



LONDON THEATRE HIGHLIGHTS 2011

All figures apply to 2011 unless otherwise stated. The Society of London Theatre cannot confirm box office performance of individual productions; facts and figures below have been assembled from theatre press and marketing departments.

Being Shakespeare, starring Simon Callow, recouped costs in record time at Trafalgar Studio 1.

Billy Elliot the Musical entered its seventh year. Nearly 8 million people have now seen it worldwide. Kaine Ward became the twenty-eighth boy to play the title role in the West End and the 62nd boy to play the role worldwide, including Jamie Bell who played Billy Elliot in the award-winning film.

In 2011, **Chicago** became the most successful American musical ever and the London production, which is also the West End's longest running revival, moved to the Garrick Theatre - its third West End home - on 7 November.

ATG renamed London's **Comedy Theatre** as **The Harold Pinter Theatre**, after the distinguished playwright, screen writer, director, political activist and actor.

Driving Miss Daisy, starring Vanessa Redgrave, James Earl Jones and Boyd Gaines, transferred to the West End in September 2011 following a sell-out run on Broadway. During the run, two of its stars received recognition from the Academy of Motion Picture Arts and Sciences; James Earl Jones received a lifetime achievement award on stage at the Wyndham's Theatre, which was filmed and shown at the Academy Award dinner in LA, with Vanessa Redgrave receiving an AMPAS salute the following day.

English National Ballet's week of **Swan Lake** at the London Coliseum in March sold 96% of all available seats over seven performances, taking over £0.5million at Box Office and once again illustrating the popularity of this ballet which returns to the London Coliseum during the Olympic Games. The Company's Christmas season of *The Nutcracker* and *Strictly Gershwin* was the most successful in the Company's history, selling 104,939 tickets over the six-week season and taking £3.8million at the box office, breaking the previous record of seats sold by almost 9%.

In 2011 **English National Opera** staged 13 operas, with 9 new productions and ONLY 4 revivals, thrilling audiences with a total of 110 performances. Box office took in excess of £8 million, with over 200,000 tickets issued. Terry Gilliam's magnificent new staging of Berlioz's *The Damnation of Faust* generated over £1 million in ticket sales and played to an audience of more than 21,000 over the run in May-June. It broke ENO box office records by selling in excess of £250,000 in opening week and setting a new ceiling for a single matured performance. ENO's award-winning free student and young person's membership scheme, Access All Arias now has in excess of 18,000 members.

Frankenstein was a total sell-out, with 36% of the audience being first-time bookers at the National Theatre. A further 100,000 people worldwide watched the two National Theatre Live broadcasts.

Ghost the Musical: 2011 saw an award winning digital campaign for the show, with over 120,000 song plays from the cast album on Facebook. In 2011 Ghost transferred to London's Piccadilly Theatre, following a record breaking season in Manchester, where it became a major new West End musical hit. Ghost will open on Broadway in March 2012 and Australia in 2013.

Shakespeare's Globe 2011 Theatre season, *The Word is God* season saw unprecedented success, achieving 89% of full capacity across the season. During 2011, over 143,700 £5 groundling tickets were bought – a significant achievement for a company that still operates without public subsidy.

Jersey Boys has played over 1600 performances at the Prince Edward Theatre in London to date, and been by 1.8 million people. It achieved its highest grossing single performance in October 2011.

Jerusalem broke its own box office record at the Apollo for the second time around with people queuing overnight for tickets in the final week of the run.

The Ladykillers broke the box office record at the Gielgud Theatre for taking the highest figure ever in a single week.

Hit cabaret **LA SOIRÉE** relaunched at the South Bank Big Top – a glorious pop-up venue behind the National Theatre – and extended its run to the end of February 2011 playing a total of 20 weeks. It returned to London to open at the Roundhouse in Camden in November 2011 for the company's fourth London season (and third London home).

MAMMA MIA! holds the record for the highest weekly gross in the history of the Prince of Wales Theatre, taking over £580,000 over 10 performances w/c 26th December 2011. That same week, the 10,760 people who saw MAMMA MIA! was a record-high at the Prince of Wales Theatre. MAMMA MIA! also became, in 2011, the first Western musical ever to be staged in the People's Republic of China - in Chinese. MAMMA MIA! has now been seen by over 6.6 million people in London and will move to the Novello Theatre in September 2012.

Mike Leigh, for the first time, revived one of his past plays, 'Ecstasy' to critical acclaim, and was performed in its original settings at Hampstead Theatre before extending into the West End.

Legally Blonde the Musical picked up 3 Oliver Awards – Best New Musical, Best Actress in a Musical and Best Supporting Actress in a Musical.

Disney's award-winning musical **The Lion King** has been seen by over 65 million people worldwide. Now in its triumphant 13th year, almost 10 million people have experienced it at the Lyceum Theatre in London. In 2011, the musical took the highest annual gross in West End history and won 'Theatre Show of the Year' at the London Lifestyle Awards.

The Lyric Hammersmith produced the first London revival of Edward Bond's seminal play **Saved** for 27 years.

Agatha Christie's **The Mousetrap** entered its 60th year on the West End in November 2011, continuing to hold the record of the world's longest running show. This September will mark the beginning of a celebratory 60 week all-star tour, the first time the show has toured in the UK while continuing to play in the West End.

One Man, Two Guvnors: was seen by 83,861 people - 99% of capacity during its National Theatre run, with people queuing from 6.30am for day seats. It was seen by 46,000 on tour and over 50,000 people via National Theatre Live broadcasts. The free live screening outside the National attracted over 1500 people. It opened at the Adelphi Theatre with a record-breaking advance of almost £4 million and moves to the Theatre Royal Haymarket in March.

The Phantom of the Opera celebrated its 25th Anniversary by staging three spectacular performances at the Royal Albert Hall that were simultaneously broadcast to cinemas around the world.

Priscilla Queen of the Desert: By the end of the run the bus had travelled from Sydney to Alice Springs over 1,000 times at the Palace Theatre.

Regent's Park Open Air Theatre: Crazy for You was Regent's Park Open Air Theatre's highest grossing production ever, and was the first production to transfer directly to the West End. Lord of the Flies was their highest grossing non-Shakespeare production and 2012 will be the theatre's 80th Anniversary

Through becoming a three space venue with the addition of Soho Downstairs, transformed using no public funding, **Soho Theatre** increased annual audience attendance by 50%.

ATG's production of **South Pacific** received its European premiere at the Barbican. This Lincoln Center Theater production starred Samantha Womack and Paulo Szot and was directed by Tony award-winning Bartlett Sher, who directed the US production. *South Pacific* broke all Box Office records at the Barbican selling to a near 7 week sell-out season.

Theatre Royal Haymarket: 2011 saw a third season for Theatre Royal Haymarket Company, this time with Trevor Nunn at the helm.

The Theatre Royal Haymarket's Masterclass launched the Bravo 22 Company. The first ever theatre company comprising of wounded, injured and sick Service personnel performing their own stories in the West End.

The Railway Children returned for a second year, and has now been seen by 400,000 world wide.

Rock Of Ages the Musical came to the Shaftesbury Theatre after wowing audiences on Broadway, in Toronto and around the world. The story of love, lust and good old 80s ROCK is a welcome addition to the West End and has already performed close to 200 performances, grossing over £5 million. This raucous night out has quickly become London's guilty pleasure and has brought in a audiences who would not normally be seen at traditional musicals. X Factor winner and TV personality Justin Lee Collins joined the amazing cast and between them all have been nominated in Whatsonstage.com and Broadway World Awards.

The Royal Court played to 90% capacity in 2011. The Royal Court Theatre broke their daily sales records three times in 2011, finally tripling their 2010 record in November, making over £98k.

At the **Royal Opera House**, two much anticipated world premiere productions - The Royal Opera's Anna Nicole and The Royal Ballet's Alice's Adventures in Wonderland - were sold out before the respective opening nights. Wagner's Ring Cycle, being performed in September/October 2012 sold out within hours when it went on sale in October 2011.

STOMP celebrated its 20th anniversary in November 2011 with a special gala performance at the Ambassadors Theatre and a street show in Covent Garden. Since first appearing at the Edinburgh Festival in 1991 the show has played to 15 million people in 48 countries across 5 continents. It also entered its 10th year in the West End.

Internationally award-winning **War Horse** has now been seen by over 1.7 million world-wide. Having seen the show at the National Theatre, Steven Spielberg's feature film of Michael Morpurgo's book premiered in January 2012.

We Will Rock You entered its tenth year. It is now ranked 9th in the list of longest running current West End shows. Over 13 million people have now seen it worldwide. In 2011 the show received the Olivier Audience Award for best musical, the only category decided entirely by members of the public who voted via the awards website. 2011 box office was up on previous year.

Wicked: 2011 proved to be the hit musical's highest grossing year to date, continuing its pattern of year-on-year growth at the Box Office since opening. Also during this landmark year, *Wicked* welcomed its 4 millionth theatregoer, celebrated its 5th birthday and became one of the Top 20 longest-running West End musicals of all time. The production has now grossed in excess of £154 million at the UK Box Office.

Michael Crawford continued his starring role of The Wizard in Andrew Lloyd Webber's new production of **The Wizard of Oz**. Having thrilled audiences since the show opened at the London Palladium on 1 March 2011, he will star in the iconic role until Sunday 5 February 2012. The Wizard of Oz combines new musical numbers, which mark the first time Andrew Lloyd Webber and Tim Rice have worked together in over 30 years on a new production, with all the much-loved songs from the Oscar-winning movie score.

The Woman in Black had its 9,000th performance in June 2011 – more than seven million tickets have been sold since it opened in the West End in 1989. It has also been adapted into a film starring Daniel Radcliffe, released in February.

Young Vic: 2011 was a record breaking year for the Young Vic with over 90% average attendance, higher net sales and more people attending than ever before. *Hamlet* was one of the most successful productions the Young Vic has had at the box office with all 84 performances selling out before opening. For the final performances people queued from 3.30am for £10 day tickets.