

# DICE × CLAPHAM GRAND

VENUE CASE STUDY

## Going the extra mile: how the Clapham Grand continues its legacy with DICE

The Clapham Grand isn't just a venue – it's an experience. Every detail, from the artists and acts who perform to the bar itself is curated to perfection. Since the venue opened in 1900 as a music and varieties hall, it has hosted some of the world's most famous names in music, comedy, cabaret and more. Today, it's run by a team with exceptional taste in entertainment and high standards for their customer experience. It's this attention to detail and an eye to the future that has ensured the Clapham Grand stands the test of time.

### THE LOWDOWN

37%

of fans who buy tickets have purchased more than four times

94%

of tickets on the Waiting List have resold

119K+

tickets requested on the Waiting List in first half of 2022

52K+

tickets requested for the Euros '21: England v Italy event



DICE

DICE works with the world's best venues, artists and creators to get people out more

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## Brief

Although the Clapham Grand has dedicated fans who regularly attend events, exposure and marketing is still essential for building a strong fan base. Its programming is one of its strongest draws, with live music, theatre and drag events being some of the most popular. The team wanted to build new communities around their eclectic programming, with a forward-thinking ticket experience.

## Strategy

The Clapham Grand team's priority is to work with people who understand what's important to them in terms of both their legacy and the future of their programming.

- Account management is key: a dedicated account manager works closely with the Clapham Grand to share expert advice and support. DICE team members act as an extension of the Grand's team, creating a strong relationship.
- DICE's partner network connects the Clapham Grand with innovative new performers and promoters: a partnership with UK comedy promoter Berk's Nest saw a series of events titled Live At The Clapham Grand bring in some of the most exciting names in comedy including James Acaster, Rose Matafeo, Phil Wang and Ed Gamble.
- DICE's event creation tool, MIO, gives the team complete control over their events as well as making it easy to collaborate with the many promoters they're working with.
- Fan data helps the team understand which demographics they're attracting with which events, as well as how far fans are willing to travel for different types of event and what appeals to fans in different age ranges.



# Results

The Clapham Grand has a loyal fan base: 37% of fans who've purchased tickets to the Clapham Grand, purchase tickets to another four or more events. Data about fans has helped the team understand what type of programming these loyal fans want.

The Euros '21: England v Italy event, for instance, saw more than 52,000 tickets requested through the Waiting List, the highest in the venue's history. With 94% of tickets placed on the Waiting List being sold to other fans, no money is lost to the secondary market and the

team can count on a higher bar spend with a packed-out room.

Thanks to a shared vision and love for live events, the Clapham Grand and DICE will be working together for years to come.



“We wanted a ticketing system that was easy to use and fit the aesthetic of the venue (independent, fun, different, variety). DICE is one of the more ‘modern’ and easy-access ticketing platforms for those going to our venues – that’s always exciting for a venue to get behind.”

**ALLY WOLF**, Manager, Producer and Programmer, The Clapham Grand