

THE FUTURE OF BLUESNIGHTS CONSULTATION: ANALYSIS OF AUDIENCE RESPONSES; AND ACTIONS AGREED BY BLUESNIGHTS' BOARD 6/7/09

SUGGESTION	PROS	CONS	ACTION
1. Move to cheaper venue	Cheaper venue may produce savings and/or generate operational surplus (a.k.a profit).	<ul style="list-style-type: none"> Room hire is only part of overall venue costs. Having to supply our own box office system + PRS submissions would add labour costs. New venue may not have as good an atmosphere/sound quality. May have to supply bar stock and staff, thus adding to volunteer organisational tasks and need for storage. 	Bluesnights committee has explored all cheaper and viable alternatives.
2. Move to larger venue	If a move resulted in consistently larger audiences, then ticket prices need not rise.	<ul style="list-style-type: none"> New venue would need to replicate DAC sound quality. Location must be 'customer-friendly' – e.g. disabled access; parking; personal safety; close to public transport services, etc. 	In current economic climate, moving to larger venue would only make sense if current audiences were at capacity.
3. Move to venue with proper bar facility	Better 'customer experience'	Possible increase in DAC hire costs to pay for new facility	DAC plans to refurbish the small room and improve bar facility.
4. Raise/lower ticket prices	<ul style="list-style-type: none"> Increased prices may increase income Reductions in prices may lead to increased attendances 	<ul style="list-style-type: none"> Increased prices may lead to further reductions in attendances Reductions in prices without any increase in attendances may lead to further overall financial losses 	Agreed to maintain current prices for 2009/10 season. Also introduce Senior Citizen's ticket
5. Season/half-season tickets	Season tickets would give some advanced guarantee of income	<ul style="list-style-type: none"> Low take-up of season ticket offer could lead to income benefits being offset by DAC enhanced admin. costs. Previous market research re. season ticket offer was not in favour. 	No action: of benefit to relatively small no. of people, but would incur higher admin costs.
6. Avoid clashes with other events	'Clashes' are inevitable and are a sign of a healthy arts and culture scene	Competition for audiences means one or more events must lose out	Continue to avoid big sporting/cultural events
7. Improve publicity and its distribution	Better publicity should lead to increase in audiences	Research shows 50% of all advertising effort is wasted – but no one knows which 50%!	Implement audience flyer distributor scheme
8. Encourage younger audience	Could lead to greater audience sustainability over time	<ul style="list-style-type: none"> Audiences South West's evidence suggests likely to be unsuccessful DAC and Bluesnights audience not 'cool' for young people 	Continue welcoming the few young people who do attend.
9. Publish reviews + next BN information	Could lead to increased interest in/attendance at Bluesnights	<ul style="list-style-type: none"> Requires immediate post-gig write-up/submission No guarantee of publication 	Contact/negotiate with local/regional media outlets
10. Book more solo/duo acts	Less expensive; easier set-up/take-down; generally less artist fees and hospitality costs	<ul style="list-style-type: none"> Could lose audience who like bands and/or variety of bands/solos. Lower artist fees not guaranteed – depends on level of artist 	Continue to provide variety and maintain quality
11. Book more bands	Could lead to increased audiences, resulting in greater ticket sales and raffle income	<ul style="list-style-type: none"> Increased income may be off-set by increased artist fees Harder set-up/take-down; increased hospitality costs 	Continue to provide variety and maintain quality
12. Reduce artists' fees/ have door-share fees	Would lead to cost savings	<ul style="list-style-type: none"> Could damage relationships and Bluesnights reputation with artists Could result in lower artist quality thresholds 	Experiment with door-share for Autumn season; review Dec. '09
13. Seek sponsorship	Could lead to long-term mutually beneficial relationship(s)	<ul style="list-style-type: none"> Sponsorship hard to get in current economic climate Interest from potential sponsors may be limited 	Contacted 'Arts & Business' org; discussions pending.
14. 'Voluntary' subs and/or membership	<ul style="list-style-type: none"> Would provide additional income stream May increase audience engagement 	<ul style="list-style-type: none"> May require benefits in return – e.g. concessionary ticket prices May disqualify Dorset Blues Society from some grant-aid sources 	None. Evidence from other blues societies not encouraging
15. CD lending library	May add value to Bluesnights 'experience'	No guarantee of increase in/return of 'lost' audience	In 'Parking Lot' until future date
16. Campaign against DAC increased costs	Could stave off increase and enhance DBS profile locally	May antagonise DAC management/ DAC board/WDDC/local population	Responding to invite for dialogue with DAC board
17. More volunteers	Could spread the Bluesnights workload	Needs additional organisation/co-ordination to be of significant value	Take up recent individual offers
18. 'Extras' – e.g. workshops, 1-2-1 tuition	<ul style="list-style-type: none"> Added value for some existing audience Possible new audience 	<ul style="list-style-type: none"> Requires additional organisational/co-ordination inputs to be of significant value Additional costs may make workshop prices unattractive 	Continue providing affordable occasional workshops with visiting artists.