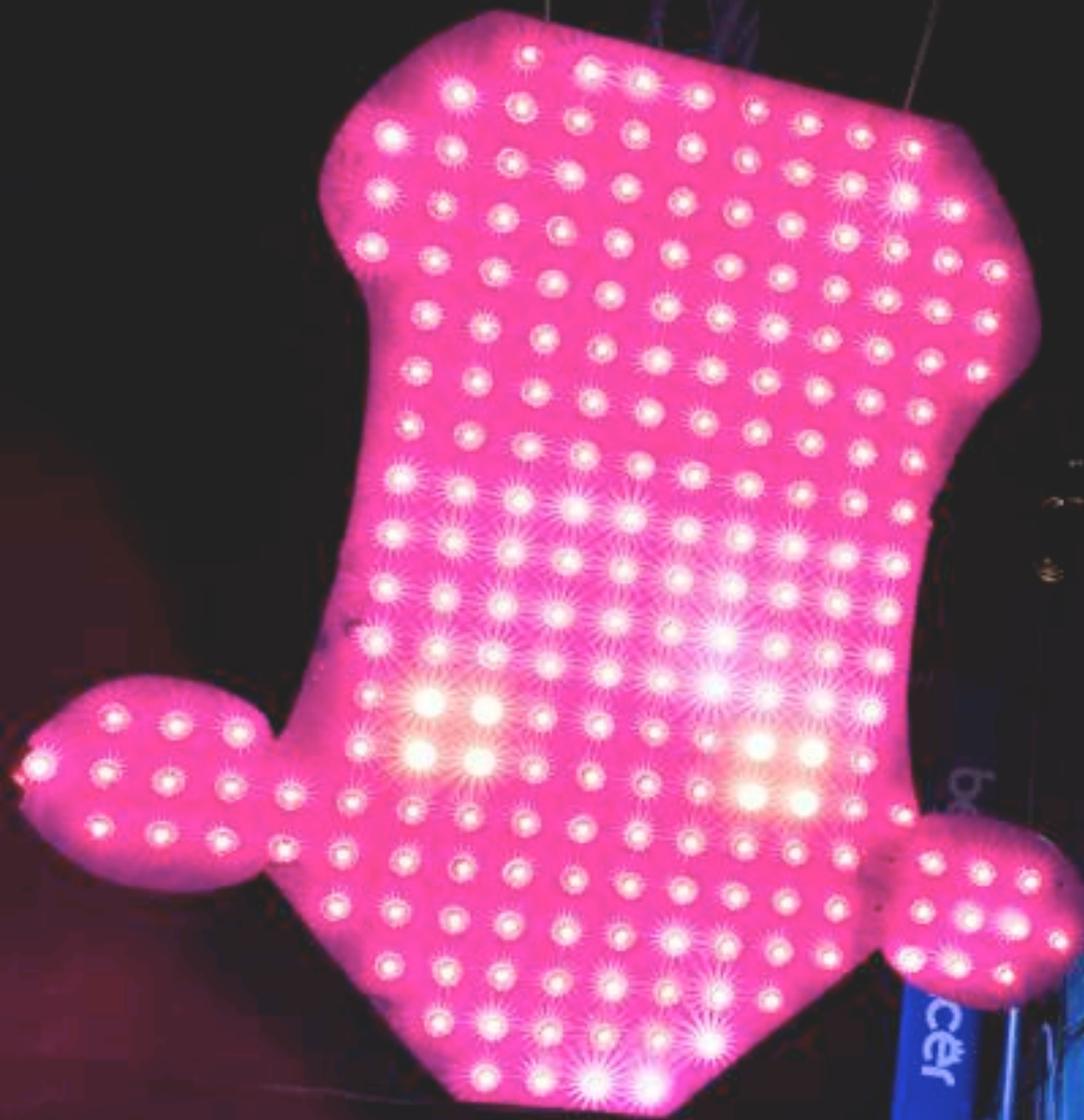


# PERFORMER INFORMATION PACK UNDERBELLY 2018



box office

box office



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Underbelly George Square  
Credit: David P Scott

Please note that all information in this document is correct at the time of publishing but subject to change – please double check any essential information with Underbelly's Programme Administrator Aisling Galligan ([aisling@underbelly.co.uk](mailto:aisling@underbelly.co.uk)) or call the office on 0207 307 8480.

## ABOUT UNDERBELLY

Underbelly is one of the most established and popular venues at the Edinburgh Festival Fringe, where we have been presenting an eclectic and exciting mix of theatre, comedy, circus, children's shows, cabaret, music and more since 2000. It's a thumping, cultural heart at the centre of the best festival in the world.

We programme across all genres, in spaces ranging from 42-seat venues to the 550-seat Lafayette as part of Underbelly's Circus Hub, and including the Udderbelly, our upside-down purple cow venue that's been grazing in Edinburgh since 2006. Our dedication to programming challenging, original work and our brand reputation as a fun, quirky and dynamic venue has kept Underbelly at the forefront of the Fringe and the festival scene for the last 17 years.

**'The Underbelly is one of the most exciting, atmospheric spaces on the Fringe and, increasingly, one of the most important' *Guardian***

In 2017 we presented over 150 shows a day in 16 performance spaces to over 290,000 people, gaining numerous 5-star reviews, awards and nominations. 2018 will mean even more spaces and more fantastic shows.

Outside of the Edinburgh Festival Fringe, Underbelly runs several festivals and events including Underbelly Festival Southbank in London, Udderbelly Festival Hong Kong, Edinburgh's Christmas and Hogmanay. Through Underbelly Productions, we also produce and promote live shows for UK and international touring. In short, Underbelly is all about entertainment.

## ABOUT THE EDINBURGH FESTIVAL FRINGE

Each year in August, Edinburgh is transformed into a 24-hour city and is host to the world's largest arts festival comprising of The Edinburgh Festival Fringe, The Edinburgh International Festival, The Television Festival, The Edinburgh Military Tattoo, The Book Festival and The Jazz Festival.

The Fringe attracts over 1,500 accredited members of the media representing 40 different countries around the world and any number of talent scouts, producers and promoters.

The Fringe Society is a professional working organization based in Edinburgh and a wealth of knowledge for anyone wishing to bring a show to Fringe. You can find more information on the Fringe Society's website here:

[edfringe.com/participants](http://edfringe.com/participants)

# WHAT WE'RE LOOKING FOR

Underbelly is committed to programming the best of new writing and new talent. It's what we're most interested in and why Underbelly has grown on the Fringe. We're looking for productions that excite and intrigue, and that suit our spaces. We're also, of course, looking for shows that we feel will interest the audience and sell tickets. We spend time curating what we feel is the best programme possible from the applications we receive, and work closely and collaboratively with performers and producers to ensure they get the most out of their Fringe run.



# APPLYING

We programme on a rolling basis, from Autumn 2017 through to the Fringe registration deadline in April 2018, across all genres.

We schedule up to 10 shows per day in each of our spaces, and shows can start from 10am and finish as late as 3am. Most shows will run for the full duration of the Fringe. Whilst it's possible to programme shows for shorter runs, our preference is for shows that do the full run as this often means they are easier to fit into the overall programme. Shows usually run for around 60 minutes. We usually allow 10 minutes for get-in and 10 for get-out, which includes audience in and out.

To apply to perform at 2018's Edinburgh Fringe, please fill out the application form available at [www.underbellyedinburgh.co.uk/perform/apply-to-perform](http://www.underbellyedinburgh.co.uk/perform/apply-to-perform).

Please provide as much information as possible about the show, including any previews we may be able to attend, and any video clips, scripts, reviews and images you may have. We consider applications from productions at all stages of development and are happy to come and see scratch performances or read initial ideas.

If you wish to send any supporting material such as CDs or DVDs by post, please send them to: Programming, Underbelly, 36-38 Hatton Garden, London, EC1N 8EB.

# OUR VENUES AND SPACES

We run spaces across 4 different venues in Edinburgh during the Fringe.

A list of our spaces and their capacities is below. Please visit the Spaces section of our website to find further information, pictures and technical plans of our spaces, and see any new spaces we may have added:

[www.underbellyedinburgh.co.uk/perform/spaces](http://www.underbellyedinburgh.co.uk/perform/spaces)

## UNDERBELLY COWGATE

Our original venue, Underbelly Cowgate, is unlike any other venue on the Fringe, comprising of 7 venues and 4 bars spread over four floors of disused bank vaults, with entrances on both Cowgate and Victoria Street, just off George IV Bridge. The spaces within are not your usual run of the mill black boxes, they are atmospheric and all have their own personality. All our spaces are technically equipped to a high standard. Underbelly Cowgate is open from 10am until 5am, and includes the Cow Café – a café during the day, and at night, a space for free entertainment.

Underbelly Cowgate contains the following spaces:

- Belly Dancer (capacity: 70 / 120)
- White Belly (capacity: 150)
- Belly Laugh (capacity: 90)
- Belly Button (capacity: 123)
- Big Belly (capacity: 60)
- Delhi Belly (capacity: 60)
- Iron Belly (capacity: 60)

## UNDERBELLY MED QUAD

Our Med Quad venue, situated at the heart of the festival in the University's Medical School just off Bristo Square, houses a number of venues and two busy outdoor bars.

Underbelly Med Quad contains the following spaces:

- Cowbarn (capacity: 276)
- Ermintrude (capacity: 196)
- Buttercup (capacity: 76)
- Clover (capacity: 60)
- Daisy (capacity: 42)

## UNDERBELLY GEORGE SQUARE

Underbelly George Square is the home of our iconic upside-down purple cow venue, as well as being a bustling hub in the centre of Edinburgh's Old Town with a gorgeous pasture area featuring outdoor bars and food concessions, open early 'til late.

Underbelly George Square contains the following spaces:

- Udderbelly (capacity: 410)
- Wee Coo (capacity: 60)

## UNDERBELLY'S CIRCUS HUB ON THE MEADOWS

Underbelly's Circus Hub launched on the Meadows in 2015, and consists of 2 venues specifically designed to house the best in international circus at the Fringe, designed to support more technically advanced performances, as well as an outdoor bar and food concessions.

Underbelly's Circus Hub contains the following spaces:

- The Lafayette (capacity: 550)
- The Beauty (capacity: 500)

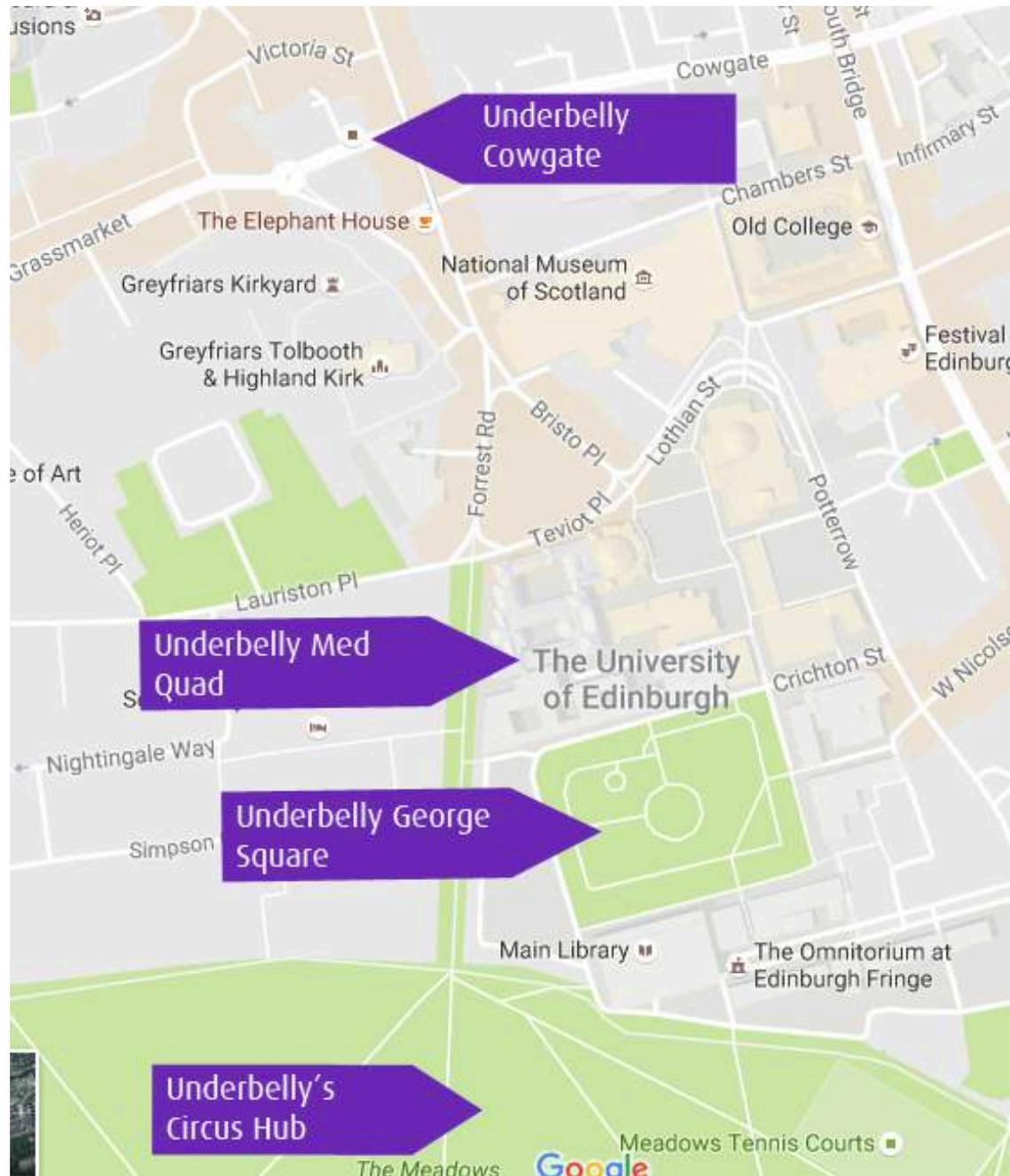
## OTHER SPACES

We are hoping to add a number of new spaces with various capacities and stage sizes for 2018, and we have worked with a number of site-specific shows in the past. If your show doesn't fit in one of the spaces listed above, it's still worth sending us as much information as possible about the show in case there are other spaces we can suggest or new ones we're adding.

Keep an eye on our website at [www.underbellyedinburgh.co.uk/perform/spaces](http://www.underbellyedinburgh.co.uk/perform/spaces) for any updates.



## MAP OF OUR VENUES



# OUR DEAL

## WHAT WE PROVIDE

- Fully equipped spaces for an agreed period in a specific timeslot
- Front of house, box office and security staff
- Technical support staff and general lighting and sound rigs
- Press and marketing support
- Show listing on Underbelly website
- Entry into our joint brochure with Assembly, Gilded Balloon and Pleasance, which is distributed nationally
- Show listing on EdFest app and in Underbelly Mini Guide
- Computerised box office linked to the Fringe Office and cross-selling with other major Fringe venues online, on phone and in person
- Dressing room and storage facilities
- Up to 4-hour technical rehearsal prior to your first performance
- Free entry to other shows in Underbelly venues, subject to availability
- Company discounts at our bars
- Entry into our private members bar, Abattoir

## WHAT YOU PROVIDE

- First and foremost, a great show!
- Fringe Programme entry information
- A press and marketing strategy
- Publicity materials (including flyers and posters - subject to venue approval)
- Prompt payment of all deposits, fringe registration and Joint Venue Brochure fee by the deadlines given prior to the Festival
- Completed technical questionnaires and risk assessments by given deadlines
- Technicians to operate your show (or we can provide operators for £20 each per show)
- A Company insurance policy. (We take out a full public liability policy for the venue but ask that companies also take out their own third party liability insurance and insure against the loss/damage of their own equipment)

## VENUE RENTAL CHARGES

We charge a facility fee for the rental of the venue and our services. This is whichever is higher of:

- (i) A split of your box office takings (usually 40%)
- (ii) A minimum guarantee (usually based on what Underbelly's split would be in the case of expected minimum attendance, usually calculated at an average of 40% capacity across the festival)

Our split is calculated as a percentage of your gross box office if you are not VAT registered, or of your net box office if you are VAT registered.

We ask for a deposit against the guarantee ahead of the Fringe, and deduct the rest of the facility fee owing to us from your gross box office proceeds at the end of the festival.

## EXAMPLE DEAL

Below is an example minimum guarantee for a 60-capacity space for a non-VAT registered company.

To calculate the deal for a different space, simply change the capacity in the calculations.

If you are VAT registered, deduct VAT from your potential box office income at step 3.

1. Work out your average ticket price. For a 60-seater venue this would likely be around £9.50.
2. Calculate the number of performances you'd be doing
  - For Underbelly Cowgate venues, this would likely be 24 (the 25 days the venue is open for, with one day off)
  - For other Underbelly venues, this would likely be 26 (the 27 days the venues are open for, with one day off)
3. Calculate *capacity x average ticket price x number of performances* to give your potential box office income
  - e.g.  $60 \times £9.50 \times 26 = £14,820$
4. Calculate your income at expected minimum attendance
  - e.g.  $40\% \times £14,820 = £5,928$
5. The guarantee to Underbelly would be Underbelly's share of this expected minimum attendance
  - e.g.  $40\% \times £5,928 = £2,371.20$
6. The deposit (payable in installments from March to May) is usually 50% of the guarantee
  - e.g.  $50\% \times £2,371.20 = £1,185.60$



### **DISCUSSING OTHER DEALS**

The above is our standard deal that applies to most companies – occasionally we are able to offer variations on this. If this doesn't work for your show, it may be worth getting in touch with us anyway to open a discussion (particularly if you are a company coming to the Fringe for the first time) and see if there are any alternatives we can offer.

### **UNTAPPED AND OTHER SUPPORT SCHEMES**

We sometimes run schemes, such as Underbelly Untapped, which enable newer artists to bring a show to Fringe with additional financial and marketing support. Please keep an eye on our website and social media channels for more details of similar schemes for 2018 that may apply to your show or company.

# ADDITIONAL COSTS TO CONSIDER

## FRINGE BROCHURE REGISTRATION

Underbelly will register your production with the Fringe society once an offer is accepted (you do not need to register yourself). This means you will be listed in the Fringe brochure, on the edfringe.com website and on the EdFringe app, and can take advantage of their participant services. The 2018 registration fees are:

Earlybird (by 14 <sup>th</sup> March) 6+ performances:	£246 + VAT
Full rate 6+ performances:	£328 + VAT
3 – 5 performances:	£170 + VAT
1 – 2 performances:	£80 + VAT

## BOX OFFICE COMMISSION

For all tickets bought through the Fringe society they charge a box office commission of 4% + VAT of gross box office sales to cover ticket printing and credit charge cards.

Underbelly charges a commission of 3% + VAT of gross box office for all ticket sales through our Box Office channels to cover the same.

## JOINT VENUE BROCHURE REGISTRATION

This cost covers the entry in the Joint Venue Brochure which Underbelly produces in conjunction with Assembly, Gilded Balloon and Pleasance, listing on the edfest.com website and listing on the EdFest app. Your show will also be included in the Underbelly Mini Guide, a pocket-sized guide that is widely distributed around our venues and is very popular with our audiences. The 2017 registration fees were:

Single entry	£500 + VAT
Double entry	£900 + VAT
Quad entry	£1600 + VAT

## PRS

PRS is charged based on the amount of copyrighted music used in your show. This can be up to 3% + VAT of your gross Box Office. All shows must complete a PRS form, even if no music is used in your show.

## **TECHNICAL OPERATORS**

We can provide technical operators to operate your show if required, charged at £20 + VAT per person per hour. Please note that, due to the busy nature of the venues, it will not be the same operator for every show, as our operators work on a rotating schedule. However we will try to ensure that all operators who work on your show have a good knowledge of the cues and show requirements.

## **TECHNICAL EQUIPMENT**

We can assist you with hiring any technical equipment or instruments you may need that aren't already in the venue in advance of the festival. We would hire these from our preferred technical supplier and pass on the cost to you at settlement. We are also sometimes able to split the cost of this across multiple shows if there are other companies in the same venue that require the same equipment. Our technical staff can arrange these hires in the weeks before the festival. Please note that any equipment hired through Underbelly will be subject to a 15% commission fee.

## **FOREIGN ENTERTAINERS TAX**

If any of your company members are not UK residents for tax purposes, you may be liable to pay Foreign Entertainers Tax. This tax obliges Underbelly to withhold a percentage of the gross box office receipts if they exceed a certain amount as determined in writing by the Foreign Entertainers Unit to us. You may ask for this to be waived or reduced by writing to: Foreign Entertainers Unit, 2<sup>nd</sup> floor, Royal House Princes Gate, Homer Road, Solihull, West Midlands. B91 3WG. Ideally you should contact them before the Fringe.

See [www.gov.uk/guidance/pay-tax-in-the-uk-as-a-foreign-performer](http://www.gov.uk/guidance/pay-tax-in-the-uk-as-a-foreign-performer) for more information.

## **INSURANCE**

We take out a full public liability policy for the venue but ask that companies also take out their own third party liability insurance and insure against the loss/damage of their own equipment.

## **MERCHANDISE**

You can sell merchandise at our venues which relates to your show and your company. You will have an opportunity to tell us about this ahead of the Fringe so our Box Office and Front of House teams can help you set this up. Any merchandise sold through Underbelly will be subject to a 15% commission fee.

## ACCESS

Many of our spaces are wheelchair accessible but, as some of our venues are in existing and old buildings, unfortunately not all of our spaces are fully accessible.

We are, of course, happy to discuss access performances with companies and we encourage conversations about arranging extra performances in step-free spaces.



Please check the spaces on our website to learn more about the access in each venue: <http://www.underbellyedinburgh.co.uk/perform/spaces>

We recommend considering having one of your performances as relaxed/extra live and are happy to discuss how to achieve this. Captioned and BSL-interpreted performances have previously been included in our programme and we are keen to talk with companies about how to accommodate these.

If anyone in your company has specific access requirements, please do discuss these with us. We will work to facilitate these requirements in our venues and are happy to support you in trying to make your Fringe experience as easy as possible.

## APPLICATION FORM

To apply to perform at 2018's Edinburgh Fringe, please fill out the application form available at [www.underbellyedinburgh.co.uk/perform/apply-to-perform](http://www.underbellyedinburgh.co.uk/perform/apply-to-perform).

Please contact Aisling ([aisling@underbelly.co.uk](mailto:aisling@underbelly.co.uk)) with any further questions.

# TIMELINE & KEY DATES 2018

- January – April:** Applications reviewed by programmers & offers made
- February:** Fringe brochure advert booking deadline (Earlybird)
- March:** Fringe Registration Early Bird deadline – deposit and registration fees due (**Wednesday 14 March 2018**)
- April:** Fringe Registration Final deadline – deposit and registration fees due (**Wednesday 11 April 2018**)  
  
Fringe brochure advert booking & artwork deadline  
Fringe programme proofing and listing sign-off  
Joint Venue Brochure sign-off
- May:** Full Fringe programme on sale  
Joint Venue Brochure proofing and listing sign-off
- June:** Fringe brochure published  
Joint Venue Brochure published
- 30 July – 3 August:** Get-ins and technical rehearsals for shows  
*Med Quad and George Square (30 – 31 July)*  
*Cowgate (30 July – 1 August)*  
*Circus Hub (31 July – 3 August)*
- 1 – 27 August:** Underbelly venues open for Fringe

