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## CASE STUDY: Subscription at Derby Playhouse

Derby Playhouse wanted to encourage more of its audiences to see the whole of a season of their work. Generating an earlier cashflow was also critical to them. These were their key objectives in launching a very simple subscription scheme, offering four shows for the price of two. Before launching the new scheme, advance season ticket sales were as low as 1,000. In the three seasons since, they have generated as many as 16,300 advance ticket sales. Although the scheme was principally aimed at existing attenders, 30% of the subscription bookers appeared to have come from nowhere, with no previous booking history on their box office system. Although, predictably, yield fell it was not by much (less than 5%), and increased sales meant that average income per performance rose. Most importantly for them, however, they had a very significant boost to their cash-flow early in the season and having guaranteed sales means they can continue building new audiences.

For more information on subscription see the [Tactics: Discounting for Frequency](#) briefing note in the Resources section.