



A photograph of a woman with dark hair singing into a microphone on a stage. She is wearing a red, ruffled dress. To her left, a person in a cat costume is visible. To her right, a violinist is playing. The stage is lit with blue spotlights.

**BRIGHTON
FRINGE.
ARTIST
INFORMATION PACK**



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WHAT IS BRIGHTON FRINGE?

Brighton Fringe is an open access festival, meaning that anyone can take part as long as you find a venue to host you and pay a registration fee.

Brighton Fringe is a great place to showcase new and developing work, network with other artists and organisation and be part of something bigger.

Brighton Fringe 2024 will take place from 3 May - 2 June 2024.

The 2024 programme will be split up into 11 main event categories: Cabaret & Variety, Children & Young People, Circus, Dance & Physical Theatre, Comedy, Events & Films, Exhibitions, Literature & Spoken Word, Music & Nightlife, Theatre, Tours and Workshops.

As well as presenting working in person, we'll also be accepting digital pre-recorded events as part of the 2024 programme.

To find out more about what we do, head 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. We offer a platform to try out new work, increase your audience, gain reputation and enhance your exposure to industry professionals. You will meet and build relationships with like-minded arts professionals and have fun along the way. See sections on the arts industry and Fringe Academy in this pack to find out how taking part in Brighton Fringe can benefit you and your event.



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 opens: 12pm GMT Wednesday 10 October 2023

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 supplying music usage information: Friday 17 May 2024

CONTACTING THE ARTIST SERVICES TEAM

You can contact our friendly Artists Services team by emailing takepart@brightonfringe.org or calling 01273 764907. You can sign up to our Artist's 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. These sessions can also be used to discuss venue options and other logistics around your event.

We post regular updates on our [Brighton Fringe Networking Group](#) on Facebook, where you can also interact with other artists and creatives. Join [here](#):



GETTING STARTED

Before registering your event with Brighton Fringe make sure you consider the following:

An event: Your event can be anything; a sketch comedy, a musical, an exhibition, an installation, a tour, a film screening, a book fair or whatever floats your boat, there's a place for it at Brighton Fringe.

A venue: Your event can be held anywhere you like (subject to licensing, see page 6); a theatre, a pub, a taxi, a park, a tent, a beach hut, a café, or even your own house. Find out more about finding a venue to suit your event in the next section of this pack.

A date: Your event can take place at any time between 3 May - 2 June whether it's a one-night show or a 30-day run, it's up to you!



FINDING A VENUE

Choosing a venue can be a daunting prospect. There are many unique venues and spaces in Brighton & Hove, many ideal for Brighton Fringe. When choosing your venue there are a number of aspects that will be important to think about, depending on the type of event you're putting on and its duration. Think about the following:

- Is the venue the right size and set up for my event?
- Does the time slot I want fit in with the venue's existing schedule?
- Will my event fit in with the venue's atmosphere, environment and current audiences? Some venues, such as churches, may have certain conditions attached to the events that they programme.
- Are there external factors that may adversely affect my event e.g. outside noise, other activities/events at the venue?
- Does the venue have the required facilities for my event e.g. technical set up, accessibility, warm-up space, dressing rooms?
- Does the venue have an on-site box office and what level of marketing support do they offer?

A good place to start is by creating a Brighton Fringe 2024 event registration on www.eventotron.com; one of the first sections of the event registration includes search facility for registered Brighton Fringe venues. You can search for information such as capacities, staging space and facilities. It also includes the venue's contact details so you can get in touch with them directly to discuss your ideas further.

You can also use a space that does not appear in the venue browser or has never been used before. When setting up a new venue, check out the '[Venue Managers](#)' area of our website for useful guides and advice.



The Scallywag Party
PHOTO: Brighton Rock Photography

VENUE CHECKLIST

Before the festival begins, if possible, we encourage you to visit your venue and discuss all the technical requirements that you need before your event begins. Below is a suggested checklist of actions to follow:

Action	Done?
Confirm the times and dates of your event with the venue.	
Make sure you know what facilities your venue has to offer.	
Make sure your venue has the correct licences to facilitate your event.	
Confirm whether the venue will run its own box office.	
Confirm whether the venue provides all the staff your event might require: Front of House staff, ushers, technicians, etc.	
Confirm whether the venue will be providing marketing for your event and any additional costs this might incur.	
Ensure your venue has adequate rehearsal or warm-up space (if required).	
Ensure you know the time scale for your venue's technical rehearsals, get-ins and get-outs.	
Establish venue costs and obtain a written contract from your venue.	
Ensure you have swapped correct contact details and that you have a go-to person at the venue, should you require it.	
We recommend discussing with your venue any COVID-19 safety restrictions they might have in place. You need to work with your venue to make sure everyone is kept safe and to read and understand their risk management plan.	

TOP TIP

You should always make sure to have a written agreement/contract of terms. This should outline what's expected of both yourself and the venue in regards to commitments, responsibilities and payments.

VENUE COSTS

There are various ways you can arrange payment with your venue, so discuss this with them directly. The three most common ways are:

A Straight Hire

The venue charges one fee for hiring the space and for this you usually get access to the space only.

A Bundle Cost

This is a set fee charged by the venue, which may take into account the venue hire, registration with Brighton Fringe, marketing and a percentage of the tickets sold. You pay this set fee, and take home the rest.

A Door Split

This is where you split the income from ticket sales with the venue, either as part of the venue hire cost or instead of it; e.g. 60% to you, 40% to the venue.

Please note that the door split will vary from venue to venue. Some might come with a 'guarantee' or deposit. You should establish whether any of this will be asked for in advance.



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



The Revolver Revue
PHOTO: Bill Black

REGISTRATION

You can start registering your event from midday on Wednesday 10 October 2023. You will need to make sure you have the following when registering. You can save your progress and return to it at any time:

Action	Done?
Your event date(s), times and ticket prices	
The contact name and details of a member of your company chosen to deal with all Brighton Fringe correspondence	
If you've already sourced a venue in advance, confirm it in Eventotron. If you haven't, send out inquiries in the 'Apply to Venues' section	
1-3 landscape images for your event (the higher quality the better – this is what will appear on our website).	
Artwork for any additional advertising you might want to book	
A short description for your event. Take a look at our ' Making a Great Event Listing ' guide online for guidance on what this should include.	
The number of tickets you would like to sell and the number allocated to Brighton Fringe Box Office per session (we require a minimum of 30%). You are allowed to sell up to your venue's capacity. However, if you plan on taking out seats e.g. to make the stage larger/if your show is for a specific number of audience members, please state the exact amount to be sold EXAMPLE: Capacity: 60 To be sold: 33 30% minimum for Brighton Fringe Box Office: 11	
Bank details for Brighton Fringe to pay out your final box office settlement to	
A debit or credit card to complete payment for your registration	

You can start registering your event by logging in to Eventotron at eventotron.com. N.B. If your venue is registering your event for you, make sure that you speak with your venue about where and when the Brighton Fringe Box Office ticket settlement will be transferred to at the end of the festival to avoid any later dispute.

If at this point you are ready to start registering your event, scan the QR code to use our step-by-step guides; '[How To Register Your Event](#)', which will show you every stage of our registration form.



If you need help with your registration, for example if you have support or access needs, you can arrange a 1-2-1 session with someone from our Artist Services team at a time that suits you.

2024 REGISTRATION COSTS

Registration fees are calculated on the overall capacity of your whole run (worked out as event capacity x number of performances). If you're a venue or promoter registering more than 15 events at once, or you're a registered charity, you're eligible for a 15% discount after the Early Bird Deadline on 4 December 2024.

Total event capacity for run (worked out as event capacity x number of performances)	Full Fee	15% discount (15+ regs/ charity)	Early bird discount: 30% off if registered by 17:00 4 Decem- ber
Under 60	£99.00	£84.15	£69.30
61-260	£135.00	£114.75	£94.50
261-1000	£160.00	£136.00	£112.00
1001+	£180.00	£153.00	£126.00
Digital event rate	£99.00	£84.15	£69.30
Free, non-ticketed, visual art events	£99.00	£84.15	£69.30

All prices are inclusive of VAT at 20%.



MARKETING YOUR EVENT

The Brighton Fringe marketing team works year-round to promote the visibility of the festival and raise awareness but, together with the Artists Services team and Brighton Fringe box office, we are also here to support artists and answer any questions or queries you may have.

Your registration fee contributes partly towards the Brighton Fringe marketing budget. This includes:

- The operations of the Brighton Fringe box office to sell your tickets and support artists.
- The official website of Brighton Fringe www.brightonfringe.org - over 258,000 users last year.
- Out of home advertising.
- Brighton Fringe showcase events run by Brighton Fringe.
- The implementation of ticket offers, including: 2-for-1 Friends and Artist Discount which you can opt into at registration.
- Sponsored social media campaigns promoting Brighton Fringe on Google, Facebook and Instagram.
- One official Brighton Fringe photographer and videographer to create content to raise the festival's profile.

IMPORTANT INFORMATION

Brighton Fringe 2024 won't have a printed brochure, so for Brighton Fringe 2024 a lot of our marketing will be online.



Green Knight
PHOTO: Pamela West

ADVERTISING WITH BRIGHTON FRINGE

There are plenty of opportunities for advertising if you have the budget, and if you have a registered event in Brighton Fringe you receive a discount. Options include:

- Adverts on the Brighton Fringe website
- Brighton Fringe advertising packages
- Brighton Fringe Poster Board sites
- Lamppost banners across the city

We will add new advertising options as we get closer to the festival. Signing up to our Artist Mailing List is the best way to find out about advertising as it becomes available.

TOP TIPS

Fringe Academy aims to create an opportunity for individuals looking to expand their knowledge and understanding of the arts. Our workshops provide skills-based training, advice and support. We run free workshops throughout the year which are open to all Brighton Fringe artists to attend. As the workshops are confirmed they will be announced on our [Fringe Academy page](#), through social media and in artist emails, so keep checking back! The majority of workshops will be hosted on Zoom with all recordings and resources available on the [Fringe Academy Resources page](#) of our website.

HANDY HINTS AND TIPS FOR SELLING YOUR EVENT

Use an eye-catching image and snappy copy for your event listing and include quotes from any good reviews you've had. If you have the skills to make a trailer, this is a great way to entice audiences.

There is no need to include dates, times, ticket prices, venue information or any web links in the text of your listing; these will be displayed separately.

Make sure the event and press images you provide are good quality – anything over 700kb should be fine. Your event image needs to work on a small scale so keep it simple, with no small text.

Don't forget to use the Brighton Fringe footers (for posters and flyers) and logo, on all marketing materials to make your event easily recognisable as part of Brighton Fringe.

Use digital and social media to your advantage – tweet, Instagram, set up a Facebook event, add #BrightonFringe and #FindYourFringe to the end of your posts and, if possible, create a video. When using social media, make sure you share everything with your venue so that they can also spread the word.

Ticket offers are a great way to attract audiences to your event. Does your show touch on specific themes? Is it targeted towards a certain group of people? If so, you can create ticket offers to distribute in relevant spaces. For example, if your show is about swimming you could circulate the 2-for-1 promo code "GOGGLES" to local swimming clubs. Or, if your show is for toddlers you could circulate the 30% off promo code "TANTRUM" to local playgroups.

Make sure your press release is short, interesting and up to date. Keep your eyes peeled for an upcoming Fringe Academy event about writing a press release with members of the press.

Once your event is listed on the Fringe website, use the website url to make a QR code for your listing. You can create QR codes for free by using online services like qr-code-generator.com If you'd still like to distribute flyers around businesses in the city, remember to use the Brighton Fringe logo and footer. You can see more about flyering regulations on page [15](#).

ACCESSIBILITY

In Eventotron you can specify whether you'll be providing accessible performances; Touch Tours, BSL interpreted, Relaxed, Audio Described, or Captioned performances. Please see the '[Accessibility Resources](#)' page on our website for useful resources and links to providers. You'll need to be 100% sure you can provide these things before you add them to your event. If you're not sure at the point of registration, you can always add them in later.



Gobless
PHOTO: Brighton Rock Photography



Camille O'Sullivan
PHOTO: Brighton Rock Photography

FLYERING PERMITS

Brighton Fringe Flyering Regulations 2024

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.

[Read the full policy here.](#)

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 Permit and Fly Posting](#)' page.



Cabaret Continentale
PHOTO: DFPHOTOGRAPHY



Der Wunderlich Revue
PHOTO: DFPHOTOGRAPHY

FINANCE

BUDGETING, TICKETING & GETTING PAID

Costs vary depending on the size and budget of your event; Brighton Fringe does not produce or curate work. Your event must be funded by you and your budget will need to include the following:

- Your production costs
- Venue hire
- Accommodation
- Wages and living costs
- Travel
- Marketing (adverts, posters etc.)
- Registration fee
- Licences
- Commission on ticket sales
- Personal liability insurance

Check out our budget calculator on our '[Budgeting](#)' page to help you calculate these costs.

FUNDING OPPORTUNITIES

We work hard to bring Brighton Fringe artists exclusive bursaries and funding opportunities to offer financial support. Our funding opportunities for 2024 will be announced on our '[Bursaries](#)' page.

BOX OFFICE

Brighton Fringe offers a one-stop shop for all ticket buyers; offering your tickets for sale online and over the phone. We ask that you allocate a minimum of 30% of your tickets to us but you can sell up to 100% tickets through us if you don't have other sales channels. Once your tickets are on sale, we provide you with online access to your sales reports. Please read our '[Box Office Guide](#)' for more information.

We levy a commission rate of 6.5% (plus. VAT for a total of 7.8% deduction) on the gross value of tickets sold through the Brighton Fringe Box Office. We also charge a booking fee of £1 per ticket to customers buying tickets through the Brighton Fringe Box Office, this is capped at £6 per order.

You can price your tickets in the following ways:

Traditional: You set a full price for your ticket, and concession prices if relevant. You can also add things like a Family Ticket price and Group of 4 discount.

Name Your Price Ticketing: You set the minimum someone can pay to book a ticket (£0 will be an available option on this) and the maximum will always be £20. When booking, customers will be able to choose a price between the minimum you set and the £20 hard limit per ticket. Ticket purchasers will then be able to 'Name Their Price' within these boundaries at the checkout.

Donations: Customers will be able to book a free ticket to your event with the expectation that they'll donate at the venue. Whether it is a bucket or a card reader on the door, you'll be responsible for collecting these donations.

GETTING PAID

Brighton Fringe Box Office settlements will be paid within six weeks of the festival **ending**. Payment will be made by BACS transfer to the person or organisation detailed in the registration form. A final settlement report with a summary of any deductions will be made available through Eventotron. If your event was registered by your venue, your money and statement will be sent directly to them unless otherwise specified. It is then your venue's responsibility to forward on your agreed settlement to you. Refer to your contract with your venue for their pay out date and please bear in mind that they will need some extra time to work out your final settlement which includes ticket sales through their own box office.



Lionhouse Cabaret
PHOTO: Bill Black



My First Time Was in a Car Park
PHOTO: Roxy Van Der Post

OVERSEAS ARTISTS

Brighton Fringe welcomes national and international acts. Since May 2012 Brighton Fringe has been included on the UK Border Agency's annual list of Permit Free Festivals and cultural events. If you are a performer from outside the UK please be sure to read our guide for [Overseas Artists](#) before you register your event.

VISAS

If you are a Visa National, you will need to obtain a visa before travelling to the UK. The type of visa you should apply for is a **STANDARD VISITOR VISA**. Non-visa nationals should seek entry at the border as a Standard Visitor and will need supporting documents. This is different to applying for a Standard Visitor Visa, which needs to be done in advance. To find out which countries this applies to and for more info, please see our '[Visas](#)' page.

As of 1 January 2021, EU, EEA and Swiss Nationals will be non-visa nationals.

F.E.U: FOREIGN ENTERTAINERS TAX

All companies who have non-UK resident performers and expect to receive a settlement of over £12,570 should complete an FEU8 tax form to be eligible to make a reduced tax payment. Brighton Fringe have a legal obligation to deduct tax if the settlement amount being paid out goes above personal tax threshold of the given tax year and we have not received an FEU4 form indicating that a tax reduction is in place. For the tax year 2023-2024 the personal tax threshold is £12,570.

WHEN SHOULD I CONTACT THE FEU?

We recommend that you send the FEU8 form as soon as you have registered your event. If your application to the HMRC arrives late and it turns out you are not liable to pay FEU tax you will need to contact the HMRC directly to claim the funds back. You need to name Brighton Fringe Ltd as a payer.

To see more detailed information and contact details, visit gov.uk.



Brighton Big Drag Pageant
PHOTO: DFPHOTOGRAPHY

ARTS INDUSTRY AND AWARDS

Brighton Fringe accredited Arts Industry professionals are usually venue programmers, agents, festival directors and producers who have said that they have opportunities available for Brighton Fringe artists and events. We have an ongoing list of Arts Industry professionals that we invite but we also open this out publicly.

Those who go through the accreditation process will be asked about their professional interests and, if they successfully meet the criteria, will become accredited by our arts industry office. Once accredited, industry professionals may request complimentary tickets to see your events. You will be asked during registration whether you would like to allocate tickets for arts industry professionals. Where a complementary ticket is issued, the accredited individual agrees that their contact details will be forwarded from the arts industry office to you so that they may be contacted for feedback. Where ticket availability is limited we will encourage accredited individuals to buy tickets.

TOURING

We will also ask you in Eventotron if your event is ready to tour and ask you up upload a touring pack if this is the case. These will be made available to accredited Arts Industry Professionals, you can email updated/edited versions at any time by emailing takepart@brightonfringe.org.

HOW CAN I MEET ARTS INDUSTRY PROFESSIONALS?

Our Fringe Academy workshops are a great way to network and meet industry professionals and reviewers. You will also be able to download our arts industry contact list from Eventotron to enable you to make contact directly. Artist newsletters and the [Venues and Artists Networking group](#) on Facebook are the best places to find out about networking opportunities and updates.

AWARDS

In 2023 we presented 17 awards to events and venues and we're hoping to continue this in 2024. Receiving an award is a great achievement for any event and winning or being nominated can be added to your event's future publicity material and event copy. We also give our award-winners a free registration to take part in Brighton Fringe the following year. Artist emails sent out by the Brighton Fringe office will contain information about all awards as they are announced, they will also be added to our 'Awards' webpage and announced on social media.



Brighton Big Drag Pageant
PHOTO: Lynsey Nicol



Mythos: Ragnarok
PHOTO: DFPHOTOGRAPHY

INSURANCE, LICENSING, COPYRIGHT

EVENT INSURANCE

We ask that all events have insurance before going ahead and we will ask for your policy provider and policy number in Eventotron to be provided by Wednesday 1 May 2024. It is very important that you are covered should anything happen, for example; injury of an audience member, damage to property, etc. Venues will often ask to see a copy of your insurance policy before agreeing to host your event.

LICENSING

When running an event in Brighton Fringe, you are required by law to ensure the correct licences are in place before your event goes ahead. If you have any queries on event licensing contact the Brighton & Hove City Council Environmental Health & Licensing Team on 01273 294429, email ehl.safety@brighton-hove.gov.uk or go to brighton-hove.gov.uk/licensing for more information.

COPYRIGHT

If you are performing or adapting work that is under copyright you should get permission from the author, literary agent or publisher of the work. These details can usually be found on the inside cover or first pages of the script. Make sure that you have informed the relevant contacts if this applies to your event. You can see more about copyright [here](#).

PRS and PPL

PPL PRS collects fees from music users and distributes them to writers and publishers. If you are using copyrighted music in your event, you may be liable for PPL PRS charges. Live or recorded music that can be heard by the public needs to be declared in your event registration – even if yourself or your venue already hold a PPL PRS licence, if the music you use isn't in copyright, or if you composed the music yourself. We still need to know all the details so that we can ensure you aren't incorrectly charged. Only free or donations events aren't required to let us know about their music usage. Use the QR code to visit our [Music Usage](#) webpage for further details:

The deadline for supplying music usage information is Friday 17 May 2024. The average charge per event in 2023 was 4% of gross ticket sales.



SAFEGUARDING

If your event involves children you will need to meet specific regulations and consider suitable safeguarding procedures. Take a look at the government guidelines for more information on this [here](#).

HEALTH AND SAFETY

You should always carry out a risk assessment for your event, which will consider hazards and suitable ways to control the risks. Your venue may require a copy of this. For more info on health and safety, go to the Health and Safety Executive website at hse.gov.uk.

FIRE REGULATIONS

You are legally required to make sure that all props, costumes, set and scenery are suitably fire retardant.



SONS
PHOTO: Roxy Van Der Post

TIMELINE: WHAT TO DO & WHEN

