

# DICE × HACKNEY CHURCH

VENUE CASE STUDY

## Enriching the local community with live events

Hackney Church is a unique venue. It's been a place of worship since 1275, creating a close-knit community through faith.

However, Hackney Church offers a lot more than the average church: through its charity Lighthouse, it gave out more than 400,000 free meals in 18 months during the pandemic. The church established Hackney Church Brew Co to sell locally brewed beer and food, it produces honey with its own beehives,

and hosts some of the most exciting live music events in London. Everything the team does is to nourish its community as a self-sustaining charity. In 2021, the church created a network of London churches under the name SAINT to expand its reach and grow its impact.

### THE LOWDOWN

8K+

tickets sold for events in the first half of 2021

24K+

fans joined the Waiting List for 2021 events

18

events in 2021 with active Waiting Lists

67%

of tickets sold within one week of announcement



DICE

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

AVANT  
GARDNER

ELSEWHERE

PRIMAVERA  
SOUND

SCALA

sónar

TEKSUPPORT

Become a partner

CONTACT DICE





## Brief

Hackney Church has undergone an enormous multi-million pound renovation with designer John Pawson and architects Thomas Ford and Partners to breathe new life into the venue. The renovation was completed in 2020 and the church was ready for live events again – but the UK wasn’t, due to social-distancing restrictions. Hackney Church wanted to engage with its community through live music, and DICE was ready to help make it happen.

## Strategy

In early 2021, socially distanced live events returned. Hackney Church had day-to-day support from DICE’s own dedicated Account Manager and support from our Client Success and Field Operations teams to prepare for the first 2021 events.

- The team opened its doors in May to Daniel Avery, black midi and Children of Zeus, marking the first events since the renovation was completed.
- With logistical support from DICE, the events were socially distanced and each had an early and late show to ensure as many fans as possible could safely see the bands.
- Each event had a tailored seat map to accommodate a variety of group sizes, which maximised the amount of fans who’d be able to attend.
- The Waiting List feature allowed fans to safely and easily return tickets if they needed to, offering other fans the opportunity to get tickets with no resellers involved.
- DICE Access allowed the team to scan tickets safely, while automatically updating attendee data so they could monitor who had checked in. Contactless digital tickets minimise unnecessary admin and touching, making the DICE app a perfect solution for ticketing with social distancing.



# Results

The socially distanced events were popular: of the six initial events, 67% of tickets sold in the first week. As of June 2021, nearly 25,000 people had joined the Waiting List for an event at Hackney Church.

As the venue's full capacity is 1,800, this means the team would be able to fill the church 13 times over with extra fans. They'll be able to use their Waiting List data to understand demand as they plan events for the rest of the year.

The fan-friendly features such as being able to save an event and easily return tickets if needed will ensure that they maximise their chance of selling out events.

“DICE understands our mission, and the team has been instrumental in helping us get back to putting on events. It's so easy to see who's buying tickets, who's checked into the venue, and who's excited for future events.”

THANDO ZULU, Experiences Director, Hackney Church

# Looking ahead

Hackney Church has big plans and the DICE team is helping to bring these dreams to life. During the second half of 2021, its programme of diverse artists continued to reflect the people of Hackney, and it hosted socially distanced events and live streaming to create hybrid events and reach more fans. Over time, the Hackney team will be able to help the other churches in the SAINT network learn from their experiences and put on more events across London.

