

BLOOMSBURY FESTIVAL



14 - 23 OCTOBER 2022

Bloomsbury Festival 2022 – ‘Breathe’

Friday 14 to Sunday 23 October 2022

A WORLD CLASS FESTIVAL FROM A LOCAL COMMUNITY

The Bloomsbury Festival brings together culture and community, celebrating and showcasing diverse and contemporary ideas, creativity and people in Bloomsbury to our local audience and the world.

In 2022 our programme theme is Breathe. This can be interpreted in a number of ways including environment, air quality, wellbeing, freedom of speech and self-expression.

Each year we programme over 100 creative events and exhibitions of which the majority are ‘Partner events’. They showcase the cultural offer of Bloomsbury including all disciplines and of all parts of our unique inner-city community, including residents and institutions. The festival offers a platform for Partner events in a variety of venues, and supports the programme with marketing and ticketing of events within the festival programme. The festival team carefully curates the programme and cannot guarantee to include all Partner suggestions in the festival programme of events.

PARTNER EVENTS

are

**Produced and presented by artists, performers, writers, institutions, scientists and organisations.
The festival does not offer commissions or fees for these Partner events but we do offer a box-office share.
We match-make events with venues where necessary and liaise with the venues about tech support.
Events are usually ticketed by the festival and can be free or paid-for tickets**

The festival team also produces a showcase for emerging artists, writers and performers - New Wave theatre, lunch time concerts and a fine art strand - a Discovery Hub exhibition for schools and family audiences, and an outdoor or museum based larger scale event. For these specific events the festival offers technical production support.

Partners often choose to showcase their work to:

- Share in the community spirit of the festival
- Showcase creative and cultural work they are creating already
- Engage local residents and audiences
- Be inspired by the theme and respond with events, walks, talks and tours
- Offer opportunities to showcase work of emerging and established artists
- Offer opportunities to performers and audiences from diverse backgrounds with physical, neurodiverse or other access needs, including sight and hearing loss
- Reach wider audiences for creative, cultural and scientific work already planned

HOW DO I TAKE PART?

Please contact the festival team either

By emailing a proposal to director@bloomsburyfestival.org.uk copying in admin@bloomsburyfestival.org.uk
By discussing ideas with one of our programming team – see end of document

MORE DETAILS

The festival offer to Partner events

- Where the Partner organisation or individual does not already have a venue for their event we aim to match up the event with a suitable Bloomsbury venue (indoors or outdoors)
- We provide Marketing and Ticketing for all events including the distribution of a printed and online brochure, email newsletters, and web-based ticketing supported by ticket sales at events
- Where events have paid tickets (ie not free to the public) we offer the Partner a 50:50 box office share net of fees and VAT
- We provide general production and marketing advice
- We have PR support for all events and the festival overall
- We offer some basic technical support for talks, New Wave and Discovery Hub events

What we can supply at a cost to the Partner company or Partner artist

- Additional technical support for productions such as sound, lighting and video for which the Partner may need to pay either the venue's own technical team, or the festival technical team for the provision of equipment and operators.
- Web-streaming crews for events for which the Partner will need to pay for the crew, but the festival technical team can make the arrangements (the only exception to this in case of pandemic lockdown where digital delivery is the only way available to present the work)

What we expect from the Partner

- To present an event or exhibition outline by email or discussion by **Friday 8 April**
- Be available to discuss ideas in more detail with the festival team in April/early May - at this point we will agree any details of venue etc.
- Submit programming information on a google form in mid-May. **Deadline 31 May.**
- To submit photographs and any other supporting media such as video by end of May alongside google form
- To check your online and print copy when the festival brochure and website are ready for checking in June/early July
- To work with the festival team to market your event through your own channels – such as your local community or institution marketing and PR channels, your own box office and email newsletters
- To share interviews with our PR and broadcast partners to enhance the publicity for your event
- To present a full event as described in the brochure with performers, guides, exhibition etc as agreed.
- To agree that the festival may take photographs and film events for the purpose of

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future publicity and marketing and reporting, and the festival will always share media with the Partner after the festival.

HOW TO GET INVOLVED

The Festival programme is carefully curated and includes both events and activities that we produce ourselves and those proposed to us which we present as part of the Festival.

Can I apply? We encourage creative individuals who work, study, or live in Bloomsbury to contact us to discuss possible projects for inclusion on the Festival programme. The Festival includes arts, literature, science, walks, tours, academic public engagement projects, and other work that seeks an audience;

Are there any specific criteria? There are no specific criteria for project proposals, but projects need to be of a high quality, engaging for general audiences, and to sit within the context of the Festival theme;

What sort of work are you interested in? The Festival aspires to be entertaining, stimulating, educative, interesting, and exploratory. Bloomsbury Festival is a platform for ideas and creativity, providing the opportunity to test out a radical idea or an unusual collaboration, alongside a polished performance.

Where will my project be presented? We have partner venues indoors and outdoors across Bloomsbury

How do I put forward a proposal? To discuss your ideas, whether, how and where they might fit in the Festival programme please email admin@bloomsburyfestival.org.uk copying in director@bloomsburyfestival.org.uk and one of our programme managers will get in touch with you to discuss things further.

SOME PRACTICALITIES

- **Finances:** Much of the Festival programme is free to attend. Where events are paid tickets we offer Partners a 50:50 Box Office net split deal (the split is calculated after Eventbrite fees and VAT). We cannot pay fees to Partners but nor do we charge for registration or marketing (unlike many festivals). Please discuss the financial arrangements with your Programme Manager.
- **Technical:** We have some theatre and gallery spaces, but much of the programme is presented in non-traditional spaces in interesting Bloomsbury buildings. The Festival can provide some basic technical support but any lighting or sound or special arrangements will need to be paid for. Please flag up to the Programme Manager any concerns or issues about tech requirements at an early stage. Our Production Manager will discuss more technical details with you ahead of the Festival.
- **Marketing:** The organisation markets the Festival as a whole online, through print, social media and press. 10,000 brochures, plus posters and leaflets are distributed

throughout Bloomsbury and London. Over 30,000 people attended the 2021 Festival. Past press has included Critics Choice in Time Out, feature in Camden Journal plus broadcasts on BBC Radio London and London Live, TV. Partners are responsible for promoting their own event with support from the Festival Marketing Team.

Licencing, Health and Safety and Legal matters. All events must have risk assessment, insurance and the appropriate licences in place including PRS for all events including music. We can help in these matters and please discuss these at an early stage with your Programme Manager.

To take part:

Contact:

admin@blossburyfestival.org.uk copying in
director@blossburyfestival.org.uk

And one of our team of Programme Managers will respond to discuss things further.

You may also copy in the appropriate Programme Manager below.

Our 2022 Programme Managers cover a wide base of projects but with specialist areas as follows:

John-Paul Muir (JP) – Music and visual arts
jp@blossburyfestival.org.uk

Junna Begum – Community and academic engagement
junna@blossburyfestival.org.uk

Rosemary Richards – Theatre and Discovery Hub
rosemary@blossburyfestival.org.uk

Catriona Strojwas – Walks and Tours
catriona@blossburyfestival.org.uk