

Edinburgh Festival Fringe Performers' Information Pack 2023



We are open

Welcome to the Pleasance and our 39th 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 2022, the Pleasance welcomed over 460,000 people to the venue, 280 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 2023 are

Wednesday 2nd - Monday 28th August inclusive. Technical rehearsals take place in the venue prior to the Fringe between Sunday 30th July - Tuesday 1st August.

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

You can find FAQs about the programming process and bringing a show to the Pleasance in general [here](#).



Timeline

Key dates in our 2023 Festival schedule:

December - April:	Submissions open and are reviewed by the programming team.
March - May:	We begin finalising the programme and issuing deal memos, followed by full form contracts. The Fringe Society early bird registration deadline is 8th March 2023 and final registration deadline is 5th April 2023. We programme right through to the final deadline. Deposits, Fringe Registration Fees and Marketing Contrats are all payable once your slot is confirmed.
April - May:	We produce all venue festival marketing and brochures, liaising closely with you to finalise dates, times, prices and listings copy.
May:	Pleasance Programme Meet and Greet Technical consultation with performing companies.
30th July - 1st August	Technical Rehearsal in Pleasance Edinburgh.
2nd August:	Pleasance Edinburgh opens to public.
28th August:	Final day of the Festival Fringe 2023.
October:	Box Office settlements are distributed.

Submission

To submit your production for consideration, simply complete our online form [here](#).

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. 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 programming is complete.

Pleasance programmes a wide range of work across comedy, text based and physical theatre as well as family and children's work. We also programme circus, dance and cabaret, but careful consideration is needed to ensure we can meet your technical and space requirements. You can find technical information about our spaces [here](#).

We prioritise new work coming to the Festival for the first time, often but not exclusively as a World or UK premiere. We often programme returning shows who have been successful in our programme previously, and on occasion will consider a show that had a successful run in another venue, in a previous year. We rarely programme revivals or amateur productions of established texts.

About the Fringe

The Edinburgh Festival Fringe is the largest arts festival in the world - celebrating its 75th anniversary in 2022.

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](#).

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 here](#).

The Green Arts Initiative

Sustainability

The Pleasance is committed to maximising the sustainability of our festival operation and reducing our carbon footprint wherever possible in order to minimise the environmental impact of the festival. We are proud members of the Green Arts Initiative.

You can find out more about this initiative [here](#).



Accessibility

We are keen to support 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. Over the last five years we have grown considerably the number of shows offering accessible performances as part of their fringe run. As we gear up for the 2023 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 working with partners. Please do discuss accessibility with us at an early stage in the process.

While all our performance spaces are wheelchair accessible for our audiences, this is not necessarily the case when it comes to performers. To highlight suitability of our spaces for performers and company members with access requirements, we have created an artist access guide that can be found [here](#).

Please do discuss accessibility with us at an early stage in the process, to do so you can contact us on:

access@pleasance.co.uk

or

02076196868.

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 overlooked by 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. Pleasance at EICC (Venue 150), a more 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 the University of Edinburgh 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 registration 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). Further information available on request.

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 brochures
- Inclusion in general Pleasance marketing materials
- Press Office facilities
- Arts Industry 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 30th July - 1st August. 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 technical crew, the size and specialism of which vary according to the requirements of the space. The Pleasance is a training ground for new talent and our team comprises of a mixture of volunteers and senior technicians. 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.

Most productions will choose to supply their own crew to operate sound and lighting, and this is strongly encouraged for technically complex shows. 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 [here](#).

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.

All productions in our programme are listed in the Fringe Society brochure and the Pleasance brochure.

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. The Arts Industry Office supports companies with Industry ticketing and a range of other services.

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

The standard Marketing Contra is £500 plus VAT, which includes a standard entry in the Pleasance brochure. You can choose to increase your space in the brochure with a supplementary fee, taking the total contra to to £900 plus VAT for a double entry, £1600 plus VAT for a quad entry and £1950 plus VAT for a full page. For runs of 3 - 5 performances this is reduced to £250 plus VAT and for runs of 1 - 2 performances this is reduced to £100 plus VAT.

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. Registration fees for 2023:

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: 8th 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 2022 they sold an average of 70%. Unlike many other venues, Pleasance does not charge a commission on the tickets we sell through the venue.

Facility Fee

Unlike many venues, the Pleasance does not charge a commission on tickets, however a Facility Fee of £0.15 plus VAT per ticket issued is passed on to visiting companies. This makes a small contribution to the numerous costs of operating the Festival Box Office, including processing and credit card costs. This is applicable to all tickets issued by the Pleasance and partner Box Offices.

Operators

Most companies will choose to provide their own technical operators. If required, your venue crew will be able to provide basic operation (lights up / lights down) at a cost. More complex multi-cue / full show operation may be available in some larger spaces. Operators are not available at Pleasance at EICC. This can be discussed during programming and registration.

Equipment

We work closely with a number of preferred technical suppliers for the provision of lighting, sound, staging and AV equipment. In addition to the house rig, companies can hire supplementary equipment from a pre-selected kit list suitable to the scale and infrastructure of the venue, with a rate card available in advance. Our technical team will liaise with you in pre-production to assess your technical requirements and quote for additional kit. 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.

PPL PRS

A royalty for copyrighted music is charged on your total box office receipts. Different rates are applied for PPL and PRS, depending on the music used and duration of usage. These rates are negotiated annually in a bespoke deal by the Fringe Society and are announced closed to the Festival. In 2021, the maximum royalty for PRS was 4% and PPL approximately 3%. Royalties are not charged for original music, walk on music or where music does not feature.

Insurance

All companies must carry a minimum of £5 million 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 1am 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. Where shorter runs are available, these tend to be programmed in week long blocks. 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 3 ticket bands - previews, midweek 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)
Midweek (M)	90% Full Price*	£10.00 (£9.00)
Preview (P)	£6.00 or 55% Full Price*	£6.00

*Rounded to nearest 50p

Preview (P)		Midweek (M)		Weekend (W)		Tech Rehearsal (T)
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						30th Jul (T)
31st Jul (T)	1st Aug (T)	2nd (P)	3rd (P)	4th (W)	5th (W)	6th (W)
7th (W)*	8th (W)*	9th (M)	10th (M) †	11th (W)	12th (W)	13th (W)
14th (M)	15th (M)	16th (M)	17th (M) †	18th (W)	19th (W)	20th (W)
21st (M)	22nd (M)	23rd (M)	24th (M) †	25th (W)	26th (W)	27th (W)
28th (M)						

* Fringe 2 for 1 Days

† Thursday performances may be priced at Midweek or Weekend rates

Pleasance Futures

Pleasance Futures is the artist development strand of The Pleasance, acting as an incubator for bold new theatre makers to make their mark. Pleasance Futures is committed to discovering and supporting the most exciting new theatrical voices, nurturing the development of emerging companies, young performers and new writers.

Our Pleasance Futures initiatives includes year round work across our home venue Pleasance Islington and Edinburgh venues during the Edinburgh Festival Fringe.

You can find out more about Edinburgh Artist Support [here](#).

Charlie Hartill Special Reserve

The Charlie Hartill Special Reserve, 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 20th & 21st February (Theatre) and 13th & 14th March (Comedy). You can find out more information about the Fund, whether you are eligible and how to apply [here](#).

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.

Generate Fund for UK-based Black, Asian and Global Majority Artists

Charlie Hartill Special Reserve supports a designated Development Fund for UK-based Black, Asian and Global Majority Artists to bring an existing theatre or family show to the Edinburgh Festival Fringe. The show does not need to be a world premiere, but it must be an Edinburgh Fringe premiere. We are encouraging ambitious work, including but not limited to: large cast or ensemble based work, work playing with form, work that would otherwise not be able to be presented at the Fringe.

You can find out more information about the Fund, whether you are eligible and how to apply [here](#).

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

Pleasance Producers and Meet & Greet

From April and running up until the Fringe commences, we host Pleasance Producers meetings. These are a collection of tailored sessions designed to prepare self-producing theatre companies and emerging producers coming up to Edinburgh Festival Fringe with Pleasance on how to make the most of the festival. Sessions cover topics such as PR, marketing, technical plans, box office services, connecting with industry and generally give you the opportunity to ask burning questions and network with other performing companies.

We host our annual Meet and Greet for all productions in our Edinburgh programme in May (date TBC). This session at Pleasance Islington gives all programmed companies the opportunity to meet the team in person and other companies performing at the Pleasance. 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 your average ticket price (excluding concessions and discounts). 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	Gross Potential (Capacity x Average Ticket Price x Performances)
2	x Minimum Attendance (40%)
3	x Pleasance Share (40% VAT-Registered / 45% Non-VAT Registered)
	= Minimum Guarantee [Rounded to £10]

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. The average ticket price is often close to your midweek ticket price.

The example guarantees below are based on our standard 60/40% split for VAT Registered companies and a run of 27 performances. The venue highlighted in yellow is used as the basis for subsequent example calculations in this section:

Venue	Capacity	Av Ticket £	Perfs	Av Gross Potential	(Multiply by steps 2 & 3)	Guarantee
Attic	50	£10.00	27	£13,500	=	£2,160
JackDome	75	£11.00	27	£22,275	=	£3,560
Above	146	£13.50	27	£53,217	=	£8,510
Forth	257	£16.00	27	£111,024	=	£17,760
Beyond	336	£16.50	27	£149,688	=	£23,950
Grand	750	£17.00	27	£344,250	=	£55,080

Finance Guide

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.

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
First Call - Pleasance Minimum Guarantee	£8,510	40%	£0.01 - £6,940 (to Pleasance)
Second Call - Company Share	£12,765	60%	£6,940.01 - £17,350 (to Company)
Third Call - Split	£21,275 +	100%	All income over £17,350 (shared)

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	Above
Capacity	146
Performances	27
Av Ticket Price*	£13.50
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. The average ticket price is often close to your midweek ticket price.

Step	Explanation	Example	
A	Choose a venue and note the capacity	146	(Above)
B	Choose an average ticket price	£13.50	
C	Note the number of performances you intend to do	27	
D	Multiply these together - this will give you your gross potential revenue	£53,217	(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	£21,287	(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 (rounded to £10)	£8,510	(F x G)
	Guarantee	£8,510	

Sales Projections

The following table is continued from the example above, using the same venue, capacity and guarantee. The point at which the guarantee and equivalent company share is recouped is highlighted in yellow.

% Potential Sales	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
Seats	3942	3548	3154	2759	2365	1971	1577	1183	788	394	0
Income	£53,217	£47,895	£42,574	£37,252	£31,930	£26,609	£21,287	£15,965	£10,643	£5,322	£0
Guarantee	£8,510	£8,510	£8,510	£8,510	£8,510	£8,510	£8,510	£8,510	£8,510	£8,510	£8,510
Pleasance Share	£21,287	£19,158	£17,030	£14,901	£12,772	£10,644	£8,515	£8,510	£8,510	£8,510	£8,510
Company Balance	£31,930	£28,737	£25,544	£22,351	£19,158	£15,965	£12,772	£7,455	£2,133	-£3,188	-£8,510

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
Venue Capacity	0 - 59	60 - 124	125 - 224	225 - 324	325 - 424	425+
Av Ticket Price	£10.00	£11.00	£13.50	£16.00	£16.50	£17.00
Av Children Show Ticket Price	£9.00	£10.00	£12.00	£14.50	£15.00	£15.50
Applicable Venues	Attic Below Bunker One Bunker Two Bunker Three Cellar	10Dome Baby Grand Beneath Beside Green JackDome Lammermuir Upstairs	Above AceDome Cabaret Bar KingDome QueenDome Two	Forth One	Beyond Cromdale Lomond	Grand Lennox Pentland

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% VAT-Registered / 45% Non-VAT Registered)
4	x 20%
	= Deposit [Rounded to £10]

The example deposits below are based on our standard 60/40% split for VAT Registered companies 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	£10.00	27	£13,500	=	£430
JackDome	2	75	£11.00	27	£22,275	=	£710
Above	3	146	£13.50	27	£53,217	=	£1,700
Forth	4	257	£16.00	27	£111,024	=	£3,550
Beyond	5	336	£16.50	27	£149,688	=	£4,790
Grand	6	750	£17.00	27	£344,250	=	£11,020

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 example venue and calculations used on the previous pages when 40% of potential sales is achieved:

Example Criteria	
Venue	Above
Capacity	146
Performances	27
Av Ticket Price	£13.50
Pleasance Share	40%
Company Share	60%
Guarantee	£8,510
% Sales Achieved	40%

Box Office Receipts	Income	Tickets
Total Box Office	£21,287	1577
Sales via Pleasance - 30%	£6,386	473
Sales via Fringe - 70%	£14,901	1104

Expenditure	Net	VAT	Notes
Pleasance Share	£8,515	£0	40% (VAT exempt)
Marketing Contra	£500	£100	Standard rate
Facility Fee	£237	£47	£0.15p per ticket
Fringe Registration	£328	£66	Standard rate
Fringe Commission	£596	£119	4% of Fringe Sales
PRS PPL Royalty	£213	£43	1% Total Box Office
Technical Equipment Hires	£300	£60	Example
Sum Total	£10,688	£435	
Total (Gross)	£11,123		
Balance Payable to Company	£10,164	Total Box Office less Expenditure	

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 images of all spaces, including 360° photography, can be found [here](#).

Courtyard



Grand
750 seats
Arena Style
15m (w) x 10m (d)



Beyond
336 seats
End On
8.9m (w) x 7.9m (d)



One
299 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
170 seats
Cabaret Style
4.6m (w) x 3.2m (d)



Two
158 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)



Beside
95 seats
Thrust
5.6m (w) x 3.7m (d)

Space Guide

Courtyard (cont.)



Upstairs
91 seats
Thrust
3.4m (w) x 2.8m (d)



Baby Grand
66 seats
Thrust
4m (d) x 3.21m (w)



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)



Attic
50 seats
Thrust
2.3m (w) x 3.2m (d)



Bunker Three
46 seats
End On
1.9m (d) x 2.3m (w)



Cellar
42 seats
Corner Stage
3.9m (w) x 2.8m (d)

Space Guide

Dome



KingDome

174 seats

End On

8m (w) x 7.5m (d)



QueenDome

174 seats

Semi-Thrust

4.5m (w) x 6.2m (d)



AceDome

110 seats

Cabaret Style

4.8m (w) x 1.5m (d)



10Dome

86 seats

End On

4.6m (w) x 2.6m (d)



JackDome

75 seats

End On

5.1m (w) x 4m (d)

EICC



Lennox

800 - 1300 seats

End On

Flexible Stage Size



Pentland

600 - 1200 seats

End On

Flexible Stage Size



Lomond

375 seats

End On

Flexible Stage Size



Cromdale

Flexible Capacity

Flexible Layout

Flexible Stage Size



Lamermuir

95 seats

End On

Flexible Stage Size