

BRIGHTON
FRINGE.

VENUE
INFORMATION
PACK
2024

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Classical Concerts at St Michael and All Angels Church
PH: 16 Beasley Street

INTRODUCTION

WHAT IS BRIGHTON FRINGE?

Brighton Fringe is an open-access festival which means anyone can take part as long as they find a venue to host them and pay a registration fee.

Any venue can sign up to host Brighton Fringe events for free, whether a pub, theatre or even your house. You can host events from one or more of our 11 main event category genres: Cabaret & Variety, Children & Young People, Circus, Dance & Physical Theatre, Comedy, Events & Films, Exhibitions, Literature & Spoken Word, Music & Nightlife, Theatre, Tours and Workshops.

To find out more about what we do, head over to the [Fringe Info](#) section on our website: www.brightonfringe.org

WHY SHOULD I TAKE PART IN BRIGHTON FRINGE?

Brighton Fringe is a showcase for talent, attracting **over 850 different events in 2023**. We offer a platform for companies to try out new work, increase their audiences, gain reputation and enhance exposure to industry professionals. By registering to be a Brighton Fringe venue, you will be a vital part of this experience. You will meet and build relationships with like-minded arts professionals and have fun along the way, as well as increasing footfall to your venue. We consistently have more acts and artists who want to take part in Brighton Fringe, compared to suitable venues available.

Your venue will be listed on our website (**over 1,827,000 views in 2023**) and in the Eventotron Venue Browser, so being part of Brighton Fringe is a great marketing tool for any space.



CABARET CONTINENTALE
PH: DFPHOTOGRAPHY

DATES & DEADLINES

Early Bird Deadline

Enjoy a discounted rate, be included in the Brighton Fringe 2024 General Ticket Release and have your tickets on sale for the festive period.

Early Bird registration deadline: 5pm GMT Monday 4 December 2023
First Release: Midday Thursday 7/Friday 8 December 2023
Registration reopens: Monday 11 December 2023

General On-Sale Deadline

Have your event included in the Brighton Fringe 2024 General Ticket Release Campaign and have your tickets on sale for February pay-day.

General On-Sale deadline: 5pm GMT Monday 12 February 2024
Tickets on general sale: Midday Thursday 15/ Friday 16 February 2024
Registration reopens: Monday 19 February 2024

Latecomers

Events registered after the General On-Sale deadline will be listed on a rolling basis every Wednesday from 7 March 2024. **To be included, your registration must be complete by 09.00 on the Monday.**

Final Deadline

The final registration deadline will be **9am GMT Wednesday 1 May 2024**. This will ensure your event is listed online before Brighton Fringe 2024 begins.

Other Deadlines

Deadline for provision of proof of PLI: Wednesday 1 May 2024
Deadline for provision of proof of PLI: Wednesday 1 May 2024
Deadline for supplying music usage information: Friday 17 May 2024



REGISTERING YOUR VENUE

Eventotron is the online registration system we use for both venues and artists. You should enter all the information about your venue here for artists to see and browse through. Artists can also 'Apply' to put their event on in your venue through Eventotron, and can share information about their event with you here.

To start creating your venue listing, go to www.eventotron.com

Whether you're a new venue or returning for 2024, check out our '[How to Register a Venue](#)' guide for the most up to date information on registering your venue in Eventotron.

Tip: In the 'General' tab of your venue profile, make sure to switch 'Include in Venue Browser' to 'yes' when you're ready to appear in the Venue Browser for artists.

Tip: The Brighton Fringe 2024 tab is where we ask most of the important questions - make sure you work through this one after the Venue Details tab.

EVENT REGISTRATION

You might want to [register events](#) taking place at your venue to ensure consistency and accuracy. If you're registering more than 15 events, you can receive a 15% discount on registration fees (this discount is not applicable against the Early Bird discount). You can arrange this by emailing the Artist Services team on takepart@brightonfringe.org.

VENUE MANAGERS' MEETINGS

[Venue Manager Meetings](#) are **held monthly** and are open to everyone. They are a great opportunity for you to come along and chat with the Brighton Fringe team and other Fringe venues, get updates about the festival, and voice any concerns or issues you may be having.

An archive of minutes from our past meetings can always be found on our website. We also include this information in our regular emails to Venue Managers.

Tip: Sign-up to our Venue Manager newsletter [here](#) to stay up-to-date with all Fringe news.



LIONHOUSE CABARET
PH: BILL BLACK

PROGRAMMING YOUR VENUE

Think about whether your venue will be open during the day, in the evening or both. Will your programme of events be every day, once a week, or will you be the venue for just one event? Think about your potential audience. If you are an established venue, will you be programming for regulars or encouraging new audiences?

When putting together your schedule, ensure you take account of the time it takes for the performers to set up and the audience to get in and out of the venue (the 'get-ins and get-outs'), especially if you have days with multiple performances. You should also be thinking about whether the shows you book need a technical rehearsal or sound check before and when you will have time for these.

Here's an example of the timings you should be thinking about:

Slot starts	Get in	Audience in	Show start	Show end	Audience out	Get Out	Slot ends
11am	25 mins	10 mins	11:35 am	12: 30 pm	5 mins	25 mins	1pm

AGREEING A FEE & CONTRACTING

There are a number of ways that you can charge artists for use of your venue, unless of course you'd like to offer the space for free. Different venues will work differently, so find out what works best for you and your space. The three most common ways to arrange payment are:

- A straight hire – does what it says on the tin, you charge one fee for hiring the space. Please note that with this arrangement, the artist keeps all ticket income, and would usually be expected to register their show themselves.
- A bundle cost – this is also one set fee, but it will take into account multiple costs; for example the venue hire, registration with Brighton Fringe, marketing and a percentage of the tickets sold. The artist pays this set fee, and takes home the rest. In this scenario, the venue might include the service of doing the registration on behalf of the artist in the fee.
- A door split – this is where you split the income from ticket sales with the artist, either as part of the venue hire cost or instead of it; e.g. 70% to the artist, 30% to you. It is up to you to decide what this split will be.

Tip: Make sure you have clear terms & conditions written out ready to give to artists, including a written contract of your venue hire arrangements, to be signed by both parties. If you need any help with this or would like someone to read over a draft of your contract, contact the Artist Services team.

Tip: Remember that the bank details listed in an event's registration on Eventotron will be where the final settlement from Brighton Fringe ticket sales is be paid into. If your arrangement with the artist is that you withhold a % of their total sales, it might be that your bank account is the one the Brighton Fringe sales are paid into.



BIG DRAG PAGEANT
PH: LYNSEY NICOL

BOX OFFICE

If you are a venue that offers space hire and doesn't get involved with ticketing, you won't need this bit, skip to page 8

TICKET ALLOCATION & COMMISSION

You are required to sell a minimum of 30% of your tickets (per performance) through the Brighton Fringe Box Office. If you sell more than 50% of your allocation through the Brighton Fringe Box Office, you can request a redirect link to be installed to an alternative box office.

Tip: If you are a new venue and you don't already have a system in place for selling your own tickets, we recommend that you allocate 100% of the tickets to our Box Office. If there are any tickets left before the show starts, you can always sell the remaining tickets on the door.

If you would like to set up your own box office, contact the Brighton Fringe Box Office for advice on possible online ticketing systems. Please bear in mind that if you run your own Box Office, you'll need someone to run front of house and take bookings, sell tickets and collect ticket stubs.

TICKET PRICES

Events can set their own ticket prices, this may be something that you need to confirm with the event as part of your hire contract. Events can choose to offer free tickets, paid tickets, or Name Your Price tickets. For NYP tickets, they can enter the minimum someone can pay to book a ticket (£0 will be an available option on this) and we set a hard upper limit of £20 per ticket. Ticket purchasers will then be able to 'Pay What You Want' within these boundaries.

HOW DOES THE BRIGHTON FRINGE BOX OFFICE WORK?

Early Bird tickets will be available online through our website from Midday Thursday 7/ Friday 8 December 2023. Customers will be able to book tickets over the phone by calling 01273 91 72 72 after our General Ticket Release on Midday Thursday 15/ Friday 16 February 2024

We levy a commission rate of 6.5% (plus. VAT, totalling 7.8%) on all tickets sold through our box office.

THE STAGES OF 'ON SALE'

For each of the event registration deadlines, there will be an on-sale date that follows. First, tickets will go on sale to members of our Friends of Brighton Fringe Scheme, and secondly tickets will go on sale to the General Public. You can see the full list of dates on page 3.



BOX OFFICE REPORTING

You'll be able to view sales for your events in your Eventron venue profile. This allows access to see up-to-the-minute ticket sales information and to also stop sales and download customer reports. If you're having any problems with your box office reports, email our box office team (boxoffice@brightonfringe.org).

ON-THE-DOOR TICKET SALES

If you haven't already sold out, it's always worth having tickets on the door for walk-up audiences. Any tickets not sold through the Brighton Fringe Box Office can be sold on the door of the venue. For example, if you have a capacity of 60 and only 30 have been sold in advance, you can stop sales and sell the rest yourself. Please note that these don't need to be physical tickets if you don't want them to be.

Tip: It is important that you or the event producer stops sales so that the Brighton Fringe box office does not keep selling too – this could lead to selling over-capacity and unhappy customers! You will also need to take note of how many tickets you sell on the door and pass this on to us so we can use these to accurately calculate PRS and PPL fees. We will ask you for this info in April if we need it (if the PRS tariff for your event is worked out as a % of your sales)

COMPLAINTS AND REFUNDS

The Brighton Fringe box office will liaise with either the event promoter or venue regarding complaints and refunds. You can see our full refunds policy [here](#).

BOX OFFICE SETTLEMENTS

During registration, we will require the name and bank details of the person you would like to receive the Box Office settlement for each event. Make sure you have agreed with your event(s) who the ticket money should be paid to. All settlements will be paid by BACS transfer within six weeks of the festival **ending**, and a breakdown of the settlement will be available to companies in Eventotron. As the venue, if you are receiving the settlement, you will then need to forward the agreed percentage or amount of the settlement on to the company. You should clearly communicate to companies when this payment will be made.

If you are registering an event on behalf of an overseas artist, please see our guide for 'Overseas Artists' and our 'FEU Tax Guide' webpages.

CONTACTING THE BRIGHTON FRINGE BOX OFFICE

To speak to the Brighton Fringe Box Office team, please call 01273 91 72 72, or email boxoffice@brightonfringe.org.



INSURANCE, LICENSING AND SAFETY

LICENSING

When running an event at Brighton Fringe you are required by law to ensure the correct licenses are in place in order for your event to go ahead. If you have any queries on event licensing contact the Brighton & Hove City Council Environmental Health & Licensing Team on 01273 294266, or visit their [website](#). You can also find out about the different type of licences below.

HEALTH & SAFETY

You are also legally required to carry out a risk assessment on your venue and activities. Risk assessment is a careful examination of the things that might cause harm to people in your venue and what measures are in place to prevent that harm. Different authority departments are looking for different areas covered by your risk assessment. For example, the fire service will want to know about the fire risk and your evacuation procedures for both the venue and each production. Public Safety officers need a risk assessment for members of the audience from the queue to get in to the time they leave. Health and Safety are interested in safe working practices, including performers' safety and all aspects of the staff's health, safety and welfare. See the Health and Safety Executive website for more information: <https://www.hse.gov.uk/simple-health-safety/risk/risk-assessment>

Risk assessments need to be uploaded in Eventotron by Wednesday 1 May 2024. You can upload a risk assessment in the 'Insurance' section of the Brighton Fringe 2024 tab in your venue profile.

POP-UP VENUES AND OUTDOOR SPACES

If you are looking to bring a venue to Brighton or to perform outside then you will need to contact Brighton & Hove City Council to enquire about the necessary licences, available spaces and procedures. Please contact takepart@brightonfringe.org for support

FIRE REGULATIONS

The Regulatory Reform (Fire Safety) Order 2005 puts the responsibility for fire safety measures on the employer in the premises (i.e. you) to safeguard his or her employees and others (i.e. artists and the public) against the risk of fire. Under these regulations you must make sure there are suitable fire safety arrangements in place including evacuation procedures and fire-fighting equipment and training. These laws also require you to provide a written fire risk assessment as part of your licence application. In formulating the fire risk assessment, the following points should be considered:

- What are the risks from fire and how serious are they?
- What, if anything, needs to be done?
- What training should be given to staff?

Tip: If applicable, you are also legally required to make sure that all props, costumes, set and scenery are suitably fire retardant.



INSURANCE, LICENSING AND SAFETY CONTINUED...

PUBLIC LIABILITY INSURANCE

If your premises are to be opened to the general public, you will need to take out public liability insurance. This will cover awards for any damage to a property or injury to a member of the public. It also covers any related legal fees, costs and expenses incurred. We ask that all proof of Public Liability Insurance is provided to us by 1 May 2024. Find out more about our preferred insurance provider Encore Insure at encoreinsure.com

EMPLOYMENT LIABILITY COMPULSORY INSURANCE (ELCI)

ELCI enables businesses to meet the costs of compensation and legal fees for employees who are injured or made ill at work through the fault of the employer.

More information is available at <https://www.biba.org.uk/> BIBA is the UK's leading independent insurance body, representing both insurance brokers and consumers.

PPL PRS

PPL PRS (Phonographic Performance Limited/The Performing Right Society) collects fees from music users and distributes them to writers and publishers. If you plan to play any background music in your venue, you will need to apply for a licence. You will also need to take note of how many tickets you sell on the door and pass this on to us so we can accurately calculate PRS deductions.

Even if your venue has a year-round PRS licence, each event is also responsible for paying PPL PRS fees if copyrighted music is being used. Music used during fringe events should NOT be put through the venue's year round licence, but submitted through Eventotron under our licence. Any live or recorded music that can be heard by the public from an event should be declared by filling out the music usage section of the registration form. More information and the list of PRS tariffs can be found on our 'Music Usage' webpage.



ACCESS

It is important that you inform the Brighton Fringe office of your venue's accessibility. By law you are expected to provide optimum accessibility around the limitations of the space. Your venue's accessibility can be updated at any time through Eventotron. Please ensure this is accurate and up-to-date at all times, as we use this to communicate accessibility with artists and audience members. There's some useful resources on making your venue more accessible on our 'Accessibility' web page. We'll use the information you provide to us in Eventotron to display on our website and answer any enquiries from the public

FLYERING

After negotiations with Brighton & Hove City Council, a new policy regarding flyering restrictions has been imposed on Brighton Fringe 2024.

This policy has been enforced by the council to bring Brighton Fringe's flyering restrictions in line with their city-wide policy on flyers and waste management.

Whilst Brighton Fringe has pushed back hard on the council over the past few months, we must acknowledge that Brighton Fringe has been the recipient of compromise from the council after their considerations on the financial implications this policy will have on Brighton Fringe artists. Read the full policy here: <https://www.brightonfringe.org/fringe-info/flyering/>

FLY-POSTING

Fly-posting is putting up posters or stickers on properties or street items without consent from the owner. Examples of fly-posting would be:

- Sticking posters onto boarded up shops advertising a gig
- Attaching a poster to a lamppost advertising a business
- Putting stickers onto road signs showing political statements Please note that fly-posting is illegal and any costs incurred by Brighton Fringe due to fly-posting will be charged to the promoter.

Find out more about the terms and conditions of flyering on our 'Flyering and Fly Posting' webpage



ALFIE ORDINARY'S HOUSE OF FUN
PH: ANTHONY EDWARDS

EVENTS

FRINGE ACADEMY

[The Fringe Academy](#) aims to create an opportunity for individuals looking to expand their knowledge and understanding of the arts, providing skills based training, advice and support.

Fringe Academy sessions are free to attend and will primarily be hosted on Zoom, but some will also be in-person.

We run workshops throughout the year which are open to all Brighton Fringe artists and venue managers to attend, as the workshops are confirmed they will be announced on our website, across social media and in marketing emails, so keep an eye out!

Visit our '[Fringe Academy](#)' web page for more information.

AWARDS

Any venue can win the [Brighton Fringe Audience Choice Award](#) as it is the public who decide the winners!

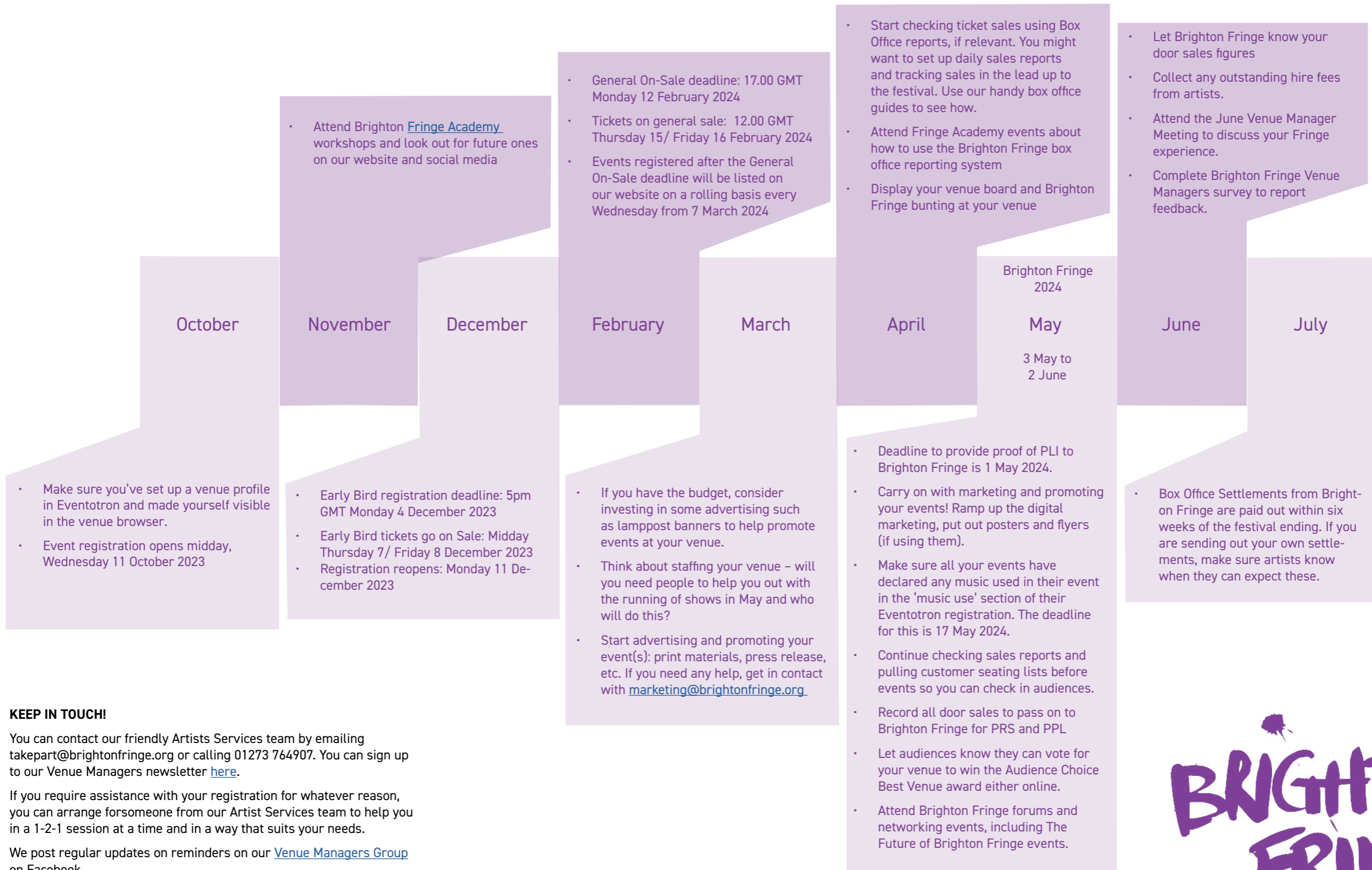
Every customer account holder gets one vote for their favourite venue and one vote for their favourite event. Audience members can vote for their favourite venue by clicking the star icon on venues Fringe website profile.

Venues are weighted according to their maximum capacity, so even the smallest venues are still in the running.

Winning any Brighton Fringe award qualifies the winner for a free event registration in the following year. See our '[Awards](#)' webpage for more information.

TIMELINE: WHAT TO DO AND WHEN

2023-2024



KEEP IN TOUCH!

You can contact our friendly Artists Services team by emailing takepart@brightonfringe.org or calling 01273 764907. You can sign up to our Venue Managers newsletter [here](#).

If you require assistance with your registration for whatever reason, you can arrange for someone from our Artist Services team to help you in a 1-2-1 session at a time and in a way that suits your needs.

We post regular updates on reminders on our [Venue Managers Group](#) on Facebook.

We look forward to hearing from you soon...

