

## INFORMATION FOR INCOMING COMPANIES

Thank you for your interest in Theatre503 as a potential venue for your production. The aim of this information sheet is to help you decide if we are a good fit for your project and budget and if you would like to apply for a slot in our seasons. Please read it carefully. If you have any questions, which are not covered by this sheet, email us at [programming@theatre503.com](mailto:programming@theatre503.com) and we will be happy to answer them.

If, after reviewing this information, you decide that you do want to apply for a slot, please fill out the form on our website with:

- Run length; 4 weeks, 1 week or 1/2 nights.
- A copy of the script.
- CVs or biographies of the proposed creative team,
- A marketing plan (for 4 week productions)
- Any other material that may help us assess your work, for example a couple of reviews of previous shows.

## ARTISTIC POLICY AND SUITABLE PROJECTS

We support the work and development of debut and emerging writers along with the artists who bring their words to life. We want to discover stories in close conversation with our times, from voices we haven't heard before, that makes us see the world anew.

Theatre503 is first and foremost a home for new writers and new writing and it is extremely rare that we would consider any project that is not the professional premiere of a new play. We would encourage outside companies only to apply if their project is a play from a writer who is yet to have a full-length play that has been professionally produced for four weeks or more in a subsidised/commercial London venue and/or a major regional or international venue and that the playwright is actively involved. Our main criteria in considering a potential production from a company are the quality of the script and the experience and quality of the creative team. We are particularly looking for stories that we haven't heard before and plays that are ground breaking – writing that is original, brilliant and exploring the full potential of theatre as a medium.

We are unlikely to consider one-person plays or evenings composed of several short plays for runs of longer than one or at most two weeks, but these types of production are welcome to apply for short runs including 1 or 2 night runs.

If companies or director/producer teams are looking for an exciting new script for a production but do not currently have anything in mind, it's definitely worth getting in touch with us. Our literary team read approximately 2,000 scripts per year and are passionate about many more plays than we are able to produce in-house.

## SHOW SCHEDULES

Theatre503 shows generally run at 7:30pm Tuesday to Saturday, with a 3pm matinee on Saturday. Most runs will open on a Wednesday and close on a Saturday. Long runs at Theatre503 are 4 weeks and these shows form the main part of our season. In between long runs, we are often able to offer 1 week or very occasionally 2 week runs. We can sometimes schedule 1 and 2 night runs on Sunday or Monday nights at 7:30pm, on condition that those shows perform using the set and lighting for the current main show.



## FINANCES

Approximately one-third of our work is produced in-house and the rest is generated by outside companies who bring work to us. This work is known as 'curated hires' and is described on publicity as 'in association with', it's important to understand that this does not mean that Theatre503 is putting any money into any outside production. Rather, it means that we take on a portion of the financial risk by taking part of the venue fee as a box office split, and that we contribute large amounts of staff time - in the form of dramaturgical notes on the script, artistic support by the Artistic Director who often mentors throughout the process, and marketing support from our producing team. Theatre503 receives no funding towards our overheads and therefore we are at this stage sadly unable to waive our hire fee or consider a straight box office split – even our in-house productions must raise sufficient funding to pay the venue fee at the same rate as an outside production.

The venue fee consists of two parts:

- A flat hire fee of £1,500 per week, plus
- 30% of box office takings.

In the case of one or two night runs, the venue fee is £140 for one night or £250 for two nights, plus 30% of box office.

A deposit of £500 must be paid on signing of the hire contract, £100 for one or two night runs. The remaining of the hire fee can be taken out of the company's 70% share of box office before it is paid over.

Theatre503 does not charge VAT.

Our seating capacity is 63 and ticket prices are usually:

- For long runs: £17 full price, £18 on the door and £12 concessions
- For shorter runs: £15 full price and £12 concessions
- For short runs of nights of 10-minute plays, one-person plays, work-in-progress or other work that would merit a lower ticket price than a full-length play: £10 full price

Theatre503 offers concessions to students, over 60s, Equity/BECTU/Stage Directors UK members and people in receipt of benefits. For runs of over 1 week, we generally offer a Pay What You Can option for the Saturday matinee.

Credit card and processing charges will generally come in at about 5% of box office – this is deducted before the 30/70 split between Theatre503 and the company. We do not charge customers a booking fee.

## TECHNICAL CONSIDERATIONS

Get-ins will begin on either Sunday or Monday, depending on the schedule for that specific week, and get-outs need to be completed on Saturday nights after the final show, although any large or heavy items being removed by van will need to be picked up on the Sunday morning. During get-in and tech periods, companies will generally have access to the theatre between 10am and 10pm but specific schedules need to be agreed with the Executive Director depending on that week's activities.

Theatre503 will provide an in-house technician to supervise the get-in, but companies are responsible for providing their own (first aid trained) stage manager to operate the show. For 4 week curated hires it is also our policy that a Production Manager is engaged to oversee pre-production, the get in and technical period and get out. While we are aware of the cost implications, more often than not a production is affected not only in relation to health and safety of realising the script, but also the time implications on the Stage Manager

and Producer which has an impact on budget and ticket sales which negate the original saving.

Theatre503's lighting and sound equipment is available for the use of visiting companies and a full tech spec can be obtained on request. Our lighting desk is an Element and sound and video are operated via QLab. The stage is 5.25m wide and 4.3m deep, with two entrances located upstage and downstage on the stage left side. The seating area is raked.

For one and two-night runs, companies will be using the set and lighting for the current production, but will be able to plot their own lighting and sound cues at a technical rehearsal during the day before the show that evening. Everything you have brought in will need to be cleared from the auditorium after each performance.

Please note that there is no smoking onstage at Theatre503 and haze or smoke machines may not be used. This is because our fire alarm system, shared with the pub below, is extremely sensitive.

## **MARKETING AND PR REQUIREMENTS**

Our team will work with the visiting company to market the show through our email newsletter, Facebook (over 10,300 likes) and Twitter (over 42,000 followers). For shows running for more than two weeks, there is a marketing contra of £500 payable to cover marketing support and inclusion in our season brochure - approximately 6,000 brochures are printed and distributed via our print mailing list and to local residents. Shows running for less than two weeks may be able to purchase space in the season brochure if available.

In addition, companies must supply us with a minimum of 1,000 (4-week run) or 200 (1-week run) A5 250gsm double-sided colour flyers and 10 A3 posters for display on the premises. Shows other than 1/2-nighters must supply five larger posters for the inside and outside display boxes. We strongly suggest that all 4-week run shows budget at least £3,000 for marketing costs (including the £500 marketing contra) and engage specialist PR support. We have a list of recommended specialists we can suggest.

This document is very much a guide and the starting point of a conversation, if you would like to discuss Theatre503 and your show more please email us at [programming@theatre503.com](mailto:programming@theatre503.com).

## QUICK OVERVIEW

The information provided below is offered as a quick overview for the above information, in a handy table format.

## FINANCIAL

	Hire Rate	Box Office Split	Cost of Sales	Marketing Contra
<b>Four Weeks</b>	£1,500 per week £6,000 total.	30% to Theatre503	5%	£500
<b>One Week</b>	£1,500 per week	30% to Theatre503	5%	£125
<b>One / Two Nights</b>	£140 one night £250 two nights	30% to Theatre503	5%	£0

## MARKETING

	Flyers	Posters
Four Weeks	1,000 A5	10 A3 5 A1
One Week	250 A5	3 A3 3 A1
One / Two Nights	100 A5	3 A3