

Price (£)	Description	Colour code	# of Seats	Value of tickets
T	Technical hold	T	-	please see holds guide
C	Wheelchair Companion	C	22	please see holds guide
P	Promoter hold	P	-	comps
S	Press hold	S	30	comps
H	House seats	H	40	comps
	Wheelchair positions	As highlighted	22	(paid for tickets)
	Venue Holds (paid for tickets)	As highlighted	36	(paid for tickets)
	Price Band A	0.00	-	£ -
	Price Band B	0.00	-	£ -
	Price Band C	0.00	-	£ -
	Price Band D	0.00	-	£ -
	Price Band E	0.00	-	£ -
Total seats on sale			-	£ -

Are concessions available on Price Band A?

Type of discount	% discount	House affected	'Cost'
Concessions	25%	2%	£ -

Section of hall	Capacity	Allocation in use	Value of tickets
Balcony	616	2	£ -
Rear stalls	993	26	£ -
Front stalls	663	44	£ -
Stage (platform)	195	-	£ -
Choir	234	4	£ -
Side stalls - green	77	1	£ -
Side stalls - blue	77	2	£ -
Goodman box	8	8	£ -
Boxes - green	48	2	£ -
Boxes - blue	72	2	£ -
<b>Total</b>	<b>2,983</b>	<b>91</b>	<b>£ -</b>

Number of performances   
 % capacity of saleable seats

no. of saleable seats for ONE performance   
 seat sales at selected % of capacity   
 gross sales for ONE performance   
 net income for ONE performance

no. of saleable seats for ALL performances   
 seat sales at selected % of capacity   
 gross sales for ALL performances   
 net income for ALL performances

VAT rate

screen, and input your price bands into the seat map.

Type the letter 'A, B, C, or D' into each box on the seat map according to the price you would like to assign to that seat. The box will then be highlighted in that price band's colour as indicated on the 'CALCULATOR' tab. The seat map works like a 'normal' excel sheet and you can drag/copy from the cells you have filled in.

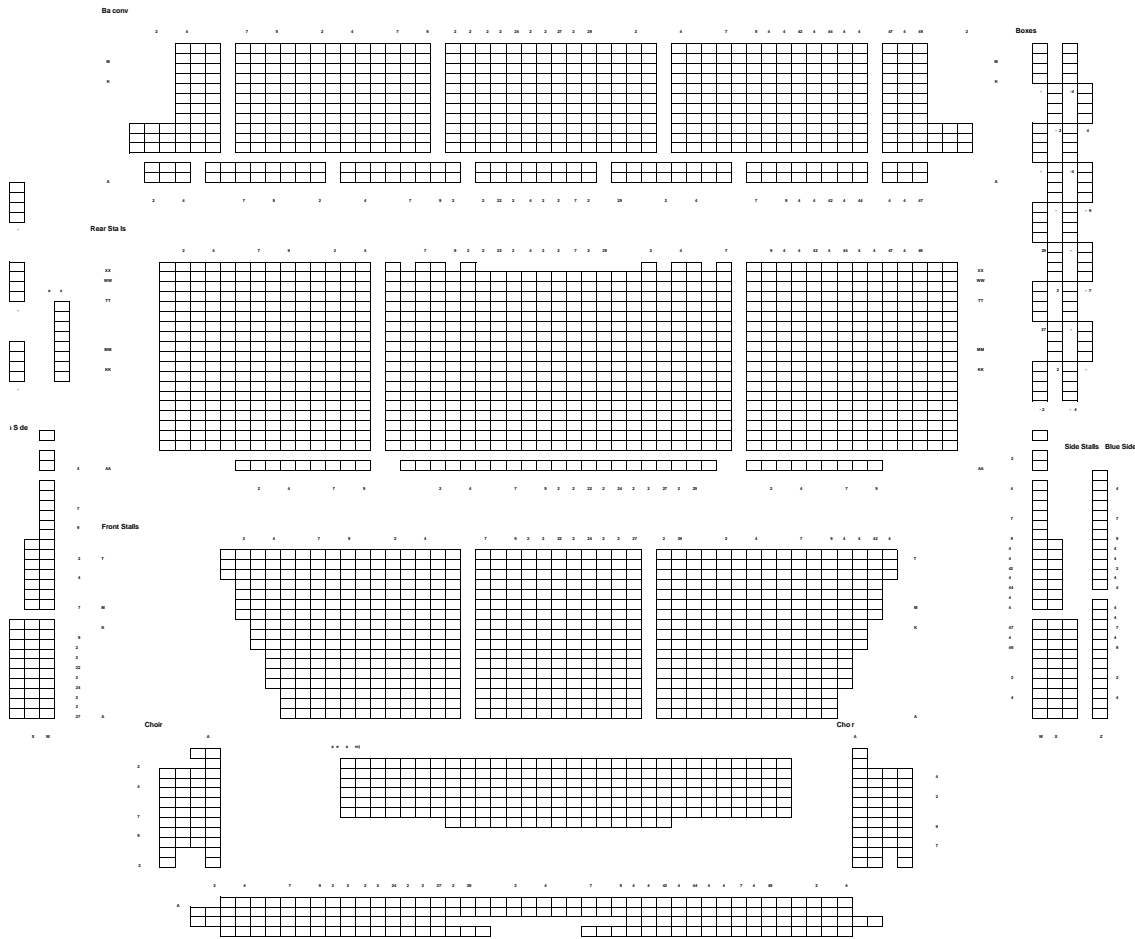
**Step 3:** Click on 'INSERT HOLDS HERE' tab at the bottom of the calculator screen and input your holds - using the letters 'P' for Promoter and 'S' for Press - where appropriate.

Please refer to the 'HOLDS GUIDE' tab in the Go Live form for how many Promoter and Press holds are permitted, as well as SC's House Seats and Venue Holds policy. If you would like our Ticketing Services team to allocate your Promoter and Press holds for you, please let us know.

If your event requires technical equipment, you will be issued a Ready Reckoner with tech holds already highlighted in the 'INSERT HOLDS HERE' tab. The 'HOLDS GUIDE' tab provides further detail on which seat holds relate to specific types of technical equipment.

Please liaise with your Event contact if you need to increase or decrease these holds according to your production requirements.

**Step 4:** Return to the 'CALCULATOR' tab to view the forecast income based on saleable capacity and ticket pricing.



Ready Reckoner No ech

