

# Edinburgh Festival Fringe Performers' Information Pack 2018



• **THE PLEASANCE** •  
THEATRE TRUST

Pleasance Theatre Trust Ltd  
is a registered Charity in England, Wales and Scotland.  
Charity Nos 1050944 and SC043237

# We are open

Welcome to the Pleasance and our 34th season on the Edinburgh Festival Fringe. The Pleasance is one of the foremost venues on the Fringe, regarded by many as the very heart of the festival. Taking place across 3 venues and over 25 performance spaces, our programme features some of the best theatre, comedy and children's shows from around the world. In 2017, the Pleasance welcomed over 550,000 people to the venues, over 250 productions and sold 1 in 5 of all Fringe tickets.

We welcome work from anyone with a good idea, passionately believing that the best new and unknown names should stand side-by-side, in the same programme, with the most established acts performing today. The draw of a big name in one year has so often heralded the discovery of the next.

As a not-for-profit charity, we believe in sharing risks and placing real value in the shows we present. We do not rent rooms - instead we carefully curate a rich and varied programme from the numerous submissions we receive. The Pleasance dates for the Festival Fringe 2018 are

Wednesday 1st - Monday 27th August inclusive. Technical rehearsals take place in the venue prior to the Fringe between 29th July - 31st July.

Throughout this pack you will find a practical guide to our venues, the costs and considerations you should make when preparing for the festival, and how to submit your show for consideration by our programming team.

Please note that the information in this pack is for illustrative purposes only and on occasion this can change by the time we begin contracting companies. In this instance, we reserve the right to incorporate such changes into the terms of our final agreement. If you would like to contact us at any point, please do so using the information on the next page. We would be delighted to discuss the options with you further.

We look forward to hearing from you.

**The Pleasance Team**

**Email: [application@pleasance.co.uk](mailto:application@pleasance.co.uk)**

**Phone: 0207 619 6868**



# Timeline

## Key dates in our 2018 Festival schedule:

<b>December - April:</b>	<b>Submissions open and are reviewed by the programming team.</b>
<b>22nd January:</b>	<b>Festival Open House at Pleasance Islington.</b>
<b>March - April:</b>	<b>We begin finalising the programme and issuing deal memos, followed by full form contracts.</b>  <b>The Fringe early bird registration deadline is 14th March and the final registration deadline is 11th April. We programme right through to the final deadline.</b>  <b>Deposits, Fringe Registration Fees and Marketing Contrats are all payable once your slot is confirmed.</b>
<b>April - May:</b>	<b>We produce all festival marketing and brochures, liaising closely with you to finalise dates, times, prices and listings copy.</b>
<b>May - June:</b>	<b>Fringe and EdFest brochures are published.</b>
<b>15th May:</b>	<b>Pleasance Islington Meet and Greet.</b>
<b>June:</b>	<b>Technical consultation with performing companies.</b>
<b>29th - 31st July:</b>	<b>Technical Rehearsal in Pleasance Edinburgh.</b>
<b>1st August:</b>	<b>Pleasance Edinburgh opens to public.</b>
<b>27th August:</b>	<b>Final day of the Festival Fringe 2018.</b>
<b>October:</b>	<b>Box Office settlements are distributed.</b>

# Submission

To submit your production for consideration, simply complete our online form at:

[www.pleasance.co.uk/perform](http://www.pleasance.co.uk/perform)

Here you will have the opportunity to provide us with as much information as you can about the show, your company and your ambitions for the Fringe. Feel free to include anything that you think will give us a flavour of what we can expect.

There is no formal deadline for applications as we programme on a rolling basis through to April 11th. However, you are advised to apply as soon as possible.

Our final programme depends on the overall artistic and technical balance of the shows in each performance space and therefore it cannot be finalised until April.

We will do our best to keep you updated on the status of your application, but if you require an urgent decision or would like to discuss your application in more detail, please contact:

**Email: [application@pleasance.co.uk](mailto:application@pleasance.co.uk)**  
**Phone: 0207 619 6868**



# About the Fringe

The Edinburgh Festival Fringe is the largest arts festival in the world.

The Fringe spontaneously came to life in 1947 as a polite protest by a group of companies not included in the original Edinburgh International Festival (EIF). Today the Fringe and EIF sit side-by-side and take place at the same time as several other cultural festivals in Edinburgh. Unlike the EIF, which presents a programme of events chosen by its Director, the Fringe is an open house. Anyone can present work as part of the Fringe if you can find somewhere to put it on. Many think of it as the Edinburgh Festival, being less expensive, more informal and a lot more fun than almost any other festival in the world.

The Pleasance is one of many venues that open spaces for the Fringe and we curate a programme of shows that sits within the festival.

The Fringe Society is an organisation that was set up to formalise the existence of the collective of performers and venues that make up the Festival and provide an overall administrative hub. They produce a brochure, sell tickets to all shows that register with them and offer a number of practical resources to participants.

The Pleasance work very closely with the Fringe Society throughout the year, registering all shows and managing this relationship on behalf of all the productions in our programme.

The Pleasance are signed up to the "Best Practice Code for Fringe Venues", a statement of intent that identifies the basic standards we adhere to as part of our operation on the Fringe.

You can find out more about the code here:

[www.edfringe.com/take-part/running-a-venue/legal-requirements#venue-best-practice-code](http://www.edfringe.com/take-part/running-a-venue/legal-requirements#venue-best-practice-code)

The Fringe Society offer a wealth of free online services to prospective participants on their website, where we also recommend you sign up for their participants' newsletter:

[www.edfringe.com/take-part](http://www.edfringe.com/take-part)

# The Green Arts Initiative

As a member of the Green Arts Initiative, the Pleasance are committed to maximising the sustainability of our festival operation, minimising our environmental impact and reducing our carbon footprint wherever possible.

You can find out more on the initiative here:

[www.creativecarbonscotland.com/green-arts-initiative/](http://www.creativecarbonscotland.com/green-arts-initiative/)



## Accessibility

We are committed to supporting companies and acts in making the work they present in our spaces as accessible as possible, be it offering a relaxed performance, audio-description, captioning, BSL interpretation and/or another type of accessible performance. In 2017, just under a third of all shows offering an accessible performance within their run at the Fringe were presented at the Pleasance. As we gear up for the 2018 Fringe, we are keen to maintain this momentum and encourage all companies to consider how they may integrate accessible performances into their run at an early stage. We are constantly looking into how we can support companies in this endeavor by sharing information, facilitating connections and making it more cost effective through work with partners. Please do discuss accessibility with us at an early stage in the process.

# Our Spaces

We operate three venues in Edinburgh during the Fringe. Open from 10am until the early hours of the following morning, each is a hub of activity with bars, cafes and some of the best shows in the city. On any given day some 220 productions may be taking place – few leave Edinburgh without at least one visit.

The Pleasance Courtyard (Venue 33) surrounds a famous cobblestone square overlooking picturesque Arthur's Seat and also plays host to the Kidzone - our dedicated family area. The Pleasance Dome (Venue 23) is one of the longest standing venues on the now-illustrious Bristo Square which in 2018 will see it renewed and reinvigorated after three years of redevelopments. Pleasance at EICC (Venue 150), a recent venue addition, is located in the West End of Edinburgh, approximately 15 minutes walk from the Dome. Due to its large rooms and state of the art facilities, the venue offers perfect spaces for technically intricate work and large-scale shows.

The Courtyard and Dome sites belong to Edinburgh University and we run both for the festival period only. All of these rooms are temporary and we transform each into some of the best performance spaces on the Fringe. Because of this, the venues are not available to visit year round. Both sites are managed in association with our partners at the University of Edinburgh and their Students Association. The Students' Association run all bars and catering on site during the festival whilst the Pleasance are solely responsible for the theatre operation.

Whilst the EICC hosts large-scale productions and conferences year-round, our festival partnership works in much the same way. The Pleasance curate a programme of work to host at the venue during the Fringe, with the on-site facilities being managed by the EICC's in-house team.

For more detail on each of our performance spaces see the Spaces Guide later in this pack.

## Pleasance Pop-Up

In addition to our traditional theatre spaces, we can also host site-specific productions in venues outside the Courtyard, Dome and EICC under the umbrella of "Pleasance Pop-Up". With such productions, the show is listed as an official part of the Pleasance programme and we provide the same centralised box office and marketing campaign that we do for all on-site productions. However, the visiting company are wholly responsible for sourcing, managing and maintaining the venue in which the performance takes place.

As with the entire programme, our first consideration is always the content of the show itself and so companies wishing to present site-specific work should still submit their show per the instructions on the Submit page of this pack. However, as there are a number of other factors to consider please contact us first to discuss the details.





# Our Deal

The basis of our deal is a split of the box office receipts, as we believe this is the fairest system that represents the shared risk taken by both parties.

Our standard split is as follows\*:

## **VAT Registered Companies:**

60/40% in your favour, with a minimum guarantee

## **Non-VAT Registered Companies:**

55/45% in your favour, with a minimum guarantee

The split is set against a minimum guarantee from you, the company, to us the venue. This guarantee is calculated on the venue's share of box office revenue at a minimum attendance of 40%.

A guide to estimating your guarantee and budgeting for the festival can be found in the Finance Guide section of this pack.

All productions pay a Fringe Registration fee, Marketing Contra and deposit at the point you accept the slot with us (see the Venue Services, Additional Services and Finance Guide sections of this pack for details).

We agree the box office split when you accept a slot with us. Your guarantee is set at the point you confirm your ticket prices, which is typically during the pre-sale proofing process.

*\*The Pleasance is classified as partially VAT culturally exempt. Therefore, we do not pass VAT from ticket sales on to HMRC or reclaim VAT on expenditure. Our settlement with you is for the total box office, which includes 20% that VAT-registered companies will need to declare.*

*A small but significant result of this arrangement is that non-VAT registered companies are 3% better off than they would otherwise be, as the Pleasance's share is 45% instead of 40% plus VAT, which some venues may charge (48% in real terms). As VAT registered companies declare 20% of their income, the different split according to VAT status offers a fair deal to all.*

As part of our agreement, the Pleasance provide:

- The venue for the agreed time and dates
- General lighting and sound rigs in the venue
- Box Office - online, on phones and in-person
- Venue, Box Office and Front of House staff
- Listings in the Fringe and Pleasance (EdFest) brochures
- Inclusion in general Pleasance marketing materials
- Press Office facilities
- Website with individual show microsite

You provide:

- The show
- The cast and crew
- Your own marketing and PR
- Public liability and production insurance

Shows must be available for technical rehearsals in Edinburgh between 29th - 31st July. Your specific technical rehearsal date during this period will be confirmed in the months ahead of the Festival. If you are flexible with your availability during this period, we will be better able to accommodate your requirements.



# Venue Services

Below is an overview of what you can expect with your show at the Pleasance.

## Venue & Crew

Our technical operations are managed by an experienced team of on-site technical managers. Each performance space has a dedicated team of 3-7 crew members depending on its size and is overseen by a venue manager. The crew look after the timely running of the venue and assist your team with get-ins and turn-arounds. Some spaces at the EICC are overseen by a central technical management team as opposed to having an individual crew in them.

You will probably want to supply your own crew member to operate sound and lighting during your show. However, if required, operators can be provided from your performance space's crew at a cost. See the Additional Services section of this document for more information.

More information on our performance spaces can be found in the Spaces Guide section of this pack. Full plans, photos and 360° videos for each space can be found online at:

[www.pleasance.co.uk/edinburgh-spaces](http://www.pleasance.co.uk/edinburgh-spaces)

The Courtyard and Dome venues are constructed specifically for the festival and so unfortunately are not available to view in person throughout the year. Spaces at the EICC are available to view year-round, however this can only be by prior arrangement via the Pleasance.

Our range of spaces all include seating, a general lighting rig and house sound equipment. As most venues are temporary, dimensions and specs can vary from year to year, so should be verified with our technical team if you have particular requirements.

## Box Office

Our box office operates online, by phone, in person at our London theatre and at our Edinburgh venues with manned counters and self-service booths. Pleasance is part of a sophisticated city wide box office network - VIA by Red61 - which is operated by the Fringe Society and a number of other venues.

This means that in addition to the Pleasance's own box office, there are over 30 different outlets where your tickets can be purchased throughout the city - all selling from a centralised, unrestricted allocation.

## Publicity, Marketing & PR

We coordinate a local and national publicity campaign for the venue and our programme as a whole.

This includes print and online advertising, brochures, large-scale listings throughout the venue, and more, with a combined spend of over £150k.

All productions in our programme are listed in the Fringe Society brochure and the Pleasance (EdFest) brochure. The EdFest brochure is produced jointly by the venues Assembly, Gilded Balloon, Pleasance and Underbelly.

A dedicated Pleasance Press Office operates throughout the festival, which manages all incoming press enquiries, liaises with company PRs, processes press tickets and scours festival publications for your reviews each day. They also hold informal press and marketing surgeries for companies seeking advice.

Every production is charged a Marketing Contra that covers your EdFest brochure entry, inclusion in our marketing campaign and a contribution towards the services of the Press Office.

The standard Marketing Contra is £500 plus VAT, which includes a 1/8 page entry in the Pleasance brochure. You can choose to increase the size of your entry: a 1/4 page entry is £900 plus VAT and a 1/2 page is £1600 plus VAT. These prices are accurate at the time of writing but may be subject to change.

The venue's marketing should not be considered as a substitute for the visiting company's own independent marketing campaign.

# Additional Services & Costs

What follows is an outline of some of the costs and additional elements you will need to consider during the planning and budgeting for your show.

## Fringe Registration

All productions will be registered with the Fringe Society by the Pleasance, allowing you to be listed in their brochure, sell tickets via their Box Office and take advantage of their participants services. The Registration fees for 2018 are:

Early-Bird\* - 6+ Performances:  
£295.20 (£246.00 plus VAT)

Regular - 6 + Performances:  
£393.60 (£328.00 plus VAT)

Regular - 3-5 Performances:  
£204.00 (£170.00 plus VAT)

Regular - 1-2 Performances:  
£96.00 (£80.00 plus VAT)

\*Early-Bird Deadline: 14th March

## Fringe Commission

The Fringe Society charges a commission of 4% plus VAT on all sales made through their box office. The percentage of total tickets sold by the Fringe varies from production to production, however in 2017 they sold an average of 70%. Unlike many other venues, Pleasance does not charge a commission on the tickets we sell through the venue.

## Ticket Printing

A proportion of the ticket processing costs and credit card charges are passed on to the visiting company with a charge of 10p made on each ticket printed by Pleasance (including public, guest and papering tickets).

## Operators

Whilst most companies will choose to provide their own technical crew, members of your venue crew will be able to operate your show at a rate of £22 plus VAT per performance.

## Equipment

We work closely with a number of preferred technical suppliers for the provision of lighting, sound, staging and AV equipment. Our technical team will liaise with you in pre-production to secure the best rates for any equipment required in addition to the house rig and, where possible, share the costs with other companies using the same kit. The final cost is passed on to you as a contra after the festival, typically being deducted from the ticket revenue held on account by the Pleasance.

## Instruments

Pianos and keyboards can be hired on your behalf at competitive rates and shared amongst productions if possible. The style of piano is subject to the available space and access in your venue.

## PRS

A royalty of up to 3% plus VAT is charged on your total box office receipts depending on the duration of copyrighted music used in your show. This is passed on via the Fringe Society, who announce the agreed rates closer to the festival.

## Insurance

All companies must carry a minimum of £10million public liability insurance for the full duration of their run, including technical rehearsals and previews.



# Submission Guidelines

## Development

We consider submissions from productions at all stages of their development - from a great idea by a festival newcomer to a show that is already touring worldwide. Our programming team work closely with our companies to help support and develop new work. However, you should remember that the piece should be performance-ready for the first preview in Edinburgh as, in our experience, the success of a show depends primarily on its quality during this period.

## Show Times

Performances run from approximately 10am until 3am the following morning and each space hosts approximately eight or more shows every day. Our programmers look extremely carefully at your show to match it to the most appropriate time-slot and achieve an overall balance in the programme. You can state a preferred time in your application and we advise you to include as much technical information as possible so that we can bear this in mind when considering performance space's set-up and turn-around times. You may wish to perform on every day of the run or like many companies take one or two days off. You can decide this after accepting a slot. On occasion, we may require you to take specific days off during your run for programming purposes and will inform you of this when applicable.

## Duration & Run-Length

The majority of shows run for the full 27 days of the Festival. Whilst shorter runs can be possible, it can prove both problematic from a programming perspective and for ticket sales due to the short period you have to generate interest. Although we have no set running time, the vast majority of shows run at around 60 minutes. This is both typical across the Fringe as a whole and something that most audiences expect. Whilst by no means impossible, anything running significantly over an hour can be difficult to programme. However, our first consideration is always the quality of the show and we will happily discuss running times in due course. We rarely programme work with an interval.

## Pricing

The price of tickets is decided in conjunction with the Pleasance. We offer 4 ticket bands - previews, early-week, mid-week and weekend - with varying prices for each. A concession price is offered for students, pensioners, unemployed and disabled patrons, other than for Previews. Tickets are priced in increments of £0.50.

Below is a rough guide to calculating your ticket prices:

Band	£ % of Full Price	Example - Full (Concession)
Weekend (W)	100% (Full Price)	£11.00 (£10.00)
Mid-Week (M)	90% Full Price*	£10.00 (£9.00)
Early-Week (E)	75% Full Price*	£9.00 (£8.00)
Preview (P)(n/a)	£6.00 or 55% Full Price*	£6.00

\*Rounded to nearest 50p

Preview (P)		Early-Week (E)		Mid-Week (M)		Weekend (W)
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						29th Jul (Tech)
30th Jul (Tech)	31st July (Tech)	1st (P)	2nd (P)	3rd (P)	4th (W)	5th (W)
6th (W)*	7th (W)*	8th (M)	9th (M)	10th (W)	11th (W)	12th (W)
13th (E)	14th (E)	15th (M)	16th (M)	17th (W)	18th (W)	19th (W)
20th (E)	21st (E)	22nd (M)	23rd (M)	24th (W)	25th (W)	26th (W)
27th (E)						

\* Fringe 2 for 1 Days

# Pleasance Futures

Since 1985 the Pleasance have become world-renowned for spotting great talent both on and off stage, building an environment that nurtures, encourages and develops the brightest new ideas, raw talent and skill.

We call this wealth of experience and support Pleasance Futures; this is the engine room that drives everything the Pleasance creates.

Pleasance Futures offers a variety of initiatives for an array of individuals, including direct funding of over £125,000 into selected projects every year.

To find out more, please visit:

[www.pleasance.co.uk/futures](http://www.pleasance.co.uk/futures)

## Charlie Hartill Special Reserve

The Charlie Hartill Special Reserve, part of Pleasance Futures, is a designated, rolling fund towards the production costs of bringing selected projects and emerging talents to the Fringe.

Each year the Charlie Fund supports four new comedians as part of The Comedy Reserve and an up and coming theatre company through the Theatre Reserve, taking them to the festival as part of the official Pleasance programme. Not only do the recipients of the Fund receive precious financial assistance, but also a launch pad and support network to help get ideas off the page and onto the stage.

Recipients are shortlisted through an online application process and public try outs on 26th - 27th February (Theatre) and 19th - 20th March (Comedy). To find out more information about the Fund, whether you are eligible and how to apply, please see the Pleasance website:

[www.pleasance.co.uk/content/charlie-hartill-special-reserve](http://www.pleasance.co.uk/content/charlie-hartill-special-reserve)

An application to the Charlie Fund does not negate your opportunity to be considered for the Pleasance programme independently, so you can simultaneously apply for both.

# The Pleasance Festival Open House and Meet & Greet

On 22nd January we throw open the doors at Pleasance Islington to anyone considering coming to the Fringe. This is for festival newcomers, returning companies, those who have submitted their show for consideration and those simply looking for more information...anyone! Further information will be published closer to the time. We'd love to see you there.

We host our annual Meet and Greet for all productions in our Edinburgh programme on 15th May. This session at Pleasance Islington gives all programmed companies the opportunity to meet the team in person and ask any burning questions they may have. We will also be running an informal Q&A to discuss the many practical considerations you should be bearing in mind in the lead up to the Fringe such as PR, marketing, technical plans and schedules. The session is recommended for all companies that can make it, but especially for those performing with Pleasance for the first time. Further information is distributed to companies closer to the time.

# Finance Guide

Our aim is to be entirely transparent with our companies about our deal, so that there are no hidden costs or surprises. We recommend that companies budget at around 40% sales, which is the basis of our minimum guarantee.

What follows is a practical guide to the various components of our deal.

## About Minimum Guarantees

A Minimum Guarantee forms part of your agreement with us.

This is calculated after you accept a slot with us and is based on the gross potential box office income - the total figure if you were to sell every ticket in your run at full price. This can only be accurately calculated once you have confirmed your ticket prices and performance dates.

For those unfamiliar with minimum guarantees, it is best to consider this as the smallest amount you will owe the Pleasance (excluding any additional hires or contras that you may have requested).

The guarantee is the equivalent of the Pleasance's agreed share of the Box Office at approximately 40% capacity and is calculated as follows:

Step	Explanation
1	<b>Gross Potential (Capacity x Average Ticket Price x Performances)</b>
2	<b>x Minimum Attendance (40%)</b>
3	<b>x Pleasance Share (40%)</b>
	<b>= Minimum Guarantee [Rounded to £10]</b>

Your average ticket price is calculated by adding the proposed full price ticket for each performance in your run and dividing by the number of performances. It does not include concession or discount priced tickets and is always rounded up to the nearest £0.50.

The example guarantees below are based on our standard 60/40% split and a run of 27 performances:

Venue	Capacity	Av Ticket £	Perfs	Av Gross Potential	(Multiply by steps 2 & 3)	Guarantee
Attic	50	£9.50	27	£12,825.00	=	£2,050.00
JackDome	75	£10.00	27	£20,250.00	=	£3,240.00
Above	149	£10.50	27	£42,241.50	=	£6,760.00
AceDome	175	£11.00	27	£51,975.00	=	£8,320.00
Forth	257	£11.50	27	£79,798.50	=	£12,770.00
Pleasance One	320	£12.00	27	£103,680.00	=	£16,590.00
Beyond	336	£12.50	27	£113,400.00	=	£18,140.00
Grand	750	£16.50	27	£334,125.00	=	£53,460.00
Lennox	1300	£17.50	27	£614,250.00	=	£98,280.00

To understand how this works practically in the final settlement of the Box Office, it is easiest to describe this as a 3 stage process consisting of three calls.



# Finance Guide

On a 60/40% split, the guarantee is the equivalent of the Pleasance's 40% share of the Box Office, so once this is recouped the next share of the box office is the company's 60% (to calculate this figure, divide the guarantee by 40 and multiply by 60). After both parties have recouped their share, the remaining Box Office is split 60/40%. Please see an example of this below.

Call	Call Value	Equal To	Box Office Take
<b>First Call - Pleasance Minimum Guarantee</b>	<b>£7,000</b>	<b>40%</b>	<b>£0.01 - £7,000.00 (to Pleasance)</b>
<b>Second Call - Company Share</b>	<b>£10,500</b>	<b>60%</b>	<b>£7,000.01 - £17,500.00 (to Company)</b>
<b>Third Call - Split</b>	<b>£17,500 +</b>	<b>100%</b>	<b>All income over £17,500.00 (shared)</b>

In the rare event that your box office income is below the minimum guarantee, a balance will be owed to the Pleasance up to the level of the guarantee in the final settlement.

You can find a guide to estimating your guarantee on the next page.



# Finance Guide

## Calculating Guarantees

The following calculations are based on example criteria that will change according to your own circumstances, so please remember this is only a guide and should not be taken as a quote.

### Example criteria:

Venue	QueenDome
Capacity	175
Performances	25
Av Ticket Price*	£10.00
Pleasance Share	40%
Company Share	60%

\*Average ticket price is calculated by adding the proposed full price ticket for each performance in your run and dividing by the number of performances. It does not include concession priced tickets and is rounded to £0.50.

Step	Explanation	Example	
A	Choose a venue and note the capacity	175	(QueenDome)
B	Choose an average ticket price	£10.00	
C	Note the number of performances you intend to do	25	
D	Multiply these together – this will give you your gross potential revenue	£43,750	(A x B x C)
E	Minimum attendance (40%)	40%	
F	Multiply the gross potential revenue by the minimum attendance – this will give you the box office receipts at this level	£17,500	(D x E)
G	Estimate the Pleasance share of Box Office receipts (40% vat registered, 45% non-vat registered)	40%	
H	Multiply the minimum attendance by Pleasance’s share	£7,000	(F x G)
	<b>Guarantee</b>	<b>£7,000</b>	
I	<b>Deposit</b>	<b>£1,540</b>	
J	<b>Fringe Registration Fee</b>	<b>£394</b>	<b>(£328.60 + VAT)</b>
K	<b>Marketing Contra</b>	<b>£600</b>	<b>(£500 + VAT)</b>
	<b>Total Costs Due Upon Accepting A Slot</b>	<b>£2,534</b>	<b>(I + J + K)</b>

## Sales Projections

The following table is continued from the example above, using the same venue, capacity and guarantee:

% Potential Sales	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
Seats	4375	3938	3500	3063	2625	2188	1750	1313	875	438	0
Income	£43,750	£39,375	£35,000	£30,625	£26,250	£21,875	£17,500	£13,125	£8,750	£4,375	£0
Guarantee	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000
Pleasance Share	£17,500	£15,750	£14,000	£12,250	£10,500	£8,750	£7,000	£7,000	£7,000	£7,000	£7,000
Company Balance	£26,250	£23,625	£21,000	£18,375	£15,750	£13,125	£10,500	£6,125	£1,750	£-2,625	£-7,000

# Finance Guide

## About Deposits

A deposit is payable at the point you agree a slot with us in order to secure your place in the programme.

Much like the guarantee, this is based on the gross potential box office income for your run. However, as your specific ticket prices will not be known at the point of agreement, the deposit is calculated using a set average ticket price that differs according to your venue's capacity. These are as follows:

Tier	1	2	3	4	5	6	7	8	9
Venue Capacity	0 - 74	75 - 124	125 - 174	175 - 224	225 - 274	275 - 324	325 - 374	375 - 750	750+
Av Ticket Price	£9.50	£10.00	£10.50	£11.00	£11.50	£12.00	£12.50	£16.50	£17.50
Applicable Venues	Attic Cellar Below Bunker 1 Bunker 2 That This The Green	10Dome JackDome Beside Beneath Upstairs	Above Pleasance Two	AceDome Cabaret Bar QueenDome KingDome Lammermuir	Forth	Pleasance One	Beyond	Grand Lomond Pentland	Lennox

Once you have established your average ticket price based on your venue from the table above, you can calculate your deposit using the following steps:

Step	Explanation
1	Average Gross Potential (Capacity x Average Ticket Price x Performances)
2	x Minimum Attendance (40%)
3	x Pleasance Share (40%)
4	x 20%
	= Deposit [Rounded to £10]

The example deposits below are based on our standard 60/40% split and a run of 27 performances:

Venue	Tier	Capacity	Av Ticket £	Perfs	Av Gross Potential	(Multiply by steps 2, 3, 4)	Deposit
Attic	1	50	£9.50	27	£12,825.00	=	£410.00
JackDome	2	75	£10.00	27	£20,250.00	=	£650.00
Above	3	149	£10.50	27	£42,241.50	=	£1,350.00
AceDome	4	175	£11.00	27	£51,975.00	=	£1,660.00
Forth	5	257	£11.50	27	£79,798.50	=	£2,550.00
Pleasance One	6	320	£12.00	27	£103,680.00	=	£3,320.00
Beyond	7	336	£12.50	27	£113,400.00	=	£3,630.00
Grand	8	750	£15.00	27	£334,125.00	=	£10,690.00
Lennox	9	1300	£17.50	27	£614,250.00	=	£19,660.00

Your deposit is refunded as part of your final settlement when the minimum guarantee is achieved.



# Example Budget

The following example is based on the data and table on the previous page when 40% of potential sales is achieved:

Box Office Receipts	Income	Tickets
<b>Total Box Office</b>	<b>£17,500</b>	<b>1750</b>
<b>Sales via Pleasance - 45%</b>	<b>£7,875</b>	<b>788</b>
<b>Sales via Fringe - 55%</b>	<b>£9,625</b>	<b>963</b>

Expenditure	Net	VAT	Notes
<b>Pleasance Share</b>	<b>£7,000</b>	<b>£0</b>	<b>40%</b>
<b>Marketing Contra</b>	<b>£500</b>	<b>£100</b>	<b>Standard rate</b>
<b>Fringe Registration</b>	<b>£329</b>	<b>£66</b>	<b>Standard rate</b>
<b>Operator</b>	<b>£550</b>	<b>£110</b>	<b>1 op x 25 shows @ £22 p/show</b>
<b>Equipment</b>	<b>£150</b>	<b>£30</b>	<b>Example</b>
<b>PRS Royalty</b>	<b>£88</b>	<b>£18</b>	<b>0.5% Total Box Office</b>
<b>Fringe Commission</b>	<b>£385</b>	<b>£77</b>	<b>4% of Fringe Sales (£9625)</b>
<b>Pleasance Ticket Printing</b>	<b>£79</b>	<b>£0</b>	<b>10p Per Pleasance Ticket (788 tix)</b>
<b>Sum Total</b>	<b>£9081</b>	<b>£401</b>	
<b>Total (Gross)</b>	<b>£9482</b>		
<b>Balance Payable to Company</b>	<b>£8,079</b>	<b>Total Box Office less Expenditure</b>	

# Space Guide

Below is a guide to our main performance spaces. Alongside the image of the space, you will find the maximum capacity, theatre style and approximate stage dimensions.

Please note that all information is subject to change, particularly seating capacities. More detailed plans, information and 360° videos of all spaces can be found at:

[www.pleasance.co.uk/edinburgh-spaces](http://www.pleasance.co.uk/edinburgh-spaces)

## Courtyard



### Grand

750 seats

Arena Style

15m (w) x 10m (d)



### Beyond

336 seats

End On

8.9m (w) x 7.9m (d)



### One

320 seats

Raised Stage Proscenium Arch

6.8m (w) x 8m (d)



### Forth

257 seats

Semi-Thrust

9.5m (w) x 8.5m (d)



### Cabaret Bar

164 seats

Cabaret Style

4.6m (w) x 3.2m (d)



### Two

172 seats

End On

5.8m (w) x 4.7m (d)



### Above

146 seats

End On

7.2m (w) x 3.9m (d)



### Beneath

102 seats

Thrust

3.3m (w) x 2.6m (d)



### Upstairs

101 seats

Thrust

3.4m (w) x 2.8m (d)

# Space Guide

## Courtyard (cont.)



**Beside**

90 seats

Thrust

5.6m (w) x 3.7m (d)



**The Green**

60 seats

End On / Movable Seating

2.4m (w) x 1.2m (d)



**Bunker One**

56 seats

Thrust

2m (w) x 2m (d)



**Bunker Two**

56 seats

Thrust

2m (w) x 2m (d)



**Below**

55 seats

End On

3.8m (w) x 2m (d)



**That**

55 seats

Thrust

3.2m (w) x 3.2m (d)



**This**

51 seats

End On

4m (w) x 2.2m (d)



**Attic**

50 seats

Thrust

2.3m (w) x 3.2m (d)



**Cellar**

48 seats

Corner Stage

3.9m (w) x 2.8m (d)



# Space Guide

## Dome



**KingDome**

183 seats

End On

8m (w) x 7.5m (d)



**AceDome**

175 seats

Cabaret Style

4.8m (w) x 1.5m (d)



**QueenDome**

175 seats

Semi-Thrust

4.5m (w) x 6.2m (d)



**10Dome**

83 seats

End On

4.6m (w) x 2.6m (d)



**JackDome**

75 seats

End On

5.1m (w) x 4m (d)

# Space Guide

## EICC



### Lennox

1300 seats

End On

Flexible stage size

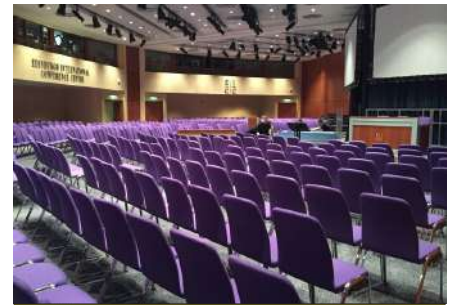


### Pentland

600-1200 seats

End On

Flexible stage size



### Lomond

400 seats

End On

Flexible stage size



### Lammermuir

200 seats

End On

Flexible stage size