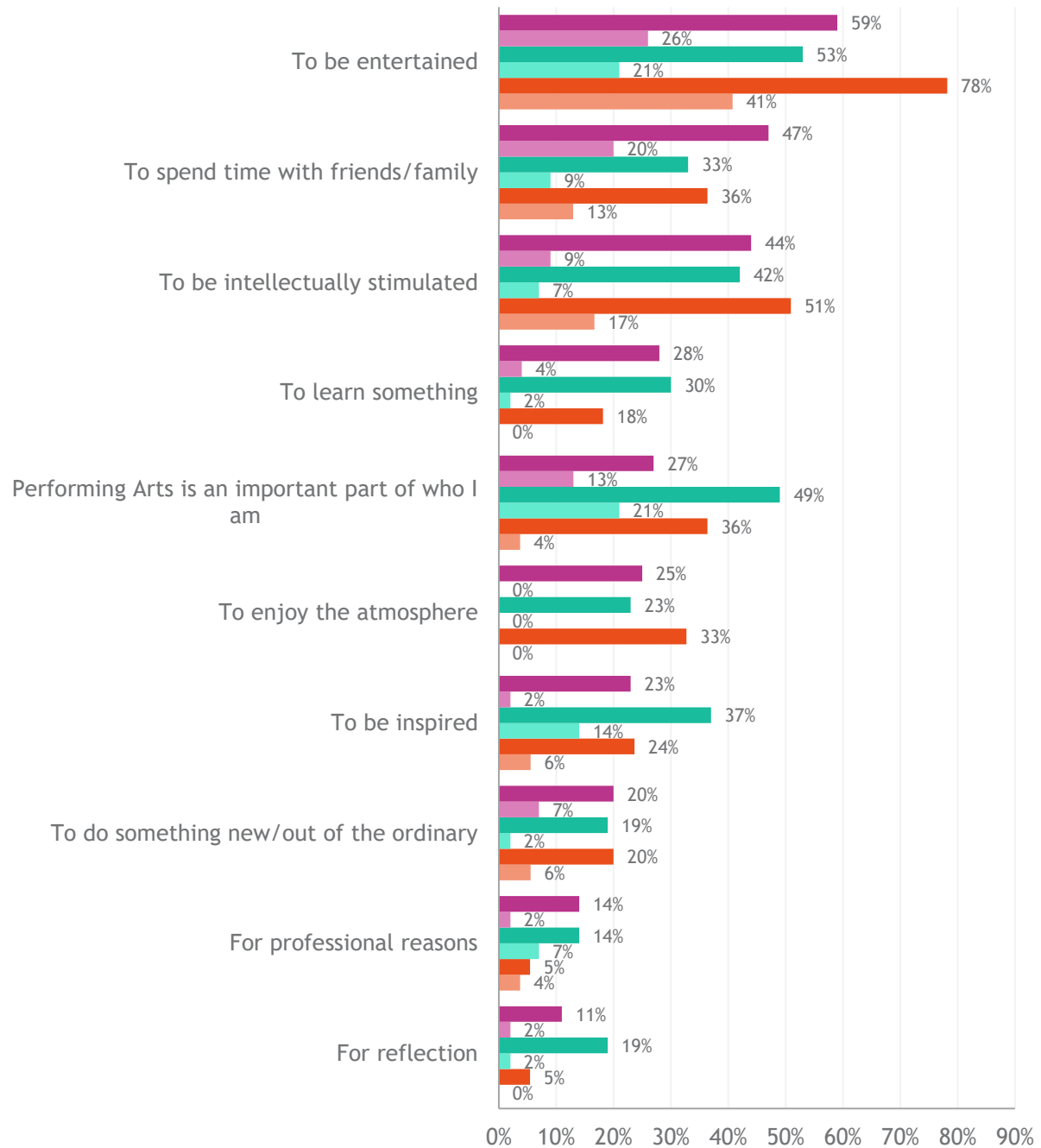


Base: all respondents - 174 / 133 / 172 / 122 / 54 / 54

Margin of error: ±7% / ±7% / ±7% / ±8% / ±13% / ±11%

Motivations

Still thinking about your most recent visit to [VENUE]; which of the following describe your reasons for visiting? And which of these was your main motivation? - Top 10



- Diary of a Hounslow Girl - All reasons
- She Called Me Mother - All reasons
- Macbeth - All reasons

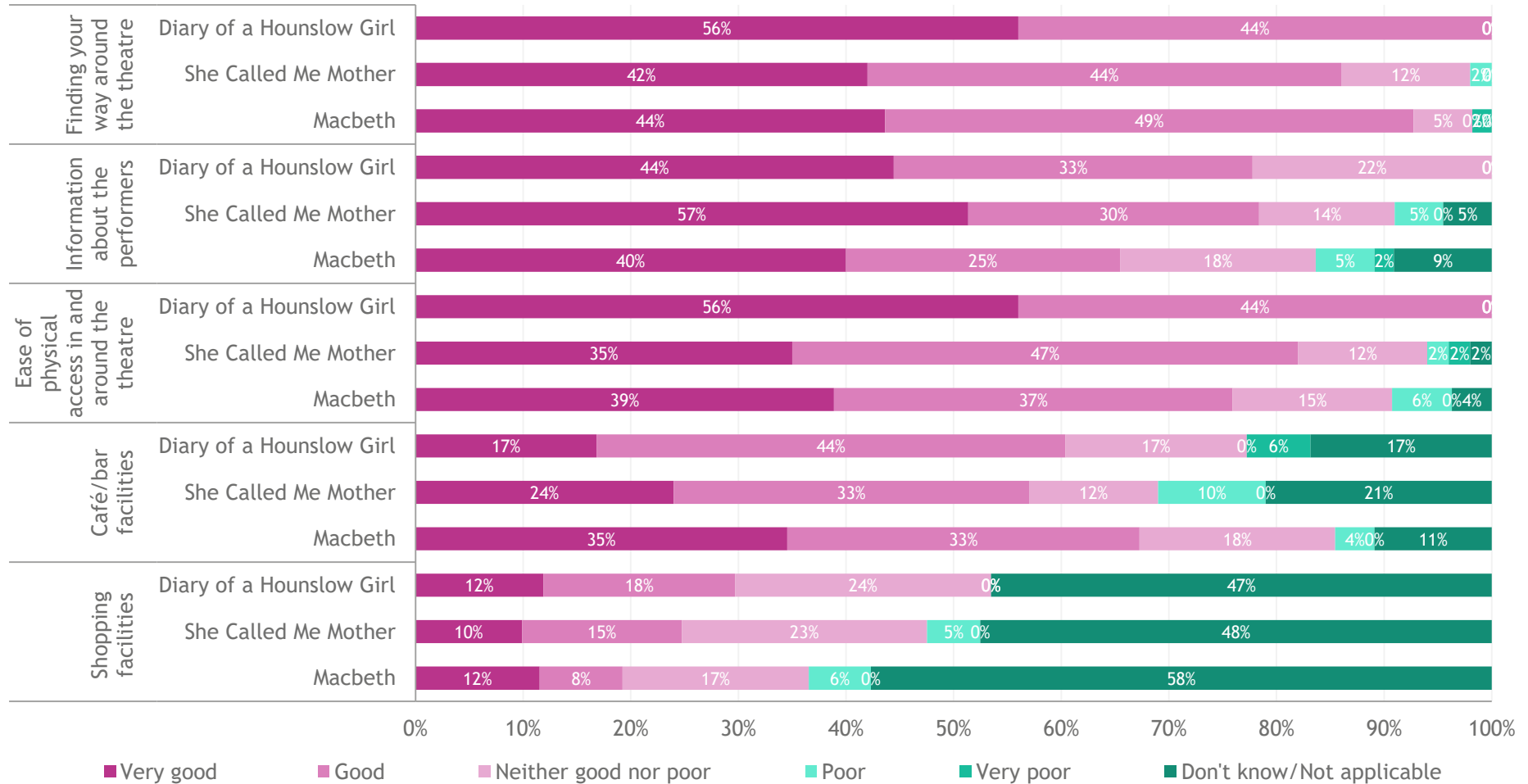
- Diary of a Hounslow Girl - Main motivation
- She Called Me Mother - Main motivation
- Macbeth - Main motivation

Base: all respondents - 64 / 46 / 43 / 43 / 55 / 54

Margin of error: ±12% / ±13% / ±15% / ±12% / ±13% / ±11%

Ratings

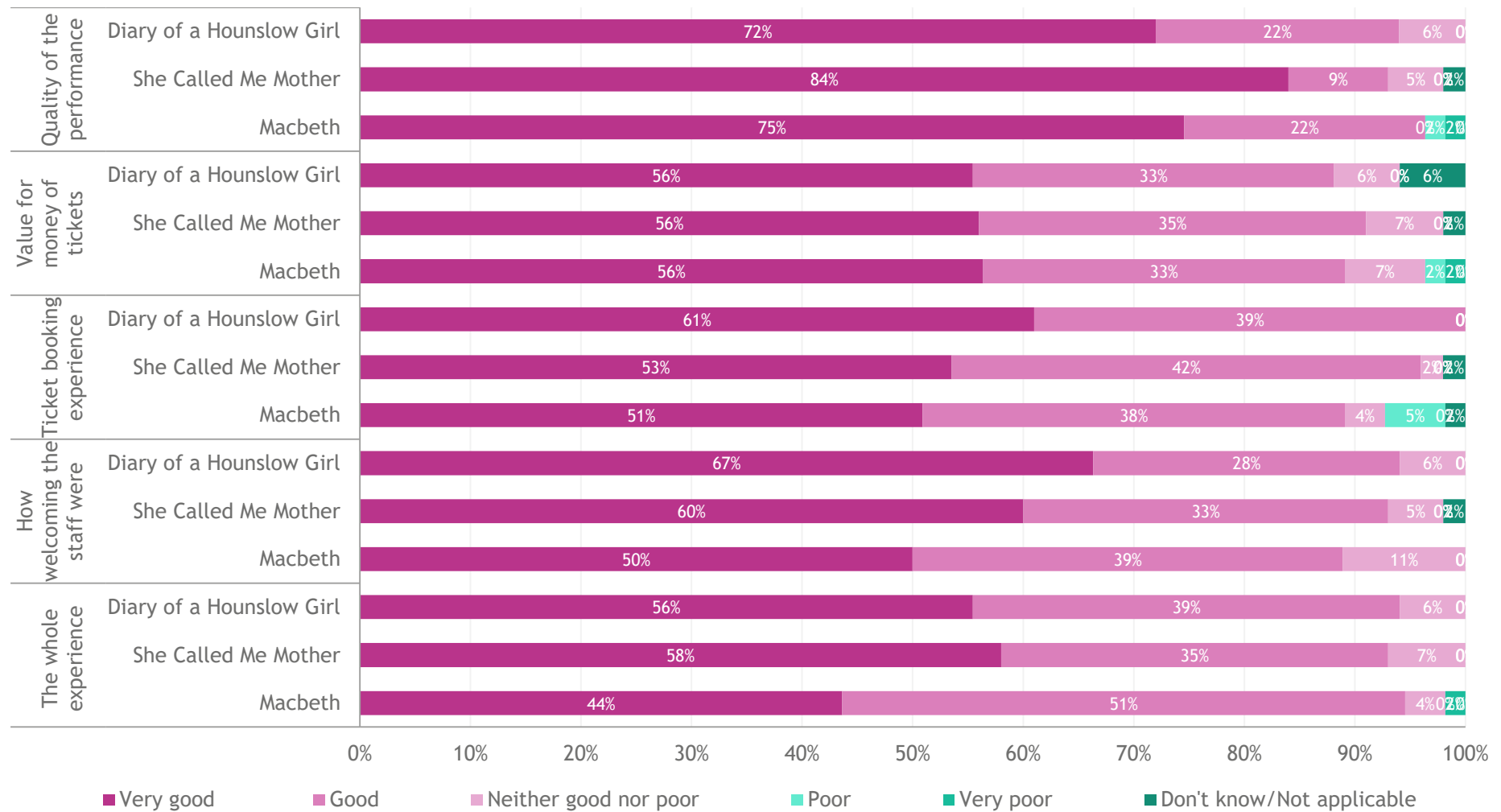
How would you rate the following?



Base: all respondents - 18 / 43 / 55 / 18 / 43 / 55 / 18 / 43 / 54 / 18 / 42 / 55 / 17 / 40 / 52

Margin of error: ±23% / ±15% / ±13% / ±23% / ±15% / ±13% / ±23% / ±15% / ±13% / ±22% / ±14% / ±13% / ±23% / ±15% / ±13%

How would you rate the following?



Base: all respondents - 18 / 43 / 55 / 18 / /43 / 55 / 18 / 43 / 55 / 18 / 42 / 54 / 18 / 43 / 55
 Margin of error: ±20% / ±11% / ±12% / ±23% / ±15% / ±13% / ±23% / ±15% / ±13% / ±23% / ±15% / ±13%

Contacts

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The Diary of a Hounslow Girl - Quotes

Press:

‘a powerful piece of theatre... astonishing and engaging’ **British Theatre ★★★★★**

‘I doubt you will see something more moving or a performance as strong for such a young performer any time soon’ **British Theatre ★★★★★**

<http://britishtheatre.com/review-diary-hounslow-girl-oval-house-uk-tour/>

‘very funny... This really is an evening in the theatre that people should not miss.’ **Plays To See ★★★★★**

<http://playstosee.com/the-diary-of-a-hounslow-girl/>

‘bold, courageous work has the capacity to break down barriers and build bridges’ **Remote Goat ★★★★★**

<http://www.remotegoat.com/uk/review/12825/caught-between-tradition-and-today/>

‘Smart, astute and funny’ **The Stage ★★★★★**

<https://www.thestage.co.uk/reviews/2016/the-diary-of-a-hounslow-girl-review-at-ovalhouse-london/>

‘an extremely exciting young talent’ **The Reviews Hub ★★★★★**

<http://www.thereviewshub.com/the-diary-of-a-hounslow-girl-tobacco-factory-theatres-bristol/>

‘fresh and hilarious... an absolute must see’ **Everything Theatre ★★★★★**

<http://everything-theatre.co.uk/2016/05/the-diary-of-a-hounslow-girl-ovalhouse-review>

‘laugh-out-loud... energetic and passionate.’ **London Theatre 1 ★★★★★**

‘This simultaneously amusing and poignant show reminds us that behind every seemingly surly and irascible teenager is a person just as human as we are.’ **London Theatre 1**

★★★★

<https://www.londontheatre1.com/news/137873/the-diary-of-a-hounslow-girl/>

‘engaging and thought-provoking... fresh and engaging’ **The Upcoming** ★★★★★

<http://www.theupcoming.co.uk/2016/05/09/diary-of-a-hounslow-girl-at-the-ovalhouse-theatre-review/>

‘Packed with wit, charm, pathos, empathy inducing observational integrity and wry humour, here is a play that deserves to be noted at the highest levels of theatre’ **Purple**

Revolver ★★★★★

<http://www.purplevolver.com/style/theatre/125719-the-diary-of-a-hounslow-girl-at-the-unity-theatre%2C-liverpool.html>

‘Refreshing, vibrant and relevant’ **Love London, Love Culture**

‘This production has plenty to recommend it and is perfect viewing for anyone who has ever felt a bit of an outsider and wanting to discover who they really are.’ **Love London, Love Culture**

<https://lovelondonloveculture.com/2016/05/07/review-the-diary-of-a-hounslow-girl-ovalhouse-theatre/>

‘energetic, mischievous, rebellious... laugh-out loud humour, mixed with quirky insight.’

Reviews Gate

<http://www.reviewsgate.com/modules.php?name=News&file=article&sid=8543>

‘sharp and very, very funny’ **Children’s Theatre Reviews**

<https://childrenstheatrereviews.com/2016/05/08/the-diary-of-a-hounslow-girl/>

‘Ambreen Razia had the audience spellbound by her electric performance.’ **She Speaks, We Hear**

<http://linkis.com/shespeakswear.com/koR3L>

[‘the writing is masterful the acting is sublime’ Western Park Gazette](#)

<http://www.westernparkgazette.co.uk/latest?newsNumber=2365>

‘If you're going to see any play this year, make it this one.’ **Max and Mummy**

<http://www.maxandmummy.co.uk/2016/05/the-diary-of-hounslow-girl-review.html>

Audience:

Loved [#DiaryOfAHounslowGirl](#) @[Ovalhouse](#) tonight! @[AmbreenRazia](#) is a talent to watch out for!! [#theatre](#) [#newwriting](#) [#newtalent](#)

Went to see Diary of a [#HounslowGirl](#) at the @[Ovalhouse](#) this eve. One-woman show & what a woman. Couldn't recommend enough.

Electric performance, sharp direction and canny design [#HounslowGirl](#)

Sooooo amazed & impressed by @[AmbreenRazia](#) in 'The Diary Of A Hounslow Girl'

Just seen "Diary of a Hounslow Girl" it was incredible.

Work is a pleasure when you get to see things like The Diary of a Hounslow Girl.
@[AmbreenRazia](#) is one to watch. Mad feels all the way thru.

Had a great time at 'Diary of a Hounslow Girl' today! Thanks for having us @AmbreenRazia. Amazing performance!!

Saw Diary of a Hounslow Girl today and it was so refreshing to see different stories presented on stage. Great job @AmbreenRazia 🍷🍷🍷

LOVED Diary of a Hounslow Girl @StratfordCircus. @AmbreenRazia held entranced audience in palm of her hand. An exciting new voice in theatre

#HounslowGirl this eve was too good. @AmbreenRazia = outstanding. Made me feel proud to be an actual Hounslow Girl 🙌

Diary of a Hounslow Girl @TheatreRoyalBSE Mind-blowingly brilliant & groundbreaking writing & acting by @AmbreenRazia Amazing!

#HounslowGirl is brilliant! bravo @AmbreenRazia live streaming tonight @BlackTLive 🙌

Fabulous, fabulous performance from @AmbreenRazia in #HounslowGirl. Original, challenging, moving, funny. @BlackTLive #livestream

Saw #Hounslowgirl and it is a Must-see! It's genuinely brilliant. Huge well done @sophiemoniram 😊 And congrats to @AmbreenRazia you are dope

#HounslowGirl by @AmbreenRazia What a smart and powerful play that was! @BlackTLive @pilot_theatre @TheatreRoyalBSE

@ #HounslowGirl just watched the live streaming- brilliant show. Thought provoking and funny.

Loved loved loved #HounslowGirl @TheatreRoyalBSE #bravo Enjoying the post show discussion

So happy to be watching #HounslowGirl streaming live from @TheatreRoyalBSE. Congrats on such a powerful piece @AmbreenRazia & @BlackTLive 🌐

BRAVO to everyone at #HounslowGirl! A tour de force indeed! @AmbreenRazia @BlackTLive @pilot_theatre @Tara_Arts @sophiemoniram

#HounslowGirl was captivating. Superb performance. #Thankyou for the invite and showcasing #DiaryofaBury boy/girl

This is a brilliant performance of her text #HounslowGirl @AmbreenRazia @TheatreRoyalBSE @BlackTLive 4 of us watching quite transfixed

It really is quite extraordinary how clever @AmbreenRazia 's play #HounslowGirl is. Walking fine line between comedy & despair. 1 of 2

#HounslowGirl #Livestream Enlightening. Thought Provoking. Grt performance by playwright @AmbreenRazia.

Diary of a #HounslowGirl hilarious, moving & super lovely to hear reactions from @TheatreRoyalBSE via @BlackTLive live stream v. well done!

1st experience of watching a live stream play on ipad. @pilot_live top marks with #HounslowGirl but wish I was with you @TheatreRoyalBSE

Loving #HounslowGirl in Minneapolis in the US. Question for the Q&A talkback - what are the ideas behind the set?

This is a brilliant performance of her text #HounslowGirl @AmbreenRazia @TheatreRoyalBSE @BlackTLive 4 of us watching quite transfixed

.@AmbreenRazia was brilliant in #HounslowGirl. More like this please!

#HounslowGirl thoroughly enjoyed this fantastic production...how long did it take you to get this down to a 1.5hr masterpiece?

#HounslowGirl by @AmbreenRazia What a smart and powerful play that was! @BlackTLive @pilot_theatre @TheatreRoyalBSE

Technology is wonderful. Preparing to watch #HounslowGirl live from Guyana while chatting to the lovely @Ashe_Mensah on Skype @BlackTLive

Wow the diary of a Hounslow girl was SO GOOD. Refreshing and bold @AmbreenRazia @BlackTLive very glad to have seen this ★ ★ ★ ★ ★

Thank you @AmbreenRazia for such an honest portrayal of the character Shahida.The Diary of a Hounslow Girl! @BlackTLive

Diary of a Hounslow Girl blew us away. Big up @AmbreenRazia 🙌. She had us laughing and crying all at once. #BLF2016

Stunning and inspiring performance and delivery by Ambreen Razia. Make sure you see this or you will be sorry to have missed it.

@AmbreenRazia @BlackTLive thank you for coming so far south to tell your story. Stunning performance #HounslowGirl @BrewhouseLive

Caught this gem of a show tonight. Powerful, funny, authentic, fantastically written by @AmbreenRazia@BlackTLive

Memorable @AmbreenRazia The Diary Of A Hounslow Girl @QueensHall performance tonight (Wed) @BlackTLive bit.ly/1OqKCcz #HounslowGirl

Extra:

Thank you for a beautiful, funny and poignant performance this evening.

I took my foster daughter, who is a British Muslim, to see your play this evening, after hearing you on Woman's Hour today. This was her first experience of the theatre and she absolutely loved it. She said "Apart from the pregnant bit, I can't believe she told the story of my life".

Thank you for telling that story.