

## Press release

November 2017

# HQ Theatres joins the Audience Finder family

The Audience Agency announces a new working relationship with HQ Theatres that will provide one of the world leading entertainment organisations with valuable insight into its audiences.

HQ Theatres, part of the Qdos Entertainment Group, becomes the newest organisation to join Audience Finder (the national audience data and development tool developed and managed by The Audience Agency). The Audience Agency will give each HQ Theatre venue an overview of who its audiences are by Audience Spectrum type via individual theatre dashboards, which also allow access to audience benchmarks against overall Audience Finder data, to enable effectual audience development activity.

Chris McGuigan, Group Director of Marketing & Sales for Qdos Entertainment says:

*“As a theatre operator with 12 venues across the UK we wanted to give our marketing teams the best possible insight into the demographic profile and behaviour of their audiences. In turn this will translate into a more sophisticated all-round approach to marketing, closer and more successful targeting of marketing activity - and, of course, improved support for producers bringing shows to our theatres.*

*Audience Spectrum and Audience Finder offer us fantastic clarity and great insight, plus a real opportunity to develop audiences. We’re delighted to be working with the team at The Audience Agency and look forward to taking the project forward.”*

*HQ Theatres joins the Audience Finder family /continued...*

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Howard Buckley, Marketing Director of The Audience Agency says:

*"Everyone at The Audience Agency is incredibly excited to be welcoming all of the HQ venues and their teams into the Audience Finder community; we can't wait to get started working with them and helping grow and develop their audiences. Using the power of Audience Finder alongside our profiling tool Audience Spectrum to identify potential audiences, HQ Theatres will be able to reach the members of the public who have not yet had the chance to join the thousands of audience members who are welcomed through their doors each year to enjoy a huge range of live entertainment experiences, and everyone who currently uses Audience Finder will gain an even fuller picture of audiences in their area."*

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#### Notes

**HQ Theatres and Hospitality** is a leading regional theatre, venue and hospitality/conference operator in the United Kingdom and is part of the Qdos Entertainment Group. Qdos Entertainment Limited is a privately held company, with founder and Chairman Nick Thomas as principal shareholder. HQT&H has a proven track record of successfully managing and operating theatres and other cultural venues with high-quality programmes, including multi-purpose venues with conference and events programmes, and currently operates 12 venues. [hqtheatres.com](http://hqtheatres.com)

**The Audience Agency** is a mission-led organisation, which exists to give people better access to culture, for the public good and the vitality of the sector. Its agents hope to contribute in increasing the number and diversity of people engaging with a broad range of culture, and the depth and scope of their involvement. The Audience Agency's purpose is to lead insight-driven, audience-focused practice and policy. Putting our staff's knowledge and skills in creating and using insight at the disposal of the sector, as agents for positive change. [theaudienceagency.org](http://theaudienceagency.org)

**Audience Finder** is a free national audience data and development tool, enabling cultural organisations to understand, compare and apply audience insight. Audience Finder brings together data on all UK households with data from over **800 cultural organisations: over 200 million tickets, 72 million transactions**, approximately **280,000 surveys** and web analytics from all the UK's major arts and cultural organisations. Audience Finder is developed and managed by The Audience Agency for and with the cultural sector, and is funded by the National Lottery through Arts Council England. [audiencefinder.org](http://audiencefinder.org)

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