



Market Report

A Snapshot of your Market Sector

Live Entertainment

This pack has been designed to provide information on setting up a business in the Live Entertainment industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in June 2018. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Live Entertainment market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The live music industry is performing extremely well with more than **32 million people attending a music festival or concert in 2016, a 12% rise on 2015**. There has been an increase in the number of live events and overseas visitors. Nearly 1 million music tourists from overseas attended a live event in the UK in 2016, up by 20% on 2015 figures. These factors are set to push the music concert and festivals market to an **estimated value of £2.202 million** in 2017. UK consumers are attending more music festivals than in 2016. Some **24% attended this type of event in 2017** compared to 21% in the previous year. (Mintel, *Music Concerts & Festivals*, August 2017).
- ◆ **66% and 61%** of those who have booked leisure activities have prebooked theatre tickets and music concert or festival tickets respectively. Of those who book tickets in advance, music festival and concert-goers are most likely to do so more than **two weeks before the event; 61%** do this. Similarly **55% of theatregoers** who pre-book tickets do so more than two weeks ahead of the show. The least popular activity to have done is attending a **comedy show**. Only **25% have been to a show in the last year** and 6% have been at least once in the last month. (Mintel, *Leisure Review*, December 2017).
- ◆ In **Glasgow**, the estimated total annual spend on live music is **£78.8 million**, equating to an equivalent estimated Gross Value Added (GVA) of £36.5 million and an estimated 2,450 Full- Time Equivalent (FTE) jobs. As of March 2017, Glasgow had at least **241 spaces** where live music is played. 77 of these (32%) are music or arts venues (11% small/medium/large music venues, 4% concert halls, 2% arts centres, 3% theatres/opera houses, 11% small/large nightclubs and 1% arenas), 34% of these are bars or pubs, 12% are 'other' (including university buildings and social clubs) and 8% are churches. (*The UK Live Music Census 2017*, February 2018) (tinyurl.com/y9rqf5ej).
- ◆ Several big names in this industry are DF Concerts, Ticketmaster, Live Nation UK and MAMA Group.
- ◆ The national organisation for this industry is the [British Arts Festival Association](#). Other industry bodies include [Cultural Enterprise Office](#), [National Arenas Association](#), [Event Scotland](#), [Concert Promoters Association](#), [Association of Independent Festivals](#), the [British and International Federation of Festivals](#), [UK Theatre](#), [Association of British Orchestras](#) and the [Independent Theatre Council](#).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel – *Music Concerts and Festivals (August 2017)***. The average price for a weekend camping ticket to one of the UK's leading festivals is £217, a marginal increase from £216 in 2016. Only Glastonbury and Creamfields festivals increased their ticket prices for 2017. Many festivals have their own apps for the event with set-lists and general information, but new apps are coming to market. OnBeat produces music event apps that are designed to be used before, during and after a festival. These can be used to generate excitement pre-event by showcasing new talent via their SoundCloud profiles, to pushing promotions after the day for new events
- ◆ **Mintel – *Leisure Review (December 2017)***. Other leisure activities which could improve on increasing frequency of visits are theatres and tenpin bowling which have only 20% conversion, visitor attractions which have 22% and live comedy shows which have a 24% conversion. With the exception of live comedy shows which tend to be aimed at an adult audience, these activities have a broad range of consumers to which they can appeal. There is therefore little reason that they cannot attract more regular visitors

There are also a number of online resources you may find helpful:

- ◆ **PRS for Music, *Workforce diversity in the British Music Industry, January 2017*** (tinyurl.com/kguvydg). This diversity survey took data from almost 3000 staff from the music industry, including the live music sector, in order to gain an insight of diversity within the workplace across the many music business in the UK.
- ◆ **Association of British Orchestras, *The State of Britain's Orchestras in 2016*** (tinyurl.com/kyke3gl). This survey looked at the professional orchestras in Britain including their activities, audiences, income and musicians between August and October 2016.
- ◆ **WARC, *UK consumers seek live entertainment, July 2015*** (tinyurl.com/konona3). Britons are spending increasing amounts on live entertainment, with the greatest growth coming in Scotland.
- ◆ **International Music Summit Business Report 2016: An annual study of the Electronic Music Industry** (tinyurl.com/zcudgxa). This report looks at sales of music and includes a section on live acts, clubs and festivals.
- ◆ **The Creative Industries, *Music: Facts and Figures*** (tinyurl.com/pdepgkw). This resource offers key statistics on the size, growth and profile of the UK music industry, including data on live music in the UK.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as Yell, Thomson Local or Google Maps
- ◆ Trade specialists like EuroPages (European directory), The Wholesaler or Free Index
- ◆ Business to business (B2B) specialists such as Kompass

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the Companies House website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Retaining and Grow Your Customer Base](https://tinyurl.com/c2fw4o4) (tinyurl.com/c2fw4o4) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the National Records of Scotland (NRS). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the Census Area Profiles. Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ Understanding Scottish Places has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ Scottish Government Statistics provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ The Scottish Household Survey provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ Office for National Statistics (ONS) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Account](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

Last updated: June 2018

Updated by: Carla Bennett



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