Guidelines for a Lakeside Theatre Studio Show Proposal

We need to receive an idea for a production and be persuaded that it is viable. We want you to find a team to work with, a director, a technician\* and a producer at least. The director will have overall artistic vision of the project and will direct rehearsals, the technician will be responsible for the lighting, sound and any other technical elements and for liaising with the Lakeside Theatre technicians. The producer will be responsible for scheduling the project and for the budget. Those people should get together and write a pitch.

\*Our Technical Manager Harry Harris can provide assistance and will be running a training workshop for those who have no prior experience.

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 and how it will complement our programme. 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
* The best pitches offer a concise, provocative vision for a performance.
* You can also attach images or sketches or any other visual material which helps to convey the mood of your project.
* Please note: Preference is given to projects that are thoroughly planned; that respond to UoE curriculum texts; that are stagings of classics or contemporary classics; or are original work; or which fill a gap in our current programme. With original work please attach a script as an appendix to the application.

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 email Barbara Peirson** [**bpeirs@essex.ac.uk**](mailto:bpeirs@essex.ac.uk) **and John Stammers** [**jwstam@essex.ac.uk**](mailto:jwstam@essex.ac.uk) **as far in advance of your submission deadline as possible and we will endeavour to help.**