



ADC THEATRE APPLICATION GUIDELINES

Summer 2010

(Non-student Groups)

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.

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 for student productions more than one term in advance but if you have a good case an agreement may be reached. Applications for non-student shows outside of peak times may be accepted up to a year in advance of the production dates.

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 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, Sunday nights in the bar, or Wednesday evenings in the Larkum Studio.

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, Wednesday 13th May 2009.

James Baggaley

Manager & Licensee

ADC Theatre

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T H E A T R E

Deadline: 6pm, Wed 13th May 2009

**APPLICATION TO HIRE THE ADC THEATRE
Summer 2010 – Non-Student Groups**

Applicant's Details

Name:
Address:
.....
.....
Postcode:
Telephone: Mobile tel:
E-mail address

Production Details (Please include as many details as possible)

Proposed Production
Author
Producing Company
Director
Telephone E-mail
Producer
Telephone E-mail
Technical Director
Set Designer
Lighting Designer
Sound Designer
Stage Manager
Publicity Manager
Choreographer (if applicable)
Musical Director (if applicable)

Performance Details

Please mark your preferences for performance weeks below:

Please mark your preferences for performance weeks below:

Tuesday 11th – Saturday 15th May 2010 _____

Tuesday 18th – Saturday 22th May 2010 _____

Tuesday 25th May – Saturday 29th May 2010 _____

Tuesday 1st – Saturday 5th June 2010 _____

Tuesday 29th June – Saturday 3rd July 2010 _____

Tuesday 6th – Saturday 10th July 2010 _____

Tuesday 13th – Saturday 17th July 2010 _____

Tuesday 20th – Saturday 24th July 2010 _____

Performance slot applied for **MAINSHOW** **LATENIGHT**

Proposed performance time Running time.....

Number of main performances Matinees

Is there an important reason for the dates given? Any other info? Matinee times?

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Experience (especially Director & Producer)

Name	Show	Type of Experience
.....
.....
.....
.....

Finance / Insurance

Do you have funding for the production? YES / NO

If yes, from where (name funding body if applicable)?

Does the producing company hold Public Liability Insurance? YES / NO

Insurance can be arranged at cost through the Theatre's insurers if necessary.

Does the production involve performances by children under 16? YES / NO

Children and Young Persons Acts 1933 and 1963 Children (Performance) Regulations 1968 (as amended) may require the performance to be licensed. This is the responsibility of the producing company.

Artistic and Technical Presentation

Why have you chosen this show? What particular elements interest you? What effect are you trying to achieve and how? Why do you feel that the ADC Theatre is a suitable venue for your production (e.g. artistic & technical requirements, audience type, stage size etc.), and what does it have to offer the Theatre's programme?

Synopsis

Applications without a short (150 words) synopsis can not be considered.

Please could you also tell us on the application if any part of the performance may be considered controversial, and if so how you intend to deal with this in your production.

Publicity Strategy

Please provide us with approximately 150 words which could be used to promote your show in our season brochure. You should consider the audience you wish to attract; it should be brief, to-the-point and enticing. For examples look in our current brochure or visit www.adctheatre.com. Please also outline your ideas of how you will market the production. In addition we will require a 'graphic' (i.e. a drawing or photo) to use in the brochure but this does not necessarily have to be provided at the application stage.

Signature **Date**

Please attach any further information that you think is relevant to your application, making sure you have included the following:

- Show Synopsis
- Artistic and Technical Presentation
- Publicity Strategy
- 150 word blurb
- A copy of the script (if applicable)