

LONDON HORROR FESTIVAL

APPLICATION
PACK 2021



• PLEASANCE •



WHAT IS THE LONDON HORROR FEST?

Since 2011, the London Horror Festival has delighted and scared audiences by championing an eclectic programme of horror theatre, from puppetry adaptations of literary classics and midnight mind-reading to immersive interactive experiences and LGBTQ+ cabaret.

By fostering new talent at the same time as nurturing the constantly growing horror theatre scene, it has grown from its humble beginnings to become the UK's original and largest festival of horror in the live performing arts.

Returning for its TENTH edition, the festival will be taking place from the 19th-31st October at two accessible venues across London. The first is the Downstairs space at The Pleasance in Islington (<https://www.pleasance.co.uk>) and the second is The Space, a theatre based in a former gothic church in the Isle of Dogs (<https://space.org.uk>).

Applications are now open for this year's festival with applicants able to choose slots at either venue (1-3 shows at The Pleasance or 4 shows at The Space). We accept submissions from performers or theatre companies regardless of whether they have explored the horror genre before or not.

We want to present artists from a range of backgrounds, therefore we particularly encourage applicants who are currently under-represented. This includes, but is not limited to, theatre-makers who identify as being from Black, Asian and other under-represented ethnic backgrounds, and people who identify as being disabled.

Please give this info pack a good read before you submit your Google Form.



FEEDBACK FROM PREVIOUS LHF ARTISTS:



*"My experience at the festival
was amazing.*

*It was very well produced and I
got all the support that I needed
in order to focus on my work!"*

- Philipp Oberlohr (Séance)

*The LHF team are extremely
supportive and give you the
feeling of belonging to a
family... of weird twin nieces,
strange uncles and grannies
in the cellar."*

**- Ben Whitehead (Fred
Strangebone's Freakshow)**



*"I enjoyed the experience so
much that I came right back
the following year with a brand
new show"*

**- Gavin Innes (Knock Knock &
Ideomotor)**





WHAT THE PRESS SAY:

The LHF has attracted volumes of fantastic press attention, including the Times Critics Choice for Halloween and coverage in The Stage, the Guardian (Lyn Gardner's Top Picks), the Evening Standard, Metro, BBC, Time Out and dozens of other online horror and theatre publications.

"The London Horror Festival revels in exhuming themes gory and grisly so this isn't an event for those with delicate dispositions."

- Daily Telegraph

"Like your performing art challenging and dark? This is the festival for you."

- The Londonist

"This is a festival actively determined to stage serious adult horror..."

- Headpress

"Why do we always need the folks from the UK showing us how to do things properly?"

- Dread Central

"the festival has been opening horror up to the talents of fringe theatre, embracing many imaginative, weird and wonderful ways of staging the genre. Audiences can expect to scream, feel sick, laugh, cry, sing (really), and to be challenged and entertained. All in time for Halloween."

- A Younger Theatre



PERFORMING AT THE FESTIVAL:

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- Performances will take place in Pleasance Downstairs (75 seats) from the 19th-31st October at 6.30pm and 8.30pm. If the COVID Road Map set out by the government is not achieved by October, seating capacity will be reduced to 42.
- Saturday/Sunday Matinees are at 2.30pm and there will be no performances on Mondays.
- You can request between to 1-3 slots in total for your production.
- The running time for each show should last between 45 minutes and 1 hour. You will have a half hour get-in and a half hour get-out for each show slot.
- **Each slot costs £60** to cover festival administration and promotion costs. For example, 3 slots will cost £180 in total.
- Every show will be promoted via the LHF printed programme and online marketing platforms.
- Box Office income will be split **70/30** in the artists' favour. This will cover full use of the theatre space, dressing rooms and green rooms, as well as The Pleasance operating your Box Office.
- Each company will be charged for a **3 hour technical rehearsal** at the rate of £14 + VAT per hour (£42 + VAT in total), which will cover the cost of the venue technician's support on *the day of your production's opening night*.
- You will need to bring your own Technician to operate the show. You can hire a venue technician for £22 + VAT per show.

SALES AND TICKETING:

•PLEASANCE•

- You choose your ticket price and The Pleasance will manage your sales. As a guideline we would suggest £8-£15 as a reasonable amount. The theatre will levy a ticket printing charge of 15p for any ticket issued (including complimentary tickets). There is no further Box Office commission charged by The Pleasance. Please factor this into your budgets.
- You will receive your final sales documentation within 30 days of your final performance. You will then be invited to invoice for this amount. Your account should be settled no later than 42 days after receipt of this invoice.
- When budgeting please be aware of capacity and the potential for it to change due to COVID Safety Measures. For venue specs and plans, please check The Pleasance website here: <https://www.pleasance.co.uk/content/downstairs>



PERFORMING AT THE FESTIVAL:

the
SPACE

- Performances will take place at The Space (60-70 seats) from the 19th-31st October. If the COVID Road Map set out by the government is not achieved by October, seating capacity will be reduced to 40.

- Each production will have **4 show slots**, making them eligible for the Off West End OffComm 'Offies' Commendation Award. Slot times are as follows:

- Tuesday—Thursday at 6.30pm,
plus 2.30pm Saturday Matinee

- Friday—Sunday at 6.30pm,
plus 2.30pm Sunday Matinee

- Tuesday—Thursday at 8.30pm,
plus 4.00pm Saturday Matinee

- Friday—Sunday at 8.30pm,
plus 4.00pm Sunday Matinee

The running time for each show should last between 45 minutes and 1 hour.

- You will have a half hour get-in and a half hour get-out for each show slot.
- **4 show slots cost a total of £200** to cover festival administration and promotion costs. Every show will be promoted via the LHF printed programme and online marketing platforms.
- Box Office income will be split **50/50**. This will cover full use of the theatre space, dressing rooms and green rooms, as well as The Space operating your Box Office.
- Each company will be allocated a **4 hour technical rehearsal on the day of your production's opening night**. There will be no charge for this time, but you will be expected to source your own Technician (we can offer recommendations).

SALES AND TICKETING:



- The Space are potentially looking to Livestream at least one performance of each show (at no additional cost to you). This will provide an opportunity to make your work accessible to online audiences and give you a high quality recording of your production for free.
- Typically ticket prices at The Space are £15 as standard and £12 for concessions (unemployed, access, Equity, BECTU, students, Freedom Pass holders, plus any additional concessions at your request). For the online market, they will be £15/£10/£5. A 5% admin fee will be charged by the box office provider on all tickets sold.
- You will receive your final sales documentation within 30 days of your final performance. You will then be invited to invoice for this amount. Your account should be settled no later than 42 days after receipt of this invoice. However, if you would like to have your Livestreamed work added to the venue's on-demand listings, they typically run them for 2 weeks after the show has finished, which will push the invoice receipt date back accordingly.
- When budgeting please be aware of capacity and the potential for it to change due to COVID Safety Measures. Please download venue specs and plans from our website.



GENERAL FESTIVAL INFORMATION

- Successful applicants will be required to sign a contract with the London Horror Festival, and return it by the date on the form.
- The LHF printed programme will include an image and brief description for each show, and a full page listings chart for the Festival as a whole. You will be expected to provide a suitable promotional image and blurb for inclusion in the programme within 2 weeks of signing your contract.
- Even though every show will be promoted heavily across our online marketing platforms, we expect you to invest in and lead your production's own marketing and PR campaigns, involving a mixture of social media, print, press interviews, etc.
- All promotional media and press releases must be submitted to the Festival management for approval before distribution and must display logos for the Festival, venue and any sponsors.
- You are responsible for bringing your own Stage Manager and Technician. We are happy to offer recommendations of freelancers upon request.
- There is no time for significant re-rigging between shows in either venue, so you should plan to use a general lighting wash with only a few specials. Due to the nature of venue sharing, dressing room space and set storage are extremely limited in both venues. Think small, sustainable and economical! Perhaps you can share resources with fellow LHF productions at your venue?
- Above all, be realistic about what is practically possible, and—if in doubt—ask.

NOTE: If your show is selected we will do our very best to try and accommodate your first preference in dates, time slots and length of run but do bear in mind that we may have to offer alternatives.



**If you are happy with everything then
please complete and submit the online application form
by 10am on Monday 5th July 2021**