

# EDINBURGH FESTIVAL FRINGE PERFORMERS' INFORMATION PACK 2025



# WE ARE OPEN

Welcome to the Pleasance and our 41st festival! The Pleasance is one of the most established venues on the Fringe, regarded by many as the very heart of the festival. Taking place across 3 sites and over 25 performance spaces, our programme features some of the best theatre, comedy and children's shows from around the world. In 2024, the Pleasance welcomed over 470,000 people to the venue, 279 productions and sold 1 in 5 of all Fringe tickets.

We welcome work from anyone with a good idea. In our programme the best new and unknown names stand side-by-side with the most established acts performing today. People come for the big name they've seen on the telly, and stay for the new and emerging theatre companies.

As a not-for-profit charity, we believe in sharing risks and placing real value in the shows we present. We do not rent rooms - instead we carefully curate a varied programme from the submissions we receive. The Pleasance dates for the Festival Fringe 2025 are Wednesday 30th July - Monday 25th August inclusive.

Technical rehearsals take place in the venue prior to the Fringe between Sunday 27th - Tuesday 29th July.

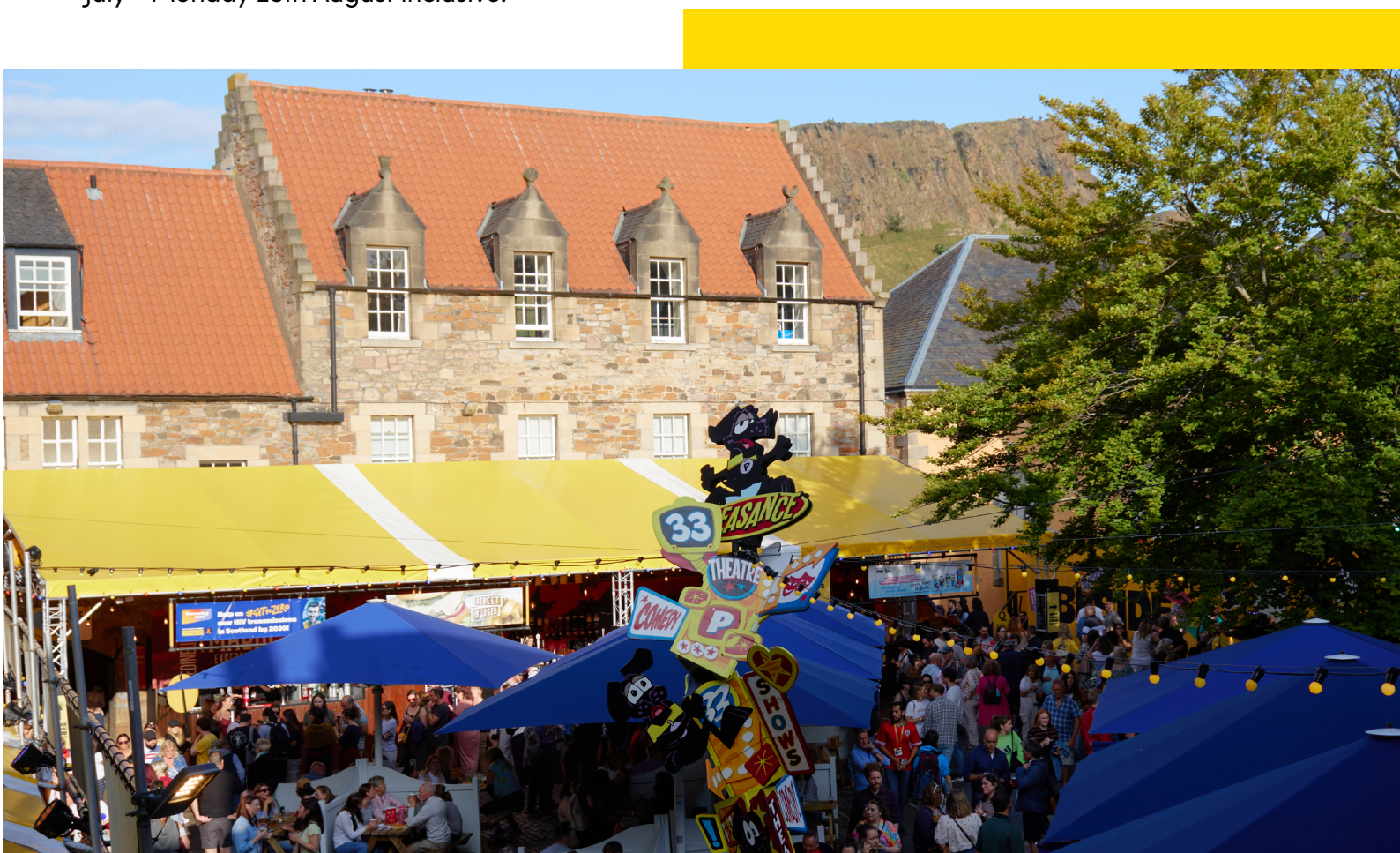
Throughout this pack you will find a practical guide to our venues, the costs and considerations you should make when preparing for the festival, and how to submit your show for consideration by our programming team.

Please note that the information in this pack is meant as a guide only and some details may change before we can begin contracting companies. In this instance, we reserve the right to incorporate such changes into the terms of our final agreement.

We look forward to hearing from you.

The Pleasance Team

You can find FAQs about the programming process and bringing a show to the Pleasance in general [here](#).



# TIMELINE

## Key dates in our 2025 Festival schedule

**December - April:** Submissions open.

**January - April:** Submissions reviewed by the programming team on a rolling basis.

**February - May:** We begin finalising the programme and issuing deal memos, followed by full form contracts.

The Fringe Society early bird registration deadline is 5th March 2025 and final registration deadline is **9th April 2025**. We programme right through to the final deadline.

Deposits, Fringe Registration Fees and Marketing Contrats are all payable once your slot is confirmed.

**April - May:** We produce all venue festival marketing and brochures, liaising closely with you to finalise dates, times, prices and listings copy.

**May:** Technical consultation with performing companies.

**27th - 29th July:** Technical Rehearsal in Pleasance Edinburgh.

**30th July:** Pleasance Edinburgh opens to public.

**25th August:** Final day of the Festival Fringe 2025.

**October:** Box Office settlements are distributed.

# SUBMISSION

To submit your production for consideration please use our online submission form [here](#).

Please give us as much information as you can about your show, your company and your ambitions for the Fringe. Feel free to include anything that you think will give us a flavour of what we can expect.

There is no deadline for submissions as we programme on a rolling basis, however we do suggest applying as soon as you can.

We try to balance the artistic and technical elements of our programme in each performance space, which means that some shows take longer to confirm than others. Please bear with us while we properly consider each show.

Pleasance programmes a wide range of work across comedy, text based and physical theatre as well as family and children's work. We also programme circus, dance and cabaret, but please consider the technical capabilities of our spaces when you apply as they are temporary performances spaces and not all of them will be able to hold more complex shows. You can find technical information about all our spaces [here](#).

We prioritise new work coming to the Festival for the first time, often (but not exclusively) as a World or UK premiere. We also programme returning shows who may have been successful in our programme previously, and on occasions we will consider shows that had a successful run in another venue, in a previous year. We rarely programme revivals or amateur productions of established texts.

# ABOUT THE FRINGE

The Edinburgh Festival Fringe is the largest arts festival in the world!

The Fringe spontaneously came to life in 1947 as a polite protest by a group of companies not included in the original Edinburgh International Festival (EIF). Today the Fringe and EIF sit side by-side and take place at the same time as several other cultural festivals in Edinburgh. Unlike the EIF, which presents a programme of events chosen by its Director, the Fringe is an open house. Anyone can present work as part of the Fringe if you can find somewhere to put it on.

The Pleasance is one of many venues that open spaces for the Fringe and we curate a programme of shows that sits within the festival.

The Fringe Society is an organisation set up to provide an overall administrative hub for the Festival, and to formalise the collection of performers and venues who participate. They produce a brochure, sell tickets to all shows that register with them and offer a number of practical resources to participants.

The Pleasance work very closely with the Fringe Society throughout the year, registering all shows and managing this relationship on behalf of all the productions in our programme. The Pleasance are signed up to the "Best Practice Code for Fringe Venues", a statement of intent that identifies the basic standards we adhere to as part of our operation on the Fringe.

You can find out more about the code [here](#).

The Fringe Society offer a wealth of free online services to participants on their website, where we also recommend you sign up for their participants' [newsletter here](#).

# THE GREEN ARTS INITIATIVE

## Sustainability

The Pleasance is committed to maximising the sustainability of our festival operation and reducing our carbon footprint wherever possible in order to minimise the environmental impact of the festival. We are proud members of the Green Arts Initiative.

You can find out more about this initiative [here](#).



## Accessibility

We are keen to support companies and acts to make their work as accessible as possible through relaxed performance, audio-description, captioning, BSL interpretation and other types of accessible performance. Over the past ten years we are really proud to have grown the number of shows offering accessible performances as part of their fringe run. As we gear up for the 2025 Fringe, we are keen to maintain this momentum and encourage all companies to consider including accessible performances into their run at an early stage. Please feel free to discuss accessibility with us at an early stage in the process.

All our performance spaces are wheelchair accessible for audiences, but unfortunately this is not necessarily the case for performers. To highlight suitability of our spaces for performers and company members with access requirements, you can find artist access information for the Pleasance as a whole as well as each individual performance space [here](#).

Please do discuss accessibility with us at an early stage in the process, to do so you can contact us on:

[access@pleasance.co.uk](mailto:access@pleasance.co.uk)

or

02076196868.

# OUR SPACES

We operate three venues in Edinburgh during the Fringe:

- **Pleasance Courtyard**
- **Pleasance Dome**
- **Pleasance at the EICC**

Open from morning until the early hours of the next day, each is a hub of activity with bars, cafes and some of the best shows in the city. On any given day roughly 220 productions may be taking place across our venues – we might be biased, but we think no trip to the Fringe is complete without a visit to the Pleasance.

The Pleasance Courtyard (Venue 33) surrounds a famous cobblestone square overlooked by picturesque Arthur's Seat and also plays host to the Kidzone – our dedicated family area. The Pleasance Dome (Venue 23) is one of the longest standing venues on the now-illustrious Bristo Square. Pleasance at EICC (Venue 150) is located in the West End of Edinburgh, approximately 15 minutes walk from the Dome. Due to its large rooms and state of the art facilities, the venue offers perfect spaces for technically intricate work and large-scale shows.

The Courtyard and Dome sites belong to the University of Edinburgh and we run both for the festival period only. All of the performance spaces on these two sites are temporary meaning that the venues are not available to visit year round. Both sites are managed in association with our partners at the University of Edinburgh and their Students' Association. The Students' Association run all bars and catering on site during the festival, whilst the Pleasance are solely responsible for the theatre operation.

Whilst the EICC hosts large-scale productions and conferences year-round, our festival partnership works in much the same way. The Pleasance curates a programme of work to host at the venue during the Fringe, with the on-site facilities being managed by the EICC's in-house team.

For more detail on each of our performance spaces see the Spaces Guide later in this pack.

## Pleasance Pop-Up

In addition to our traditional theatre spaces, we can also host site-specific productions in venues outside the Courtyard, Dome and EICC under the umbrella of "Pleasance Pop-Up". With such productions, the show is listed as an official part of the Pleasance programme and we provide the same centralised box office and marketing campaign that we do for all on-site productions. However, the visiting company are wholly responsible for sourcing, managing and maintaining the venue in which the performance takes place.

As with the entire programme, our first consideration is always the content of the show itself and so companies wishing to present site specific work should still submit their show via the submission form [here](#).



# OUR DEAL

## Box Office Split

The Pleasance does not operate on a hire fee for any of our spaces. Instead we feel that a split of the Box Office is a fairer system that represents the shared risk taken by companies and us as a venue.

Our standard split is as follows\*:

VAT Registered Companies:

60/40% in your favour, with a minimum guarantee

Non-VAT Registered Companies:

55/45% in your favour, with a minimum guarantee

We agree the Box Office split when you accept a slot with us.

## Minimum Guarantee

The split is set against a minimum guarantee from you, the company, to us (the venue). This guarantee is calculated on the venue's share of Box Office revenue at a minimum attendance of 40%.

A guide to estimating your guarantee and budgeting for the festival can be found in the Finance Guide section of this pack. This guarantee does not need to be paid in advance and will be applied to your final Box Office settlement after the festival.

All productions pay a Fringe Registration fee, Marketing Contra and deposit at the point you accept the slot with us (see the Venue Services, Additional Services and Finance Guide sections of this pack for details).

Your guarantee is set at the point you confirm your ticket prices, which is typically during the registration process.

*\*The Pleasance is classified as partially VAT culturally exempt. Therefore, we do not pass VAT from ticket sales on to HMRC or reclaim VAT on our expenditure. Our settlement with you is for the 'total' box office, which includes 20% that VAT-registered companies will need to declare on their share.*

*A small but significant result of this arrangement and to maintain equality across our deal. is that non-VAT registered companies are now 3% better off than they would be, as the Pleasance's share is 45% total Box office instead of 40% total box office plus VAT, which other venues may charge (48% in real terms).*

As part of our agreement, the Pleasance provide:

- The venue for the agreed time and dates
- General lighting and sound rigs in the venue
- Box Office - online, via phone and in-person
- Venue, Box Office and Front of House staff
- Listings in the Fringe and Pleasance brochures
- Inclusion in general Pleasance marketing materials
- Press Office facilities
- Arts Industry Office facilities
- Website listing with company edit access

You provide:

- The show
- The cast and crew
- Your own marketing and PR
- Public liability and production insurance

**Shows must be available for technical rehearsals in Edinburgh between 27th - 29th July.**

Your specific technical rehearsal date during this period will be confirmed in the months ahead of the Festival. If you are flexible with your availability during this period, we will be better able to accommodate your requirements.



# VENUE SERVICES

Below is an overview of what you can expect with your show at the Pleasance.

## Venue & Crew

Each performance space has a dedicated technical crew and our operations are overseen by an experienced team of on-site technical managers. The Pleasance is a training ground for new talent and our team comprises a mixture of volunteers and experienced technical professionals. The crew look after the timely running of the venue and assist your team with get-ins and turn-arounds. Some spaces at the EICC are overseen by a central technical management team as opposed to having an individual crew in them.

Most productions will choose to supply their own crew to operate sound and lighting, and this is strongly encouraged for the more technically complex shows. However, if required, operators can be provided from your performance space's crew at a cost. See the Additional Services section of this document for more information.

More information on our performance spaces can be found in the Spaces Guide section of this pack. Full plans, photos and 360° videos for each space can be found online [here](#).

The Courtyard and Dome venues are constructed specifically for the festival and so unfortunately are not available to view in person outside of the festival. Spaces at the EICC are available to view year-round, however this can only be by prior arrangement via the Pleasance.

Our range of spaces all include seating, a general lighting rig and house sound equipment. As most venues are temporary, dimensions and specs may vary from year to year, so should be checked with our technical team if you have particular requirements.

## Box Office

Our Box Office operates online, by phone, in person at our London theatre and at our Edinburgh venues with staffed counters and self-service booths. Pleasance is part of a sophisticated city wide box office network

- Red61 - which is operated by the Fringe Society and a number of other venues. This means that in addition to the Pleasance's own box office, there are over 30 different outlets where your tickets can be purchased throughout the city - all selling from a centralised, unrestricted allocation.

## Publicity, Marketing & PR

We coordinate a local and national publicity campaign for the venue and our programme as a whole.

This includes print and online advertising, brochures, large-scale listings throughout the venue, and more.

All productions in our programme are listed in the Fringe Society brochure and the Pleasance brochure.

A dedicated Pleasance Press Office operates throughout the festival, which manages all incoming press enquiries, liaises with company PRs, processes press tickets and scours festival publications for your reviews each day. They also hold informal press and marketing surgeries for companies seeking advice. The Arts Industry Office supports companies with Industry ticketing and a range of other services.

Every production is charged a Marketing Contra that covers the Pleasance brochure entry, inclusion in our marketing campaign and a contribution towards the services of the Press Office and Arts Industry Office..

The standard Marketing Contra is £500 plus VAT, which includes a standard entry in the Pleasance brochure. You can choose to increase your space in the brochure with a supplementary fee, taking the total contra to to £900 plus VAT for a double entry, £1600 plus VAT for a quad entry and £1950 plus VAT for a full page. For runs of 3 - 5 performances this is reduced to £250 plus VAT and for runs of 1 - 2 performances this is reduced to £100 plus VAT. The venue's marketing should not be considered as a substitute for the visiting company's own independent marketing campaign.

# ADDITIONAL SERVICES & COSTS

What follows is an outline of some of the costs and additional elements you will need to consider during the planning and budgeting for your show.

## Fringe Registration

All productions will be registered with the Fringe Society by the Pleasance, allowing you to be listed in their brochure, sell tickets via their Box Office and take advantage of their participants services. Registration fees for 2025:

Early-Bird\* - 6+ Performances:  
£295.20 (£246.00 plus VAT)

Regular - 6 + Performances:  
£393.60 (£328.00 plus VAT)

Regular - 3-5 Performances:  
£204.00 (£170.00 plus VAT)

Regular - 1-2 Performances:  
£96.00 (£80.00 plus VAT)

\*Early-Bird Deadline: 5th March

## Fringe Commission

The Fringe Society charges a commission of 5% plus VAT on all sales made through their box office. The percentage of total tickets sold by the Fringe varies from production to production, however in 2024 they sold an average of 80%. Unlike many other venues, Pleasance does not charge a commission on the tickets we sell through the venue.

## Facility Fee

A Facility Fee of £0.15 plus VAT per ticket issued is passed on to visiting companies. This makes a small contribution to the costs of operating the Festival Box Office, including processing and credit card costs. This is applied to all tickets issued by the Pleasance and partner Box Offices.

## Operators

Most companies will choose to provide their own technical operators. If required, your venue crew will be able to provide basic operation (lights up / lights down) at a cost.

More complex multi-cue / full show operation may be available in some larger spaces. Operators are not available at Pleasance at EICC. This can be discussed during programming and registration.

## Equipment

We work closely with a number of preferred technical suppliers for the provision of lighting, sound, staging and AV equipment. In addition to the house rig, companies can hire supplementary equipment from a pre-selected kit list suitable to the scale and infrastructure of the venue, with a rate card available in advance. Our technical team will liaise with you in pre-production to assess your technical requirements and quote for additional kit. Where possible, share the costs with other companies using the same kit. The final cost is passed on to you as a contra after the festival, typically being deducted from the ticket revenue held on account by the Pleasance.

## Instruments

Pianos and keyboards can be hired on your behalf at competitive rates and shared amongst productions if possible. The style of piano is subject to the available space and access in your venue.

## PPL PRS

A royalty for copyrighted music is charged on your total box office receipts. Different rates are applied for PPL and PRS, depending on the music used and duration of usage. These rates are negotiated annually in a bespoke deal by the Fringe Society and are announced closer to the Festival. In 2024, the maximum royalty for PRS was 4% and PPL approximately 3%. Royalties are not charged for original music, walk on music or where music does not feature.

## Insurance

All companies must carry a minimum of £5 million Public Liability Insurance for the full duration of their run, including technical rehearsals and previews.



# SUBMISSION GUIDELINES

## Development

We consider submissions from productions at all stages of their development - from a great idea by a festival newcomer to a show that is already touring worldwide. Our programming team work closely with our companies to help support and develop new work. However, the piece must be performance-ready for the technical rehearsals and first preview in Edinburgh. Strong previews often lead to the most successful festival runs.

## Show Times

Performances run from approximately 10am until 1am the following morning and each space hosts roughly 8 shows per day. Our programmers will match your show to the best and most appropriate time-slot to achieve a balanced programme. If you have a preference on time please mention this in your submission and provide as much technical information as possible so the programmers can place you in the venue with the best set up. You can decide on days off after you have accepted your slot. Sometimes we may ask you to take specific days off during your run for programming purposes and will inform you of this when applicable.

## Duration & Run-Length

The majority of shows run for the full Festival. Whilst shorter runs can be possible, it can prove both problematic from a programming perspective and for ticket sales due to the short period you have to generate interest. Where shorter runs are available, these tend to be programmed in week-long blocks. Although we have no set running time, the vast majority of shows run at around 60 minutes. This is both typical across the Fringe as a whole and something that most audiences expect. Anything running significantly over an hour can be difficult to programme. However, our first consideration is always the quality of the show and we will happily discuss running times in due course. We rarely programme work with an interval.

## Pricing

The price of tickets is decided in conjunction with the Pleasance. We offer 3 ticket bands - previews, midweek and weekend - with varying prices for each. A concession price is offered for students, pensioners, unemployed and disabled patrons, other than for Previews. Tickets are priced in increments of £0.50.

Below is a rough guide to calculating your ticket prices:

Band	£ % of Full Price	Example - Full (Concession)
Weekend (W)	100% (Full Price)	£11.00 (£10.00)
Midweek (M)	90% Full Price*	£10.00 (£9.00)
Preview (P)	£6.00 or 55% Full Price*	£6.00

\*Rounded to nearest 50p

Preview (P)		Midweek (M)		Weekend (W)		Tech Rehearsal (T)
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						27 Jul (T)
28th Jul (T)	29th Jul (T)	30th Jul (P)	31st Jul (P)	1st (W)	2nd (W)	3rd (W)
4th (W)*	5th (W)*	6th (W)	7th (M) †	8th (W)	9th (W)	10th (W)
11th (M)	12th (M)	13th (M)	14th (M) †	15th (W)	16th (W)	17th (W)
18th (M)	19th (M)	20th (M)	21st (M) †	22nd (W)	23rd (W)	24th (W)
25th (M)						

\* Fringe 2 for 1 Days

† Thursday performances may be priced at Midweek or Weekend rates

# PLEASANCE FUTURES

Pleasance Futures is the artist development strand of The Pleasance, acting as an incubator for bold new theatre makers to make their mark. Pleasance Futures is committed to discovering and supporting the most exciting new theatrical voices, nurturing the development of emerging companies, young performers and new writers.

Our Pleasance Futures initiatives includes year round work across our home venue Pleasance Islington and Edinburgh venues during the Edinburgh Festival Fringe.

You can find out more about Edinburgh Artist Support [here](#).

# CHARLIE HARTILL FUND

Our flagship fund offers unique and unparalleled support (up to £30,000) to early-career artists and comedians. The fund seeks to remove financial risk for companies and allow creativity to take centre stage.

The fund was established in 2004 in memory of Charlie Hartill and awards four opportunities each Edinburgh Festival Fringe:

- One for emerging comedians
- One for early-career ensemble theatre companies
- One for UK-based Black, Asian and Global Majority-led theatre shows

The application process for the Global Majority Strand and Early Ensemble Strand vary. The Global Majority Strand is decided via an online & interview process, whereas the Early Ensemble Strand is decided through an online application process and public Try-Outs on 25th & 26th February (Theatre) and 10th & 11th March (Comedy). You can find out more information about the Fund, whether you are eligible and how to apply [here](#).

Applying to the Charlie Fund will not impact your application to be part of the Pleasance programme, you can simultaneously apply for both.

# PLEASANCE PRODUCERS

From April and up until the Fringe, we host Pleasance Producers meetings. These are a collection of sessions designed to prepare self-producing theatre companies and emerging producers to make the most of their Edinburgh Festival Fringe run with Pleasance. Sessions cover topics such as PR, marketing, technical plans, box office services and connecting with industry. There will also be a chance for you to ask any burning questions you may have and network with other performing companies.



# FINANCE GUIDE

Our aim is to be entirely transparent with our companies about our deal, so that there are no hidden costs or surprises. We recommend that companies budget at around 40% sales, which is the basis of our minimum guarantee.

Below is a practical guide to the various components of our deal.

## About Minimum Guarantees

A Minimum Guarantee forms part of your agreement with us.

This is calculated after you accept a slot with us and is based on the gross potential box office income - the total figure if you were to sell every ticket in your run at your average ticket price (excluding concessions and discounts). This can only be accurately calculated once you have confirmed your ticket prices and performance dates.

For those unfamiliar with minimum guarantees, it is best to consider this as the smallest amount you will owe the Pleasance (excluding any additional hires or contras that you may have requested).

The guarantee is the equivalent of the Pleasance's agreed share of the Box Office at approximately 40% capacity and is calculated as follows:

Step	Explanation
1	<b>Gross Potential (Capacity x Average Ticket Price x Performances)</b>
2	<b>x Minimum Attendance (40%)</b>
3	<b>x Pleasance Share (40% VAT-Registered / 45% Non-VAT Registered)</b>
	<b>= Minimum Guarantee [Rounded to £10]</b>

Your average ticket price is calculated by adding the proposed full price ticket for each performance in your run and dividing by the number of performances. It does not include concession or discount priced tickets and is always rounded up to the nearest £1. The average ticket price is often close to your midweek ticket price.

The example guarantees below are based on our standard 60/40% split for VAT Registered companies and a run of 27 performances. The venue highlighted in yellow is used as the basis for subsequent example calculations in this section:

Venue	Capacity	Av Ticket £	Perfs	Av Gross Potential	(Multiply by steps 2 & 3)	Guarantee on 40/60 split
Attic	50	£12.00	27	£16,200	=	£2,590
JackDome	75	£13.00	27	£26,325	=	£4,210
Above	146	£15.00	27	£59,130	=	£9,460
Forth	257	£17.00	27	£117,963	=	£18,870
Beyond	299	£18.00	27	£145,314	=	£25,580
Grand	750	£19.00	27	£384,750	=	£61,560

# FINANCE GUIDE

To understand how this works practically in the final settlement of the Box Office, it is easiest to describe this as a 3 stage process consisting of three calls.

On a 60/40% split, the guarantee is the equivalent of the Pleasance's 40% share of the Box Office, so once this is recouped the next share of the box office is the company's 60% (to calculate this figure, divide the guarantee by 40 and multiply by 60). After both parties have recouped their share, the remaining Box Office is split 60/40%. Please see an example of this below.

Call	Call Value	Equal To	Box Office Take
First Call - Pleasance Minimum Guarantee	£9,460	40%	£0.01 - £9,460 (to Pleasance)
Second Call - Company Share	£9,461	60%	£9,460 - £22,075 (to Company)
Third Call - Split	£23,655 +	100%	All income over £23,655

In the rare event that your box office income is below the minimum guarantee, a balance will be owed to the Pleasance up to the level of the guarantee in the final settlement.

You can find a guide to estimating your guarantee on the next page.



# FINANCE GUIDE

## Calculating Guarantees

The following calculations are based on example criteria that will change according to your own circumstances, so please remember this is only a guide and should not be taken as a quote.

### Example criteria:

Venue	Above
Capacity	146
Performances	27
Av Ticket Price*	£15
Pleasance Share	40%
Company Share	60%

\*Average ticket price is calculated by adding the proposed full price ticket for each performance in your run and dividing by the number of performances. It does not include concession priced tickets. The average ticket price is often close to your midweek ticket price.

Step	Explanation	Example	
A	Choose a venue and note the capacity	146	(Above)
B	Choose an average ticket price	£15	
C	Note the number of performances you intend to do	27	
D	Multiply these together – this will give you your gross potential revenue	£59,130	(A x B x C)
E	Minimum attendance (40%)	40%	
F	Multiply the gross potential revenue by the minimum attendance – this will give you the box office receipts at this level	£23,652	(D x E)
G	Estimate the Pleasance share of Box Office receipts (40% vat registered, 45% non-vat registered)	40%	
H	Multiply the minimum attendance by Pleasance’s share (rounded to £10)	£9,460.80	(F x G)
	<b>Guarantee</b>	<b>£9,460.80</b>	

## Sales Projections

The following table is continued from the example above, using the same venue, capacity and guarantee. The point at which the guarantee and equivalent company share is recouped is highlighted in yellow.

% Potential Sales	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
Seats	3942	3548	3154	2759	2365	1971	1577	1183	788	394	0
Income	£59,130	£53,220	£47,310	£41,385	£35,475	£29,565	£23,655	£17,745	£11,820	£5,910	£0
Guarantee	£9,460	£9,460	£9,460	£9,460	£9,460	£9,460	£9,460	£9,460	£9,460	£9,460	£9,460
Pleasance Share	£23,652	£21,288	£18,924	£16,554	£14,190	£11,826	£9,462	£9,460.80	£9,460.80	£9,460.80	£9,460.80
Company Balance	£35,478	£31,932	£28,386	£24,831	£21,285	£17,739	£14,193	£8,284.20	£2,359.20	-£3,550.80	-£9,460.80

# FINANCE GUIDE

## About Deposits

A deposit is payable at the point you agree a slot with us in order to secure your place in the programme.

Much like the guarantee, this is based on the gross potential box office income for your run. However, as your specific ticket prices will not be known at this point, the deposit is calculated using a set average ticket price that differs according to your venue's capacity.

These are as follows:

Tier	1	2	3	4	5	6
Venue Capacity	0 – 66	67 – 110	111 – 224	225 – 298	299 – 424	425+
Av Ticket Price	£11	£12	£14	£16	£17	£18
Applicable Venues	Attic Baby Grand Below Bunker One Bunker Two Bunker Three Cellar	10Dome Beneath Beside Green JackDome Upstairs	Above AceDome Cabaret Bar KingDome QueenDome Two	Forth One Sidlaw	Beyond Cromdale Lomond	Grand Lennox Pentland

The average ticket prices above are a guideline and may be subject to change as we begin programming

Once you have established your average ticket price based on your venue from the table above, you can calculate your deposit using the following steps:

Step	Explanation
1	Average Gross Potential (Capacity x Average Ticket Price x Performances)
2	x Minimum Attendance (40%)
3	x Pleasance Share (40% VAT-Registered / 45% Non-VAT Registered)
4	x 20%
	= Deposit [Rounded to £10]

The example deposits below are based on our standard 60/40% split for VAT Registered companies and a run of 27 performances:

Venue	Tier	Capacity	Av Ticket	Perfs	Step 1 Av Gross Potential	Step 2 (Min attendance)	Step 3 (PTT Share at 40%)	Step 4 (x 20%)	Deposit
Attic	1	50	£12	27	£16,200	£6,480	£2,592	£518	£520
JackDome	2	75	£13	27	£26,325	£10,530	£4,212	£842	£840
Above	3	146	£15	27	£59,130	£23,652	£9,461	£1,892	£1890
Forth	4	257	£17	27	£117,963	£47,185	£18,874	£3,774	£3,780
Beyond	5	299	£18	27	£145,314	£58,126	£23,250	£4,650	£5,230
Grand	6	750	£19	27	£384,750	£153,900	£61,560	£12,312	£12,310

Your deposit is refunded as part of your final settlement when the minimum guarantee is achieved.

# EXAMPLE BUDGET

The following example is based on the example venue and calculations used on the previous pages when 40% of potential sales is achieved:

Example Criteria	
Venue	Above
Capacity	146
Performances	27
Av Ticket Price	£15
Pleasance Share	40%
Company Share	60%
Guarantee	£9,460
% Sales Achieved	40%

Box Office Receipts	Income	Tickets
Total Box Office	£23,655	1577
Sales via Pleasance - 30%	£7,096.50	473
Sales via Fringe - 70%	£16,558.50	1104

Expenditure	Net	VAT	Notes
Pleasance Share	£9,460	£0	40% (VAT exempt)
Marketing Contra	£500	£100	Standard rate
Facility Fee	£70.97	£14.19	£0.15p per ticket
Fringe Registration	£328	£66	Standard rate
Fringe Commission	£662.34	£123.64	4% of Fringe Sales
PRS PPL Royalty	£236.55	£44.16	1% Total Box Office
Technical Equipment Hires	£300	£60	Example
Sum Total	£11,557.86	£407.99	
Total (Gross)	£11,965.85		
Balance Payable to Company	£11,689.15	Total Box Office less Expenditure	

# SPACE GUIDE

Below is a guide to our main performance spaces. Alongside the image of the space, you will find the maximum capacity, theatre style and approximate stage dimensions.

Please note that all information is subject to change, including exact stage dimensions, masking positions and wing sizes. More detailed plans, information and images of all spaces, including 360° photography from previous years, can be found [here](#).

Due to the temporary nature of the Fringe, none of the spaces are available to view prior to arrival but we will always endeavour to provide you with as much information as possible prior to arrival.

## Courtyard



<b>Grand</b>
750 seats
Arena Style
15m (w) x 10m (d)



<b>Beyond</b>
299 seats
End On
8.9m (w) x 7.9m (d)



<b>One</b>
299 seats
Raised Stage Proscenium Arch
6.8m (w) x 8m (d)



<b>Forth</b>
257 seats
Semi-Thrust
9.5m (w) x 8.5m (d)



<b>Cabaret Bar</b>
170 seats
Cabaret Style
4.6m (w) x 3.2m (d)



<b>Two</b>
158 seats
End On
5.8m (w) x 4.7m (d)



<b>Above</b>
146 seats
End On
7.2m (w) x 3.9m (d)



<b>Beneath</b>
102 seats
Thrust
3.3m (w) x 2.6m (d)



<b>Beside</b>
95 seats
Thrust
5.6m (w) x 3.7m (d)



# SPACE GUIDE

## Courtyard (cont.)



**Upstairs**

91 seats

Thrust

3.4m (w) x 2.8m (d)



**Baby Grand**

66 seats

Thrust

4m (d) x 3.21m (w)



**The Green**

60 seats

End On / Movable Seating

2.4m (w) x 1.2m (d)



**Bunker One**

56 seats

Thrust

2m (w) x 2m (d)



**Bunker Two**

56 seats

Thrust

2m (w) x 2m (d)



**Below**

55 seats

End On

3.8m (w) x 2m (d)



**Attic**

50 seats

Thrust

2.3m (w) x 3.2m (d)



**Bunker Three**

46 seats

End On

1.9m (d) x 2.3m (w)



**Cellar**

42 seats

Corner Stage

3.9m (w) x 2.8m (d)

# SPACE GUIDE

## Dome



**KingDome**

174 seats

End On

8m (w) x 7.5m (d)



**QueenDome**

174 seats

Semi-Thrust

4.5m (w) x 6.2m (d)



**AceDome**

115 seats

End On

4.8m (w) x 1.5m (d)



**10Dome**

86 seats

End On

4.6m (w) x 2.6m (d)



**JackDome**

75 seats

End On

5.1m (w) x 4m (d)

## EICC



**Lennox**

800 - 1300 seats

End On

Flexible Stage Size



**Pentland**

600 - 1200 seats

End On

Flexible Stage Size

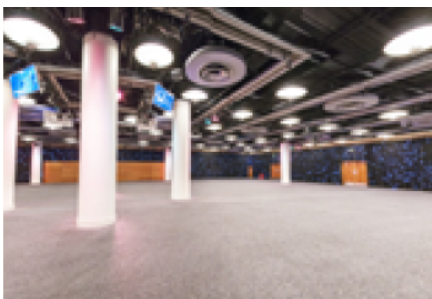


**Lomond**

375 seats

End On

Flexible Stage Size



**Cromdale**

Flexible Capacity

Flexible Layout

Flexible Stage Size