



 the audience agency

Arts Council England | Opera and Music Theatre Analysis Call for Contributions

This is an invitation to contribute to the analysis of opera and music theatre in England study which DHA and The Audience Agency are delivering on behalf of Arts Council England.

The key purpose of this study is to provide an accurate account of what we can currently know about the opera and music theatre sector in England, focusing on professionally-run activities in this space. This will bring together data and understanding from a range of perspectives to give a more comprehensive picture than has previously been available, and make visible knowledge which may already exist, but which has not been clearly and openly articulated to date. In setting out a shared understanding of what we know about the sector, we can identify gaps in data and provide useful context for future planning, both individually and collectively.

The study will engage directly with organisations in Arts Council England's National Portfolio. We also want to map the activities of the wider opera and music theatre sector. The research team is able to access a range of existing data, but organisations may hold data and knowledge which is not currently in the public domain or widely accessible. We are inviting organisations and individuals who work in the sector, and who made hold substantial data or knowledge, to contact us if they would like to contribute to this study.

We are particularly interested in data and information...:

- ...about audiences, including demographic information or segmentation data
- ...on the venues/geographies and reach of touring companies
- ...on volume and characteristics of production activity
- ...on cinematic presentation, streaming and production/take-up of other substantial creative digital outputs
- ...on innovations in business and production models
- ...on talent development and professional pathways
- ...on regulatory and compliance frameworks and organisations' experience of them, as well as other legal/regulatory challenges which organisations face in their activities.

If you would like to contribute data, in the first instance please get in touch with us to let us know what you would like to share. If your data is confidential, we can then arrange a secure way for you to share it, providing relevant privacy policies and agreeing with you the basis on which it would be used. DHA and The Audience Agency takes your privacy and the confidentiality of your data and contributions seriously.

To offer contributions, or to find out more about our confidentiality policies, please contact: Oliver Mantell via operaanalysis@theaudienceagency.org. We will be able to respond to any offers of data until Wednesday 16th August 2023.