A relaxed performance is aimed at opening up theatre experiences for people with autism and other learning disabilities.

Case Studies

"Families like ours are usually swimming against the tide."

"Today, we were the Tide"
Relaxed Performance: Romeo & Juliet (2pm Saturday 16th March 2013)
For ages 11+ / Running Time 2hrs 20mins

Notes
• This performance was part of Playing Shakespeare, funded by Deutsche Bank, a project for London schools, with free tickets given to students to visit a full-scale production written for young people.
• This was the first Rx Perf @ this venue.

The Audience
Total attendees to Relaxed Performance: 1,417 of which an allocation (filled) of 120 was held for patrons specifically requesting relaxed performance tickets.

Audience Breakdown
- Families: 24
- Community Groups: 10
- Relaxed Project team: 87

Hints & Tips:
• With a large house mix the audience. The performance was free, so it was unlikely any patrons would complain, but afterwards all enjoyed it. Prep your front of house team in stages – long lead, mid lead and short lead.
• Work with the director so you know what can be altered: some requests from families took me by surprise.

Marketing:
We marketed to community groups, charities and schools. We did not use the Access registration scheme as we did not feel it reflected members of the public who would benefit most from a relaxed performance. Because some performances are paid for and some are not for Playing Shakespeare we were limited in how widely we could publicise the relaxed performance. Also, we were wary of pushing the relaxed performance to families who may have children in schools that were paying for the performance. This has been discussed at length since the project and we are happy this will not recur next year.

Extra staff/additional costs:
5 additional volunteers on site for the performance.

Next Relaxed Performance: March 2014 and we intend to increase the allocation. Hopefully, as the public are becoming more aware of relaxed performances more people will understand immediately what the term means.

What benefit did working with the RPP team bring?
The discussions alone were invaluable and being prepared was essential. Also, I felt it brought gravitas to my conversations within the theatre with my colleagues about the need for and nature of relaxed performances. Lastly, the cast were clearly pleased to be part of a pioneering national effort.

Ticket Prices
• Free
• Normal ticket price: £5-£15

Audience Feedback:
“...I am disabled and I was able to bring our 13 year old daughter who had never seen a Shakespeare performance and was scared she would not follow it. But she did, so we now have a magical day out to treasure. She is quite high functioning but still suffers from panic in crowded places. Thanks to the Globe and who ever sponsored the performance, it really was a special treat for us.”

“The visual story was AMAZINGLY helpful to us, what a great thing for you to take the time and effort to do, it made the day less stressful for our son and also for all of us, and allowed us as parents to enjoy the day.”
GRIMSBY AUDITORIUM
(Ambassador Theatre Group)

(Large, Commercial)

Relaxed Performance: Cinderella (2pm Wednesday 19th November 2012)
For all ages / Running Time 2hrs 20 mins

Notes
• This was the first Relaxed Performance for the venue and the first in the local area.

Hints & Tips for other theatres:
• Programme your performance late in the run so you have time to build and audience.
• Go and speak to people in your local community and see what they want.

Who did you market to?:
Local schools, community groups and local autism branches plus regular visitors with learning disabilities.

Training:
2.5hr Relaxed Performance Session attended by Box Office, FOH, Tech and the duty managers.

What did you find successful in terms of marketing?
Groups we already knew and some local schools were good in making sure they sent out info about the show.

What was difficult in terms of marketing?
We didn’t get any bookers who attended as a result of marketing publications e.g. advert in brochure.

Extra staff/additional costs:
Two extra ushers plus extra manager.

Next Relaxed Performance:
Sleeping Beauty, Wednesday 18 December 2013 2pm

Ticket Prices
• £10 all tickets
• Ticket comps and free tickets to school teachers
• Normal ticket price: £10-£16

Audience Feedback:

“I’m writing this email to thank your staff for such a warm welcome to the Cinderella panto we came to watch on the 19th December. My friend and I took our sons to the relaxed performance showing and we all had a great time. Both boys hardly used their seats during the performance but the actors and staff didn’t mind at all which puts myself and my friend at ease and allow our boys to enjoy the panto. There was a rather small audience which was nice but I feel if you choose to do it again next year please advertise this service as I feel a lot more people would come and be able to enjoy the magic of the Xmas pantomime. I also have an older autistic son who’s 18 and I will definitely be taking him too next year, I will also be informing my sons school with regards to taking the kids next year.”

“This was the first performance my 6 year old son sat through a whole performance in the auditorium. He sat there with his teacher on the front row (with his ear defenders on) using the visual story and pointing out to show her which scene it was. He even went on stage for Gangnam Style and was able to meet the cast and ponies.”
**The Audience**
Total attendance to Relaxed Performance: 616
Invited Guests: 66
Sold by National Theatre: 480
Sold by Apollo Box Office: 61
Sold on the day: 55 tickets (walk-ups prepared as to what to expect)

**Training:**
2 x Relaxed Performance Sessions with FOH Catering, Box Office and Stage Management, Sound Lighting and Video staff

**Marketing:**
We contacted previous Relaxed Performance bookers and an extensive list of key autism contacts that includes support groups, individual contacts and organisations. Grass roots marketing was the most effective – utilising key contacts and asking them to spread the word. Many of the company members had been involved in our original Relaxed Performance and realised its value so were very supportive in terms of PR and advocacy. Also, as part of the rehearsal process, the company visited a school for children who have a diagnosis of autism so were fully aware and unafraid of discussing the subject matter. Important also was raising awareness through signs at the box office and box office training. We used social media as a marketing tool and the fact that the show is hugely successful in the West End and has won many awards made it an enticing proposition. Some challenges included the amount of time needed to be invested in building up relationships with key individuals; as Relaxed Performances become more frequent, this regularity should mean this gets easier. This was also a new (older) age group that we hadn’t offered Relaxed Performances for before and as the show was on a Saturday, some schools were unable to attend therefore we focused on individuals and families. A National Theatre representative attended The Autism Show to raise awareness which was extremely beneficial. A communication issue that we’ve considered from the outset, and learnt to negotiate, is in the original novel, the author (Mark Haddon) deliberately didn’t label Christopher but the wider perception is he’s on the autistic spectrum. Therefore, we were sensitive to the fact that some audience members informed us that it was too close to home. The company were extremely supportive and organised ‘A Curious Night at the Theatre’, a gala night to raise money for autism charities and this was held within 2 weeks of the Relaxed Performance. Our messaging, therefore, had to remain clear and consistent, highlighting the Gala whilst establishing the two as very different events. This gala was a huge success and raised over £100,000 for Ambitious About Autism and the National Autistic Society.

**Extra staff/additional costs for the performance:**
- Same number of ushers on the house, however longer call and re-positioned. Technical pre-production sessions to anticipate changes in programming particularly for Lighting, Video and Sound
- One session with Director for full company and some technical staff to run the performance with changes.
- Visual Story costs, we also had an indisposition and provided further pictures as part of Visual Story (when an actor was unable to play at the last minute)

**Ticket Prices**
- £25 all tickets (no free companions)
- Some tickets sold at £15 and £5 for community groups
- Normal ticket price: £12-£85

**Next Relaxed Performance:**
Up Down Boy, Saturday 21 September 3pm

**Hints & Tips:**
- Create group rates and other ticket incentives, e.g. companion/carer goes free.
- A welcoming friendly and relaxed house team.

**What benefit did working with the RPP team bring?:**
- They were able to provide lots of key contacts and had past experience of working on Relaxed Performances so were very helpful in terms of training/ correct terminology.
- Being able to place the Relaxed Performance within a wider context to help with understanding was very useful. Good to have expertise from Kirsty Hoyle whether for marketing advice or her empathy with the production and being prepared to take risks when working with creative and technical teams. Being part of a wider Relaxed Performance programme was very useful, particularly having the support of experts like SOLT and The Prince’s Foundation of Children and The Arts.

**Visual Story:**
The visual story for this performance was particularly well-received with over 75% of respondents saying it was ‘very useful’

**Audience Feedback:**

“We’ve come from Reading today to see the relaxed version of this production because I have Asperger’s. I’ve read the book, it’s really good. I’m very excited about it! I don’t go to the theatre too often…it’s fantastic what the theatres have done for kids like me, yes, great job!”

“I was sent an email about this performance and I decided to book tickets for us all. Our twins are a little bit young, but since it’s a Relaxed Performance I hope it will be OK. My nephew is on the autistic spectrum, so I thought that he especially might enjoy it. We only go to the theatre a couple of times each year, maybe to a pantomime and a summer show. I thought this might give my nephew a good introduction to ‘real’ theatre, if you see what I mean.”

©Bronac McNeill Photography
RELAXED PERFORMANCE PROJECT

OXFORD PLAYHOUSE, Oxford
(Medium, Subsidised, Regional)

Relaxed Performance: Spot’s Birthday Party (2pm Tuesday 2nd April 2013)
For ages 2-6 / Running Time 1 hour

Notes
• This was the first Relaxed Performance for the venue and the first in the local area.

Hints & Tips:
• Build in as much time as possible [more than you think is necessary!] to plan and market the performance to targeted groups
• Hold a briefing/training session for all FOH and box office staff before the performance [and in the case of box office staff, before the performance goes on sale and is marketed] in order to make everyone aware of who the audience will be, and how best to support the access requirements of the audience
• Don’t rely on traditional marketing techniques – getting an audience will require some dedicated and targeted audience development work – talking to schools, groups, charities etc – not just sending out information on an e-flyer or listing the performance on the website. It is also essential that the person in the organisation having these conversations is comfortable doing so, and is fully aware of the support needs of the clients and has had some disability awareness training

Marketing:
We marketed to access charities across Oxford, including Autism Care UK/Talk About Autism/National Autistic Society/Children in Touch/Oasis and targeted family listings websites including MumsNet. We also targeted specialist schools across Oxford, local authorities/County councils, previous workshop and assisted performance attenders. The performance was referenced on all standard marketing activity for the production. Very targeted audience development work to local charities and schools with specialist units was successful, not just sending them information, but actually talking to them and explaining the benefits of the performance, which they could then relay to parents and their clients. Having conversations with the right target audience was the most effective marketing tool. However, this is time-consuming, and with limited staffing resources, it became hard to do this for every potential charity or school that we could have had conversations with.

Ticket Prices
• £9
• Normal Ticket Price: £11 adults, £9 children
• Community tickets £2 / £3

How many people paid each ticket price:
<table>
<thead>
<tr>
<th></th>
<th>Baby</th>
<th>Community £2</th>
<th>Community £3</th>
<th>Companion to Disability Patron</th>
<th>Disability</th>
<th>Full Price</th>
<th>Group 10+</th>
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<td>£3.00</td>
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<td>9</td>
<td>8</td>
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<td>33</td>
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<td>£36.00</td>
<td>£81.00</td>
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<td>£836.00</td>
<td>£280.50</td>
<td>£549.00</td>
<td>£18.00</td>
</tr>
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</table>

Extra Staff/Additional Costs:
We increased the number of volunteer ushers working for that performance and core staff were also present.

Next Relaxed Performance:
Father Christmas and the Icicle Bicycle, Sunday 29 December 12pm

In terms of working with the Relaxed Performance Project team, what benefit did this bring?
• Experience of relaxed performances in other venues, and what worked/what didn’t
• Support with the planning, visual story, logistics on the day
• Disability awareness training session for the staff

Audience Feedback:

“We would attend every relaxed performance. Please put more shows on; they are the only way our family can go out.”

“We enjoyed it very much; it was not too loud. A great experience. Amazing that [my son] was so still!”

“The visual stories were extremely useful – made my daughter happier about leaving to come to the theatre.”

The Audience
Total attendees to Relaxed Performance: 249

<table>
<thead>
<tr>
<th></th>
<th>Families</th>
<th>Community Groups</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>40</td>
<td>30</td>
<td>30</td>
</tr>
</tbody>
</table>

OXFORD PLAYHOUSE, Oxford
(Medium, Subsidised, Regional)

Relaxed Performance: Spot’s Birthday Party (2pm Tuesday 2nd April 2013)
For ages 2-6 / Running Time 1 hour
ROYAL SHAKESPEARE COMPANY, Stratford-upon-Avon

(Large, Subsidised)

Relaxed Performance: The Mouse and His Child (1.15pm Mon 7th Jan 2013)

For ages 8+ / Running Time 2hrs 20mins

Notes
• This is the first Rx Perf for the venue. It was scheduled on an inset day which made it difficult to attract an audience as this was also the last day of the Christmas holidays.

The Audience
Total attendees to Relaxed Performance: 482

<table>
<thead>
<tr>
<th>Audience Breakdown</th>
<th>Families (estimate)</th>
<th>Other (estimate)</th>
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<tbody>
<tr>
<td>48.2</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>433.8</td>
<td>90%</td>
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</table>

Training:
4 sessions – 2 x Box Office Sessions / 2 x Front of House Sessions

Who did you market to?:
Charities, existing Access bookers, schools, Tim Minchin’s Facebook and Twitter

What did you find successful in terms of marketing?
Building on existing relationships with local SEN schools and asking them to promote the performance to their families which was successful.
Also attended local headteachers meeting to promote the show which was helpful.

Hints & Tips:
Ask Kirsty Hoyle to deliver staff training.
Expect to comp tickets for the first show and on the day just go with the flow, have fun (everyone else will be).

What was difficult in terms of marketing?
Date of performance, it was still in the Christmas holidays but just a day before schools went back.

Extra staff/additional costs:
Two extra ushers and additional training for Box office and front of house staff.

Training:
Two x 1hr Box Office Sessions: SEN Terminology and Booking Procedure / Two x 1hr FOH Session: Welcoming Disabled Audiences / 2hr Cast & Crew Session and Re-rehearsal

Next Relaxed Performance:
Wendy & Peter, Thursday 23 January 2014, 1.15pm

What benefit did working with the RPP team bring?
A better understanding of Relaxed Performances from front facings teams through to production aspects. Any who may had been worried before were excited to be there and involved. Any who may have had concerns before were now excited to be part of the event.

Ticket Prices
• £10 Adults, £5 Children
• 302 tickets were given away free, to local schools and groups
• Normal ticket price: £14-£39

How many people paid each ticket price

<table>
<thead>
<tr>
<th>No. People</th>
<th>Adult £10</th>
<th>Child £5</th>
<th>Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>82</td>
<td>302</td>
<td>98</td>
<td></td>
</tr>
</tbody>
</table>

Audience Feedback:

“It was especially nice to not have to worry about sshhing and it was great when the actors introduced themselves and answered the questions from the children. I found this very moving, a lovely touch!”

“As the adult I was really impressed by the organisation of the performance, the friendliness and relaxed but efficient attitude of your staff. It was also very useful to have someone take away our wheelchair once we were seated and bring it back ready at the end. Knowing that it was OK if my son needed to go out for a while, he could go and without disturbing the performance was great. However, because of the relaxed atmosphere and the fabulous music, he sat still for the whole performance!”
The Audience
Total attendees to Relaxed Performance: 96 (ages <1 to 90+ years)
Our audience ranged from a mother and baby, young people with a range of learning disabilities, older adults with dementia, carers/teachers and other family members.

Relaxed Performance: The Railway Children (17th January 2013)
For all ages / Running Time 2 hours

Hints & Tips for other theatres:
• Talk to other theatres who have put on relaxed performances in advance
• Talk to potential audience members to understand their needs/requirements
• Audience feedback was useful on the timing of future performances

Who did you market to?:
Our relaxed performance was not promoted in our season brochure as we decided to do it after its publication. Therefore, the performance was directly marketed to local schools and colleges, specialist schools, community groups, existing audience members, Cumbria County Council adult and children services and other community based organisations/charities.

What did you find successful in terms of marketing?
Direct contact with local groups and organisations.

What was difficult in terms of marketing?
• Raising awareness of relaxed performance at fairly short notice
• Attracting a new audience
• Converting many expressions of interest into attendance – but useful for the longer term

Did you employ extra staff on the day? Were there any other costs?
The relaxed performance was additional to our existing programme and so incurred a number of additional costs:
• Cost of additional Rehearsal: extra Actor and Stage Management/Technical time;
• Cost of additional Performance: extra Actor, Stage Management/Technical and House Management time;
• Cost of additional Marketing Officer time;
• Additional Front of House volunteers were required – no extra cost apart from refreshments.

Next Relaxed Performance
See How They Run!, 1 October 2013, 12pm and Swallows and Amazons, 5 December 2013, 6.30pm

Ticket Prices
• Under 26 £5
• All other tickets (Disability, Companion): £10
• Normal ticket price: £10-£24.50

Audience Feedback:

“We came to see The Railway Children performance and thoroughly enjoyed it. We all felt really relaxed and did not feel any pressure to keep the children quiet especially the children who find this difficult to do. Thank you all for a fantastic afternoon.”

“Excellent initiative – would love it to be repeated. Appreciated a bit of light and muted sound effects. The auditorium had a calm atmosphere and we appreciated that we did not have to worry too much about the noise of some of our students during the performance.”
UNICORN THEATRE, London

(Small, Subsidised)

Relaxed Performance: 1001 Nights (2pm Saturday 2nd March 2013)
For ages 6+ / Running Time 60 mins

Notes
• This venue has been delivering autism-friendly and relaxed performances since 2010.

The Audience
Total attendees to Relaxed Performance: 183

How many people paid each ticket price

<table>
<thead>
<tr>
<th></th>
<th>No. People</th>
</tr>
</thead>
<tbody>
<tr>
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<td>56</td>
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<td>Schools £5</td>
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<td>Comps</td>
<td>46</td>
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</tbody>
</table>

Audience Breakdown
- Families: 68
- Community Groups: 35
- Other: 23

Hints & Tips:
• Marketing through traditional routes was not effective. Personal, individual relationships reap more bookings and a member of staff needs to be given time to develop and nurture these contacts.
• Make sure you involve all teams from the outset of the process, if everyone is informed and involved the in-house skills available will prove invaluable in making the performance a success.

Marketing:
We targeted existing bookers, Local Council Autism Support Unit, Contact A Family, Mencap, National Autistic Society, SEN Schools (local), Looked After Children Workers and charities working with the siblings of disabled young people. Unicorn has existing relationships with key contacts in disability charities and we invited SEN teachers for a show and a drink to meet with staff to talk through our offer. It has proven difficult to develop those who attend Rx perf in a group (i.e. via a community centre) to then start to visit as an independent family. This means that visitors only attend once or twice a year when it is organised for them.

Training:
Welcoming Disabled Audiences – 2hr Customer Service Session for all FOH Staff.

Extra staff/additional costs:
Two extra ushers plus two hours additional time for training and rehearsal – all cast and crew.

Next Relaxed Performance:
Othello: The Remix, Saturday 28 September 2pm

What benefit did working with the RPP team bring?
Having an opportunity to share our Rx Perf model with the rest of the theatre industry and to learn from their experiences also.

Ticket Prices
• Special Ticket Offer: £8 tickets for all bookings
• £5 for schools
• 10 comp tickets offered to small charity group to build relationship
• Normal ticket price: Under 21s £10, Adults £16, Concessions £13, with free companion tickets available

Audience Feedback:
“Our trip was organised by Medway council to provide respite to BME families who may find it difficult to access respite from caring. A day out to the theatre can really achieve positive outcomes for these families.

“We find it a very helpful, approachable, less stressful experience. You might be able to take able bodied children to the theatre without any worries, but if we took a group to another venue, you’d have to sit next to someone who might not have any experience or understanding of disability, which could be stressful for everybody. Whereas here, they are really geared up to include everybody.”
WEST YORKSHIRE PLAYHOUSE

Relaxed Performance: Rumpelstiltskin by Hiccup Theatre
(31st May 1.30pm)
For age 5+ / Running Time 65 minutes

Notes
• This is our fourth year of running Relaxed Performances on in-house productions, and our second year of programming Relaxed Performances with Hiccup Theatre’s touring work.

The Audience
Total attendees to Relaxed Performance: 227

Hints & Tips:
• Invite local people with learning disabilities and their families to advise you and help you get it right – each theatre is different so needs to respond to their own restrictions and strengths
• Get investment in the RP idea from all areas of the theatre – it’s only achievable if everyone’s committed!

Marketing:
Contacted previous Relaxed Performance bookers – includes schools, community groups and families and targeted participants in our in our ongoing outreach programmes for young people with learning disabilities. We had success with a Leeds council produced magazine for families with disabled children which runs a regular feature on our RP. Hiccup had toured to WYP and offered a RP before so we had repeat bookers who have become ambassadors and marketers for our RPs – you can’t beat word of mouth! Internally, some work is still needed to ensure RPs are sold alongside the main show campaign.

Extra staff/additional costs:
8 Arts Development staff members to meet and greet plus 4 additional FOH staff.
Absorbed costs of fewer tickets being on sale to accommodate more flexible seating options for audience.

Next Relaxed Performance:
The Jungle Book, Tuesday 14 January 2014 at 11am

Relaxed Performances:
We started using the term ‘Relaxed Performance’ in 2009 when we introduced this idea to our programme. Families we consulted with liked the fact that ‘Relaxed’ described the state people should be in when enjoying theatre, not stressed out, as they had been on previous attempts to attend mainstream shows. It felt like the perfect term to positively describe what we were trying to achieve with our audience, without undermining the artistic value of the show or the theatre experience. We’re delighted that this term is now the industry norm and theatres around the UK and SOLT/TMA are promoting the use of ‘Relaxed Performances’.

Ticket Prices
• £8.50
• Ticket Offers: Free companion ticket, £1 off for groups of 5+, 30% off for My Playhouse members

Audience Feedback:

"The more performances we come to, the more confident we are to bring children with more complex needs knowing it will be ok."

"Thank you for yet another fab theatre experience. Everyone loved it, as usual and it was so well organised, it just made the whole experience stress free. Especially having the wheelchair area so accessible for both chairs and carers."

"It was the most, special, magical show of our run and the reason why I became an actor. Everyone should be able to experience the magic of a Relaxed Performance."
The Audience
Total attendees to Autism-Friendly Performance: 1,828
Due to demand we opened more areas of the theatre than originally planned. When we went on sale we only sold the stalls and royal circle at £39.50 but these quickly sold out. Due to demand and with the advice from Kirsty Hoyle we opened the grand circle at £25 which quickly sold. We did not sell any restricted view seats, or the front 2 rows of the grand circle due to the height.

Hints & Tips:
This performance followed several autism-friendly performances at The Lion King and Mary Poppins on Broadway. Disney Theatrical Group works with the Theatre Development Fund in New York to promote these performances across their many shows. We met with the theatre development fund to learn from their experience.

It was great for us to partner with a fantastic organisation such as the National Autistic Society. They were key in helping us reach out into the community. We found that word of mouth and recommendation by other parents and friends drove sales rather than advertising.

This performance was presented as an autism-friendly performance and not a relaxed performance. We wanted to make sure we tailored this to the needs of a specific disability and that they was no ambiguity to what the performance was. We felt the term “relaxed performance” sounded as if the show was not going to be at the usual standard and we wanted to be clear that the quality of the production would not be compromised.

Marketing:
We worked with the NAS to market to their database. This included magazine features, e-shot newsletter presence, and using their regional group leaders to push the performance to their local groups. Grassroots marketing is what was key to making our performance sell out. Speaking to people in the Autism community and driving word of mouth was key, we built relationships with the community to build trust.

The unknown was the most difficult problem to overcome. We had no idea what the demand for tickets would be like, or how people would react to such a performance. We also had to make sure that our messaging was extremely clear. We reduced ticket prices to make the performance accessible, but did not want this to become the reason to see the show. We had to be very sensitive about our copy and messaging throughout.

Working with the RPP Team:
Kirsty bought invaluable experience bringing together theatre and autism. It was fantastic to work with the NAS and to receive an overview of the Autism Spectrum, but Kirsty provided an insight into how this will affect a trip to the theatre. She also provided us with a really important key point, that this performance should not differ hugely from a normal performance, as it should be an introduction to theatre, making it easier for people with autism to attend regular performances in the future. This is our key goal moving forward.

Ticket Prices
- Stalls & Royal Circle £39.50, Grand Circle & Boxes £25
- Normal Ticket Price: Ranging from £35 (standard access rate) up to £67.50 with £95 premium seats.

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Extra Staff/Additional Costs:
There were a few extra theatre staff and NAS and Disney volunteers. NAS volunteers are specialists in autism and could help parents and families, Disney volunteers could offer support in staffing the relaxed areas, with directions, and with general questions.

Training for all staff at the Lyceum Theatre and all volunteers was vital. All staff had training on what autism is and how this affects someone in everyday life. Box Office staffed were trained by the NAS on what to expect when someone is making a booking including questions they may ask. FOH staff were trained on what people may need on the day. The cast (including children) were trained on what to expect when they were performing, what the reactions of the audience may be. All of this was vital in everyone understanding what the needs would be on the day. Educating staff was key to make the atmosphere non-judgemental but full understanding of the situation.

Next Relaxed Performance:
Edinburgh Playhouse, 24 November 2013
Lyceum Theatre, London 4 May 2014
www.lionkingautismfriendly.co.uk

Audience Feedback:

“We supported 10 adults with autism and Asperger’s Syndrome to attend the show, quite an undertaking for them, making the journey into London and coping with the busy environment in the theatre itself. Your visual story was so helpful in helping the individuals prepare for the trip and the support provide by your staff was really superb, making the day very enjoyable.”

“...the noise level grew and grew, with the sound of people groaning, screeching, hooting and laughing. To the uninitiated this might have looked daunting, even frightening. But to us, the parents and families of people with autism, this was pure happiness.”