
Appendix 2: Current User Data

1.0 *Current BATH catchment*

- 1.1 Most BATH current users are within a 10 minute drive time from the venue. There are 2,786 households and the top ten audiences types are listed below. Most current users have middle to low income levels.

Table one – Audience types 10 minute drive time from BATH

BATH 10 minute drive time		
	Audience description	Mosaic Public Sector Group
1	Young singles and couples	Transient Renters
2	Older singles and couples	Rural reality
3	Older singles and couples	Modest Traditions
4	Older singles and couples	Vintage Values
5	Older singles and couples	Municipal Challenge
6	Young families	Aspiring Homemakers
7	Older singles and couples	Senior Security
8	Older singles and couples	Country Living
9	Younger families	Family Basics
10	Older families	Suburban Stability

1.2 The mix of ages and lifestyles are as follows:

- Transient Renters are single people privately renting low cost homes for the short term normally aged between 16 and 25.
- Rural Reality householders are normally aged between 46 and 50, single and living in inexpensive homes in village communities.
- Modest Traditions are aged between 56 and 60, own their own terraced home and have a moderate income.
- Vintage Value are elderly people reliant on support to meet financial or practical needs and are normally aged 76 years and above.

- Municipal Challenge are singles and couples aged between 56 and 60 renting social housing and have very low incomes.
- Aspiring Homemakers are younger households (early 30s) settling down in housing priced within their means, most likely with children aged under 5.
- Senior Security have an average age of 75. They are elderly people with assets who are enjoying a comfortable retirement.
- Country Living are aged between 66 and 70 and are well-off owners in rural locations enjoying the benefits of country life.
- Family Basics are aged between 31 and 35 have young children, very low incomes and live in social housing.
- Suburban Stability are aged between 56 and 60, live in their own home and have adult children in the household (possibly students or young professionals).

2.0 *Data for Library users*

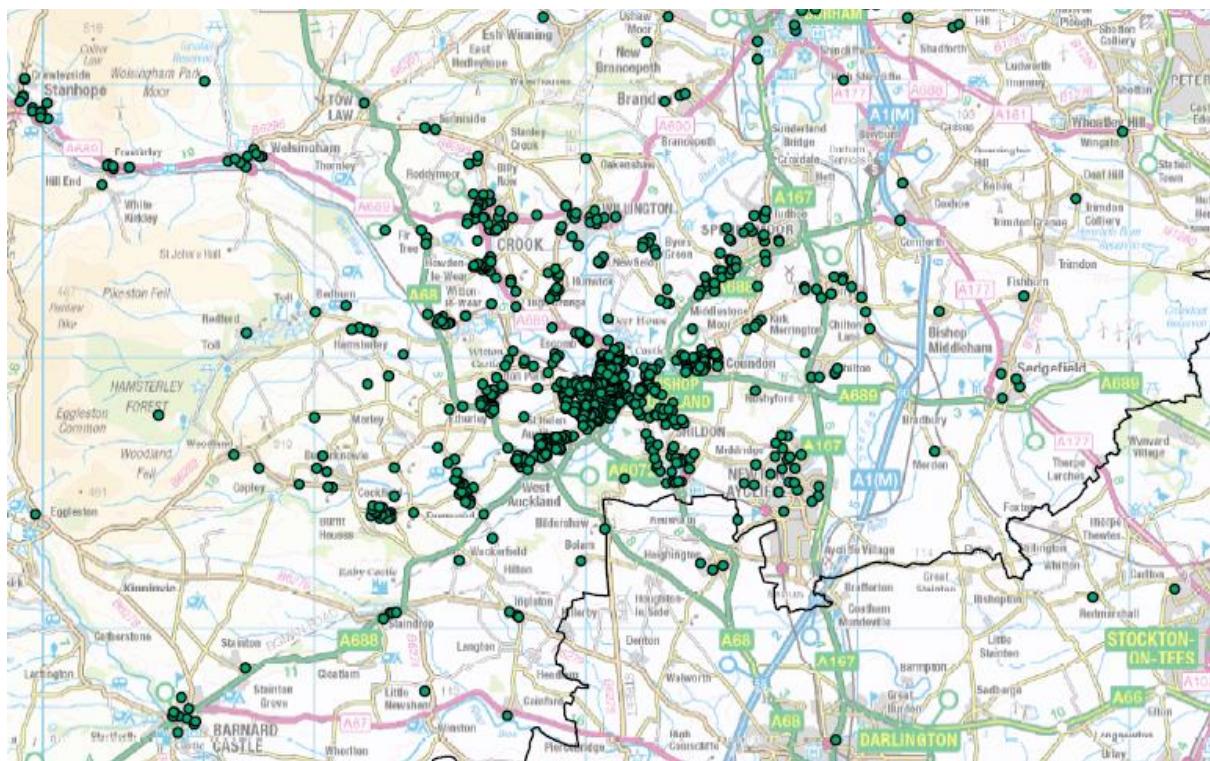
- 2.1 In 2018 there were 864 registered households at BATH library. The top eight audience types are highlighted below. Data is available for January 2019 but it is currently being verified.

Table two – Library users at BATH in 2018

BATH library		
	Audience description	Mosaic Public Sector Group
1	Older singles and couples	Rural reality
2	Young singles and couples	Transient Renters
3	Older singles and couples	Modest Traditions
4	Older singles and couples	Senior Security
5	Older singles and couples	Municipal Challenge
6	Older singles and couples	Vintage Value
7	Young families	Aspiring Homemakers
8	Older families	Suburban Stability

2.2 Library customers are mainly located within a 10 minute drive time. Customers that are travelling greater distances are presumably working, rather than living, in Bishop Auckland.

Map one – Library users at BATH



3.0 *Data for events users*

- 3.1 The current database for BATH bookers is small (297), however, customers are attending from a larger range of Mosaic groups than at Gala Theatre. This means that audiences are more diverse at BATH but Gala Theatre's audiences are mainly from more affluent groups with more disposable income.

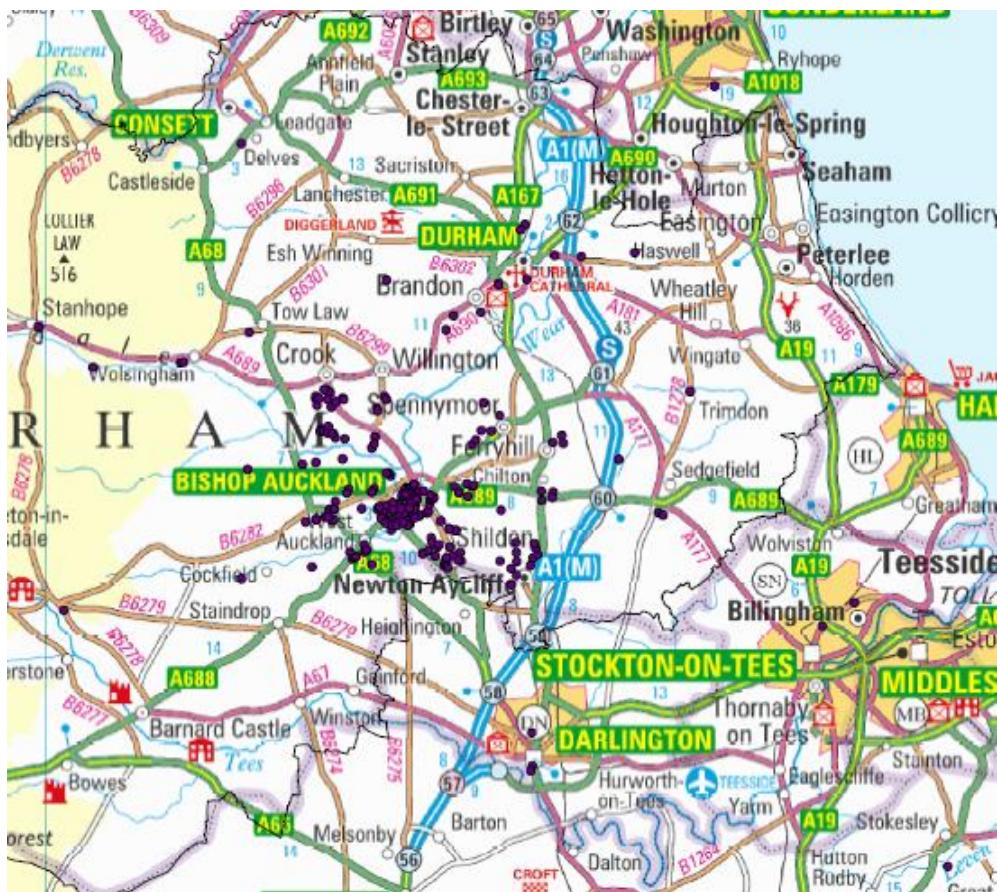
Table four – Top five Mosaic groups BATH versus GALA

	BATH 2018		Gala 2018	
	Audience description	Mosaic Public Sector Group	Audience description	Mosaic Public Sector Group
1	Older singles and couples	Senior Security	Older families	Domestic Success
2	Older singles and couples	Vintage Value	Older families	Suburban Stability
3	Older singles and couples	Rural Reality	Older couples and singles	Prestige Positions
4	Young families	Aspiring Homemakers	Older couples and singles	Senior Security
5 (=)	Older families	Domestic Success	Young families	Aspiring Homemakers
	Young singles or couples	Transient Renters		

- 3.2 Domestic Success (aged between 41 and 45 and are thriving families who are busy bringing up children and following careers) attend events at BATH but are low users at the library.

- 3.2 Audiences at BATH are mainly local with few travelling great distances.

Map two – Event users at BATH



4.0 Conclusions

- BATH's current event audiences are local and have lower income levels than those using Gala Theatre. As their disposable income for leisure time activity is smaller if the venue increases its programming new markets will need to be developed to make sure sales hit targets.
- BATH's current events audiences are also, in the main, older so programme times (i.e. increases in evening activity) may be prohibitive to these audiences. Again, new audiences will need to be developed.
- Arts market audiences are willing to travel to Bishop Auckland if the product and marketing is right; they already do so for Bishop Auckland Food Festival. However, scale of the offer at the town hall may prohibit extensive drive times.
- Library users are older audiences and from lower income households. Family household use at the site is low and this is a key audience for future development.

As the library already attracts customers from outside the town (presumably working in the area), development should be focused on converting these users into evening and event attenders.