



acapelastudio

**Acapela Studio Audience Survey 2021
(September 27th 2021)**

How Confident are you to go to public indoor venues at present?

Over 85% of people surveyed expressed the opinion they were confident or very confident

How Confident are you to return to Acapela Studio for a concert?

Over 90% of people surveyed expressed the opinion they were confident or very confident to return to Acapela.

What would make you more comfortable to attend an event at Acapela Studio?

Over 63% of people surveyed expressed the opinion that they were very happy with our covid practices and did not want any further Covid practices introduced.

27% of people surveyed wanted to see the introduction of Covid Vaccination Passes or lateral flow tests made mandatory.

When do you expect to return to Acapela Studio and Other Music Venues?

Over 60% of people surveyed had already attended an event. (45% - Other venues)

15% expected to return to an event in next month. (28% -other venues)

17% expected to return in next 3 months. (15% - other venues)

No one expressed the concern that they would never return. (NONE -other venues)

Comments on the venues reopening rules and restrictions saw the following:

"Your policy seems very thorough and sensible, Fully agree"

"I think you have done everything you can and its appreciated"

What's your favourite Cardiff Music Venue? (respondents could vote for more than one venue)

Acapela Studio – 84%

St David's Hall - 25%

Millennium Centre – 17.3%

Globe - 12%

Tramshed – 10%

Motorpoint Arena - 8%

Clwb Ifor Bach – 3%

Brewhouse - 2%

How Do You Rate the Acoustics at Acapela Studio?

Average rating 8.8

How Do You Rate the Bands / Artists Acapela Studio Attracts?

Average Rating 9.0

How do you rate the food and drink choices at Acapela Studio?

Average Rating 8.3

How Do you rate the staff welcome and hospitality at Acapela Studio?

Average rating 9.4

How do you rate the overall Acapela Experience?

Average rating 9.2

How could we improve the Acapela Experience?

The feedback was very positive including comments such as:

"Nothing perfect in every way already. Thank you very much"

"I don't think you can, you have a wonderful, small , intimate venue that attracts great artists who can be seen 'close up'. You are the best in your niche. Oh and the pizzas are great to!"

"No need for improvement as far as I am concerned"

"I cannot think of anyway to improve the Acapela Experience"

"you can't"

"Doing a great job – keep doing the same thing"

"Difficult to suggest improvements to something that is already pretty good"

"Best venue in South Wales"

"We recently attended and thought it was managed really well"

Some issues came up on a regular basis in the survey including:

Transport - "improved car parking arrangements" and "better bus service from Cardiff"

Food and drink choices - " more variety on the menu" , "more beer and low alcohol beer choices"

Talking during performances – "Ask people not to talk or shout throughout performances. I like to experience the music that I have come to hear, not other people's conversations"

TV on wall behind stage - "Perhaps a TV behind the stage would help everyone have a better view of the performance"

Pizza tables - "Making sure that all tables order pizzas for everyone on the table. We have noticed that some attendees are sharing or not ordering at all and then having the best seats – how you stop this I am not sure"

Events – "Fewer tribute bands, more original artists"

Summary

Thanks to everyone who took part in the survey which was the first we have ever undertaken. It has provided us with a wonderful boost at a time when once again we are forced to close.

Covid 19 issues

It was great to see that the majority of respondents were very pleased with the way we were looking to keep everyone safe in the venue with the introduction of air con, air filter systems, mask wearing whilst moving around etc. With over 90% of people surveyed saying they were confident / very confident to attend an event at Acapela Studio.

Favourite Music Venue

Whilst we were possibly expecting and indeed hoping Acapela to be most respondents' favourite venue, the actual number of people who scored Acapela as their favourite was amazing and so far ahead of the two major and prestigious music venues in Cardiff which were voted 2nd and 3rd (St. David's Hall and Millennium Centre). Thank you.

The ratings for acoustics at the venue, artists appearing, food, welcome and overall Acapela experience provided again some excellent feedback and some very high scores and we are grateful for everyone's support.

Common issues raised

Car Parking – Many mentioned the situation with the pub car park. Whilst this is on going the venue has been able to adequately operate without this as we always did. There is plenty of room in the village to park especially if you don't expect to park "right outside" the venue and look to park 200-400m away instead. We do thank everyone for their understanding in parking considerately in the village.

Food and Drink Choices – Thankfully our pizzas are loved by the majority, however we realise not everyone loves a pizza. However, the intimate nature of the venue (the kitchen is very small) restricts us from providing a wider selection of food choices. However, we will be looking at other choices over the coming months to see how we can best cater for everyone's needs.

TV behind stage on wall – We have now placed an 85 inch TV on the wall which has received positive feedback and allows better views of the stage for people sat upstairs but also allows it to be used by artists to show videos, during and in between performances.

Events – The venue does look to put on a wide variety of acts and this includes original artists and tributes. Ultimately the choice of who we book to play the venue is driven by how many "tickets" we think a band will attract. The tribute acts we book are predominantly UK touring bands and theatre shows and tend to always sell out. Regrettably, trying to attract an audience for many original artists is very difficult and indeed many of the very best concerts are those where the musicians are unheard of. It is not unusual for the venue to book an original artist knowing that we will lose money! We always ensure musicians do receive payment for headlining shows even when this means the venue losing out. A positive way to look at this is that the tribute acts help us to put on brilliant original artists who otherwise would not be invited!

Pizza tables and taking through performances

The survey has confirmed to us the two issues that irritate the audience more than anything else – talking through a concert rather than listening to the music and booking a table for pizzas and not ordering pizzas!

Two complaints we completely understand and would ask you to respectfully observe! The first one because you will be missing out on a great night of music and the second one because we will be missing out on much needed income that allows us to attract these famous names and tributes to play at Acapela – without it we couldn't do it! If you are not ordering pizzas there is always someone waiting for a table who will and who feel disappointed that you are sat in a table they could have dined at!