

BLOOMSBURY FESTIVAL



18 - 27 OCTOBER 2024

Walks Programme Guidelines - 2024 *Human.Kind*

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

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

In 2024 Bloomsbury Festival is curating a walks programme to offer the widest range of subject matters and styles for our festival walks. Walks can be aimed at any demographic but we would be interested in receiving ideas appealing to families and young adults as well as a more usual walks audience. If directed at younger audiences please consider how we reach appropriate age groups with marketing.

All walk proposals **must** respond to the 2024 theme of *Human.Kind*. The theme can be interpreted in a variety of ways, from the whole word, *Human* or *Kind*, or even from the dot that separates them.

Walk topics must be different to previous walk programmes but can explore anything in connection to Bloomsbury and the theme. Possible topics and partners might include:

- Bookshops of Bloomsbury (partners Bookshop Crawl might be putting forward proposals)
- Cultural history of Bloomsbury's communities (London Welsh Centre are suggesting their own walk looking at the Welsh roots of the area)
- Contemporary Bloomsbury and its people (possible partnerships may be 2024 Festival Traineeship in association with Westminster Kingsway College)
- A guide to the museums and galleries of the area
- Plus many more

Walks Programme Format

In 2024 our curated programme will feature a select number of walks across the 10 days of the festival (this year running from Friday 18 - Sunday 27 October).

We will not be programming repeated walks, either in topic or in number of occurrences.

If a proposed walk requires it to take place on a specific day of the Festival (i.e. due to a building's open times) please include this in your Proposal Form. We will not be programming walks on Friday 18, Monday 21 or Tuesday 22 October.

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Preferred starting times for Festival walks will be **11am, 1pm or 2pm**.

All guided walks will be expected to tailor their walk to 1 hour in running time but, if needed, should not exceed 1.5 hours. To properly prepare audiences for walks, we wish for the running time to stay true to the listed maximum length in the programme of 90 minutes, unless specifically agreed with the Festival in advance.

Starting Points

All programmed walks must begin at one of the walk starting points selected by the Festival. The 2024 walk starting points for Bloomsbury Festival will be:

- Blooms Cafe, Royal National Hotel, Bedford Way
- The Building Centre, Store Street
- Holborn Library, Theobalds Road
- Conway Hall, Red Lion Square

If you would like your walk to have a particular starting point not included in the above list then it will fall to you, the guide, to establish the necessary permissions and access to the chosen starting point.

Walk start points must have:

- Access to toilet facilities
- Wet weather shelter to gather
- Someone who can be updated with walk information as necessary (i.e. someone at reception aware of the walk in the event of a cancellation or can direct them to the gathering location)
- Good internet or 4G signal (for Box Office and Festival support)

Finance and Box Office

Walks may be free turn-up or ticketed. We will confirm ticket prices with you prior to marketing. We find many more attendees come at very low costs or free walks.

If a walk is ticketed through Bloomsbury Festival Box Office, 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 registered charity).

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If any guide wishes to offer free walks or manage their box office directly we can accommodate this and will market the walk appropriately.

Marketing

We ask that all selected guides help market and share information about their walks to their mailing list (if applicable) and any interested parties. The Festival team will help in marketing but we ask that this be a joint effort between the Festival and the guide. Where walks leaders or partner organisations promote their walks on social media, a noticeable uptake in attendees was seen in past festivals.

– YOUR 2024 PROPOSAL –

All 2024 proposals must be submitted via the online Proposal Form by the stated deadline. Please see our general Programme Open Call pdf on the website for more information about the Proposal Form.

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

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

If you have any questions relating to the form please email
director@bloombsburyfestival.org.uk

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

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- Intended audience (e.g. adult theatre audience, local community, classical music etc) and how you plan to reach them
 - 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.