

# PULSE

## FESTIVAL IPSWICH

Application  
Notes 2018

SPONSORED BY



HARRISON C WHITE

<b>ABOUT PULSE FESTIVAL</b>	<b>03</b>
<b>WORKS-IN-PROGRESS PERFORMANCES</b> <b>THE SUITCASE PRIZE</b> <b>SCRATCH</b>	<b>04</b>
<b>WHERE TO PLAY</b> Proposed PULSE Festival Venues 2018	<b>05</b>
<b>ABOUT THE APPLICATION PROCESS</b> Requisition Of Work Programming Programme Schedule Contract Financial Deal Reconciliation Tickets To Your Show Tickets To Other Shows & Staying Longer Making Your Show Accessible	<b>06/07</b>
<b>LET'S GET TECHNICAL</b> Festival Rig Other Spaces Get In Times Equipment Hire Advance Visit	<b>08</b>
<b>MARKETING YOUR SHOW</b> Brochure Copy Marketing Plans Print Online Marketing Programmes/Cast Lists Press	<b>09/10</b>
<b>GET YOUR SKATES ON</b>	<b>10</b>

## ABOUT PULSE FESTIVAL

PULSE Festival is a 10 day festival of performance produced by the New Wolsey Theatre in partnership with festival directors China Plate. The festival provides a platform for the development and presentation of new work by regional, British and international artists. The programme aims to nurture artistic ambition and excellence in both emerging and established artists across a range of art forms including theatre, dance, comedy, music, event led visual arts, spoken word, physical theatre and circus led work.

PULSE is an actively curated festival providing an environment in which participating artists can develop, grow and connect within their chosen fields and benefit from the strong networks associated with the New Wolsey Theatre, China Plate, and their place within the industry.

Each piece must be a new professional work or work by a new and emerging company, it can be finished or still in development.

The festival programme is a mixture of work sourced through this open call application process and invited work. The on sale process will be phased from January onwards. Work programmed through the open call will go on sale mid-April 2018.

### **PULSE Festival has presented work from companies including:**

<i>Gecko</i>	<i>Barely Methodical Troupe</i>
<i>Paines</i>	<i>Plough</i>
<i>Talking Birds</i>	<i>Lucy Ellinson</i>
<i>Action Hero</i>	<i>Made In China</i>
<i>Caroline Horton</i>	<i>Victoria Melody</i>
<i>Chris Goode</i>	<i>Mark Thomas</i>
<i>Daniel Bye</i>	<i>Chris Thorpe</i>
<i>Figs in Wigs</i>	<i>Bryony Kimmings</i>
<i>Ursula Martinez</i>	<i>Two Desintation Language</i>
<i>Antler</i>	<i>John Osborne</i>
<i>Victoria Melody</i>	<i>Ross Sutherland</i>
<i>Christopher Brett Bailey</i>	<i>Tim Crouch</i>
<i>Greg Wohead</i>	<i>Rowan James...</i>

...and many many more.

## WORKS-IN-PROGRESS PERFORMANCES

PULSE now has an established brand, which draws in a significant local audience to see the work, garners commitment and attendance from the regional arts community, and an increased profile nationally as a go-to festival to try out new work, new ideas, and new approaches. Alongside this the Festival has developed a reputation for care, support and generosity in terms of developing new works, much like the New Wolsey Theatre itself. With this in mind all work-in-progress shows will be presented on two dedicated days: Friday 1 June 2018 (*Suitcase Prize*) and Saturday 2 June 2018 (*Scratch*).

## THE SUITCASE PRIZE

*The Suitcase Prize* is a unique initiative that aims to encourage theatre makers to think in an environmentally and economically sustainable way; the only stipulation is that the work must be able to travel on public transport in luggage carried by the people taking part in the piece. Don't let the travel limitations limit your ambition - we're looking for inspiring, bold and adventurous ideas - just ones that you can take with you on a bus or train! The work you submit can be either an extract from a finished piece or a new work in progress, and must be no longer than 20 minutes long. **All artists shortlisted for the prize will be asked to present a showing of their piece on the first Friday of the festival (1 June).** The prize will be announced at the end of the day.

All shortlisted companies will receive a small fee for presenting their work.

*The Suitcase Prize* will be £1,000.

Applications will be accepted through the same process as the open call. Please indicate when applying if you would like your work to be considered for *The Suitcase Prize*.

### Previous Suitcase Prize Winners:

2013 – *Near Gone by Two Destination Language*

2014 – *Copy by Antler*

2015 – *Police Cops by The Pretend Men*

2016 – *Tell Me Anything by On the Run*

2017 – *Rubber Ring by James McDermott*

## SCRATCH

*Scratch* offers a supportive platform for new work-in-progress from emerging artists and from more established artists exploring new practice or new ideas. A mixed audience of industry professionals and public wanting to see your work in development will be encouraged to engage with and feedback (informally) on all the work presented on that day as will all the participating artists. **All artists programmed as part of Scratch will be asked to present a work in progress showing of their piece on the first Saturday of the festival (2 June).** The majority of work-in-progress programmed will be around **20 minutes long**. There will be a very limited number of longer slots available for work that requires it - please indicate in your application how long you need and why.

All Scratch companies will receive a small fee for presenting their work.

Applications will be accepted through the same process as the open call. Please indicate when applying if you would like your work to be considered for Scratch.

If you think your work meets both the *The Suitcase Prize* and *Scratch* criteria you can indicate on the application that you wish to be considered for either option but please note that work presented as part of *The Suitcase Prize* is not repeated as part of *Scratch* so the festival team will decide which option is the most suitable.

## WHERE TO PLAY

The majority of the PULSE Festival takes place at *The New Wolsey Theatre* or *The New Wolsey Studio*. These two venues are traditional theatre spaces with standard lighting and sound provision. For the majority of the festival the *The New Wolsey Theatre* is used in a reduced capacity configuration as a small studio space holding up to 90. *The New Wolsey Studio* holds up to 100.

As a result of venue sharing, dressing room space and set storage are limited.

We are interested in performances that takes place beyond traditional theatre spaces and in previous festivals work has been presented in a variety of site specific locations including cafes, in cars, in campervans, on the street, in art galleries and museums.

If you have an idea that requires an unusual or site specific location we will work with you to help locate it successfully.

## ABOUT THE APPLICATION PROCESS

For application enquiries please contact: [pulse@wolseytheatre.co.uk](mailto:pulse@wolseytheatre.co.uk)

Applications must be submitted using the online application form which you can access at [www.pulseipswich.co.uk](http://www.pulseipswich.co.uk). Please click **Save & Resume Later** at the bottom of each application page if you need to complete your application at a later date. A screen will appear with a unique link that will give you access back to your application. Copy and paste this link to a safe place, or save the email to a folder. Each time you click **Save & Resume Later** a new link will be generated. Once started, you have 30 days to complete your application from the generation of each link. Please ensure you complete and submit your application within this timeframe. If you have any problems accessing your in-progress application please email us at [pulse@wolseytheatre.co.uk](mailto:pulse@wolseytheatre.co.uk).

You will receive an e-mail confirming your application. If you do not receive this within 48 hours, please contact us.

**Deadline for applications: Friday 5 January 2018**

### Requisition of Work

If you have been approached by a member of the PULSE Festival team or have been discussing the inclusion of your work, **the application process still applies.**

### Programming

Programming will take place in January and February. You will receive notification of your application status by **Friday 2 March 2018.**

### Programme Schedule

The festival programme will be designed to enable audiences to see as many productions as possible. The festival team will allocate a date, venue and timeslot for your show. Most companies are programmed for one performance. However, on occasion we may decide to programme more than one performance if capacity is restricted.

Significant changes in running time between those stated on the application and the actual performance can adversely affect the schedule of the day that includes your performance so we encourage artists to be mindful of this as the work develops.

### Contract

Successful applicants are required to sign a contract with the New Wolsey Theatre. This will set out dates, times, venue for your production and your fee. Please read this carefully and ensure that it is signed and countersigned correctly. The contract **must** be returned by **Friday 30 March 2018.** The New Wolsey Theatre is unable to sell tickets for your show **before** you have returned your signed contract.

### Financial Deal

All performance deals will be on a fee basis. You will not receive a 'split' of the box office. Please note that the fee is the only payment you will receive and the New Wolsey Theatre is not able to pay for royalties, accommodation, travel or subsistence.

### Reconciliation

In order to process reconciliation payments we must be in receipt of both a signed contract **and** an invoice. Your details on the contract and the invoice must match. The fee will not be paid in advance of the performance.

### Tickets To Your Show

You will have the use of up to 2 complimentary tickets for your performance.

Please contact [pulse@wolseytheatre.co.uk](mailto:pulse@wolseytheatre.co.uk) to reserve these tickets. If you do not reserve these tickets by 48 hours prior to your performance they will be released and put on general sale.

### Tickets to Other Shows and Staying Longer

During your visit we encourage you to see other work. Although complimentary tickets to other shows cannot be booked in advance (as they are necessarily subject to availability) the box office team will endeavour to squeeze artists into each other's shows as often as possible.

Each festival day typically ends in *The New Wolsey Theatre* bar with a band or DJ playing and the beer flowing. If you are planning to stay in Ipswich please let us know and we will recommend accommodation options.

### Making Your Show Accessible

The New Wolsey Theatre is on a mission to increase the presence of D/deaf and disabled people as artists, participants and audience members and has a proven track record in providing disability and disabled artists with a public platform. Through our ongoing collaborations across the industry, programming the work of D/deaf and disabled artists and companies on our stages and casting D/ddeaf and disabled actors in our own productions we aim to nurture and lead a critical mass towards a significant sector change. The presence of D/deaf and disabled people as artists, participants and audience members in the PULSE Festival is therefore a key priority and we encourage you to think about not only about the wider audience you could reach with an accessible show but also about the exciting artistic potential.

If you are interested in how your existing work could be enhanced with the addition of accessible components or are aiming to make a new show accessible from the 'ground up', the New Wolsey *Agent for Change* Jamie Beddard, can offer advice, inspiration and support. In addition we have access to audio description equipment, captioning equipment and an excellent pool of BSL interpreters, audio describers and captioners. To get in contact with Jamie, please send an email to [pulse@wolseytheatre.co.uk](mailto:pulse@wolseytheatre.co.uk).

## LET'S GET TECHNICAL

For technical enquiries please contact: [pulse@wolseytheatre.co.uk](mailto:pulse@wolseytheatre.co.uk)

Once your show has been programmed we will contact you to ascertain the technical requirements. Please note the following when you apply to ensure that your work is compatible with the provision available:

### Festival Rig

A standard festival rig will be in place at *The New Wolsey Theatre* and *The New Wolsey Studio*. Specification details can be found at [www.wolseytheatre.co.uk/technical](http://www.wolseytheatre.co.uk/technical). We will endeavour to support your show with additional requirements such as 'specials' to customise your lighting design wherever possible.

### Other Spaces

The technical provision of other spaces, particularly site specific locations, will be limited.

### Get In Times

Your show will be part of a busy festival schedule and therefore limited time will be available for get in and set up, particularly on the *Suitcase* and *Scratch* days.

### Equipment Hire

If you have a technical requirement that exceeds the provision as outlined in our specification we may be able to hire additional equipment on your behalf at favourable rates. The New Wolsey Theatre cannot cover the cost of additional equipment hires.

### Advance Visit

If you wish to make an advance visit please let us know and we will arrange a suitable time.

## MARKETING YOUR SHOW

For marketing enquiries please contact: [pulse@wolseytheatre.co.uk](mailto:pulse@wolseytheatre.co.uk)

As part of your application, you will be required to provide 60 words brochure copy and a high res image (300 dpi at A5 size preferable) for the PULSE guide and web site.

**Please note that we cannot include funding logos as space is limited.** Don't forget to include your web address and social media links.

### Brochure Copy

PULSE aims to match audiences to the work so it's essential that we provide the right information, to the right people in the right way. For us this means that your brochure copy must give sufficient information to entice bookers, to tell them about the experience they are likely to have and include a description of the 'type' of work you will present. It may be useful to include one of the following words or phrases or a similar descriptor: drama, comedy, music, musical, physical theatre, dance, circus, spoken word, event... To make your copy even more accessible, we encourage artists and companies to supply a 10 word tagline either before or after the main copy, which we can then use for listings.

In consultation with each company, the New Wolsey Theatre Communications team will have final sign off on copy provided for the brochure and website.

### Marketing Plans

If your application is successful, you will be required to provide a brief marketing plan by 12 March 2018. This should include synopses, selling points, target audiences and some background behind the company and show. If the prospect of creating a Marketing Plan is daunting, the Communications team at the New Wolsey Theatre will happily assist. If you are bringing us a scratch performance or an entry for the Suitcase Prize, we will appreciate any information you can give us to highlight your work.

### Print

Participants are not required to provide print but should provide artwork files and a selection of images for us to use. If you have tour print please do not send more than 10 posters and 200 leaflets.

### Online Marketing

Participants will be required to engage with Pulse Facebook and Twitter. A marketing information sheet will be provided if you are programmed and you can find us at [www.pulseipswich.co.uk](http://www.pulseipswich.co.uk), Facebook (Pulse Festival Ipswich) and Twitter (@PulseIpswich).

Some video content will be created during the festival, if you have clips/recording of your shows for us to edit into the festival trailer please keep them ready for us to use for this, and for the website against your shows. The brochure copy you provide will also be used online. Once the site is live, you can request amends by contacting [pulse@wolseytheatre.co.uk](mailto:pulse@wolseytheatre.co.uk).

### Programmes/Cast Lists

You may be planning to produce a programme but if not a simple cast list would be useful for audience and press distribution. We are happy to print it on your behalf if you supply it the day before your performance. However, please bear in mind the environmental impact. We are open to new and interesting ways to save on paper but giving audiences the information about the company they should have.

### Press

The New Wolsey Theatre's Communications team will manage all press activity for the festival but this should in no way hinder your own activity if you have useful contacts or media fans. However, it would be useful to know about your plans so we can maximise time and effort.

### Attachments

If you have any attachments you wish to send us in regards to any of the points above, please do so via wetransfer or Dropbox, as larger files do not always get to us.

## GET YOUR SKATES ON

- PULSE Festival application opens: **Friday 27 October 2017**
- Application Deadline: **Friday 5 January 2018**
- Open Call Programming: **January and February 2018**
- Marketing Plan and content, incl. audio & video: **Friday 12 March 2018**
- Open Call Programming on sale date: **April 2018** (Date TBC)
- Festival opens: **Thursday 31 May 2018**
- Festival closes: **Saturday 9 June 2018**

**Please follow the application instructions to attach supporting documents to your application**