

THE PLEASANCE

GENERATE FUND

FOR UK-BASED **BLACK, ASIAN, AND GLOBAL MAJORITY** ARTISTS
SUPPORTED BY THE **CHARLIE HARTILL** SPECIAL RESERVE



POWERED BY
PLEASANCE
FUTURES

What is the Generate Fund?

The Generate Fund for Black, Asian and Global Majority Artists* provides financing, mentorship and programming opportunities to support UK-based Black, Asian and Global Majority artists in bringing their work to the Edinburgh Festival Fringe. We have made up to £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 third 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 Black, Asian and Global Majority - acknowledging the intersectionality that will be present.

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

Patricia Gets Ready (for a date with the man that used to hit her), 2020/21

For over 35 years the Pleasance, as one of the most celebrated and successful theatre organisations at the Edinburgh Festival and in London, has provided a vital stepping-stone for thousands of artists and companies, offering a variety of initiatives for theatre makers both on and off stage. We recognise how important those opportunities into the creative industries are. The Generate Fund is one of many ways that we support artistic ambition as part of Pleasance Futures.

To find out more please visit, or follow:

Pleasance.co.uk/generatefund

[@PleasanceFuture](https://twitter.com/PleasanceFuture)

*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.



What do I 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 London's Best of Edinburgh Season
- Additional PR support from the Pleasance
- 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).

What are we looking for?

We are looking for the best work created in the last year by Black, Asian and Global Majority theatre makers. We are encouraging ambitious 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!

“Thank you very much to the Generate fund for allowing me to educate everybody about my dynamic journey... I never thought I would be doing theatre in the Fringe one day, but I have loved every step of the way.”



Made in India Britain, 2022

Am I eligible?

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 Global Majority Artists.
- Propose an existing Theatre or Children's production to present at Edinburgh Festival Fringe 2023. The show must be tour ready, with a minimum of two public performances staged by 31st March 2023. We are not looking for new, unstaged work. The show must be an Edinburgh Fringe Premier.
- Be able to attend the Selection Day at Pleasance London on 14th February (either in person or via Skype).

Terms and Conditions

The Company must raise additional funds, in addition to the £5,000 investment of the Fund, to cover the full budget of the show. This is not a cash prize. Additional revenue may come through other funding organisations subject to agreement with the Pleasance.

Whilst not mandatory, the recipient is encouraged to present work-in-progress performances pre- Edinburgh, either closed readings or work in progress sharings. Space will be provided in London subject to availability.

How do I apply?

Round 1:

Submit an online application form via the Pleasance website by 10am, 16th January 2023. The application form can be located at pleasance.co.uk/generatefund.

Round 2:

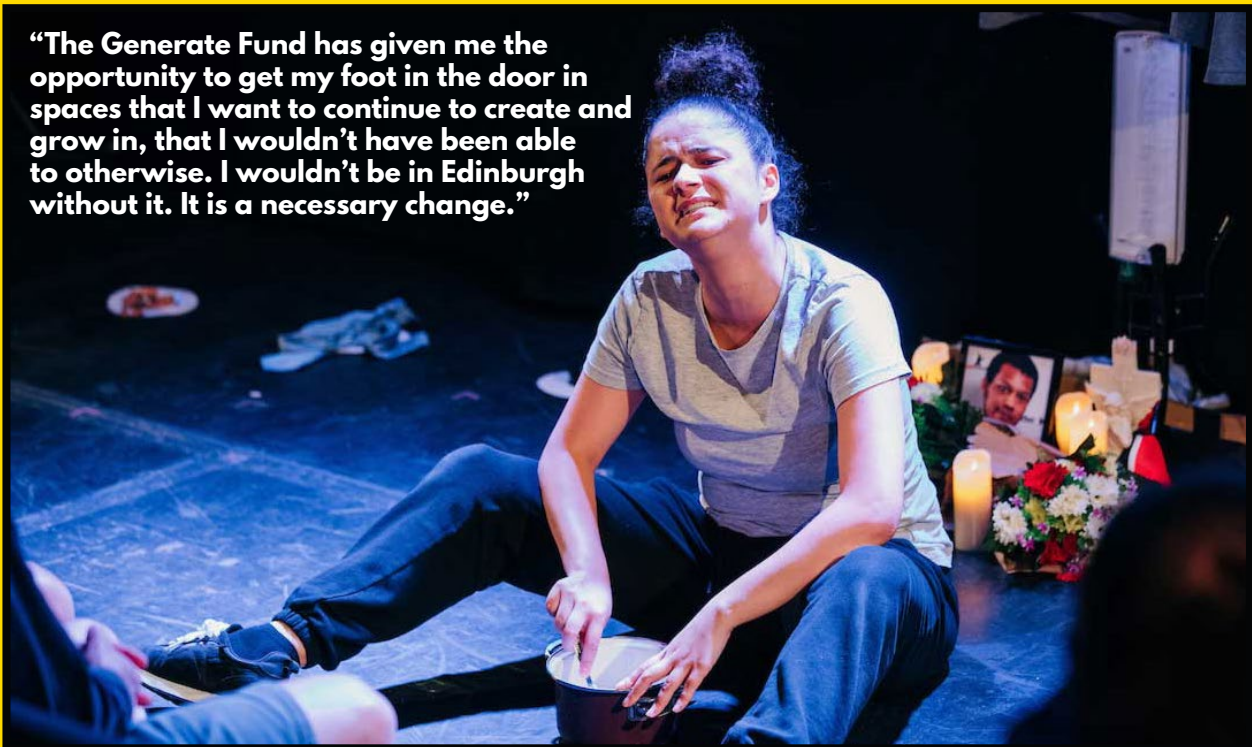
Shortlisted applicants will be invited to attend the Selection Day at Pleasance London on 14th February 2023, either in person or via Skype. The Selection Day will consist of a relaxed discussion with representatives from Pleasance Theatre, Supporting Partners, and Independent Global Majority Artists 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.

Round 3:

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 late March/early April.

All companies are encouraged to also apply via the usual channels to perform at the Pleasance as the outcome of the Generate Fund will not affect this other application. Please contact us with any queries.

“The Generate Fund has given me the opportunity to get my foot in the door in spaces that I want to continue to create and grow in, that I wouldn’t have been able to otherwise. I wouldn’t be in Edinburgh without it. It is a necessary change.”



Block'd Off, 2022

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