

POWERED BY

•PLEASANCE•
FUTURES

Freeman, Strictly Arts

Pleasance Edinburgh Artist Support 2022

Introduction

For every artist and company performing as part of the 2022 Pleasance Edinburgh Festival Fringe Programme, our commitment is to provide the best possible performance experience - from the quality of our venues and facilities, to the highest levels of support from our team. These initiatives all come under the banner of Pleasance Futures which underpins our key charitable aim of discovering and supporting the most exciting new voices from across the UK.

This year these include:

- Open House: for anyone interested in applying to join our programme
- Festival Meet and Greet: for programmed artists and companies
- Pleasance Producers: regular monthly surgeries and workshops that walk you through every step of the Fringe process
- Meetings with our team
- Technical advice and support in advance of the Festival
- Artist Events including welcome drinks to network and meet other artists, staff and guests as well as a range of panels, speakers and networking opportunities during the Festival itself
- Weekly drop-in sessions with our producing and marketing teams to ask for advice and support during the Festival
- A commitment from the Pleasance to advocate directly for our programme to key industry stakeholders from across the UK and internationally, to help ensure the right people know about and see your show
- Follow up and debrief opportunities post-Fringe to maximize the benefit of your time in Edinburgh, as well as share experiences so everyone can learn and improve





Molly, Squint

For Edinburgh Festival Fringe 2022 we are building upon firm foundations and continuing our unique and game-changing support to artists across the UK.

We are pleased to continue the most ambitious programme of support available anywhere across the Festival! Our aim is to enable more artists than ever to join us at the world's largest arts festival.

For the latest information on our artist support make sure you follow @PleasanceFuture on Twitter and sign up to the Pleasance Futures mailing list at pleasance.co.uk/futures

Director's Statement

There is little doubt that performing at the Edinburgh Festival Fringe can be hugely beneficial to artists at all stages of their careers. Although each journey can be a daunting one, it can also be the best of challenges, a proving ground for careers on and off stage where collaborations and ideas crystallise. For some it is quite literally life-changing.

All of us at the Pleasance owe a great deal to the festival and we want to make meaningful investments into the future of others, so that they too can take a risk, explore their potential and continue to make the festival the greatest showcase on earth for expression and freedom of speech. At the Pleasance we believe it is important to give people the space and freedom to take that risk. From this spirit of innovation springs confidence and great careers are given a platform from which to fly.

We receive no regular public funding and we do not run the bars at the festival. We must therefore rely, almost entirely, on the income from tickets and donations. All proceeds are reinvested to ensure our venues are the very best they can be and that the work presented encapsulates the finest in artistic innovation, regardless of what stage in your career you are.

If you've got a good idea and the ambition to realise it, we want to hear from you!

Anthony Alderson
Director
Pleasance Theatre Trust



About our approach

The Edinburgh Festival Fringe is a challenging economic environment. As such, the Pleasance is committed to championing sustainable producing practices, that better equip and prepare artists and companies to navigate and understand the financial commitments presenting a show in Edinburgh represents.

The majority of our opportunities are provided on a financing basis (with the Pleasance's contribution recouped last, after core costs and artists fees). We also acknowledge demand for support will far outweigh supply. However, for those companies that want it, we are happy to offer financial advice and support through the festival cycle.

Presenting work at the Festival is expensive and we want companies that come to the Pleasance to grow audiences, develop longer term opportunities and ultimately develop sustainable pathways, therefore reducing their overall risk.

Our Offer

Direct Support

- 1. Charlie Hartill Special Reserve**
 - Theatre Reserve
 - Comedy Reserve
 - Generate Fund for UK-based Black, Asian and Global Majority Artists
- 2. Pleasance Producers**

Partnership Support

- 3. Edinburgh National Partnerships**
- 4. LET Award & Greenwich Partnership Award**
- 5. Pick of VAULT Festival**

Support for Young People

- 6. Young Pleasance**
- 7. XYP: Young Pleasance Graduate Company**

Post-Edinburgh Opportunities

- 8. Pick of Pleasance Edinburgh**



Charlie Hartill Special Reserve

A photograph of three people sitting in a cinema. On the left, a man in a black t-shirt with a red 'MARVEL' logo and a blue cap looks up. In the middle, a woman in a denim jacket over a red shirt looks up. On the right, a man in a plaid shirt and a blue cap looks up. They are all holding red and white striped popcorn buckets. The background is dark, suggesting a cinema setting.

Screen 9, Piccolo Theatre

What is it?

The Charlie Hartill Special Reserve is a designated fund to support emerging theatre makers and comedians in bringing their work to the Festival. For over 15 years the reserve has enabled artists to hone their talents and focus on their creativity, by offering vital support in the form of cash investment and mentorship.

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 for UK-based Black, Asian and Global Majority Artists**.

Theatre Reserve

Who is it for?

The Theatre Reserve provides a young theatre company with the rare and extraordinary opportunity to present a fully produced, groundbreaking performance at the Festival.

To be eligible:

- 40% of the entire production and creative team must be no more than 5 years from full time education on the final performance date
- The play must have a performing company of 4 or more cast members
- Directors and producers must not have created more than two professional productions, including Fringe

What do you get?

- Up to £10,000 in financing from the Pleasance towards the cost of presenting your show at the Festival. This could include support with accommodation, travel expenses, Fringe registration and brochure fees
- PR support and additional marketing presence as part of our Pleasance Futures campaigns
- Guaranteed inclusion within our Festival programme
- Mentorship, support and advice leading up to and during the Fringe
- Rehearsal and development space
- Sharing and work space at our London theatre

- Support to develop and deliver accessible performances (including the provision of captioned performances) as part of your run
- A programming option in our London transfer run post-Fringe

How to Apply

Submissions for our Theatre Reserve are open now via pleasance.co.uk/charliefund

Deadline:
10am, Monday 17 January

Theatre Reserve try-outs will take place on the 21 and 22 February 2022

Theatre Reserve Alumni

2020/21 - Screen 9 - Piccolo Theatre
 2019 - Bible John - THESE GIRLS
 2018 - Freeman - Strictly Arts
 2017 - Flesh and Bone - Unpolished Theatre
 2016 - We Are Ian - In Bed With My Brother
 2015 - Molly - Squint
 2014 - Lorraine & Alan - Bucket Club
 2013 - Outside on the Street - Invertigo
 2012 - Don Quixote! Don Quixote! - Panta Rei Theatre Collective
 2011 - Fit for Purpose - Catherine O'Shea (Writer) / Concorde Theatre Company
 2009 - A Stroke of Genius - PIT (David Bryne, Artistic Director of New Diorama Theatre)
 2007 - Greedy Scratchers - Richard Marsh
 2006 - The Same ... But Different - Jacob Tindle (Playwright)
 2005 - Minor Irritations by Sam Peter Jackson



“Receiving the Charlie Hartill Theatre Reserve was amazing for our company in so many ways. It’s not just the money, which is of course very useful and burden lifting, it’s also the support you receive from the Pleasance staff - their extensive knowledge, quick response to any issue and production support was invaluable. Since the Fringe has ended, we have been contacted by venues around the country, as well as in America, Canada, Hong Kong and Peru!”

Strictly Arts, Charlie Hartill Theatre Reserve Recipient 2018

Comedy Reserve

Who is it for?

After a series of try-outs at the Pleasance, four up and coming comics are chosen to perform in a nightly show at the Pleasance, Edinburgh without any financial risk.

To be eligible for our Comedy Reserve you must:

- Be an 'up and coming' comic
- Attend a try-out at the Pleasance, Islington
- Be able to attend the Fringe for the duration of the festival

What do you get?

- Guaranteed inclusion within our Festival programme without financial risk
- Accommodation
- Paid subsistence
- Marketing and PR support
- In kind support including (but not limited to): mentoring from the Pleasance Comedy team; rehearsal space, sharing and work space at our London theatre; additional marketing presence as part of our Pleasance Comedy marketing and advertising campaigns

How to Apply

Submissions open 1 February
Deadline: 21 February

Comedy Reserve tryouts will be held on the evening of the 14 and 15 March.

Make sure you follow [@PleasanceComedy](https://twitter.com/PleasanceComedy) on Twitter and visit pleasance.co.uk/charliefund for more information and to apply

Comedy Reserve Alumni

- 2019 - Josh Jones, Lily Phillips, Mamoun Elagab & Mo Omar
- 2018- Helen Bauer, Jack Gleadow, Michael Odewale & Chloe Petts
- 2017- Catherine Bohart, Danny Clives, Sophie Duker & Nigel Ng
- 2016 - Alasdair Beckett-King, Jack Carroll, Kae Kurd, Tom Lucy, Darren Harriott, George Lewis, Yuriko Kotani & Michael Stranney
- 2015 - Malcolm Head, Tom Little, Jamali Maddix & Joe Sutherland
- 2014 - Chris Betts, Evelyn Mok, Phil Jerrod & Brennan Reece
- 2013 - Jack Barry, John Hastings , Tez Ilyas & Tom Toal
- 2012 - Suzy Bennett, John Kearns, Matt Rees & Chris Turner
- 2011 - Luke Benson, Jim Campbell, Julian Dean & Joe Lycett
- 2010 - Tom Goodliffe, Rhys James, Mark Restuccia & Daniel Simonsen
- 2009 - Doc Brown, Pat Burtscher, Jared Hardy & Chris Stokes
- 2008 - Daniel Rigby, Gareth Richards, Lou Sanders & Holly Walsh
- 2007 - Benny Boot, Brett Goldstein, Jack Whitehall & Tommi Walamies
- 2006 - Marlon Davis, Pippa Evans, Michael Fabbri & Stuart Hudson
- 2005 - Lee Bannard, Simon Brodtkin, Roisin Conaty & Oliver Maltman

"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 Performer 2007**



Michael Odewale, Comedy Reserve 2018

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

to bring work to the Edinburgh Festival Fringe



Patricia Gets Ready (for a date with the man that used to hit her),
Martha Watson Allpress

What is it?

The Generate Fund for 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. We have made £10,000 available, with productions receiving investment of up to £5,000, to support exciting projects that would otherwise not be able to come to the Fringe.

Now in its second year, the Generate Fund is the result of consultation with a wide cross-section of independent artists, companies and organisations with experience of presenting work at the Fringe, and is a response to specific barriers facing Black, Asian and Global Majority artists when presenting work in Festival contexts. We hope that this funding will act as a catalyst and jumping off point for wider activity in the lead up and during the Fringe, bringing together artists and stakeholders to discuss how to make the Fringe a Safe Space for Global Majority - acknowledging the intersectionality that will be present.

**We adopt Global Majority as a commonly used term that is consistent with other theatre partners we work with. However, we acknowledge the limitations and lack of nuance of this term, and encourage this to be an opportunity for further discussion. Our definition of 'Global Majority Artists' is inclusive to anyone who experiences racism, or is marginalized or faces barriers within the industry for their race or ethnicity.*

Who is it for?

We are encouraging ambitious Theatre or Children's work, including but not limited to: large cast or ensemble based work, work playing with form and work that would otherwise not be able to be presented at the Fringe. We also want to encourage artists to tell the stories they want to tell – exciting, political, surreal, comedic or hopeful. No preference will be given to work that tells a specific type of story, we want people to feel free to bring any work to the table - no limitation!

To be eligible for the Generate Fund:

- Must be based in the United Kingdom.
- At least 50% of the lead creators (which could include the Writer, Director, Producer, Set Designer or makers/devising ensemble) must identify as Black, Asian or Global Majority Artists.
- At least 50% of the cast must identify as Black, Asian or Global Majority Artists.
- Propose a Theatre or Children's production that will be ready to be presented at Edinburgh Festival Fringe 2022. The show does not need to be a world premiere, but it must be an Edinburgh Fringe premiere.
- Be able to attend the Selection Day at Pleasance Islington on 16 February (either in person or via Skype).

Generate Fund Alumni

2020/21 - Patricia Gets Ready (for a date with the man that used to hit her) - Martha Watson Allpress

What do you get?

We offer up to £5,000 in financing from Pleasance towards the cost of presenting work at the Fringe. Alongside this direct financial support, Pleasance and our partners will also offer:

- A guaranteed slot in our Edinburgh programme at Pleasance
- A programming option in Pleasance Islington's Best of Edinburgh Season
- A programming option in Vault Festival 2021
- Additional PR support from Pleasance Futures
- Mentorship from the Pleasance and partners
- Rehearsal, development, sharing and work space
- Support to develop and deliver accessible performances (including the provision of captioned performances)
- Pleasance and partners will endeavour to do more to make our venues feel safe and inclusive for Global Majority (this includes providing pastoral care and support if needed)
- Pleasance works on a principle of encouraging sustainable producing, so the financing operates on an investment basis, but with the Pleasance recouping in the final position only (after all fees, expenses and costs of staging the production in Edinburgh are paid).

How to Apply

Submissions for our Generate Fund are now open via pleasance.co.uk/generatefund

Deadline:
10am, Monday 17 January

Shortlisted applicants will be invited to attend the Selection Day at Pleasance Islington on 16 February, either in person or via Skype. The Selection Day will consist of a relaxed discussion with representatives from Pleasance Theatre, Supporting Partners, and Independent Global Majority Artists with specific experience of the Fringe. We will ask you to bring a budget, as well as talk about the concept of the show, and how the financing will make a real difference. It is anticipated the discussions will last for approx. 30-45 minutes. Full details to be provided to shortlisted candidates.

After deliberations by the panel, there may be follow up questions for the shortlisted applicants asked over email or phone. Once an offer is made and accepted, the recipient of the Fund will then be announced by Pleasance and our PR, and with our support, will need to move quickly to meet the final Fringe brochure deadline in early April.

Pleasance Producers



Godot is a Woman, Silent Faces

What is it?

Pleasance Producers is a collection of tailored sessions from March - July taking place at Pleasance Islington, designed to prepare self-producing theatre companies and emerging producers coming up to Edinburgh Festival Fringe with Pleasance. Ultimately we want to support you in your journey towards the Fringe and aim for you leave inspired and empowered to take the Festival by storm!

Who is it for?

- Companies and independent producers who are taking work up to Edinburgh Fringe, specifically with Pleasance
- In venues with 200 seats or less

What do you get?

- Insight into the responsibilities of producing theatre for the Fringe, practical approaches for bringing together and managing a production, as well as being in an open platform to ask questions and discuss your projects
- It will also provide you with the chance to connect directly with Pleasance and meet other producers and theatre makers, building up your network of support for the upcoming Fringe

How to Apply

To apply please register your interest in Eventotron when submitting your show for Edinburgh Festival Fringe.



Edinburgh National Partnerships

Bible John, THESE GIRLS

What is it?

The Pleasance is working with seven partner theatres across the UK to identify and support exceptional artists and companies local to them, who want to take work to the Festival. 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 aims to provide tangible support to these companies to present at the Festival. Together, we hope to make a substantial contribution to develop the next generation of leading theatre-makers and companies.

For 2022 our partner organisations are:

**BRISTOL
OLD VIC
FERMENT**

CURVE

**PITLOCHRY
Festival Theatre**

SHERMAN
THEATR • THEATRE

HOME

TRP | THEATRE
ROYAL
PLYMOUTH

**york
theatre
royal**

**Am fwy o wybodaeth yn Gymraeg, ewch i
//**

For Welsh translation please visit:

pleasance.co.uk/content/edinburgh-national-partnership

Who is it for?

Dynamic artists at all stages of their careers. Each partner theatre's submission process will be different, but the primary aim of the scheme remains the same; to uncover and support the best companies and artists from across the UK to present work at the Festival!

What do you get?

- £2,000 financing from the Pleasance towards the costs of presenting your show at the Festival
- Guaranteed inclusion within our Festival programme
- Edinburgh Fringe registration fee covered by local partner theatre
- One-week minimum of in-kind rehearsal and development space from local partner theatre
- A programming option in our London transfer run post-Fringe
- Mentorship, support and advice from both local partner theatre and the Pleasance leading up to, and during the Fringe
- Support to develop and deliver accessible performances as part of your run

How to Apply

Applications will be opening throughout December. For details on how to apply to each venue award please visit pleasance.co.uk/content/edinburgh-national-partnership



“We are really excited to be part of this project, it’s an excellent way of supporting local artists with taking work to Edinburgh. Financially making the Fringe work can be very tough, it’s important that venues can come together to work on projects like this to ease that burden.”

Kevin Jamieson,
Head of Programming, HOME

“We’re really excited to be a partner on this project to support artists from our region to take their work to Edinburgh. It’s a brilliant opportunity for us to connect to new ideas and take them to the next stage of their development. We look forward to lots of brilliant plans coming our way!”

John Tomlinson,
Producer, York Theatre Royal

LET & Greenwich Partnership



Tobacco Road, Incognito

What is it?

The LET Award, created by Les Enfants Terribles, offers an emerging theatre company the opportunity to take their exciting, risk-taking piece of theatre to the Pleasance for the Festival. 2022 is their 10th anniversary! We are also delighted to offer the Greenwich Partnership Award again, in collaboration with Greenwich Theatre, meaning there are two awards up for grabs.

Who is it for?

- Any emerging theatre company that feels they're ready to take the leap and debut their show at the Fringe
- The company must apply with an original piece (newly written, devised or adapted). Productions of existing material are not eligible
- Works must not yet have been fully produced or performed

What do you get?

- Up to £1,300 cash injection towards the costs of presenting your show at the Festival.
- Guaranteed inclusion within our Fringe programme
- Industry mentoring and support from LET, Greenwich Theatre and Chloé Nelkin PR
- Support to develop and deliver accessible performances as part of your run

How to Apply

Submissions are open

Deadline: 5pm, 13 December

Showcase: 26 January Greenwich Theatre, London

A shortlist of ten companies will then be chosen to perform an extract of their show at the LET Award Showcase and the two winners are chosen on the evening. For more information and to apply please go to: lesenfantsterribles.co.uk/awards-2/

Pick of VAULT Festival

Ladykiller, The Thelmas

What is it?

The Pleasance's Pick of VAULT Festival gives a company in the 2022 VAULT Festival programme the opportunity to transfer their show to the Edinburgh Festival Fringe in 2022, as part of the Pleasance's Programme.

This is part of a reciprocal award whereby the Pleasance and VAULT Festival identify and support remarkable productions to transfer between our Festivals.

Who is it for?

To be eligible to receive this award you need to have presented a theatre or children's show as part of the VAULT Festival 2022 and be available to perform for the whole Edinburgh Festival Fringe in August 2022.

What do you get?

- £1,000 financing from VAULT Festival towards the costs of presenting your show as part of the Pleasance's Edinburgh Fringe Programme in 2022
- Guaranteed inclusion within our Edinburgh Festival Fringe programme
- Industry mentoring and support from VAULT Festival to support you during your Edinburgh Festival run
- Support to develop and deliver accessible performances as part of your run

How to Apply

All theatre and children's productions presented as part of the VAULT Festival 2022 are eligible, and further information on how to nominate your show will be circulated by VAULT Festival in early-2022.

"A major London festival... showcasing new and rising talent"

The Independent

Young Pleasance Edinburgh Residential

Alice Unhinged, Young Pleasance 2017



What is it?

Each year Young Pleasance creates a company of young aspiring creatives (performers and non-performers). The company specialise in large-scale ensemble work, creating dynamic and original shows with high production values and runs for two weeks at the Fringe. Having staged original productions for the Fringe for the last 25 years, the company has launched the careers of many performers, writers, directors and technicians. 2022 is the 25th anniversary of Young Pleasance!

Who is it for?

Participants aged 16-21 interested in both on and off-stage theatre roles.

What do you get?

The Edinburgh Residential Company gives young performers and backstage crew a professional theatre experience, creating a large-scale production, before and during the largest arts festival in the world.

How to Apply

Submissions are open
Deadline: 10pm, 19 December

For more information and to apply visit:
pleasance.co.uk/yp

***“Young Pleasance is
extraordinary”***
British Theatre Guide

***“Superbly
multi- talented”***
Scotsman

***“Breathtakingly
skilful ensemble”***
BBC Scotland

XYP: Young Pleasance Graduate Company

"We can say without a shred of doubt in our minds that the most influential, instrumental and galvanising step in the creation of our theatre company was being granted the status of Young Pleasance Graduate Company 2018."

Clay Party, XYP Company 2018

A Womb of One's Own, Wonderbox

What is it?

XYP is an initiative designed to offer emerging theatre makers, previously participants of Young Pleasance, the opportunity to develop a company. We provide the vital and tailored support they need to produce their first piece of work at the Fringe.

Who is it for?

Theatre companies where at least 40% of the company must have come directly from our Young Pleasance programmes.

What do you get?

- Up to £5,000 financing from the Pleasance towards the cost of presenting your show at the Fringe. This may be used to cover Fringe registration, brochure fees, accommodation, travel expenses and production costs
- Guaranteed inclusion within our Fringe programme
- PR and marketing support as part of our Pleasance Futures campaigns
- Mentorship, support and advice leading up to and during the Fringe
- Rehearsal and development space
- Sharing and work space at our London theatre
- A programming option in our London transfer run post-Fringe
- Support to develop and deliver accessible performances as part of your run

How to Apply

Submissions will open via our website in December.

For more information please visit pleasance.co.uk/content/xyp



Murder on the Dancefloor, Spies Like Us

“To have had the opportunity to kickstart our careers and our company at such a prestigious venue and with such invaluable support is a huge privilege and something to which we will always be indebted.”

Spies Like Us, XYP Company 2017

“As a company we have grown up, learned and trained together for over 3 years (since the age of 15) with Edinburgh Festival Fringe and London Fringe experience. From working with the Young Pleasance we understand and are capable of rising to the rigorous demands of this world-renowned arts festival.”

Incongntio, XYP Company 2016

Pick of Pleasance Edinburgh





What is it?

VAULT Festival's Pick of Pleasance Edinburgh Award gives a company in the Pleasance's 2022 Fringe programme the opportunity to transfer their show to London's VAULT Festival in 2023.

This is part of a reciprocal award whereby the Pleasance and VAULT Festival identify and support exciting productions to transfer between our festivals.

Who is it for?

To be eligible to receive this award you need to have presented a theatre or children's show as part of our programme, be available to perform during the VAULT Festival.

What do you get?

- £1,000 cash investment from the Pleasance towards the costs of presenting your show as part of VAULT Festival 2023
- Guaranteed inclusion in VAULT Festival 2021
- Industry mentoring and support from the Pleasance to support you during your VAULT Festival run
- Support to develop and deliver accessible performances as part of your run

How To Apply?

All productions presented as part of the Pleasance 2022 Fringe Programme are eligible and further information on how to nominate your show will be shared in mid-2022.

“The epitome of underground theatre... a cavernous treasure trove... the spirit of the Fringe is alive, well and thriving in SE1.”

A Younger Theatre on VAULT Festival

V A U L T



Submissions for our Edinburgh Festival Fringe Programme programme are now open!

You can find out more information about bringing a show by visiting: pleasance.co.uk/perform

Please note that applying for the opportunities contained within this document does not automatically enter you to be considered for our Fringe programme as a whole. Therefore, if you would like to bring a show to the Fringe, please do make a separate submission.