

POWERED BY

•PLEASANCE•  
FUTURES



BOGEYMAN, Lagahoo

**PLEASANCE EDINBURGH ARTIST SUPPORT 2024**

# INTRODUCTION

**For every artist and company performing as part of the 2024 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:**

- 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 2024 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](https://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





Screen 9, Piccolo Theatre

## 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 Fund
  - Comedy Reserve
  - Early Career Ensemble Theatre
  - UK-based Black, Asian and Global Majority led Theatre
2. Pleasance Producers

## **PARTNERSHIP SUPPORT**

3. Edinburgh National Partnerships

## **SUPPORT FOR YOUNG PEOPLE**

4. Young Pleasance
5. XYP: Young Pleasance Graduate Company

## **POST-EDINBURGH OPPORTUNITIES**

6. Best of Edinburgh



# CHARLIE HARTILL FUND

A photograph of three young women standing in a dark space, illuminated by red and blue stage lights. They are all wearing matching teal-colored outfits consisting of a long-sleeved top and a skirt or pants. Each woman is wearing a headband with large, upright bunny ears. The woman in the center is also wearing large black headphones and has her hand near her face. The woman on the left is looking down, and the woman on the right is looking towards the camera.

*Bible John, THESE GIRLS*

## What is it?

The Charlie Hartill Fund supports UK-based theatre makers and comedians in bringing their work to the Edinburgh Festival Fringe.

As Pleasance's flagship fund offering unique and unparalleled support to artists, the fund provides an exceptional package of direct cash investment and mentoring support. The fund seeks to remove financial risk for companies and allow creativity to take centre stage.

The fund was established in 2004 in memory of Charlie Hartill and awards four opportunities each Edinburgh Festival Fringe:

- One for emerging comedians
- One for early career ensemble theatre companies
- Two for UK-based Black, Asian and Global Majority-led theatre shows

# 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 in February

Comedy Reserve tryouts will be held on the evening of the 11th and 12th March.

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

## Comedy Reserve Alumni

- 2023 - Abby Wambaugh, Ele McKenzie, Jin Hao Li, Kyras Gray, Micah Hall, Shalaka Kurup, Vlad Ilich & Will Robbins
- 2022 - Abi Clarke, Dee Allum, Katie Green & Tadiwa Mahlunge
- 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



# THEATRE

## What do you get?

Each year the Charlie Hartill Fund provides one early-career theatre company with the rare and extraordinary opportunity to present a fully produced ensemble performance at the Edinburgh Festival Fringe. The Charlie Hartill Fund also provides financing, mentorship and programming opportunities to support two UK-based Black, Asian and Global Majority artists in bringing an existing show to the Edinburgh Festival Fringe.

The Charlie Hartill Fund offers £10,000 to one early-career theatre company and £5,000 each to two UK-based Black, Asian and Global Majority-led productions towards bringing work to the Fringe. This also includes:

- A guaranteed slot in our Edinburgh programme at Pleasance and programming option in our London transfer run.
- Assistance with accommodation and Travel
- Edinburgh Fringe Registration and brochure fees
- PR and marketing support
- Mentorship
- Rehearsal, development, sharing and work space
- Support to develop and deliver accessible performances

**“The Charlie Hartill Fund is revolutionary for a theatre company, providing an opportunity for growth and expansion that would otherwise be incredibly hard to access.”**

*Pitch, NOVEMBER THEATRE*



## Who is it for?

### Eligibility requirements for early-career theatre companies:

- 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
- Be able to attend the Theatre Try-outs at Pleasance London in February 2024

*\*Travel bursaries are available to companies and artists based outside of London.*

### Eligibility requirements for existing UK-based Black, Asian and Global Majority\* artists in bringing an existing show to the Edinburgh Festival Fringe:

- Must be based in the United Kingdom
- At least 50% of the lead creators (which could include the Writer, Director, Producer, Designers or makers/devising ensemble) must identify as Black, Asian or Global Majority Artists
- At least 50% of the cast must identify as Global Majority Artists
- Propose an existing Theatre or Children's production to present at Edinburgh Festival Fringe 2024. The show must be tour ready, with a minimum of two public performances staged by the 31st March 2024. We hope to encourage the best work created and presented over the

last year to come to Edinburgh Fringe. We are not looking for new, unstaged work.

- The show must be an Edinburgh Festival Fringe premiere.
- Be able to attend the Selection Interview for 45 minutes with the Pleasance panel on 24th January, 2024 (in person or zoom).

Due to the limitations of our available funding, and to encourage sustainable producing and fair pay, we do not anticipate the cast size for any selected production to exceed 5. This is not a restriction, but shows with larger casts will need to demonstrate additional confirmed or planned fundraising to ensure everyone is paid fairly.

*\*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.*

## How to Apply

### Submissions are now open

Apply via  
[pleasance.co.uk/charliefund](https://pleasance.co.uk/charliefund)

Deadline:  
10am, Monday 8th January

## Charlie Hartill Fund Alumni

- 2023 - **PITCH** - November Theatre  
**PUBLIC - The Musical** - Stroud & Notes  
**Unforgettable Girl** - Elisabeth Gunawan and Created a Monster  
**Santi & Naz** - The Themlas
- 2022 - **Rapsody** - Vision Production Company  
**Block'd Off** - Kieton Saunders-Browne  
**Made in India Britain** - Rinkoo Barpaga
- 2020/21 - **Screen 9** - Piccolo Theatre  
**Patricia Gets Ready (for a date with the man who used to hit her)** - Martha Watson  
**Allpress / BOYS** - The Pappy Show
- 2019 - **Bible John** - Caitlin McEwan  
**A Womb of One's Own** - Wonderbox
- 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 Byrne, Artistic Director of The Royal Court)
- 2007 - **Greedy Scratchers** - Richard Marsh
- 2006 - **The Same ... But Different** - Jacob Tindle (Playwright)
- 2005 - **Minor Irritations** - Sam Peter Jackson

**“The team supported and guided us throughout - through both the highlights and challenges that face Artists of Colour. This experience has given us invaluable learnings and is an important milestone towards putting me on the map as an exciting artist that makes excellent innovative theatre.”**

***Unforgettable Girl*, ELISABETH GUNAWAN  
AND CREATED A MONSTER**





# **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 everyone 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?

- All companies, artists, comedians and independent producers who are taking show to Edinburgh Fringe, specifically with Pleasance, who feel they would benefit from extra support and advice.

## What do you get?

- Insight into the responsibilities of producing a show 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

*Svengali, Eve Nicol*

## What is it?

The Pleasance is working with six 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 2024 our partner organisations are:

**BRISTOL  
OLD VIC  
FERMENT**

**CURVE**

**SHERMAN**  
THEATR+THEATRE

**PITLOCHRY**  
Festival Theatre

**LYRIC**

**TRP** THEATRE  
ROYAL  
PLYMOUTH

## How to Apply

Applications will be opening in January 2024 via partner venues.



## 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, PR support for the show and a marketing package including online & outdoor advertising.
- 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 & funding to develop & deliver accessible performances as part of your run



*Supporting and developing new work is central to the Lyric Theatre's mission, so we were delighted to partner with the Pleasance Theatre Trust to support local shows to perform at the Edinburgh Fringe Festival this summer. The support from the Pleasance Theatre Trust helps to strengthen our commitment to supporting Northern Irish artists and their work."*

**Jimmy Fay, Executive Producer, Lyric Belfast**

*"It's brilliant to partner with an organisation like the Pleasance on an offer that will help an artist or company from the South West get their show up to the Fringe. We are now in our fourth year of partnership and it's amazing to see already how this collaboration has supported artists to make work that has gone on to win awards, tour all over the country and given many artists a platform from which to build the connections they need for a sustainable career. The economics of the Fringe are possibly the toughest they have ever been, and in the current climate the support of venues and organisations to help incredible emerging work find a footing on this amazing international stage is vital."*

**Ben Atterbury, New Work Producer, Bristol Old Vic**

# YOUNG PLEASANCE

SUPPORT FOR  
YOUNG PEOPLE



*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.

### **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: 10am, 4th January**

For more information and to apply visit:  
[pleasance.co.uk/yp](http://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 January.**

For more information please visit  
[pleasance.co.uk/content/xyp](https://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***

# THE *of* BEST EDINBURGH

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## What is it?

Following the Fringe in October & November, Pleasance Islington hosts the Best Of Edinburgh season - transferring shows from the Fringe to London.

## Who is it for?

Any show which has presented at that year's Fringe or a previous festival. Shows don't have to have performed at the Pleasance in Edinburgh.

## How does it work?

The season is geared toward capitalising on the momentum of the Festival with short runs of 1 to 4 performances. Each evening is double stacked with another show and there is a minimum 45 minute shared turnaround in between. As such, shows need to be easily strikable and turned around quickly similarly to the Fringe.

## How to Apply

To apply, please get in touch with our team on

**[theatre@pleasance.co.uk](mailto:theatre@pleasance.co.uk)**  
**for theatre shows**

or

**[comedy@pleasance.co.uk](mailto:comedy@pleasance.co.uk)**  
**for comedy shows**

during the Fringe to express your interest.





**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](https://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.**