

PLEASANCE

'The best of all possible worlds' *Observer*

Performers Application Pack 2010



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This pack can only be a guide. It is worth reading this booklet carefully, particularly if you have not been to the Edinburgh Festival Fringe before. If you have not already done so, you should also contact the Fringe Society (details on page 3).

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1 The Edinburgh Festival Fringe

Edinburgh is recognised as the home of the largest and most comprehensive Arts Festival in the world.

There are now seven summer festivals running side by side:

The Edinburgh International Festival
The Edinburgh Festival Fringe
The Edinburgh Military Tattoo
The Television Festival
The Book Festival
The Jazz Festival
The Edinburgh Comedy Festival on the Fringe

Within this multitude of activity, the two main platforms for the performing arts are the Edinburgh International Festival (EIF) and the Festival Fringe.

The EIF presents a programme of events chosen by its Director. The Fringe, in contrast, is an open house, anyone can present work as part of the Fringe if you can find somewhere to put it on. It thrives on the initiative and enthusiasm of those who continue to bring their shows to Edinburgh from all over the world. The Pleasance is one of many venues that open spaces for the Fringe.

The Fringe, which is in its own right the largest festival in the world, is what many think of as the Edinburgh Festival, being less expensive, more informal and a lot more fun than almost any other festival in the world.

The Fringe began as a spontaneous addition to the first Edinburgh International Festival in 1947, a kind of polite protest by the more adventurous elements of the arts against what they saw as 'the Establishment'.

Sixty-three years on, the Fringe is now much more professionally organised and tends to revolve around venues who promote mini-festivals of theatre, comedy, cabaret, music, dance and exhibitions.

Comedy shows at Pleasance that are part of the Fringe are also automatically part of the Edinburgh Comedy Festival on the Fringe.

The Pleasance dates for the Festival Fringe in 2010 are Wednesday 4 August – Monday 30 August inclusive. Wednesday 4 - Friday 6 August are previews.

The Fringe officially opens on Friday 6 August.

2 The Fringe Society

The Edinburgh Festival Fringe is coordinated centrally by the Fringe Society which is an administrative organisation with four major and distinct roles:

1. To provide advice and information on all aspects of participation for companies wishing to appear on the Fringe.
2. To publicise all Fringe events by a variety of methods, but most importantly through the free Fringe Programme, Daily Diary and website
3. To operate a central, public Box Office selling tickets for every Fringe show.
4. To run a Fringe Participants Club and central meeting place for all participants on the Fringe.

It is strongly advised that all companies interested in performing at the Fringe make contact with the Fringe office, who can offer advice on all matters relating to the Fringe.

The best people to contact are Christabel Anderson and Barry Church-Woods in the Participant Services department, and you can reach them on participants@edfringe.com or by phoning 0131 226 0026. There is also a lot of information available on the Fringe Society website www.edfringe.com.

The Fringe Office
180 High Street
Edinburgh EH1 1QS
Tel: 0131 226 0026
Fax: 0131 220 4205
www.edfringe.com

4 Pleasance Theatre Trust Ltd.

Who are we?

The Pleasance provides a unique test bed for performing talent in this country. With over 26 performing spaces in Edinburgh and London, ranging from just 20 to 750 seats, we are able to present artists at the very pinnacle of their careers alongside those just beginning with an idea. And every year, for 25 years, we have been giving over hundreds of young people their first chance to work in the arts and entertainment industry, from performers to producers, stage hands to salesmen; because we passionately believe that there is no opportunity quite like experience.

Our aim

To create the most diverse and original mixed programme of theatre and comedy, the Pleasance actively welcomes all artistic proposals, to be considered on creative merit alone. Whether established talent, or total newcomer, we believe that it is important people are given the space and freedom to take risks, in order to succeed. It is out of this spirit of risk and experimentation that true innovation and imaginative discoveries are borne.

And in this spirit, we appreciate that the journey from idea to stage has become increasingly risk-laden and expensive. Great ideas should stand free, but even the greatest ideas cannot flourish without access to the most basic of practical resources, and these are both scarce and expensive. Edinburgh proves time and time again that when given the right space and resources, stars can be kindled from the smallest of sparks- and we'd like to make that an all year round possibility, not just dependent on one seasonal event.

“A theatrical business estate”

We seek to create a complex of studio spaces and offices at the Pleasance in London with the sole purpose of offering a range of affordable practical resources not currently available from writing studios and rehearsal rooms to set workshops, recording studios and production offices.

That complex exists already. It is part of United House, an organisation that for many years have supported artists, theatrical companies and creative industries. The space is a disused network of recording studios and office spaces, previously leased to The School for Audio Engineering, that we are going to convert into a permanent “theatrical business estate” for emerging theatrical talent of all kind, and in doing so create a bright, fully-equipped beacon of artistic community unique and unrivalled in the country.

5 Pleasance Edinburgh

The Pleasance Theatre Festival was set up in 1985 (becoming the Pleasance Theatre Trust with Charitable Status in 1995), with a single theatre space on the eastern edge of Edinburgh's old town district. Celebrating its 26th season in 2010, the Pleasance has grown into the largest and most highly respected venue at the Edinburgh Festival Fringe, with an international profile and a network of alumni that reads like a who's who of contemporary comedy, theatre and entertainment.

With 25 theatre spaces on offer, ranging in capacity from 50 to over 740, the Pleasance is able to accommodate just about any production, performance or event. Last year in excess of 500,000 people came through our doors to watch one or more of the 225 shows which made up our programme, or simply to take a breather with a drink or a snack at one of our 9 onsite cafés and bars. It's a massive operation, all made possible by the efforts of the 400 staff who sell the tickets and run the venues, handle the press and wipe the tables. It's no surprise given the all-day buzz that to many, the Pleasance *is* the Fringe.

In 2009, performances at the Pleasance received 20 different award nominations, and the Pleasance press office logged over 2,500 press and promoter requests from all over the world.

Each year new companies and performers are placed side by side with more established and successful acts in the true spirit of the Fringe. The Pleasance has hosted (amongst many many others!) in our theatre programme: ***Frantic Assembly, Steven Berkoff, Red Shift, The Royal Shakespeare Company, The Baxter Theatre of South Africa, La Fura Dels Baus, Derevo, Ennio Marchetto, Trestle Theatre Co, Hoi Polloi, Incidental Theatre Company, Uninvited Guests, Gecko, Cheek By Jowl, National Youth Theatre, Theatre de Complicité, Kneehigh Theatre Co, NIE, Theatre Clywd, Tim Rice*** and ***Tom Conti***.

In our comedy programme: ***Graham Norton, The League of Gentlemen, Bill Bailey, Joan Rivers, Harry Hill, David Strassman, Frank Skinner, Stephen K Amos, Michael McIntyre, Scott Capurro, Jo Brand, Jenny Éclair, Mark Watson, Josie Long, Russell Brand, Simon Amstell, Paul Merton, Al Murray, Bob Down*** and ***The Mighty Boosh*** and music has been provided by ***The Flying Pickets, Honkin' Hepcats, Antonio Forcione, Four Poofs and a Piano***, and extravaganzas such as ***The Donkey Show, Auto Auto, The Aluminum Show, Eurobeat*** and ***Momma Cherri's Gospel Brunch*** have all taken part. Every year throws up new surprises.

The Pleasance Theatre Trust has the following main aims in Edinburgh:

1. To design and run a series of spaces to house the widest range of events.
2. To uncover new talent, new ideas and new companies.

3. To work with Edinburgh University to create the best festival atmosphere for audiences and performers to enjoy between shows.

4. To work with the most innovative producers and promoters of comedy, theatre and performance events to create an exciting festival programme.

5. To provide a platform and support for performers and companies in order to launch their work in the best possible way.

It is important to stress for those new to the Pleasance: we do not “rent out” slots in our programme – rather, we work on a shared risk (see Deal section for details).

6 Pleasance Islington

For the rest of the year the Pleasance Theatre Trust also runs two theatre performance spaces and two rehearsal rooms in London at our Islington location: a 289-seat Main House and a 54-seat versatile studio, the StageSpace.

The Pleasance is dedicated to providing opportunities, facilities and advice for the development of new work, and new artists. Most recently the Pleasance has been very involved with theatre companies like Analogue, The Terrible Infants and Badac Theatre company,

All of these spaces are available for pre-Edinburgh previews and post-Edinburgh transfers, and performing with the Pleasance in Edinburgh is not a necessity for performing with us in London.

For details of performing at Pleasance Islington contact Cassandra Mathers (theatre, dance and kids) on cassandra@pleasance.co.uk or Ryan Taylor (comedy) on ryan@pleasance.co.uk



7 Services

The Spaces

We ran 25 performance spaces during the 2009 Fringe Festival. Plans and photos of our performance spaces can be found on our web site (www.pleasance.co.uk/edinburgh). We provide a range of theatre spaces with raked seating, general lighting and sound equipment. Please remember that the theatres are temporary spaces, built especially for the Festival, so availability and specific details may vary slightly from year to year, and that viewings are not possible. Drawings at this scale can give only an overall view of the spaces and vital dimensions should always be verified with our technical team. More detailed information is available on request, and we strongly advise that you discuss initial plans with us.

Pleasance Staff in 2009 numbered 400, including crew, box office, front of house, security, bar and catering staff.

Venue Crew

Each of our venues has a dedicated crew of between 3 and 6, depending on the size and demands of the space in question. The technical crew are led by a Stage Manager and are responsible for the efficient running of the space. It is not their direct responsibility to operate shows although they can do so if required at an agreed cost to the visiting company. See under 'discretionary costs' for further details.

Box office

The Pleasance has its own very sophisticated box office system running 24 hours per day. This includes a counter service at the venue, a 10 person telesales booking service, a self service box office and an online box office available through our website. The Pleasance also cross-sells with a number of other venues, providing over 25 different sales outlets for the venue. The Pleasance launches its programme and goes on sale along with the Fringe Society at the beginning of June.

Publicity

We produce a joint venue brochure with three of the largest venues on the Fringe the Assembly, Gilded Balloon and Underbelly publicising all our events (internally referred to as the Venue Brochure). We co-ordinate local, national and international distribution of over 400,000 copies and direct mailing to our extensive database, including major festivals, organisers and promoters. Each visiting company is charged a fixed rate for entry into our brochure. See under 'mandatory costs' for further details.

Press Office

Our PR team promotes the Pleasance venues and all the artists and companies who make up our programme, as well as collaborating with the Fringe Office. The Pleasance has its own Press Officer and Press Team, who are there to advise and assist companies throughout the Festival, as well as coordinating press tickets, keeping all reviews and

news items, and displaying reviews on the press boards. However, these services should not be seen to replace strenuous promotional activities by the visiting companies. It is advisable that you discuss in detail your marketing proposals.

Website

All companies performing with the Pleasance are given a listing on our website (www.pleasance.co.uk), which includes an individual microsite which can include image, blurb, mp3, video, blog and online booking. In addition to this, during the Festival our website is updated on a daily basis, and news stories and favourable reviews are posted there.



8 Operating Guidelines

Scheduling

Performances run from roughly 10am until 3am the next morning and each of our theatre spaces may present up to ten or more shows every day. But, despite the technical restrictions and tight turn-around times that this imposes, we can meet most requests if given enough warning. Do please give us as much warning as possible of your plans, the further in advance we know, the more prepared we can be, and possibly the more money we might be able to save you. **Should you accept a slot with us it is essential that you return our Technical Questionnaire promptly if your needs are to be met.**

Rehearsal times are similarly constrained and while we encourage new work at the Festival, we must stress that we can allocate each company only enough time to familiarise themselves with the space. We strongly recommend your show is ready for the previews as, in our experience, the success of a show depends primarily on its quality in this period. We look extremely carefully at your show to match it to the time-slot and achieve an overall balance in the programme.

Television

All television recording during the Festival must be cleared with the venue and facility fees agreed. We would appreciate discussions concerning the first option on developing any performance presented with the producers for television, radio or recording purposes, and if an independent producer gains a commission to film a production as a direct consequence of it being seen at the Pleasance, then we expect to take a percentage of the production fee.

NB. Any material The Pleasance holds is strictly for publicity only.

Duration & Run-Length

The majority of shows run for the full three weeks of the Festival, 4 - 30 August inclusive) with previews 4-6 August . Some companies look for shorter runs, but be aware that it can be difficult to generate interest once the Festival is in full swing.

Although we have no set running time, the vast majority of shows run at around 60mins and it can be problematic to programme shows which run significantly over this. Do please feel free to discuss this with us.

9 The Deal

We Provide

- The Theatre space for a time agreed between us.
- General lighting rig and PA sound rig – precise details available on request nearer the time.
- Box office and front of house staff and services.
- Venue production staff.
- Public liability insurance for the building.
- The combined Joint Venue brochure (Along with Assembly, Gilded Balloon and Underbelly)
- Access for artists, technicians and promoters to Brooke's Club (late night members bar at Pleasance Edinburgh).
- Fully fitted Press office
- Website with individual microsite

You Provide

- A show.
- A production crew.
- Your own promotional activity/marketing and PR (further to what we provide).
- Your own insurance and public liability insurance.(We may have to refuse to store equipment, instruments, props, etc. if the company does not carry adequate insurance cover.)

The Financial Deal

In common with a number of arts organizations, The Pleasance Theatre Trust is now classified as partially VAT culturally exempt. This follows an EEC ruling in favour of The Regent's Park Zoo in respect of admission charges which are deemed to be exempt from Value Added Tax for bodies with charitable status.

The benefits are small but significant. Small, because although we will not charge you for VAT on the portion of the admission charges which we withhold, or pass this on to Customs and Excise, we will not be able to claim back the VAT on much of our expenditure to stage the event, but significant, because with it we may yet keep the rising costs of the operation at bay.

If you are VAT registered there will be absolutely no change to the proportion of monies you receive from us.

If you are not VAT registered you will get a smaller percentage of the admission charges but will actually get more money because we will not be collecting VAT on our portion of it.

The changes are to the contract between us. Before, we acted as your agents to sell

YOUR tickets. Now, we sell OUR tickets and you send us a bill for your services. For anyone whose brain will spin at this jargon and seeming obfuscation of what the EEC intended a simple benefit to charitable and artistic bodies, please accept our sympathy, and don't worry! There are examples and comparisons to follow.)

We work on a percentage split of all ticket receipts. This split is usually 60/40% (see under VAT below) in your favour, against a guarantee from you to the Pleasance.

We agree the box office split, guarantee and deposit when you accept a slot with us.

Accounts & VAT

The Pleasance Theatre Trust Ltd shall levy and receive all monies for admission charges, howsoever they be sold (agency, Fringe Box Office, online etc.) and shall give the visiting company a true account of these sales.

After the Festival, the Pleasance Theatre Trust Ltd will issue a self-billing invoice (as from you to us) for all monies remaining after we have deducted our share of the box office, or the agreed guarantee, whichever is the greater.

VAT registered companies must account for VAT on all sums received, and VAT registered companies receive the same they did under a previous arrangement.

Non-VAT registered companies do not account for VAT and so receive a smaller percentage of receipts (usually 55%) or what is left when the guarantee has been deducted (see examples on the following page for clarification). **Under the new arrangement, as a partially exempt organisation, we are able to pass on to you some of the small advantage we have gained. You will find this in the spreadsheet that follows.**



A guide to guarantees by venue and time slot

(This is based on a calculation of capacity x average ticket price x number of performances = **x**
We then work out what 35-40% of **x** would be [i.e. the potential amount of money you might make] and then work out what 40% of this and make it our guarantee)

	Capacity	Mornings	Afternoon	Evening	Late Night
		£	£	£	£
Grand	700	£14,700.00	£17,150.00	£23,800.00	£21,000.00
Beyond	336	£7,056.00	£8,232.00	£11,424.00	£10,080.00
One	333	£6,993.00	£8,158.50	£11,322.00	£9,990.00
Cabaret Bar	175	£3,675.00	£4,287.50	£5,950.00	£5,250.00
Two	154	£3,234.00	£3,773.00	£5,236.00	£4,620.00
Above	150	£3,150.00	£3,675.00	£5,100.00	£4,500.00
Upstairs	107	£2,247.00	£2,621.50	£3,638.00	£3,210.00
Beside	80	£1,680.00	£1,960.00	£2,720.00	£2,400.00
Baby Grand*	80	£1,680.00	£1,960.00	£2,720.00	£2,400.00
Attic	58	£1,218.00	£1,421.00	£1,972.00	£1,740.00
Below	55	£1,155.00	£1,347.50	£1,870.00	£1,650.00
Hut*	55	£1,155.00	£1,347.50	£1,870.00	£1,650.00
Cellar	50	£1,050.00	£1,225.00	£1,700.00	£1,500.00
AceDome	175	£3,675.00	£4,287.50	£5,950.00	£5,250.00
KingDome	180	£3,780.00	£4,410.00	£6,120.00	£5,400.00
QueenDome	175	£3,675.00	£4,287.50	£5,950.00	£5,250.00
JackDome	75	£1,575.00	£1,837.50	£2,550.00	£2,250.00
10Dome	75	£1,575.00	£1,837.50	£2,550.00	£2,250.00
JokerDome	50	£1,050.00	£1,225.00	£1,700.00	£1,500.00

Av. Ticket Price		£6.00	£7.00	£8.50	£7.50
Performances		25	25	25	25
% of business		35.0%	35.0%	40.0%	40.0%
Pleasance BO share		40.0%	40.0%	40.0%	40.0%

Once you have received an invitation from us, in order to secure your slot we then ask for 20% of your guarantee on exchange of contract. So for example:

If we offer you Pleasance Two in an afternoon slot for the full festival, your guarantee against a box office split would be £3,773. This means we take 40% at the end of the run, or £3773, whichever is the greater.

You pay us 20% of the guarantee (in this case £760) in April as a deposit and this is allowed as a credit in the final invoice at the end of the Festival. This and the joint brochure fee is the only fee you pay up front.

Below is an example grid with our pricing and dates

W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27

KEY

	Preview Price
	Low Price £6.50
	High Price £8.50

<u>Previous deal for VAT registered companies</u>		<u>Previous deal for Non-VAT registered companies</u>	
CAPACITY	100	CAPACITY	100
TICKET PRICE	£ 11.75	TICKET PRICE	£ 11.75
POTENTIAL	£ 1,175.00	POTENTIAL	£ 1,175.00
PLEASANCE BOX OFFICE SELLS	75%	PLEASANCE BOX OFFICE SELLS	75%
FRINGE BOX OFFICE SELLS	25%	FRINGE BOX OFFICE SELLS	25%
GROSS BOX OFFICE	£ 1,175.00	GROSS BOX OFFICE	£ 1,175.00
MONEY HELD BY PLEASANCE (75%)	£ 881.25	MONEY HELD BY PLEASANCE (75%)	£ 881.25
MONEY HELD BY FRINGE (25%)	£ 293.75	MONEY HELD BY FRINGE (25%)	£ 293.75
TOTAL	£ 1,175.00	TOTAL	£ 1,175.00
PLEASANCE FACILITY FEE @40% of NET PLUS VAT	£ 400.00 £ 70.00	PLEASANCE FACILITY FEE @40% of GROSS PLUS VAT	£ 470.00 £ 82.25
TOTAL	£ 470.00	TOTAL	£ 552.25
FRINGE COM @ 6% of gross fringe sales (=6% of £293.75) PLUS VAT	£ 17.62 £ 3.09	FRINGE COM @ 6% of gross fringe sales PLUS VAT	£ 17.62 £ 3.09
TOTAL	£ 20.71	TOTAL	£ 20.71
COMPANY RECEIVE 100% GROSS LESS following invoiced amounts PLEASANCE FACILITY FEE OF 40% NET plus Vat FRINGE COMMISSION TOTAL	£ 1,175.00 £ 470.00 £ 20.71 £ 490.71	COMPANY RECEIVE 100% GROSS LESS following deductions PLEASANCE FACILITY FEE OF 40% GROSS plus Vat FRINGE FEE TOTAL	£ 1,175.00 £ 552.25 £ 20.71 £ 572.96
PAID TO COMPANY	£ 684.29	PAID TO COMPANY	£ 602.04
<u>New deal for VAT registered companies</u>		<u>New deal for Non-VAT registered companies</u>	
PLEASANCE TRUST OWNS THE BOX OFFICE Based on Company receiving 60% of the gross		PLEASANCE TRUST OWNS THE BOX OFFICE Based upon Company receiving 55% of Total Box Office	
CAPACITY OF VENUE	100	CAPACITY OF VENUE	100
TICKET PRICE - FACE VALUE	£ 11.75	TICKET PRICE - FACE VALUE	£ 11.75
GROSS POTENTIAL BOX OFFICE	£ 1,175.00	GROSS POTENTIAL BOX OFFICE	£ 1,175.00
PLEASANCE BOX OFFICE SELLS (75% of tickets)	£ 881.25	PLEASANCE BOX OFFICE SELLS 75% of tickets	£ 881.25
FRINGE BOX OFFICE SELLS (25% of tickets)	£ 293.75	FRINGE BOX OFFICE SELLS 25% of tickets	£ 293.75
TOTAL BOX OFFICE	£ 1,175.00	TOTAL BOX OFFICE	£ 1,175.00
COMPANY RECEIVES 60% OF TOTAL BOX OFFICE (This sum includes any VAT)	£ 705.00	COMPANY RECEIVE 55% OF TOTAL BOX OFFICE	£ 646.25
PLEASANCE 40% of TOTAL BOX OFFICE (=1175-705)	£ 470.00	PLEASANCE 45% of TOTAL BOX OFFICE	£ 528.75
FRINGE commission at @ 6% of gross fringe sales (= 6% of £293.75) PLUS VAT TOTAL	£ 17.62 £ 3.09 £ 20.71	FRINGE commission at @ 6% of gross fringe sales PLUS VAT TOTAL	£ 17.62 £ 3.09 £ 20.71
COMPANY RECEIVES 60% of TOTAL BOX OFFICE LESS following invoiced amounts FRINGE COMMISSION TOTAL	£ 705.00 £ 20.71 £ 684.29	COMPANY RECEIVES 55% of TOTAL BOX OFFICE LESS following invoiced amounts FRINGE COMMISSION TOTAL	£ 646.25 £ 20.71 £ 625.54
PAID TO COMPANY (This includes any VAT)	£ 684.29	PAID TO COMPANY	£ 625.54

A guide to the to the change in VAT due to Pleasance's partial exemption.
(Based on 2010 rate of VAT at 17.5%)

10 Fringe Box Office

As a condition of being included in the Festival Fringe Brochure, the Festival Fringe can sell your tickets through its box office – we will manage this for you. They charge you 6% + VAT (at the prevailing rate) on all tickets sold through them, so you need to budget for this. In a normal year the Fringe sell roughly 35% of the tickets.

NB – the percentage split is calculated on the total box office receipts both from the venue and from the Fringe Box Office before the Fringe Society deducts its commission of 6%, or Performing Rights Society Levy at 3%. In 2009 PRS levy was deducted from both Fringe Society and Venue ticket sales at 0-3% depending on how much music was used in the show (between 0 - 30 mins)

The Pleasance is the principal supplier of tickets, with the Fringe acting as an agent on our behalf, therefore contractually all Fringe payouts come to us, which we then settle with you at the beginning of October. It must be agreed between the Pleasance and the visiting company if this is not the case. **When filling in you Fringe entry form remember to make sure Fringe payouts are to The Pleasance Theatre. We can then settle it all together at the end of the festival.**

Please note that all Contras under Mandatory and Discretionary Costs (see 9 and 10) will be invoiced from the Pleasance Theatre Festival Ltd (the wholly owned trading subsidiary of the Pleasance Theatre Trust) and will be subject to VAT at the prevailing rate, but which will enable VAT registered companies to reclaim VAT on these costs.

Please note: we charge a **deposit** at the time of confirming your slot in the programme. This is normally 20% of the guarantee (see over). We reserve the right to exclude you from the joint brochure, hold back your tickets from sale and increase the percentage coming to the Pleasance until a signed contract is returned and this deposit is paid. Quite simply the Pleasance needs these payments in advance of the Festival to fund the many small traders, companies and individuals who work with us to build the theatres you will use.

Calculating Guarantees

1. Choose a space and note the capacity.
2. Choose an average ticket price.
3. Note the number of performances you intend to do.
4. Multiply these together – this will give you your gross potential revenue.
5. Estimate an expected minimum attendance (for theatre this is usually around 35-40%, for comedy 40 - 50%), and calculate what the box office receipt would be at expected minimum attendance.
6. Calculate what 40% of this figure would be (this would be the Pleasance Theatre's share of the box office at expected minimum attendance) – this is the guarantee.
7. Calculate what 20% of the guarantee is – this is the deposit.



11 Mandatory Costs

Ticket Printing

A proportion of the Box Office and ticket printing costs is passed on to the visiting company with a charge of 6p made for each ticket printed (this includes guest tickets and papering).

Credit Card Commission

Credit card charges on ticket sales at the box office are passed on to the customer as a booking fee of 80p per ticket (up to £4.00) on all bookings. No credit card commission is passed on to the visiting company.

Performing Rights Society

If you use music during any point in your show, including the play-in and play-out, whether live or recorded (including film and video), you are liable for PRS royalties. As a solution to the infinite variety of the Fringe, PRS issues a blanket licence to the Fringe Office, who then deduct a PRS royalty of up to 3% of gross ticket sales (+VAT) on all tickets sold by both the Fringe box office and the venue's box office. In order to comply with this licence, you must fill in a form in advance of performance listing what music is played in your show. This is a standard form, available from the Fringe Office nearer the time, and assists the distribution of royalty money to individual writers. **Your PRS royalties will be deducted by the Fringe Office in September unless a form is returned declaring no music is used. This must be returned prior to the commencement of the festival.** It is your responsibility to ensure that the Fringe Office have the correct information relating to your PRS status.

PLEASE NOTE:

Current rules for PRS (which may change for 2010) are:

Music shows with PRS licensed music use, 3% charge applies on total ticket sales (Fringe and Venue).

Non-music show, 5-15 mins of PRS licensed music, 1% charge applies on total ticket sales.

Non-music show, 15-30 mins of PRS licensed music, 2 % charge applies on total ticket sales.

Non-music show, over 30 mins of PRS licensed music, 3% charge applies on total ticket sales.

Insurance

Visiting companies must arrange their own insurance for public liability, company members and equipment as well as damage to any of the venue's equipment (we will need to see a copy).

Foreign Entertainers Tax (FET)

ATTENTION ALL COMPANIES AND PERFORMERS FROM OVERSEAS (THIS INCLUDES THE EEC): YOU ARE RESPONSIBLE FOR ARRANGING YOUR OWN TAX EXEMPTION WITH THE TAX OFFICE. IF YOU DO NOT, WE ARE LEGALLY BOUND TO WITHHOLD 23% OF YOUR TOTAL BOX OFFICE SALES UNTIL YOU DO. PLEASE MAKE SURE YOU SUBMIT THE RELEVANT PAPER WORK TO THE TAX OFFICE BEFORE THE FESTIVAL BEGINS.

This applies only to artists who are not resident in this country. We are obliged by law to withhold 23% from your gross box office receipts if they are over £1,000. You can apply for this levy to be reduced or waived by submitting a full budget in advance, set against your expected revenue. While we will do everything within our means to help you, we strongly recommend that you speak to the FEU (Foreign Entertainers Unit) directly for assistance since they are extremely helpful and will guide you through the process. Their details are as follows:

Foreign Entertainers Unit,
2nd Floor, Royal House
Prince's Gate
Homer Road
Solihull
West Midlands, B91 3WG.

Telephone: 0121 712 8601

Fax: 0121 712 8662

We strongly advise that this is done well in advance of the Festival opening.

Publicity

There is a charge towards the cost of publicity (Please note this may change for 2010), this covers an entry in the Joint Brochure, and the services of the press office and website. In 2009 it was £500+ VAT.

Fringe Box Office Commission (Please note this may change for 2010)

The Fringe charge a commission of 6% + VAT on tickets sold through their Box Office. This charge is passed on to the visiting company.



12 Discretionary Costs

Operators

Each theatre is maintained by a technical crew who help with get-in and turn-arounds. You should bring your own operators or you can pay an additional charge for our operators if you need more technical help (estimated at £18.50 per performance per operator). Details of exact costs and availability are available on request.

Pianos

The Cabaret Bar and AceDome are the only venues supplied with a piano but, access and storage permitting, they can be hired for other spaces. Where possible, the cost of the hire and tuning will be shared between all the companies using the piano. Certain venues (e.g. Attic) can take keyboards only. Please refer to our Technical Operations Manager nearer the time.

Equipment

Any technical equipment not in the standard rig is charged at cost or, when it is possible to do so, shared between other companies using that equipment. Details of exact costs will be available from our technical team. Just prior to the get-in you will receive a detailed summary of any equipment ordered for your show with a cost. You need to check this because any equipment hired will be recharged whether or not it is used.

Sales Commission on Merchandise

We charge a commission of 15% for any goods you sell and 25% for anything sold by our staff. Arrangements for stalls must be agreed in writing with us before the Festival. Merchandise stalls may only be set up 15 minutes before and until 15 minutes after your performance.

Office Use

There is a charge for the use of our photocopiers, personal computers, telephones, and for sending and receiving faxes/e-mails etc. on our equipment. We do provide a free wifi service throughout all our venues.

VAT

Remember that ALL charges, both mandatory and discretionary, facility fees, services and equipment supplied are liable to Value Added Tax (VAT) at the prevailing rate.

NB: Anything is possible! Just let us know if it's more than we provide and we can work with you to ensure you have the best equipment for your show.

13 What Happens When...

All these dates will be confirmed nearer the time, usually through email correspondence so be sure we have the correct details for you.

November '09 –end of April '10: we receive applications.

6 Feb '10 - Fringe Roadshow at Shaw Theatre London. Another Press & Marketing specific Roadshow is to be confirmed.

Mid March –end of April: we begin making offers, finalising the programme and issuing contracts; deposits are due upon exchange of contracts. The Fringe brochure deadline is looming by mid-April, and first and second proofs are checked.

Late April: deadline for inclusion in the Fringe Brochure; Joint Venue brochure deadline is looming and first and second proofs for Joint Venue brochure are checked (note: things move pretty fast at this point, and we need to have all companies checking their email at least once a day to get everything done on time!)

Early May: deadline for blurb and picture for the Pleasance website

Early May: deadline for inclusion in the Joint Venue Brochure.

Early June: the Technical Questionnaire will be posted on the website (but can be sent out by request).It needs to be completed and returned by all chosen companies; deadline for Press Release for the Pleasance website.

Early June: Fringe Brochure published.

Mid June: Joint Venue brochure published.

Early July: deadline for return of technical questionnaires.

Early July: pre-Edinburgh companies get together at the Pleasance London

4 August : first day of previews at the Pleasance Edinburgh.

6 August: the Fringe Festival 2010 officially opens.

8 and 10 Aug: 2 –4 -1 Fringe days

30 August: the Fringe Festival 2010 officially closes.

First week of October: all Pleasance Festival settlements due to be completed.

14 Rehearsal facilities

Pleasance is in the enviable position of being able to offer rehearsal facilities in London for the pre-Edinburgh Festival period at low rates.

Check our website www.pleasance.co.uk/rehearsal for full listings, prices and availability. Below are images of two of our self-contained studios, although many smaller rooms also exist and are hireable for as little as a half day.

Studio 106 Partially accessible to wheelchair users. With kitchenette, mezzanine and double height ceiling,



Studio 115 Large upstairs space, stairs leading down to another large space. Kitchenette, bathroom.



15 How To Apply

The final page of this pack is the Application Form. It asks for all the information we need to consider a production. If you would like to be considered for the Pleasance programme then please send this form to us with any other material you may have: script recordings (see below) videos, reviews, script, photos, press pack etc. (although please avoid sending in vast amounts). The Application Form is the only way that we can keep on top of the applications we receive –it greatly helps with logging and filing the submissions – and so each application must be accompanied by this front page. Please note that we do not accept faxed or emailed applications, because this has proven too unreliable in the recent years.

We will email you a quick note to confirm we have received your application.

Pleasance offers a script recording service in our StageSpace, where you can get your script on cd/MP3 for a mere £50. For more details please contact Cassandra Mathers on cassandra@pleasance.co.uk (This can be very useful if you are working with a new script and wish to hear it read.)

Receiving full details of proposed productions as soon as they are available will help us to make programming decisions as early as possible, but because the final programme depends on the overall artistic and technical balance of the shows in each space, it cannot be finalised until April. We will do our very best to keep you informed about your application, but it must be stressed that no performance slot is final until a form of agreement has been issued by the Pleasance together with a request for an advance deposit. The deposit must be paid before selling and promotion can begin (see p.7).

You should be aware of the special considerations and idiosyncrasies of putting on a show in Edinburgh – it is quite different from most people's experience elsewhere. Although our venue receives enormous media coverage, we cannot guarantee you an audience. There is, therefore, an element of risk, which we share with you. So you should pay special attention to publicity, and in your budgeting aim to do no more than break even.

That said, the Festival is a unique event. It is an enormous forum for the Arts, a trade fair that can be both a hard-nosed market place in which to see and be seen and the largest, maddest and most entertaining experience many people have in their lives.

Please let us know asap after you have applied if you no longer wish to be considered for a slot at the Pleasance.

Please also keep in mind that the Pleasance can also provide stage design and lighting services, stage and production management. We also have a rehearsal room for hire as well as a workshop available for rent. If you wish, we could even build your set for you. For any of these services please do not hesitate to contact us.

PLEASANCE

APPLICATION 2010

Company Name:	Company Contact:
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Address:	PHONE (WORK): PHONE (MOBILE): FAX: EMAIL: WEBSITE:
Title of show:	

Type of show <i>(please tick)</i>	Theatre	Comedy	Music	Dance	Kids	Other
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75 Word summary of the show (attach separate sheet if needed):

Running time:	Preferred times:	Performance dates (if not whole festival):
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Venue Choice

1 st Choice:	2 nd Choice:	3 rd Choice:
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Technical requirements of the show (attach separate sheet if needed):

Marketing plan (attach separate sheet if needed):

Performances we can come and see:

Date

Time

Venue

Enclosed (circle)

Photos DVD/Video

CD Script

We can send things back if you include a SAE

For Pleasance use only
App No:

Date received:

Programmer:

Email sent Yes No

Please return by post to: Pleasance Applications 2010, Pleasance Theatre Islington, Carpenters Mews, North Road, London, N7 9EF