GREENWICH THEATRE
Building a long-term family audience
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A receiving house with a history of presenting classic drama

Introduced a committed family programming strand in 2007

Family audiences previously only engaged through annual pantomime

Now offers family theatre festival and year round family programming
FAMILY ENGAGEMENT – SOME THOUGHTS

Families tend to settle due to school provision, so whilst people live in, on average, ten different homes during their lives, their school years tend to be spent in the same geographic area.

Statistics show that mobility between schools is increasing, particularly in cities, but that school moves still tend to be within the same geographic area.

A family’s engagement with a theatre will evolve as the children grow up, but there is an opportunity to build a long-term loyal relationship.
Greenwich Theatre pantomime - 2012

- Repeat Attenders
- New Attenders
Family Theatre as %age of programme
Family Theatre as % of programme

- Family shows
- Shows