

BLOOMSBURY   
**FESTIVAL**  
13 - 22 OCTOBER 2023

## **Call out for Proposals - Theme *GROW***

Please email your proposal to the Festival Director - [director@bloombsburyfestival.org.uk](mailto:director@bloombsburyfestival.org.uk)  
by 5pm on Thursday 30 March 2023

**– BLOOMSBURY FESTIVAL –**  
***‘A world class festival from a local community’***

Each year we programme around 100 creative events and exhibitions of which the majority are **‘Partner Events’**. These showcase the cultural offer of Bloomsbury from many disciplines and from 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 marketing and ticketing of events within the festival programme.

The festival team also produces a showcase for emerging artists, writers and performers (New Wave Theatre, Lunchtime Concerts and a fine art strand), as well as a Discovery Hub exhibition for schools and family audiences, plus an opening outdoor event. For these specific events the festival offers technical production support.

### **2023 Theme ‘Grow’:**

Following on from our 2022 theme *‘Breathe’* the 2023 Festival will be inspired by *‘Grow’*.

This theme can be interpreted in any way you wish. It could be the effects of population growth, concepts of personal growth, plants, gardens, buildings, landscape, history, people, etc. as long as there is a thread connecting it to *‘Grow’* we will consider it for 2023.

### **Partner Events:**

- Produced and presented by artists, theatre companies, performers, writers, institutions, scientists, walks leaders and organisations.
- The festival does not offer commissions or fees for Partner Events but we do offer a box-office share, and we manage the box office and steward events.
- We match-make proposals with venues where necessary and liaise with the venues about technical support and basic technical requirements.
- Events are usually ticketed by the festival and can be free or paid-for tickets. If events are offered to the public for free we may attribute one of our sponsors to free events.

### **Why Partner with Bloomsbury Festival:**

- Share in the community spirit of the festival.
- Showcase creative and cultural work you are creating.
- 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.

### **What the festival offers 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 (i.e. not free to the public) we offer the Partner a 50:50 box office share net of Eventbrite and Zettle fees and mandatory 20% 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.
- We steward events and manage the box office at the events where required.

### **What we can supply at a cost to the Partner:**

- 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).

### **Deadlines and Timelines:**

**30 March** - Deadline for proposals, up to 1 page of A4 (plus photos as appropriate)

**April/Early May** - Discuss ideas in more detail with the festival team

**31 May** - Deadline for Marketing Google form, provide high quality photos and other marketing media

**June** - Creation of the printed brochure, partners will be sent a draft page of their event entry. It is extremely important that partners approve their draft page(s) in the time given.

**13 July** - Programme Launch, events go live on our website.

**July to October** - Working with the Festival team to market your event through the Festival's channels as well as your own. Including; Local, institutional and PR contacts, newsletters, social media channels, etc.

**During the Festival** - Partners to present a full event as described in the brochure with performers, guides, exhibition, etc. as agreed.

#### **FAQs:**

**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

### **– SOME PRACTICALITIES –**

#### **Finances:**

- Where events are paid tickets we offer Partners a 50:50 Box Office net split deal (the split is calculated after Eventbrite and any other box office fees eg izettle and VAT).
- We do not commission events or pay fees to Partners but nor do we charge for registration or marketing (unlike many festivals). If shortlisted - 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, in print, social media, and press. 10,000 brochures, plus posters and leaflets are distributed throughout Bloomsbury and London. Over 35,000 people attended the 2022 Festival. Past press has included Critics Choice in Time Out, a 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.
- At the time of the Festival in October photographs and videos will be taken by Festival staff. Partners agree that the festival may take photographs and film events for the purpose of future publicity and marketing and reporting.
- The festival will always share media with the Partner after the festival.

**Licensing, 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.

**– YOUR 2023 PROPOSAL –**

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.

**Open Call Proposal Process:**

From 1 March 2023, we will be accepting submissions of event proposals for Bloomsbury Festival 2023. The deadline for all proposals for the 2023 festival programme will be ***5pm on Thursday 30 March.***

**What to include in your proposal:**

Your proposal can be any length (suggested one side of A4 text should be enough information with accompanying photos/video/audio as appropriate). It should outline:

- Type of event (music, theatre, exhibition, talk, walk, dance, etc.)
- Intended audience (eg adult theatre audience, local community, classical music etc)
- Singular or repeated event?
- Description of what would be involved in your event
- What you wish to achieve or bring to the festival with your event
- Would you expect this event to be ticketed or free-turn up or undecided
- Your connection to Bloomsbury
- How your event connects to the theme of 'Grow'

Please be aware that we are a local festival for the Bloomsbury area, we ask that everyone who puts forward a proposal has some connection to Bloomsbury or its immediate surrounding area.

The festival team carefully curates the programme and cannot guarantee to include all Partner suggestions in the festival programme of events.

**Key Projects Taking Place in 2023:**

In addition to the 'Grow' theme and our continuing work support for emerging artists in Fine Art, Theatre and Music we have two special projects set for 2023. You may wish to respond to one or both of these projects:

**1. *The New Bloomsbury Set***

Made possible by the National Lottery Heritage Fund, this project will review and reshape the cultural, literary, architectural and heritage landscape of Bloomsbury through the viewpoint of participants of the 21st century 'global majority' residents of Bloomsbury, and the wider community, and reclaim the identity of the area for Bloomsbury's current residents. Culminating in a series of exhibitions, events and walks programmed into Bloomsbury Festival 2023.

**2. *The Greenhouse Project***

A creative 'sound & plantscape' with environmental and sustainable themes, and a focus on the artistic and creative interpretation of plants and their sounds, and with participation of local communities. Alongside this there will be a celebration of the growing traditions of food related and other plants from the local diverse communities. We hope to present the main events outdoors in greenhouse style structure/s as part of our opening evening launch and in one of Bloomsbury's garden squares. Any suggestions and partnerships welcome.

**Questions:**

If you wish to have an early discussion prior to submitting your proposal, please contact the festival team by email - [director@bloomsburyfestival.org.uk](mailto:director@bloomsburyfestival.org.uk)

**Please email your proposal to the Festival Director [director@bloomsburyfestival.org.uk](mailto:director@bloomsburyfestival.org.uk)**

**By 5pm on Thursday 30 March 2023**

**We aim to respond to all proposals by the end of April.**

**Please note, in 2023 we are limiting the number of events to 100, and may therefore not be able to accommodate all proposals.**