



# ADC THEATRE APPLICATION GUIDELINES

## Michaelmas Term 2010

### **Background Information**

The ADC Theatre is owned in trust on behalf of the members of the Amateur Dramatic Club, a student society, although many different groups perform in the Theatre. Since 1973, the Theatre has been leased by the University, who run the Theatre as the smallest University department. There are four full-time members of staff: the Manager, Production Manager, Technical Manager and Marketing Manager. These four oversee the day to day running of the Theatre – any of them will be happy to give advice on your application either by phone or in person.

### **Hiring the ADC Theatre**

The Theatre can only be hired by application to the Manager. Applications will be considered on the merits of the application form, any other pertinent information included with the application, telephone conversations and/or personal visits. The director, producer, technical director and members of the design team should all have input into the application, and it would be beneficial if the technical director could discuss any initial ideas with the Theatre staff. The more details supplied, the easier it is for the Manager and Executive Committee of the Theatre to come to a fair and accurate decision.

The successful applicant has only hired the Theatre – it does not include financial aid or help filling production roles e.g. stage crew, set designer, builders and so on. Nevertheless, the Theatre may be able to help you find some: there are lists of technicians available and information about drama societies willing to help fund productions to hand. The ADC Theatre is primarily an amateur theatre, in the sense that people are here to learn and experiment, and therefore most of the help is voluntary.

### **The Role of the Amateur Dramatic Club**

The Amateur Dramatic Club is one of the many drama societies in Cambridge but is resident in the building. If you wish you may apply to the Club; their deadline is a week before the Theatre's, and application forms are available from the Clubroom in the Theatre. If your application to the Club is successful, you will receive full technical and financial support with the Club absorbing any profit or loss from the show. The Club will then apply to the Theatre on your behalf. If you wish to be considered for a slot at the theatre even if you are turned down by the Club for funding, you should tick the appropriate box on the Club's application form. For more information about applying to the Club, contact the Club President, Sophie Price, at [president@cuadc.org](mailto:president@cuadc.org).

## Hiring Costs

The Hirer agrees to hire the Theatre on a box office split. For each mainshow the Theatre takes 37% of the gross box office or £165, whichever is the greater, plus VAT. Further to this a commission of 9% plus VAT is charged on all tickets sold in advance by the ADC Theatre Box Office. A commission of 4% plus VAT is charged on all tickets sold on the door. In effect this means that the hirer usually receives around 50% of the gross box office. The ticket prices are set by the Theatre. A five night mainshow at standard pricing selling 100% capacity would return somewhere in the region of £2,500 for the hirer. This is only a guide: it might be a lot more or a lot less – if in doubt please ask. The hire charge covers inclusion in the Theatre's brochure (circulation approx. 25,000) and press releases going out to student and local press. The minimum hire for a lateshow is £25 per performance.

**You should be aware that the percentage split/minimum hire charge may be subject to change; you will be informed of any alterations made after your application is submitted.**

## Who May Apply and For When

The Theatre generally hosts three seasons of ten to twelve production weeks, each based around the University of Cambridge terms; Michaelmas (Autumn), Lent (Spring) and the Easter/Summer season which includes four weeks of performances in July. Deadlines for applications for term time shows are published in *Varsity*, the student newspaper. On the whole the Theatre will not accept applications more than one term in advance but if you have a good case an agreement may be reached.

Weeks –1, 0 and 9 of each term, in particular, are often available for non-student productions because of the difficulty students have in staging a show when many people may be away. Other dates may be considered depending on the type of show and the amount of technical support it requires.

During term time, student productions tend to be given priority, but this is not a hard and fast rule, so if you're not sure, do apply – it's possible we may be able to fit you in somewhere. The Theatre also has space available for hourly hire on some days of the week, on stage, in the bar, or in the Larkum Studio.

The Theatre usually operates two shows a week during term time; a main show that runs from Tuesday to Saturday at 7.45pm and a late show that runs from Wednesday to Saturday at 11pm. These may be negotiated; occasionally a show starts on a Monday, or at 7.15pm or has a matinee. Shows which are simple (i.e. have low technical complexity and are adaptable so that they could work on stage when there is already some set) are much easier to fit in. Demand for weeks in the middle and end of term is always very high.

There are also slots available for one off shows, particularly on Tuesdays at 11pm, on Sunday nights in the bar, or in the Larkum Studio.

### **Information for Student Productions: Support Fund**

The ADC Theatre now has a support fund that is able to underwrite a limited number of productions each season that take place in the Theatre during the University term. The fund is designed to enable shows to take risks or make additional investment in their production that they could not do without the security of a guarantee. Applications will be sought from those productions selected for a slot at the ADC Theatre. Please contact the Production Manager for additional information.

### **Filling in the Application Form**

If you have an idea that doesn't seem to fit into the constraints of the form feel free to include extra sheets or phone the Theatre and speak to the Manager or Production Manager. Technical information is available on request from the Production Manager or Technical Manager. Please include a copy of the script with your application.

If you are a student please give an address and telephone number where you can be contacted outside of term time. It is vital that you include a promotional synopsis with the application form and arrange to send a graphic or logo as soon as you hear that your show has been accepted.

The deadline for applications to be received by the Manager is 6pm, Monday 10<sup>th</sup> May 2010.

#### **Phil Norris**

Manager & Licensee

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