Festival Partnerships 2022



"The Best of All Possible Worlds"

The Observer

THE PLEASANCE THEATRE TRUST

THE PLEASANCE

With an international profile and a network of alumni that reads like a Who's Who of contemporary comedy, drama and entertainment, the Pleasance is a place for the experimental and the new. It is where audiences come in their thousands. It is where performers, writers, directors, technicians, producers and the rest of the artistic community can develop ideas and feel fully supported. It is one of the biggest and most highly respected theatre venues at the Edinburgh Festival Fringe and in London.

The Pleasance is both a Festival Organisation of 27 temporary venues across three sites and a London theatre and development centre, with three permanent performances spaces which operate in London year round. The Pleasance in London and Edinburgh are entirely symbiotic. The Pleasance Theatre Trust opened in 1985 and is a registered charity in England, Wales and Scotland.

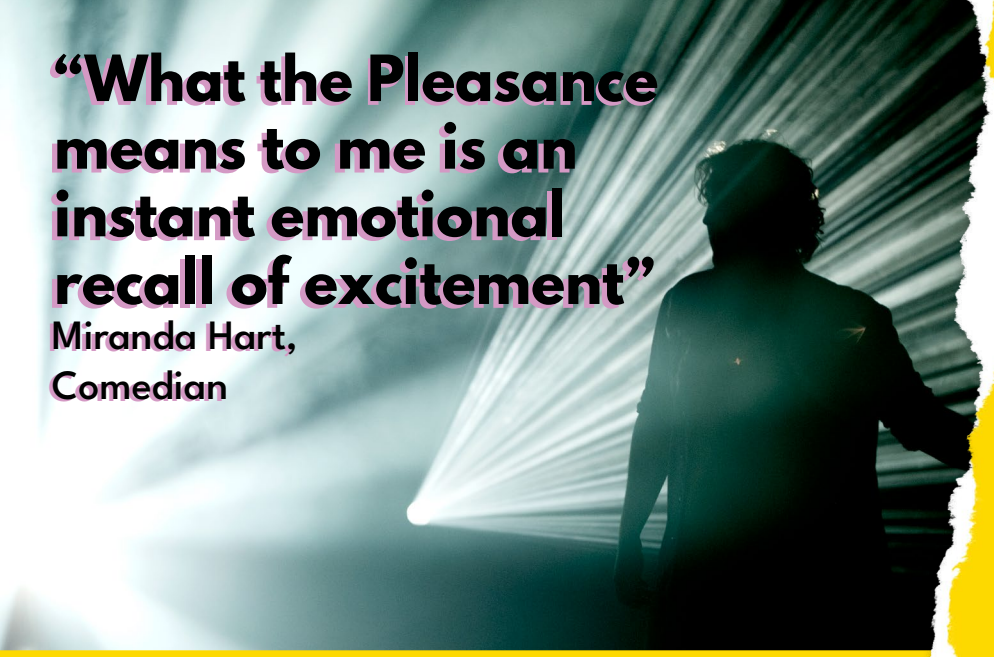
"A lot of theatres talk about encouraging new work and new talent but the Pleasance really does it."

David Mitchell
Actor, Comedian and Writer

"The Pleasance is the centre of the cultural universe"

The Scotsman





“What the Pleasance means to me is an instant emotional recall of excitement”
Miranda Hart,
Comedian



PLEASANCE IN EDINBURGH

Each year we continue to mount our most ambitious year on the Edinburgh Festival Fringe, with an unrivalled programme of theatre, comedy, dance and family shows. We present the largest programme from any venue on the Fringe and welcome thousands of audiences across our three sites at the **Pleasance Courtyard, Pleasance Dome** and **Pleasance at the Edinburgh International Conference Centre (EICC).**

PLEASANCE COURTYARD

For many the Pleasance Courtyard is the very heart of the Fringe and few people leave the city without at least one visit, whether it be for theatre, comedy, children’s shows, or simply to take in the irresistible atmosphere. Surrounding the famous cobbled squares and overlooking the picturesque Arthur’s Seat, the Courtyard houses **17 performance spaces, 6 bars and 3 cafés.** Open from 10am until late into the night, it is one of the only venues to offer the true festival day out. In 2019, the Pleasance welcomed **900,000 visitors.**



“My love of the Pleasance is because it’s just got a great vibe.”

Tim Minchin,
Comedian & Composer



PLEASANCE DOME

Since 2000, The Pleasance Dome and its **5 performance spaces** has fast become the central hub of the entire Festival. As evening falls the atrium and palm court is transformed into one of the festival’s busiest nightspots, with live shows, music, food and drink keeping the crowds buzzing until 5am. The Dome is also home to the infamous Brooke’s Club, the original VIP bar of the festival. Performers, press and industry professionals share the exclusive membership, with the stars of tomorrow doing deals over a beer and game of pool.

PLEASANCE AT THE EICC

Launched in 2016, Pleasance at EICC in Edinburgh’s West End offers a home to the most ambitious and technically complex theatre alongside the biggest names in comedy. With performance **spaces ranging up to 1,300 seats**, the venue offers multiple branding opportunities and state of the art facilities that are unrivalled elsewhere at the Festival.

PLEASANCE IN LONDON

The Pleasance's year-round home in London, Islington, has provided some of the leading talents in the theatrical, comedy and local community with a platform to develop work, hone their craft and grow new audiences.

The artistic programme at Pleasance London runs in parallel with Pleasance Edinburgh, with curated Comedy, Theatre and Family programmes. Pleasance London comprises **three performance spaces - the Cabaret Main House, the Studio and Downstairs.** With capacities ranging from **54 - 230 seats,** flexible configurations and bar service to tables/seats in each, the Pleasance London theatre provides performing companies with excellent facilities that can be adapted to a large number of productions and events.

"Being a London Associate has been an invaluable step in our careers. The team at Pleasance generously tuned into our personal goals and helped them flourish."

Burnt Lemon,
Associate Artist





PLEASANCE FUTURES

Pleasance Futures is the artist development strand of the Pleasance and at the very centre of everything we do, acting as an incubator for bold new artists to make their mark and take risks. Pleasance Futures is committed to discovering and supporting the most exciting new voices, nurturing the development of emerging companies, young performers, new writers and new producers.

At the Pleasance we continue to work tirelessly on behalf of artists, performers and those behind the scenes, to successfully mentor career paths that, without support, may never come to light.

"The Pleasance is not just a venue, it has a philosophy of passionate support for the artists it presents."

Miriam Margoyles





THE CHARLIE HARTILL SPECIAL RESERVE

The Charlie Hartill Special Reserve is a designated fund to support emerging theatre makers and comedians in bringing their work to the Edinburgh Festival Fringe. The fund was established in 2004 in memory of Charlie Hartill and consists of three strands - the **Theatre Reserve, the Comedy Reserve and the Generate Fund.**



COMEDY RESERVE

The Comedy Reserve supports new comic talent on the Fringe by selecting four emerging comedians and presenting them in a nightly mixed bill show in Edinburgh, without any financial risk. Previous recipients include Jack Whitehall, Jamali Maddix, Holly Walsh, Daniel Rigby, Roisin Conaty and Joe Lycett.







THEATRE RESERVE

The Theatre Reserve provides a young theatre company with the rare and extraordinary opportunity to present a fully produced, groundbreaking performance at the Festival. Support includes financing, mentoring and programming options in our London transfer run post-Fringe.

GENERATE FUND FOR UK-BASED BLACK, ASIAN AND GLOBAL MAJORITY ARTISTS

The Generate Fund for UK-based Black, Asian and Global Majority Artists provides financing, mentorship and programming opportunities to support UK-based Global Majority artists in bringing their work to the Edinburgh Festival Fringe, to support exciting projects that would otherwise not be able to come.

“I was 18 when I first performed at the Pleasance, six months into becoming a comedian and they gave me a break through the Charlie Hartill Comedy Reserve. Without the Pleasance finding ways to bring new comic talent to Edinburgh the Fringe wouldn’t be quite the same.”

Jack Whitehall
Charlie Hartill Comedy
Reserve Recipient 2007



“With the backing and guidance of The Pleasance, we felt free to create something ambitious and inventive, which we were then able to present to a wide audience. It’s been hugely beneficial to our development and to all of us individually as artists.”

Caitlin McEwan,
Charlie Hartill Theatre
Reserve Recipient 2019



“Taking Patricia to the Fringe with the Pleasance was a real dream. It makes such a difference to feel championed from the start, within a festival where it’s easy to get lost. The financial grant alleviated so much pressure from the run and so it felt like we had permission to enjoy ourselves.”

Patricia Gets Ready
Creative Team
Generate Fund Recipient
2020/21



NATIONAL PARTNERSHIPS

At the Pleasance we work with partner theatres across the UK to identify and support exceptional artists and companies local to them who want to take work to the Fringe. Each partner is a leading national producing house, with a commitment to supporting and developing new artists. This programme recognises the extraordinary work being created outside London, and provides tangible support to these companies to present at the Fringe. Together, we hope to make a substantial contribution to develop the next generation of leading theatre-makers and companies.

Current National Partnership theatres include:

- HOME Manchester
- Bristol Old Vic Ferment
- Leicester Curve
- York Theatre Royal
- Pitlochry Festival Theatre
- Theatre Royal Plymouth
- Sherman Theatre

"It's brilliant to partner with an organisation like the Pleasance The support of venues and organisations to help the very best emerging work find a platform on this amazing international stage is vital."

Ben Atterbury,
Producer,
Bristol Old Vic Ferment

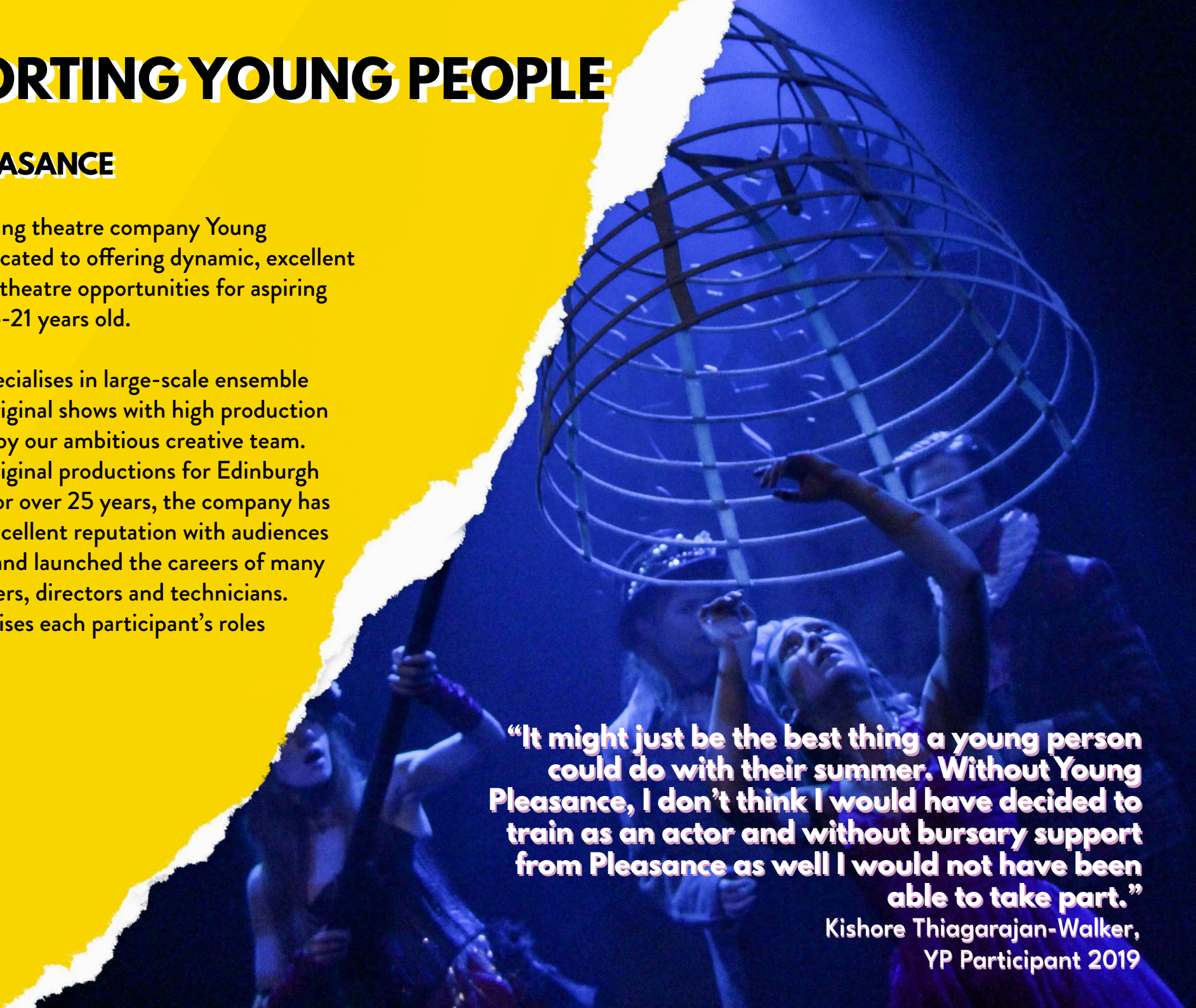


SUPPORTING YOUNG PEOPLE

YOUNG PLEASANCE

Our award-winning theatre company Young Pleasance is dedicated to offering dynamic, excellent and professional theatre opportunities for aspiring creatives aged 16-21 years old.

The company specialises in large-scale ensemble work, creating original shows with high production values delivered by our ambitious creative team. Having staged original productions for Edinburgh Festival Fringe for over 25 years, the company has established an excellent reputation with audiences and critics alike and launched the careers of many performers, writers, directors and technicians. Pleasance subsidises each participant's roles



"It might just be the best thing a young person could do with their summer. Without Young Pleasance, I don't think I would have decided to train as an actor and without bursary support from Pleasance as well I would not have been able to take part."

Kishore Thiagarajan-Walker,
YP Participant 2019

STARTING CAREERS ON AND OFF-STAGE

Aside from our performance opportunities, the Pleasance provides a platform for people from all backgrounds to hone their skills in the creative industries by playing a vital part in the daily operation of the Pleasance's venues. With a focus on training and development, Pleasance provides teaching led by a specially appointed team of Senior Technicians, who each hold notable positions within the industry. A range of additional training and information sessions are offered throughout the festival, providing participants with opportunities to hone in on specific areas of interest through skills and knowledge-sharing based workshops with members of the Festival Management team.

"A great opportunity to work with new people and develop skills that can be used in pursuing a career in technical theatre."

Stephanie,
Venue Crew



CHILDREN'S PROGRAMMING AND KIDZONE

Over the past decade Pleasance has cemented its position as the place to see the world's best children's and family-friendly shows at Edinburgh Festival Fringe, with over **55,000 tickets sold** to families every year! Each year, the programme brings together adaptations of the best loved children's stories alongside brilliantly original work from exciting new artists.

The fun doesn't stop on-stage at the Pleasance. The Kidzone, our dedicated family area at the heart of the Courtyard, offers a **family-friendly space for arts and crafts activities** - the only venue on the Fringe that has one. The fantastic programme of practical activities, **suitable for all ages**, include award-winning music workshops, story hours, face painting, and a dedicated arts, crafts and play area (with plenty of toys!).

Our annual **Primary School outreach** initiative also takes place at the Kidzone, where **500 school children** and accompanying adults from some of Edinburgh's most socioeconomically disadvantaged Primary Schools are transported to the Pleasance to see a show, meet the performers and spend time in the Kidzone Art and Craft Tents.



"The Pleasance venues lead the way in terms of children and families."

The Times

FESTIVAL IN NIUMBERS

Pleasance Sites	6
Pleasance Performance Spaces	34
Performances	5535
Productions	274
Festival Premieres	203
Artists & Company Members	2,040
% of Productions on the Fringe	7%
% of Ticket Sales on the Fringe	20%
Award Wins & Nominations	53
4 & 5 Star Reviews	916
Industry Tickets Issued	12,900
Social Media Followers	63,973
Venue Visitors	924,680
Tickets Issued London	33,356
Tickets Issued Edinburgh	560,650
Complimentary Tickets Issued	37,710
Festival Volunteers	223
Investment in Volunteer Opportunities	£341,760
Direct Production Funding for Pleasance Futures	£103,000
Regular Public Subsidy	£0
Years on the Fringe	37

“The Pleasance’s credentials are quite beyond reproach, its history of success forms an almost exhaustive list of the best and brightest performers in the UK.”

The Times

PARTNERSHIP OPPORTUNITIES

The Pleasance is able to offer a variety of partnership opportunities to suit any scale and budget. Over the years we have been able to successfully tailor specific opportunities to a variety of activities and we are delighted to discuss ideas with you.

Specific partnership programmes have previously included:

- Headline partnership
- Food and Beverage or Bar Partnership
- Pleasance Futures and Development partnership
- Kidzone and Children's Programme partnership
- Venue specific partnership (Edinburgh or London)
- Technical or Infrastructure partnership
- VIP/client hospitality

For more information, please don't hesitate to contact

Pleasance Director, Anthony Alderson anthony@pleasance.co.uk
or
Director of Operations, Hamish Morrow hamish@pleasance.co.uk

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“The Pleasance is at the very heart of the greatest show on earth”

Edinburgh Festivals Magazine

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