



T H E A T R E

ADC THEATRE APPLICATION GUIDELINES

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 of Cambridge, 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 and 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 for a performance 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 – this does not include financial support 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. 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 their website www.cuadc.org. 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, at 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 a minimum hire charge of £185 per performance, whichever is the greater, plus VAT at the prevailing rate. The minimum hire charge for a lateshow is £75 per performance. Further to this a commission of 9% plus VAT is charged on all tickets sold in advance and a commission of 5% plus VAT is charged on all tickets sold on the door by the ADC Box Office. 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 £4,000 for the hirer. This is only a guide: it might be a lot less – if in doubt please ask. The hire charge includes the cost of coverage in the Theatre's brochure (circulation approx. 25,000) and press releases going out to student and local press.

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.

Availability of Performance Slots

The Theatre 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. Weeks 1 – 8 of Michaelmas and Lent Terms are normally programmed with student shows, as well as the beginning and end of Easter Term. The weeks before and after Term are often programmed with non-student productions because of the difficulty students have in staging a show when many of their cast and crew may be away. Demand for weeks in the middle and end of term is always very high.

Other dates may be considered depending on the type of show and the amount of technical support required.

Throughout the season mainshows normally run from Tuesday to Saturday at 7.45pm. During Term time there are also lateshows that run Wednesday to Saturday at 11.00pm, and One Night Stands at 11.00pm on Tuesdays. These times may be negotiated; occasionally a show may start on a Monday, or at a different time, or include a matinee.

There is also availability for runs in the Larkum Studio starting at 8.00pm as well as for one off shows. These might be on Tuesdays at 11.00pm, or on Sundays in the Bar. 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 into late show or one-off slots.

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.

Information for Student Productions: Support Fund

The ADC Theatre now has a support fund that is able to underwrite a limited number of student 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 may be made by productions selected for a slot at the ADC Theatre. Please contact the Production Manager for additional information.

Filling in the Application Form

On the whole the Theatre will not accept applications for student shows more than one term in advance but they may be considered with sufficient reasons. Technical information is available on request from the Production Manager or Technical Manager.

Please ensure that you include the following with your application:

- An address and telephone number where you can be contacted outside of term time;
- A promotional synopsis for inclusion in the season brochure if your show is accepted;
- A copy of the script;
- A show synopsis;
- Initial ideas for your artistic and technical presentation.

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.

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