
ACCESS TICKETING

SPEKTRIX

To book access performances for [REDACTED], please call [REDACTED] Access Information on the number below:

CALL TO BOOK
[REDACTED]

ACCESS BOOKINGS

For all enquiries and access bookings please call [REDACTED] or email [REDACTED]

To discuss your access needs please email:

[REDACTED]@[REDACTED].com

or call [REDACTED].

To enquire about purchasing Access and Personal Assistant tickets for shows at the [REDACTED], please call our Access Booking Line on [REDACTED]. This service is

POP QUIZ!

SPEKTRIX

POP QUIZ!

How many people in the
UK identify as disabled?

11,000,000

POP QUIZ!

What percentage of disabled people
have experienced difficulty booking
tickets online?

82%

POP QUIZ!

How much is the Purple Pound worth to the economy?

£249,000,000,000



IDENTIFYING YOUR ACCESS CUSTOMERS

TAGS



Access Information

- I require a wheelchair accessible space
- Please provide a hearing loop during my visit
- I am D/deaf or hard of hearing
- I would like a transfer seat for a wheelchair user
- I am blind or visually impaired
- I have other mobility issues
- I would like minimal step access to seating
- I am a captioning user
- I am a British Sign Language user
- I am/would require an assistant/companion
- I am an audio description user
- I will be bringing registered Assistance/Guide Dog
- Please warn me about strobe lighting
- I am booking on behalf of someone
- I have neurological/learning disabilities

SAVE

TAGS

New Tag Group



Name	<input type="text" value="Access Requirements"/>
Description	<input type="text"/>
On web	<input checked="" type="checkbox"/>
<input type="button" value="Save"/> <input type="button" value="Cancel"/>	

TAGS



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SAVE

CUSTOMER ATTRIBUTES



ID: I-DC22-37Z5

Title:

Last name:

First name:

Email:

Phone:

Mobile:

Date of birth: 

Age:

Active:

Online account active:

Access requirements:

Company Name:



TAGS/ATTRIBUTES

**CUSTOMER
GROUPS**

**TICKET
DESIGNS**

**DYNAMIC
CONTENT**

**CRITERIA
SETS**

OFFERS

**PRIORITY
BOOKING**

**LOCK TYPE
ELIGIBILITY**

ORDER ATTRIBUTES



Checkout

1. [Additional Information](#)
2. Ticket Delivery
3. Billing Details
4. Summary
5. Payment

Fill in your order attribute(s)!

Access requirements :

ADVICE FOR LARGER VENUES

OFFERING A SMOOTH BOOKING JOURNEY

SPEKTRIX

IFRAMES VS API?

USING ATTRIBUTES/API

TICKETS

Tickets £28.50 - £14.50

Concessions Up to £2 off*

Groups and schools prices available - see below or [more info here](#).

SHOW ACCESSIBLE PERFORMANCES ONLY

OFF

ON

Thu 6 June

Bargain night

7:30pm

BUY TICKETS

SPEKTRIX 

USING IFRAMES

Access

This guide will explain all of the facilities available at the Royal Court Theatre and should help you plan your visit. The Royal Court is situated in Sloane Square and has two theatres on-site. [Click here for information on travel options and how to find us.](#) [Listen to our access guide podcasts](#) for detailed information on making your way around the building.

BOOK ACCESS TICKETS ONLINE We have recently upgraded our online booking system and you can now purchase access tickets via our website. [Click here to find out more.](#) **FEEDBACK** We are continually assessing our services and are grateful for any feedback regarding accessibility of the building and our programme. If you have any feedback for us, please contact our customer service team on [020 7565 5050](tel:02075655050) or at info@royalcourttheatre.com



CAPTIONING



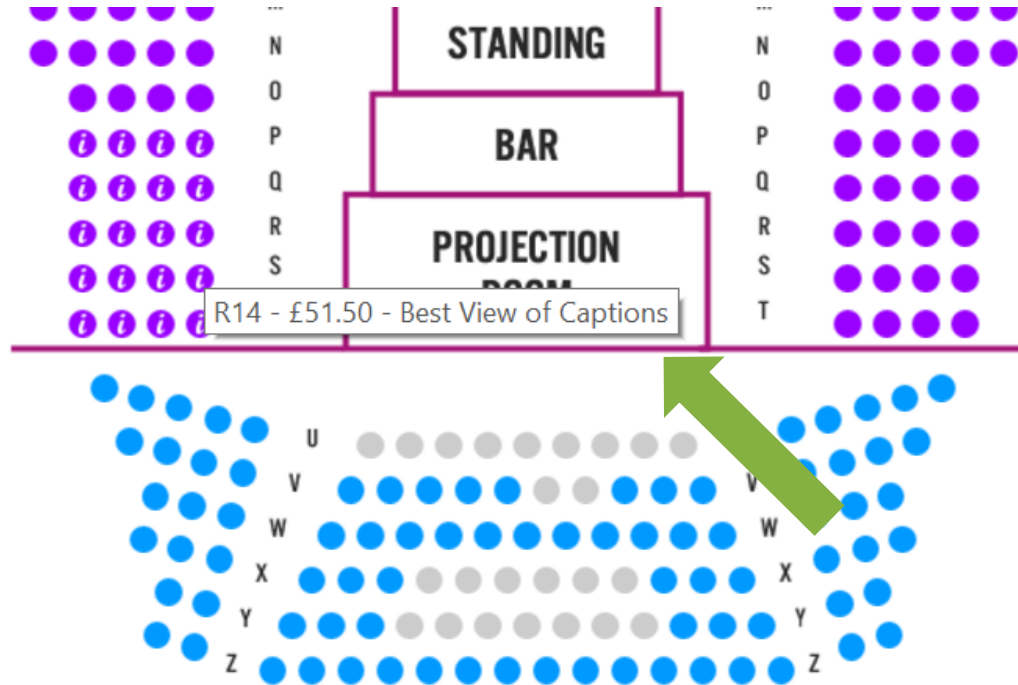
Royal Court  @royalcourt · May 6 

"It's a physically intense show because it was a physically intense experience."

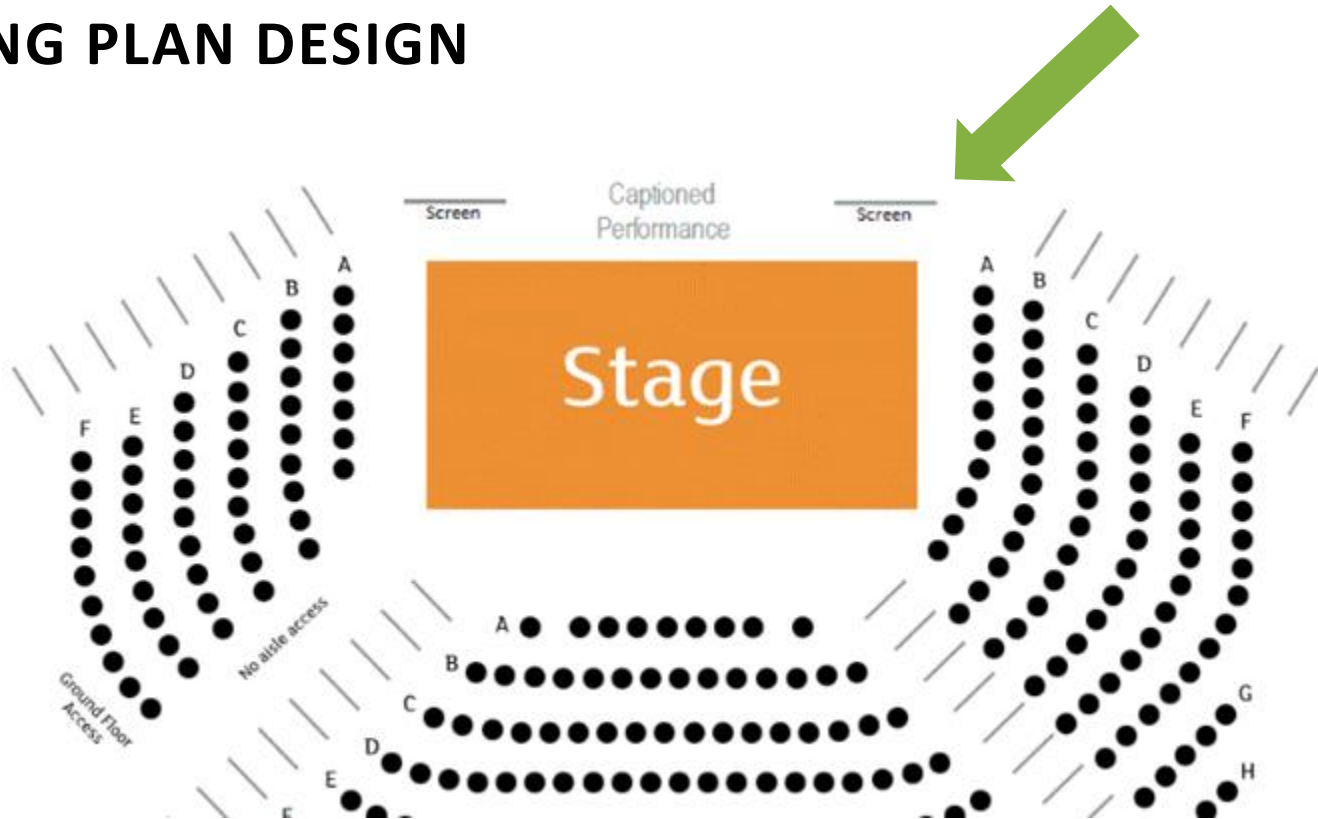
[#salt](#). writer [@SelinaNThompson](#) tells us about her journey across the Atlantic aboard a cargo ship, retracing one of the routes of the Transatlantic Slave Triangle.



SEATING PLAN DESIGN



SEATING PLAN DESIGN




ACCESS TICKETS ONLINE

Basic Details	Tags
Limits	Attributes
> Eligibility	Memberships
	Promotion Codes
	Fixed Series Subscriptions
	Contact preferences

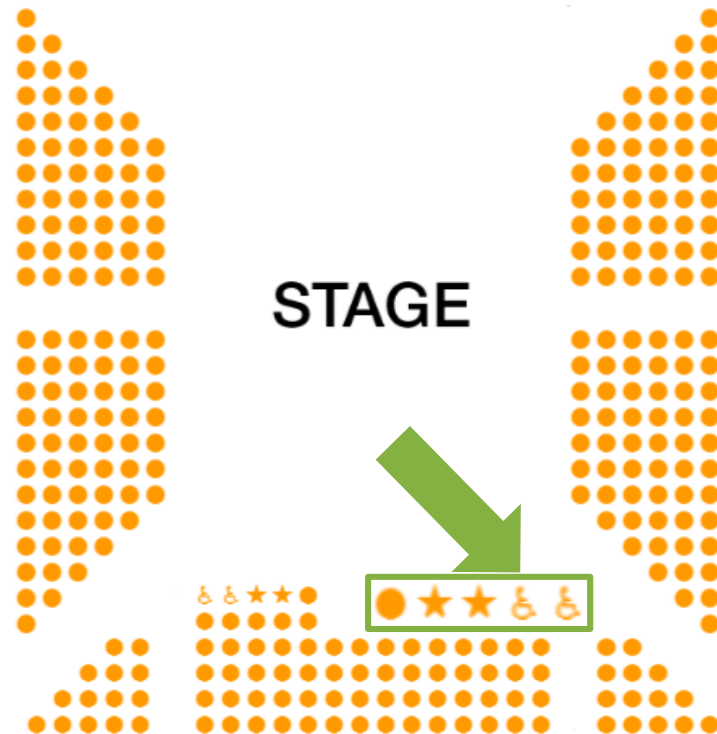
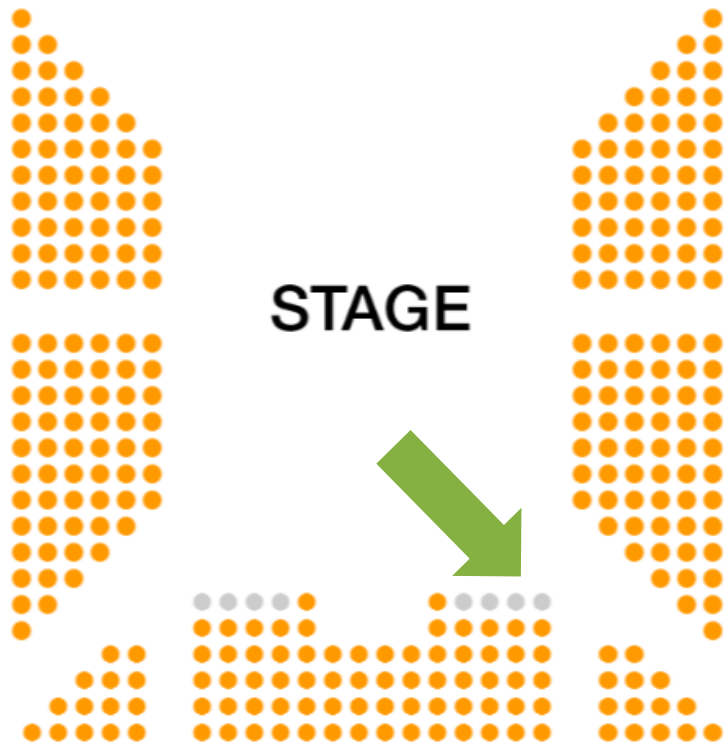
Save as criteria group

Drop criteria here

Not *Tag* AND
Wheelchair User



ACCESS TICKETS ONLINE



ACCESS TICKETS ONLINE

GENERAL ADMISSION - STALLS

GENERAL ADMISSION - GALLERY
(RESTRICTED VIEW)

WHEELCHAIR USERS AND CARERS

ACCESS TICKETS ONLINE

1	Basic details	Limit this offer:			
2	Discount		Max Items	Max Discount	
3	Event criteria	<input type="checkbox"/>	Per event	<input type="text"/>	£ <input type="text"/>
4	Ticket criteria	<input type="checkbox"/>	Per event instance	<input type="text"/>	£ <input type="text"/>
5	Fixed series rule	<input type="checkbox"/>	Per offer	<input type="text"/>	£ <input type="text"/>
6	Limits	<input type="checkbox"/>	Per customer	<input type="text"/>	£ <input type="text"/>
7	Eligibility	<input checked="" type="checkbox"/>	Per customer per event	<input type="text" value="1"/>	£ <input type="text"/>
8	Website	<input type="checkbox"/>	Per membership period	<input type="text"/>	£ <input type="text"/>

Enabling a per customer limit will cause the offer to only 1 customer will have to log in for the offer to apply.



ACCESS TICKETS ONLINE

50 Ferensway
Hull
HU2 8LB

01482 323638
admin@hulltruck.co.uk
www.hulltruck.co.uk



How to Book Access Seats Online

Before trying to book access tickets online, please contact the box office on 01482 323638 or boxoffice@hulltruck.co.uk so that we can discuss your individual requirements, set you up an account (if required) and talk you through the access booking process.

- Visit www.hulltruck.co.uk
- The most important thing to remember to do is **LOG IN** to your Hull Truck Theatre account before selecting the show/tickets. You can do this by:
- Locating the '**Account**' icon and **entering your username and password**.

The Account icon may look like either of these two images, depending on what device you're using:



Mobile site (located in the drop down menu)



Desktop site (located top right of the home page)

Please note that if you have your screen set to over 100% magnification, you may need to scroll across the page to locate these icons.

- Once logged in, **find the event** you want to book for and **click through to the seating plan**.
- Previously Wheelchair Spaces, Essential Companion and Caption seats would have looked 'sold' – or grey in colour.
- Now, you should be able to see the following:
 - o Caption seats – these will appear as stars in the centre block. If you hover over them they will also show text to indicate that they are caption seats.
 - o Wheelchair spaces – these will appear as the universal wheelchair symbol.
 - o Essential Companion seats – these will appear as stars, next to the wheelchair symbol. If you hover over them they will also show text to indicate that they are Essential Companion seats.
- You can now **select the access seats you require** and **put them in your basket**.
- On the next page use the drop down menus, next to each ticket, to **select the appropriate discounted ticket type** and then check out as usual.

ACCESS TICKETS ONLINE

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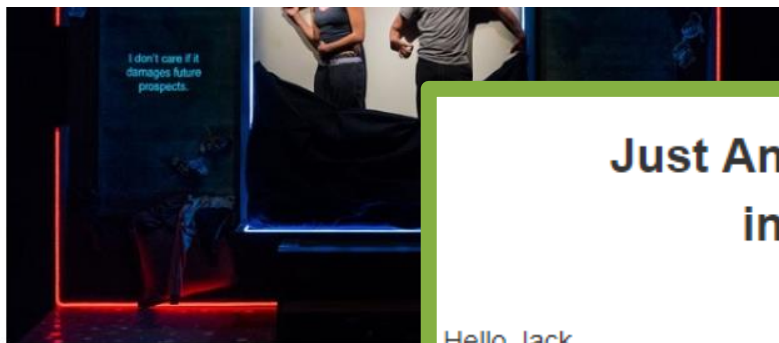
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DOTDIGITAL



Just Announced: Access Performances in our 2019 Summer Season

Hello Jack,

We're thrilled to announce that booking is now open for our summer season of shows at Spektrix Theatre. We're offering at least two captioned performances of every show this season, as well as relaxed performances, touch tours, BSL interpreted performances and audio-described performances.

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DOTDIGITAL



People, Places and Things at Spektrix Theatre

Information on your upcoming visit

Hello Jack,

We're looking forward to seeing you at **People, Places and Things** at the Spektrix Theatre on **13 February 2019!** The performance will start at **7.30pm** and the running time is approximately 2 hours and 35 minutes, including a 20-minute interval.

For everyone's safety, all bags, rucksacks, packages and personal items may be searched before

SPEKTRIX



People, Places and Things at Spektrix Theatre

Information on your upcoming visit

Hello Jack,

We're looking forward to seeing you at **People, Places and Things** at the Spektrix Theatre on **13 February 2019!** The performance will start at **7.30pm** and the running time is approximately 2 hours and 35 minutes, including a 20-minute interval.

All our venue access information can be found online, or you can speak with our team via phone, email or Twitter. If you want to use our hearing facility, there's an induction loop in the theatre - you can use this by switching your hearing aid to the 'T' setting.

IN-VENUE ACCESS & EXPERIENCE

SPEKTRIX

REPORTING

Pre- Show Duty Manager Report Misha Glenn: McMafia on 11/04/2019 at 19:30

Seating Summary	
Sold	201
Reserved	0
Locked	147
Available	155

Paid Vs Comps	
Paid	192
Comps	9

Area Summary	
Area	Seats
Stalls	493
Standing Left	5
Standing Right	5

Lock Summary	
Company	10
House	0
Technical	128
Usher	0
Wheelchair	0

Lock Summary		
Company	4 Access	10
House	6 Education	0
Technical	0 Locked	128
Usher	0 Reserved	0
Wheelchair	4 3rd Party Agent	0

House Seats Company Seats Usher Seats

Orders Containing Access Requirements (notes included)

- 4 Ticket(s) Sold - Wheelchair User

Full Price: J16

Full Price: J17

Full Price: J18

Full Price: J19

Transferring from wheelchair to seat

Transferring from wheelchair to seat

CUSTOMER GROUPS




Individuals Organisations All View inactive:

Name: **Customer Id:** **Postcode:** **Email:**

smith, joan

Access

 Joan Smith

TICKET DESIGN

The Solid Life of Sugar Water
Tuesday 19 March 2019 **1:00 PM**
Ripon Cathedral
Door:
£18.00
Adult - £16.00
Jack Evans 19-CW-01ZU

Seat: AA3
ABHU-SPKZ
Wheelchair



REPORTING BACK & LEARNING MORE

SPEKTRIX

POST-SHOW EMAILS

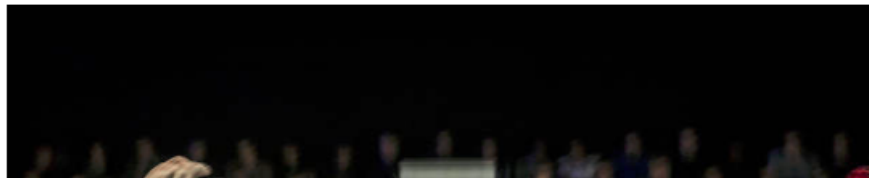
Your visit to Spektrix Theatre.. | [View in browser](#)

Your Visit to Spektrix Theatre on Sunday 11 November...

Hi Jack,

We hope you enjoyed People, Places and Things on Sunday 11 November. We'd love to hear your thoughts on the performance and the captioning, as well as the rest of your visit to Spektrix Theatre.

[Take Our Survey](#)



REPORTING

Customer Behaviour Analysis

Total Customers Included: 29

How long did customers book in advance?

Period in Advance	Value	%ge of total value	Quantity	%ge of total quantity
More than 8 weeks before	£4,815.00	42.2%	296	51.4%
5-8 weeks before	£214.00	1.9%	9	1.6%
3-4 weeks before	£230.00	2.0%	34	5.9%
1-2 weeks before	£847.00	7.4%	31	5.4%
5-7 days before	£2,862.00	25.1%	103	17.9%
2-4 days before	£534.00	4.7%	25	4.3%
The day before	£730.00	6.4%	25	4.3%
On the day	£1,103.00	9.7%	51	8.9%
After the event	£76.00	0.7%	2	0.3%

REPORTING

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How long did customers book in advance?

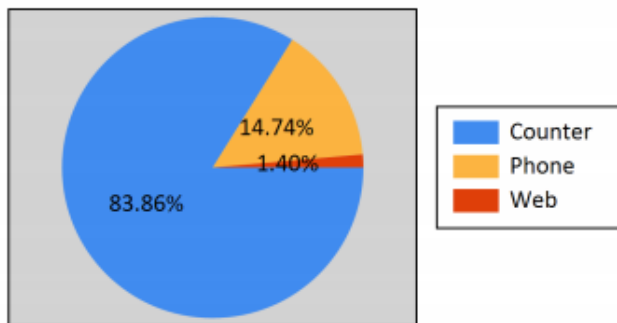
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REPORTING

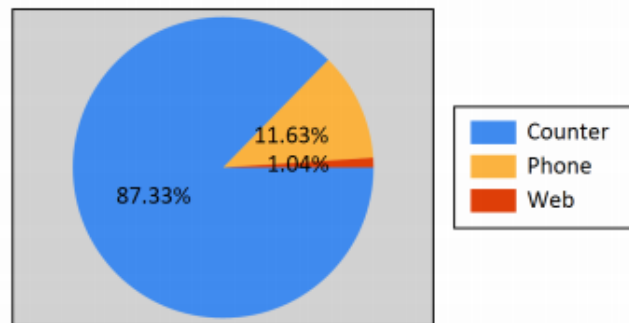
Through what sales channel did customers book?

Sales Channel	Value	%ge of total value	Quantity	%ge of total quantity
Counter	£9,569.00	83.9%	503	87.3%
Phone	£1,682.00	14.7%	67	11.6%
Web	£160.00	1.4%	6	1.0%

Breakdown by Value



Breakdown by Quantity



REPORTING

How many customers booked for which events?

Excluding events for which fewer than 1% of customers have booked

Event	Value	Quantity	Customers	%ge crossover
Captain Marvellous and his Dog, Scott	£5,384.00	179	14	48%
Danger Mouse and Penfold	£474.00	22	10	34%
Robocop: The Musical	£4,755.00	316	9	31%
Sing Me To Sleep	£59.00	8	4	14%
The Mousetrap	£307.00	32	3	10%
Buster in Concert	£69.00	3	2	7%
The Great Gatsby	£190.00	5	2	7%
The Solid Life of Sugar Water	£160.00	10	1	3%
Sad-face Morrissey Pin Badge	£13.00	1	1	3%

REPORTING

What offers did customers take advantage of?

Offer	Total discount given	No. of tickets discounted	%ge of all tickets
Not discounted		398	69.1%
10 for 9	£250.00	7	1.2%
CLASS OFFER	£415.00	22	3.8%
Discount 10 Tickets by £2	£192.00	96	16.7%
Early Bird 1	£171.00	19	3.3%
family	£40.00	20	3.5%
George Offer Savings Panel Test	£1.00	1	0.2%
George Test Facilitated Booking	£330.00	11	1.9%

CASE STUDIES & TESTIMONIALS

SPEKTRIX

ARCOLA THEATRE, LONDON



arcola
theatre

ARCOLA THEATRE, LONDON

Tag Group

Name	Access Requirements
Description	
On web	<input checked="" type="checkbox"/>

Tags in group:

Name	Description
I am a wheelchair user (electric)	
I am a wheelchair user (manual)	
I am blind or visually impaired	
I am a wheelchair user but I prefer to transfer	
I am unable to use stairs for any other reason	
My access need is not listed, please contact me	

ARCOLA THEATRE, LONDON

DETAILS

ADDRESS

CONTACT PREFERENCES

OTHER PREFERENCES

Access Requirements

- I am a wheelchair user (electric)
- I am a wheelchair user (manual)
- I am blind or visually impaired
- I am a wheelchair user but I prefer to transfer
- I am unable to use stairs for any other reason
- My access need is not listed, please contact me
- I require Audio Description

“

DEAR ARCOLA THEATRE, THANK YOU FOR ASKING ABOUT ACCESS REQUIREMENTS WHEN I BOOKED [...] I DON'T NEED ANY OF THIS, BUT THIS IS THE FIRST TIME I'VE BEEN ASKED ALL OF THESE. THANK YOU FOR NOT FORGETTING DISABLED PEOPLE. P.S. YOU GOT A DONATION AS A RESULT.

”

HULL TRUCK, HULL



SPEKTRIX 

“

**ONCE YOU'RE SET UP WITH ONLINE ACCESS,
IT'S THE EASIEST AND QUICKEST WAY
CURRENTLY OFFERED WITHIN THE CITY OR
ANYWHERE ELSE I KNOW FOR BOOKING
ACCESSIBLE TICKETS.**

”

“

[THE FACILITY] ACTUALLY ENCOURAGES [ME] TO BOOK MORE SHOWS AS I KNOW I CAN DO IT ONLINE. I AM CURRENTLY CONSIDERING AT LEAST 2-3 OTHER SHOWS NEXT YEAR.

”

OCTAGON THEATRE, BOLTON



“

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”

USEFUL WEBSITES & ORGANISATIONS

USEFUL WEBSITES & ORGANISATIONS



attitudeiseverything.org.uk

USEFUL WEBSITES & ORGANISATIONS

>> StageTEXT

stagetext.org

USEFUL WEBSITES & ORGANISATIONS



vocaleyeyes.co.uk

KEY TAKEAWAYS & NEXT ACTIONS

KEY TAKEAWAYS

1. Consider the whole journey
2. Listen to your audience
3. Organisation-wide change is needed

WHAT TO DO NEXT

IN FIVE MINUTES... Set up Attributes/Tags for customers to self-identify their access needs

IN THIRTY MINUTES... Set up online access booking using Attributes/Tags/Memberships

IN ONE HOUR... Update seating plans with access information using info and layout overlays

THANK YOU

Jack Evans, Support & Training Consultant

jack.evans@spektrix.com

020 7183 3586