**Guidelines for a Lakeside Theatre Studio Show Proposal**

**Some things to keep in mind – PLEASE READ**

* All current University of Essex students and Alumni are invited to apply
* The studio is much smaller than the main auditorium, so performance space is limited – no aerial acrobatics or live fire shows here! – which means the bigger the cast, the bigger the squeeze.
* Audience seating is also limited to 35 per performance. Performances of no longer than 1 hour work best.
* Are the rights to your play available? If you’re putting on a production that was written by someone else we’ll need to purchase the rights – and you’ll need to make sure they’re available before you submit your application. This is usually via Samuel French, [**find out how to do that by clicking here**](https://www.samuelfrench.co.uk/apply-for-rights)**. You must check the rights are available before you submit your application.**
* You’ll need to have copy (blurb) and an image ready to go for the website and our next brochure, and the turnaround time from slots being confirmed to us asking for your text and image is usually very quick.   
    
  We recommend having some ideas for this ready to go once you’ve submitted an application, particularly if it’s an original piece as you’ll need to write the copy yourself. Images will need to be original or downloaded from [Shutterstock](https://www.shutterstock.com/home) (send us the link and we’ll download it). The earlier you start thinking about this, the better!
* Have you factored enough time in your schedule to complete a studio show? Putting on your own show is a fantastic experience and will help you to grow professionally in many ways, but do make sure you have given yourself enough time to do it. Cancelling shows costs a lot of money, wastes time, and also takes away an opportunity from someone else.

**What are we looking for?**

Anything! Our studio is an open space for all students. Here are a few ideas:

*Original theatre / classic plays / spoken-word / poetry scratch nights / hip-hop performances / magic shows / stand-up comedy…*

Studio shows still need to sell tickets. Ask yourself: would I want to pay money for this? Would I want to see it?

**How to write a pitch**

The pitch is a way of communicating what the production will be like, what it is, how it will look, why it is relevant and what the audience will get out of it. In about 200 – 250 words introduce your idea, describe it and define your angle. Here are some pointers:

* Explain why your idea is timely, unique, or important, and/or of interest to Lakeside Theatre audiences. Take a step back and think “*What’s interesting about this? What am I adding to the cultural conversation that’s not already out there?”*
* Describe the performance concept – how you will use the space?
* Estimate timing for your piece.
* How many cast members will you need? How will you find them?
* Give some sense of the physical scale of the piece.
* Describe what the audience will experience
* Create a vision which describes exciting snapshots of the performance
* You can also attach images or sketches or any other visual material which helps to convey the mood of your project.

**Budget**

Unless you have access to separate funds the production costs should be kept to a minimum. There is no fixed pre-determined amount allocated to each show. We will negotiate this with you upon a successful application.

**What to put in your budget**

Layout all the costs you can foresee and give us the breakdown and total.

As guidance, consider if the following applies to your show:

* Set materials
* Furniture hire
* Props – (don't forget food and drink)
* Costume materials
* Costume hire
* Posters and fliers (these are not created by Lakeside Theatre for studio shows)
* Performance Rights Fees\*
* Hire of scripts, scores or band parts
* Musicians expenses
* Special effects (pyrotechnics etc)
* Hire costs plus delivery and collection costs.
* Don't forget to include VAT in your figures!

\*Performance rights are required for any play (or novel if you are adapting it) which was written less than seventy years ago as a rule of thumb, but you will always need to check with the publisher, you will be looking to obtain amateur performance rights. Guidelines here: <http://www.britishtheatreguide.info/articles/180300c.htm>

What you don’t need to put in your budget

Lakeside Theatre will cover the following things:

* Venue Hire costs
* Electricity, gas, water
* Rehearsal room hire
* Replacement light bulbs for our standard stock equipment
* Basic publicity costs (you’ll be put on Lakeside Theatre’s homepage and box office)
* Insurance

If you have any questions about this document or your submission, email [arts@essex.ac.uk](mailto:arts@essex.ac.uk) before the deadline date and we’ll aim to get back to you asap.

Good luck! ☺