

### **1. Why Pay What You Decide (PWYD) at Belfast Book Festival?**

We set up a PWYD scheme in Festival 2022 in response to the Cost of living crisis. The model allows you to choose how much you want to pay for an event, in a scale ranging from free, to £25, with a recommended price of £12.50.

We're aware that ticket prices can be a barrier to attending, particularly if you plan to attend multiple events. PWYD coincided with planning all Festival activity in The Crescent Arts Centre - we know from feedback over the last 3 years that this model has encouraged you to attend multiple events.

### **2. How can you make that model work for The Crescent/BBF?**

Belfast Book Festival (BBF) is part of the year-round programme of The Crescent Arts Centre. The Festival is not a separate entity, but part of our annual activities as a charity and not-for-profit. The model aligns with our ambition to be accessible - this includes financial accessibility. It is a calculated financial risk, but it's as important for us to trial new approaches with our audiences: by giving you agency to choose a price point and we hope you might also consider taking a risk on a new author/a different type of event.

### **3. Where does the recommended price come from?**

Our recommended ticket price for BBF2025 is £12.50. (NB Workshops and 1:1's are priced differently). This is calculated by a combination of benchmarking - looking at what others charge; and at what would create a financially break-even scenario for The Crescent, based on the costs of running our activities, and seating capacities in the building.

Please note that all contributing artists are paid a standard Fee, that we cover related travel and accommodation (with some in-kind support), and that we try really hard not to cancel events in the event of low ticket sales.

### **4. If I pay more than the recommended price, where does the money go?**

The Crescent is a charity and not-for-profit. The Festival is part of The Crescent's programme. Public sector investment from Arts Council of Northern Ireland and Belfast City Council accounts for approximately 30% of our annual turnover so we rely on box office income to cover our running costs.

In paying for a ticket you are supporting artists, enabling a creative community and ensuring a listed building continues to thrive. Some customers have told us that they like the expression 'paying it forward' - the sense that they might be paying for someone else's ticket and/or contributing to the future success of the Festival and The Crescent.

### **5. If after the event I want to contribute more, what do I do?**

In person: please go to the Reception at The Crescent and let colleagues know that you'd like to make a donation.

Online: The donation button on our website is [here](#).



If you have any more questions or comments, please email [hello@crescentarts.org](mailto:hello@crescentarts.org)