

BLOOMSBURY FESTIVAL



18 - 27 OCTOBER 2024

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

Open Call Out for Proposals - Theme *Human.Kind*

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.

This Call Out includes a call for partners who would like to submit proposals for interactive science and discovery exhibition stalls for our festival-produced 3 Day Discovery Hub, aimed at schools (KS2 and KS3) and family audiences (Thursday 24-26 October). We also have opportunities for choirs and street performers at our one day outdoor community event during the festival which this year will be held in Cromer St/Bramber Green area (Saturday 19 October).

2024 Theme *Human.Kind*

The 2024 festival theme will be *Human.Kind* which can be interpreted in any way you wish. You could view it as a single word, be inspired by either *Human* or *Kind*, or take inspiration from the dot in between. Events can celebrate, challenge or explore the concepts of the theme.

Venue and Production Categories

In 2024 we will be looking at proposals in 5 categories - the first 4 categories invite applications from this Open Call to partners. The 5th category relates to selected opportunities for emerging artists, musicians, and playwrights through a separate Call Out - see New Wave links on our website for the opportunities.

Please note that because of budgetary constraints in 2024 we will have to charge for technical support if required (this does not apply to individual speakers/talks/walks/acoustic performances and Discovery Hub). You can submit proposals for our Open Call only in the first 4 of these categories, or apply for our New Wave emerging talent scheme via the website:

1. **Events with Own Venue and Own Technical Support, Individual Talks, Walks**
2. **Events that require a Venue but no Technical Support**
3. **Events that require a Venue and Festival/Venue Technical Support and Kit**
4. **Festival Produced Discovery Hub**
5. **Festival Produced New Wave Events (see further information on the website and apply via the Fine Art, Music and Theatre Competitions for emerging creatives)**

Proposal

Please follow this link to fill in your proposal (further details available below):

<https://forms.gle/X9GuNzXL6ZbSckhN7>

**Please submit your [Proposal Form](#) by
Midnight on Tuesday 9 April 2024**

We will not be able to accept proposals submitted beyond this deadline.

The Proposal Form will ask for the following information:

- Main contact details
- The Partner's connection to Bloomsbury or the surrounding area
- The Partner's category selection
- Event/exhibition details
 - Type of event (music, theatre, exhibition, talk, walk, etc.)
 - A working title
 - Description of what would be involved in your event (please be clear about the format your event will take - e.g. a dance piece with poetry, a one-person theatre production, a talk with powerpoint, etc.)
 - Would you expect this event to be ticketed or free-turn up or undecided
 - Intended audience (e.g. adult theatre audience, local community, classical music etc) and how you plan to reach them with marketing
 - How the event/exhibition links to the 2024 theme of *Human.Kind*
- Venue details (whether this is supplied by the Partner or the Festival)
- Technical details - (what level of technical support the event/exhibition will require from the Festival, including an outline of the equipment or technical kit if Festival support is required)
- Any supporting documents, audio or video. Please note for theatre productions, we strongly advise sending video or audio of your production proposal or of previous work.

For a full list of the questions please see a copy of the Proposal Form questions [here](#).

Further Details

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.

In 2024 because of budgetary constraints we are having to introduce charges if you need festival technical support (starting from £250 please see below for details).

What are Partner Events:

- 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.
- We manage the box office and we steward events, apart from category 1 events where partners stage events in their own venue with their own box office support.
- 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.
- Please note that we have a range of sponsors and may discuss attributing one of the festival's sponsors to festival 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.
- Offer opportunities 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 Net 50:50 box office share. Before we split the profit we have to remove 20% VAT and any mandatory charges for box office systems. The 50:50 split includes events that wish to donate their share of the income to charity (noting that Bloomsbury Festival is also a charity)
- We provide general production advice.
- We have PR and marketing support for all events and the festival overall.
- We offer some basic technical support for talks, New Wave and Discovery Hub events, but in 2024 we do not have the resources to offer hire-in of technical kit or supply technician support without charge - this will particularly apply to theatre and amplified music events, but also to exhibitions.
- 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, projection and video can be organised for events. The Partner will need to cover the costs of the provision of any technical equipment, operators, or a Venue's Technical Team, should this be required. This will likely apply to Open Call theatre productions, performances, some music events, and complex talks. If you are unsure whether this applies to your event, please contact the Festival Assistant Director at ellie@bloomsburyfestival.org.uk to discuss.
- We can supply web-streaming crews for events. The Partner will need to pay for the crew but the festival technical team can make the arrangements.

Deadlines and Timelines

Tuesday 9 April - Deadline for all Open Call Proposal Forms to be submitted

April - Discussions of proposals with the festival team, selection of the 2024 programme.

Early May - We let everyone know the outcome of their application.

Early May - If the proposal is selected for the programme the Festival team send Partners a Marketing Information form to gather marketing text and high quality publicity photos and other marketing media.

Friday 31 May - Deadline for Marketing Information form.

Early June - Festival sends out Partner Agreements.

June - The festival team creates the printed brochure and 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.

Thursday 18 July - Festival Programme Launch, announcing the 2024 programme and events go live on our website.

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

Tuesday 10 September - Partner Drop In Event: Programme Partners can drop in to discuss any questions they may have with the Festival Team.

September to early October - Partners finalise production of their events.

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

Post-festival (November) - Festival finalises Box Office income and Partners invoice agreed share to festival. Festival photographs usually take a few weeks to process and become available mid-November, when available the festival will share with Partners any relevant images or video of your event.

FAQs

Can I apply? We encourage individuals and organisations 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. If you would like advice before filling in the proposal form please email director@bloomsburyfestival.org.uk and one of the team will respond.

Are there any specific criteria? 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. We aim to find a suitable venue for events in the programme.

Please submit your Open Call [Proposal Form](#) by

Midnight on Tuesday 9 April 2024

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– SOME PRACTICALITIES –

Finances:

- Where events have paid tickets we offer Partners a 50:50 Box Office NET split deal (the split is calculated after ticketing and any other box office fees e.g. box office system fee, izettle/Stripe and 20% VAT). Please note this split is required even if the Partner wishes to offer their share of proceeds to a charity (the festival is a charity itself).
- We do not commission events or pay fees to Partners.
- If an event requires technical production support from the festival, Partners will be asked to pay a production fee to the Festival to cover any production costs related to the event (minimum £250 and further charges depending on requirements). A provisional quote can be provided on request - please contact the Festival Assistant Director at ellie@blossburyfestival.org.uk to discuss further. The initial payment will be required prior to inclusion in the programme.

Venue and Technical:

- The Festival works with various venues throughout Bloomsbury which offer a range of production levels. The Team will aim to match events to a suitable venue.
- We have some theatre and gallery spaces, but much of the programme is presented in non-traditional spaces in interesting Bloomsbury buildings.
- Additional technical support for productions can be arranged. If you are unsure whether this applies to your event, please contact the Festival Assistant Director at ellie@blossburyfestival.org.uk to discuss.

Marketing:

- The festival team markets the Festival as a whole online, in print, social media, and press.
- 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 but we cannot guarantee to photograph all events. Partners agree that the festival may take photographs and film events for the purpose of future publicity, marketing and reporting.
- The festival team will share media with the Partner after the festival.

Licensing, Health and Safety and Legal matters:

- All events must have risk assessments and insurance and be prepared to report music details to the festival or venue for PRS. The festival covers a PRS licence for all events which are not covered by a regular venue licence. We can help in these matters and please discuss these at an early stage with the festival team.

– YOUR 2024 PROPOSAL –

The Festival is carefully curated and includes events and activities that the Festival produces and Open Call Partner events which jointly form the Festival programme. The festival cannot guarantee your proposal will be selected for the Festival Programme.

If you wish to have an early discussion prior to submitting your proposal, please contact the festival team by email - director@bloombsburyfestival.org.uk

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