

# SUMMERHALL

## FESTIVAL INFORMATION PACK 2023

1 Summerhall, Edinburgh, EH9 1PL

0131 560 1580 [summerhall.co.uk](http://summerhall.co.uk)

*Dan Crawford **Award for Innovation**: Peter Brook Awards 2015*

*Edinburgh Award for **Best Venue**: The Stage 2017*

*The Herald Scottish Culture Awards - **Outstanding Venue**: 2019*

*One of the World's Great Arts Venues. **Mark Cousins - Guardian 2014***

*You could spend the entire three weeks at Summerhall and never be bored for a second.*

**Lyn Gardner - Guardian 2015**

*It is astonishing to think that a venue which didn't exist eight years ago is now the venue on the fringe at the moment.*

**Joyce McMillan - The Stage 2016**

*Summerhall isn't just an extraordinary place to see theatre with a programme of unequalled dimension, but a village, a community, a place to feel - however fancifully - that you belong, among all the madness. **Andrzej Lukowski - The***

**Stage 2017**

## About

Summerhall occupies a central place in Edinburgh's art scene. It has won multiple awards in its 12 years as a festival and year-round venue, most recently Outstanding Venue at The Herald Scottish Culture Awards 2019.

Summerhall is a year round venue presenting work from a wide range of artistic disciplines, including theatre, literature, visual art, music and film. The focus is on high-quality, engaged, experimental work; work that has something to say about the world and is saying it in an interesting way. Our Fringe programme presents a mix of international work with work from British and Scottish artists. Summerhall has built a loyal audience who are willing to try work in our programmes that is new to them, and is popular with programmers looking for work for onward touring.

The building's history as a former veterinary school makes itself felt in the wide variety of performance spaces, each with their own charm. Summerhall also has its own brewery, distillery, pub, café and a buzzy festival courtyard.

## Access

Summerhall welcomes D/deaf and disabled customers and is committed to improving access to the building, exhibitions, performances and events. Summerhall has achieved Level Two (of 3) of the Edinburgh Festival Fringe Society's Venue Access Award. This pack includes access information for all our performance spaces.

We are keen to work with visiting companies who wish to present accessible performances. The Fringe Society's website has useful information about including accessible performances in your Fringe run. [Click here to learn more.](#)

All Summerhall venues have induction loops and are wheelchair accessible.

## Fair Fringe

Summerhall supports the Fair Fringe Charter.

## Sustainability

Summerhall is a member of the Green Arts Initiative and doing its best to minimise the environmental impact of the festival. [Click here to learn more about our sustainability initiatives on our website.](#)

## Venues

Summerhall is uniquely situated in a one hundred year-old veterinary school. We have spaces with a municipal feel, spaces with a post-industrial or medical feel, and spaces with a grand period feel.

## Main Hall

For the Festival, the Main Hall seats an audience of 146 in traditional end-on format and makes for a smart and flexible studio theatre of scale. This space is accessible by lift.

**Stage: 7m wide x 6m deep** plus very limited wing space covered in black vinyl dancefloor. 5.8m clearance to bottom of truss structure.



## Red Lecture Theatre

A cosy 70s lecture theatre complete with red lacquer tables and flip down seats. This space works well for performances using projection and is also a great space for more intimate shows where the performers need a close connection with the audience. There is a small projection/sound booth at the rear of the auditorium. Capacity: 84

**Stage: 8.0m x 3.3m** flat floor covered in black vinyl dancefloor. Height to ceiling: 3.5m (approx. 2.8m clearance to light fixtures). The front row of seats is adjacent to the stage, if filled these will reduce usable stage depth by approx. 60cm.





## Anatomy Lecture Theatre

An intimate room with a raised wooden horseshoe seating area. As well as offering a special atmosphere, it's also a very functional performance and storytelling space, not least for the immediacy brought about by the height of the rake: actors tend to be at eye level with the front row. Capacity: 58. There is unstepped access to this space.

**Stage: 8.30m x 2m stage with 3.4m x 3m thrust.** On flat floor covered in black vinyl dancefloor. Ceiling: 4.4m clearance to the LX bars.



## Demonstration Room

Similar seating to the Anatomy Lecture Theatre, but with a completely different atmosphere: the Demonstration Room is a stark and uniquely atmospheric space that gives audiences a powerful experience before the work even starts. There are 5 aerial points in the space, plus ground level points suitable for Chinese Pole. Capacity: 58.

There is unstepped access to this space

**Stage: 7.8m x 3.7m with 5.3m x 2.3m thrust** on flat floor. Covered in black vinyl dancefloor. Height: 5.3m clearance to the LX bars.





## Cairns Lecture Theatre

This simple and elegant space seats 100 people. The gently raked rows make it perfect for a wide range of events, though floor work can be less easily viewed. The purple seats, panelling and green carpet give the space an atmospheric retro vibe. This space is accessible to wheelchair users, but the route is convoluted.

**Stage: 6.25m x 3.43m or 6.25m x 4.40m** on flat floor covered in black vinyl dancefloor.  
Height: 4.40m to the ceiling, 3m to lighting bars.



## Old Lab

The Old Lab is an unadorned, 'black box' space. It is configured end on with a capacity of 93. There are two sets of aerial points in this space: one centre stage and one mid-stage left. There is unstepped access to the Old Lab.

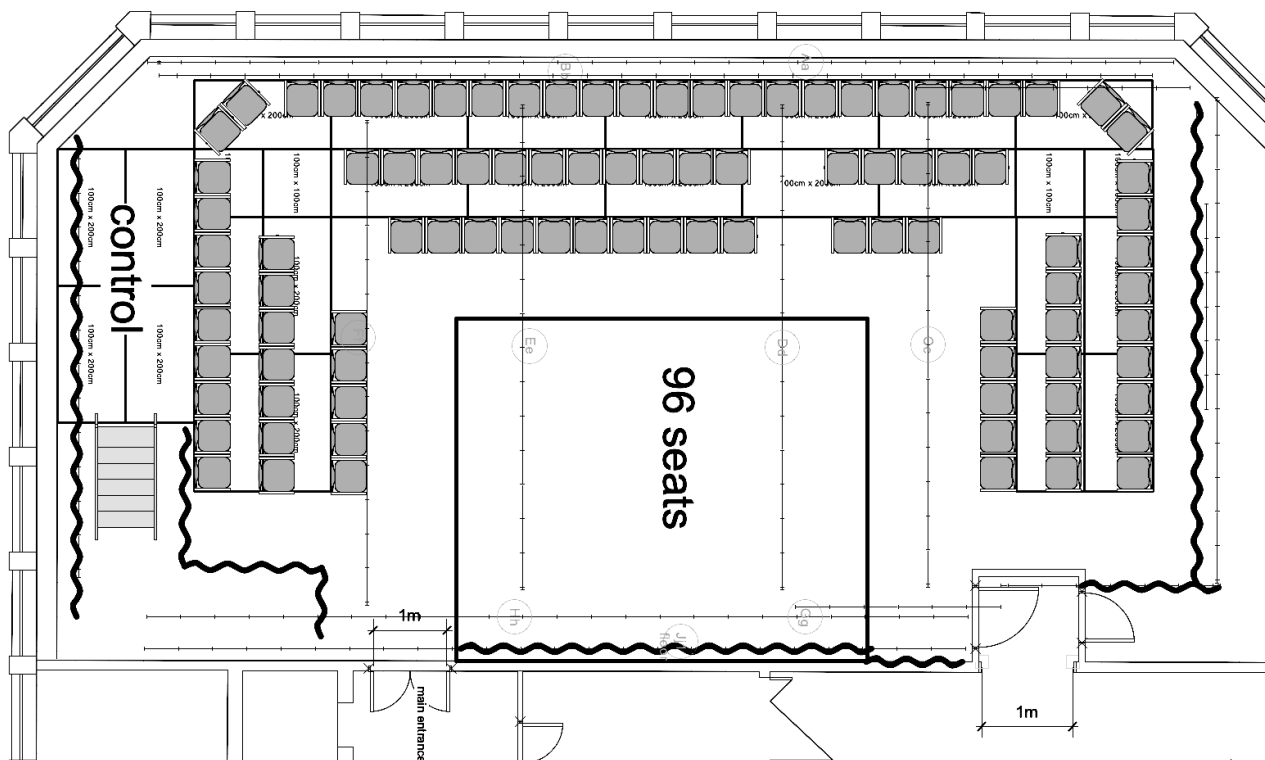
**Stage: 5m deep x 8m wide** flat floor. 4m clearance to lighting trusses. covered in black vinyl dancefloor.



# TechCube Zero

TC0 (TechCube 0) is the ground floor of the TechCube tower at the North West corner of the Summerhall site. **Brand new for 2023**, TC0 is in horseshoe configuration and seats 96. This space will lend itself well for performances that need an intimate feel like Anatomy and Demo, but more industrial/black box tones with a larger capacity. There is unstepped access to this space.

**Stage: 6m wide x 5m deep, further 1m of surrounding aisle space.** Flat floor covered in black vinyl dancefloor. 2.6m clearance to lowest fixed point above stage, 2.8m to LX bars.



### Basement/other spaces

At Summerhall we always try to accommodate work which doesn't fit easily into the typical Fringe slot. We have some spaces which can be used for installed or durational work - if you have a show which you think fits our programme but doesn't fit our spaces then please do apply and we'll see what we can do!

## Offsite

We are also happy to work with companies to present suitable work at venues outside the Summerhall site.



# Financial

## Overview

Summerhall is an artist-led space and we pride ourselves on being able to make our arrangements suit you and your company's needs. As such, all deals are made on a case by case basis, and we will always be as flexible as possible. This pack covers our typical standard deal and explains how it is calculated.

## Our Typical Agreement

Should your application be successful, we will offer you a space and a timeslot. Our typical deal is based on a split of the box office income 60% (to the show) and 40% (to the venue) versus a minimum guarantee to the venue. Summerhall will retain the pre-paid guarantee or 40%, whichever is greater. The minimum guarantee equates to what Summerhall expects/hopes our 40% share should be. We base that on 50% of capacity. We also require a contribution towards our marketing costs and you will need to pay for any technical equipment beyond the standard spec of the space.

The guarantee and marketing contribution are payable in advance – typically 10% of the guarantee is paid at the time of offer to reserve the slot and the remaining 90% is due by the end of May. If this represents a cashflow issue for you and you need a structured payment plan then please ask. Additional technical equipment must also be paid for in advance. If payments are not received by the agreed dates, your slot may be offered to another company.

At the end of the festival we will total your Fringe and Summerhall Box Office receipts and calculate the split. We will then pay you your share of the box office, less any amounts still owing to Summerhall. Both Summerhall and the Fringe Society charge a fee for ticket stock and credit card services, based on 4% of the gross box office, which will be deducted before the split is calculated. We typically receive settlement statements from the Fringe and Summerhall box office providers by the end of September, and aim to have all accounts cleared with companies by the end of October.

## What is included

- Your timeslot within the venue's programme.
- Sales via our box office system, which is linked to the Fringe box office.
- We will register your show in the Edinburgh Festival Fringe Programme, recharging you at cost for the Fringe registration fee.
- Press and marketing support for the programme as a whole, not specifically for your show.
- Technical support to get your show in, but not to operate.
- A basic level of technical equipment as detailed in the venue specifications.
- Shared use of dressing rooms and (very limited) storage.

## What is not included

- Fringe Society registration fee – see <https://www.edfringe.com/take-part/putting-on-a-show/registration> for current rates.
- Additional technical support or technical equipment hires, beyond those that come as standard in the venue.
- Additional time in the venue for set-up or get-out additional to that which is part of the contract.
- Marketing contribution
- There is also a separate charge if you wish to hire out our PR team.
- Charges for the use of music in your show levied by PRS/PPL. Click [here](#) to learn more.

## VAT

VAT (Value Added Tax) is a UK tax on goods and services. VAT will therefore be charged on all relevant invoices from Summerhall. Based on a typical agreement, Summerhall will take either 40%+VAT of the box office, or a minimum guarantee+VAT: whichever is the greater amount **ex-VAT**.

VAT on the minimum guarantee paid before the festival is charged retrospectively after the festival from the company's share of the box office if the minimum guarantee is the greater amount.

If you are not VAT registered and unable to claim VAT back, the best way to plan for this is to reconsider the typical split as 48/52 in favour of the company. If you are VAT registered, you will need to account for your box office receipts accordingly as part of the annual tax return. Companies outside of the UK are outside the scope of UK VAT under the B2B general rule.

## Ticket Pricing

Unless otherwise agreed, all performances will be priced at £13/£11 weekdays (Mon-Thurs) and £15/£13 weekends (Friday-Sunday). Previews will be priced at £10.

If you'd like to offer a cheaper ticket price, Summerhall Box Office can facilitate targeted and bespoke deals and giveaways such as promo codes, discount days and buy-one-get-one-free: but only for periods of no longer than 48 hours.

We can also facilitate e-papering; where if a customer says a name of your choosing on the door, they can get in for free, but this is limited to 10 tickets performance date for the first weekend only. E-papering is a shared loss between the company and the venue, it does not come out of your Company Comps or Venue Comps, and must be agreed in advance with the Festival Producer or Box Office Manager.



## Press and Marketing

The Fringe is a very competitive market with thousands of shows competing for audiences. All companies need to be self-sufficient in terms of press and marketing and to work hard to reach audiences, but Summerhall will be there to support you.

We provide the following to participating companies via the Marketing Contra:

- Inclusion within Summerhall festival brochure distributed throughout Edinburgh and the central belt
- This brochure will also be posted to press, funders and arts industry contacts
- Inclusion within general Summerhall press releases
- Inclusion on Summerhall Festival website
- Advice on flyering
- Advice on distribution and legal street poster campaigns

You should concentrate on marketing your own show and taking on 100 per cent of the press responsibilities; this way you will benefit from the additional expertise and help we offer.

Our highly experienced in-house PR and promotions team, Storytelling PR, can also offer an additional bespoke PR and promotions service; please contact [press@summerhall.co.uk](mailto:press@summerhall.co.uk) for details and costs.

## Comps

An allocation of 2 complimentary tickets for the company (CC), the venue (VC) and press (PR). The Arts Industry comp (FY), managed by the Fringe Society, is also capped at 2.

## Marketing Contribution

Summerhall charges a marketing contra based on the amount of seats you have to sell, payable in full before the festival.

- **Anatomy Lecture Theatre:** £300+VAT
- **Cairns Lecture Theatre:** £400+VAT
- **Demonstration Room:** £300+VAT
- **Main Hall:** £700+VAT
- **Old Lab:** £450+VAT
- **Red Lecture Theatre:** £400+VAT
- **TechCube 0:** £450+VAT

## Artist Awards and Support

Summerhall's Award winners are encouraged to rehearse on-site before the festival, free of charge, subject to availability. Open awards are available for application on Summerhall's Eventotron proposal page, apart from The Mary Dick Award, which has a separate process: more details on that below.

### **The Autopsy Award in association with Feral Arts and supported by Allan Wilson**

Helping artists working in Scotland who make boundary-pushing performance work to undertake an Edinburgh Fringe run. It includes a £5k cash award, the Fringe registration fee, a 70/30 box office split in favour of the company, with no minimum guarantee, and in-kind technical and marketing support from Summerhall. We are looking for new, experimental work made by artists basing their practice in Scotland, with the capacity to take advantage of the opportunity of a Fringe run to showcase their work.

### **The Eclipse Awards in association with Eclipse Theatre**

Supported performances as part of Summerhall's 2023 Fringe programme for black and global majority led-company or artists; includes no minimum guarantee, no marketing contra, the Fringe registration fee, an enhanced box office split in favour of the company with in-kind technical and marketing support from Summerhall and a cash grant (amount TBC) from Eclipse.

### **The Mary Dick Award in association with Birds of Paradise**

A supported run as part of Summerhall's 2023 Fringe programme for a d/Deaf or disabled artist or d/Deaf or disabled-led company, including a £3k cash award, the Fringe registration fee, a 70/30 box office split in favour of the company, with no minimum guarantee, and in-kind technical and marketing support from Summerhall. Acclaimed disabled-led company Birds of Paradise will offer mentoring and support to the successful applicant. **[Click here to be taken to application portal.](#)**

### **The VAULT Award**

A supported run as part of Summerhall's 2023 Fringe programme for an artist or company from the VAULT Festival programme 2022, including a £1k cash award, the Fringe registration fee, a 70/30 box office split in favour of the company, with no minimum guarantee and in-kind technical and marketing support from Summerhall.

### **Melbourne Fringe Tour Ready Award**

A supported run as part of Summerhall's 2023 Fringe programme for an artist or company from the Melbourne Fringe programme 2022; £1500 off the minimum guarantee, no marketing contra, the Fringe registration fee and a 60/40 box office split in favour of the company with in-kind technical and marketing support from Summerhall.



## FAQs

**What is Summerhall?** - Located in the former Royal (Dick) School of Veterinary Studies in Edinburgh, Summerhall is a year-round arts centre presenting visual art, live music and performance, a home to a thriving and eclectic community of residents, and a host venue for a diverse programme of events.

**What sort of shows do you programme?** - We are happy to receive applications to present work in all forms – theatre, dance, music, circus, literature, visual art and anything in between. We don't generally programme stand-up comedy, but are happy to consider applications for comedy shows that believe they would fit into the Summerhall style and ethos: this can be summarised as a focus on artistic excellence coupled with an awareness of form and context. If you are considering bringing a show aimed at families with school-age children, then remember that Scottish schools start their autumn term in August. Edinburgh schools start back on **Wed 16th August 2023**.

**What are the dates of the 2023 Fringe?** - The 2023 Edinburgh Festival Fringe runs from Fri 4th – Mon 28th August. Summerhall's festival programme will run from **Fri 4th – Sun 27th August**, with preview performances on **Wed 2nd – Thur 3rd August**.

**How many performances should I do?** - We'll consider proposals for short runs, but we highly recommend doing a full run if you possibly can. Not only does this make it easier for us to accommodate your show, it almost always makes for a more satisfying experience for the company. If you are here for the whole of the festival you have more opportunities to see other artists' work, to hone and refine your own show and of course to reach audiences.

**How can I find out more about performing at the Fringe?** - The Edinburgh Festival Fringe Society has information about accommodation, budgeting, marketing, onward touring and much (much!) more at <https://www.edfringe.com/participants> We recommend that you check out their very helpful materials and sign up for their information emails.

**I want to come to Summerhall, how do I apply?** - Please complete the Festival "Proposal" tab on [Summerhall's Eventotron Festival 2023 page](#). Complete this as fully as you can and add any supporting materials you wish to include (we welcome links to video footage, reviews of past work, scripts, and anything else that will give us a sense of you, your company, your past work and the work you are proposing). If you would like to apply in a different format for access reasons, please contact Tom on [programme@summerhall.co.uk](mailto:programme@summerhall.co.uk)

**How should we choose our space?** - There is information in this document about our key performance spaces. However, if you are unable to decide which would best work for your show, please simply say so and we will be happy to help. This won't affect how we assess your application. If you are able to visit Summerhall in advance of your application we would be glad to show you around the spaces. If your application is successful, we would encourage you to visit us in person at least once to gain a sense of your performance venue in particular and the building and organisation in general.

**When will I hear from you?** - We receive many applications from companies to be part of the Summerhall programme (380 in 2019...) and inevitably it takes some time to go through them all. The programming process runs from December - March. When you apply you will receive an initial acknowledgement by email. Typically you will then receive a response which broadly lets you know how interested we are in presenting your show. Some companies are turned down at this stage, and others are offered a slot. But we will ask many more of you to hang on while we consider the balance of the programme as a whole and generally try to piece together the jigsaw! Most companies performing at Summerhall register with the Fringe and it is highly encouraged to, so we will be working to the Fringe registration deadlines in mid-March and mid-April.

### **Any Questions?**

Please email [programme@summerhall.co.uk](mailto:programme@summerhall.co.uk) if you have a question which isn't covered in this pack, and we will do our best to help!



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