

# FAQs

## **When do applications for Fringe close?**

We programme on a rolling basis throughout the year, with the majority of offers being sent out between December and the Fringe brochure registration deadline in April. However, we do still consider applications after this deadline for any companies interested in online-only registration from May onwards.

## **When pitching my show, do I get a say in the venue and time slot I want?**

Yes – during your application you will be asked to list your top three venue preferences from the spaces available that are listed in our Venue Specification Guide, as well as your two preferences of time slot. When programming, we always try to make offers that match your listed preferences (subject to availability). If there are no slots available in the venues requested, we might recommend similar spaces that we believe could equally match your needs.

## **How do I know what time slot would suit my show best?**

When planning what time slot you would like for your show, it is good to consider what audience demographic you are looking to draw in, as well as the themes and contents of your show. For example, theatre audiences traditionally favour performances during the daytime or early afternoon, whereas a more risqué comedy or cabaret show might gain more traction in the evening.

## **I don't have a professional film of my show, can I still submit supporting clips from previous performances for consideration?**

Yes – It doesn't have to be professional quality filming, but any photography, recording or audio clips that help us to understand how your show looks and sounds when staged can be a great help to us when programming. We're happy to look through any supporting material provided.

## **Do you consider short runs?**

Whilst the majority of shows in our programme opt to perform for the full month of Fringe, we do consider short runs as well that can easily fit into gaps in our programming. However, we often find that shows that commit to a full run have more time throughout the festival to generate and benefit from word of mouth buzz, so it is worth considering your marketing strategy carefully when applying for a short run.

## **When will I hear back on my submission?**

As we programme our season on a rolling basis, with some venues taking more time to confirm than others, it may take some time for us to consider all the potential options available that might suit your application. If you have received an offer from another venue and would like an update on the status of your application, you can email us at [applications@underbelly.co.uk](mailto:applications@underbelly.co.uk) and we shall endeavour to provide you with an indication of your application status. Unfortunately, due to the high volume of applications we receive, we are unable to provide individual feedback on submissions.

### **What information will I need to provide for the Fringe Brochure entry?**

To complete your registration and have your show listed in the printed Fringe brochure, you will need a strong, clear image that can be easily cropped into a square format, as well as an exciting copy describing your show using up to 40 words (minus the title of your show.) For your web listing across the EdFringe and Underbelly websites, you can use a longer copy of up to 100 words minus the title of your show.

### **Do you have wheelchair accessible performance spaces?**

Yes, many of our venues and spaces are accessible via wheelchair or step-free access. However as some of our spaces are situated in historic listed buildings, there are some which are not accessible without steps. If you have specific access requirements or questions, we are happy to discuss options that might suit you. Please contact us at [applications@underbelly.co.uk](mailto:applications@underbelly.co.uk)

### **Is it possible to include enhanced performances as part of my run?**

Yes, we strongly encourage all companies who perform with us to consider scheduling one performance in their run as a Relaxed Performance; specifically designed to be welcoming for people of all ages with learning disabilities, cognitive challenges, autism, sensory impairments, and anyone who may prefer a relaxed environment. We can also offer assistance in including BSL-interpreted performances, captioned performances and audio-described performances within your run.

### **Can I sell my merchandise at the venue?**

Of course, merchandise can be a great way to spread word of mouth about your show. We can support the sale of your merchandise across Underbelly sites with dedicated card readers that can be hired out from our box offices, as well as our Merch Hut in Bristo Square that can be an additional point of sale throughout the day. Any merchandise sold at Underbelly venues will be subject to a 15% + VAT commission fee.

### **What support does Underbelly provide?**

When joining Underbelly our team of industry professionals with years of Fringe experience between them are on hand to guide you through the process of preparing, staging and marketing your show.

On top of providing excellent performance spaces to host your production, we also register your show for you directly with the Fringe Society and provide you with listing proofs and progress updates in the lead-up to your tickets going live on sale.

We provide box office and front of house teams to facilitate the smooth running of our daily operations, so you can concentrate on delivering an excellent performance.

Additionally, our marketing team can give advice on how best to expand your show's outreach, deliver exclusive advertising opportunities across our sites, and help to promote your show across the Underbelly website and via our unique printed mini-guide.

# Glossary

The following Glossary is intended to assist producers and companies by breaking down some of the more technical terms that are used throughout the registration and pre-production process when bringing a show to the Edinburgh Fringe.

Arts Industry	Professionals who work within the performing arts sector but are not performers. Usually agents, promoters, venue programmers and producers.
Box Office	The place where tickets are bought or booked for a show. There are Box Offices located at each Underbelly site, as well as a Fringe Box Office near the Royal Mile
Commission	A service fee that is charged on all tickets sold at the Edinburgh Fringe to cover transaction and credit card costs. All tickets sold via the Fringe box office are subject to 4% box office commission. All tickets sold via Underbelly's box office are subject to 3% commission. Commission may also be applied to any company merchandise sold on our sites, or on technical special hires that Underbelly broker for a show from a third-party.
Comps	Short for complimentary tickets, tickets which are offered free of charge. These can be for members of the press wanting to review the show or members of the arts industry. Underbelly can process the majority of comp requests for companies via our box office, though some arts industry comp requests can be processed by the Fringe Society.
Copy	This refers to the text which you will supply to describe what your show is about.
Early Bird	An early deadline to register for the Fringe by. By registering before the Early Bird deadline, companies can save money on their registration fee, and also go on sale earlier in the year.
EdFringeWare	The Fringe Society's online database where all show and venue information is gathered and stored. As Underbelly manages the registration of all shows in our venues, companies that perform with us do not need to log into EdFringeWare themselves.
Enhanced Performances	Performances that are specifically designed with accessibility in mind. These performances might include BSL-interpretation, captioning, audio description, or be a relaxed performance designed to be welcoming to people of all ages with learning disabilities, cognitive challenges or sensory impairment.
Eventotron	A third-party online database that Underbelly uses to gather show, marketing and production information for all shows joining our programme. We use Eventotron throughout the year, from applications right through to the end of the festival as our first point of information about a show in our programme.

FEU	Foreign Entertainers Unit – refers to a department within the UK government's revenue office that deals with the tax which foreign entertainers might need to pay.
Fringe Central	A central administrative space created by the Fringe Society for the people taking part in the Fringe that offers professional development events that performers can attend. It also contains the Fringe's media office, arts industry office and general advice services.
Fringe Programme	The big, printed publication that lists all of the registered Fringe shows.
Fringe Society	The Edinburgh Festival Fringe Society is the organisation that underpins the festival by supporting all those who take part, including venues, audiences and performers.
Genre	A category or type of art which helps to define what kind of show you have and what it is about. For example 'cabaret' or 'music'.
Half Price Hut	A special Fringe Society box office that sells tickets for Fringe shows at 50% off on the day of a specific performance. You can choose to have tickets for your show in the Half Price Hut if you wish.
Listing	Where an image, description of the show, location, dates and times are listed in the Fringe printed programme, Underbelly Mini Guide, online and in the Fringe app.
Marketing Contra	A contribution fee applicable to all companies that join the Underbelly programme which goes towards sustaining Underbelly's overall marketing campaign to generate audiences; including advertising online and across Edinburgh, creating on-site advertising, poster spaces and flyer racks, the creation of Underbelly's exclusive Mini Guide, a dedicated festival press and marketing team, and much more.
Minimum Guarantee	The minimum amount determined as a hire fee for use of the agreed venue. Your Minimum Guarantee is calculated at 40% (representing Underbelly's traditional expected share of the box office gross) of the following equation: 40% of total venue capacity for your run X average ticket price X number of performances. The total hire fee for use of the venue will depend on Underbelly's agreed share of the gross box office sales. If this share is higher than the Minimum Guarantee, the share of the box office becomes the total hire fee. If Underbelly's share of the box office does not exceed the Minimum Guarantee, then the Minimum Guarantee is used as the hire fee instead.
Music Licensing	Music licensing relates to the permission/s that you might need to obtain from the rights holder of a piece of music that you want to use. The cost is often a small percentage of your show's ticket sales, see <b>PPL</b> and <b>PRS</b> below.
On-Sale	The date tickets will go on sale for your show.
Performer Information Pack	An online resource found on the Underbelly Edinburgh website that contains all the information companies need to apply to join the

	Underbelly programme; including venue information, example financial deals, costs to consider and how to apply.
Permit-Free	The Fringe is on the list of permit-free festivals which means that those taking part can come to the UK from abroad for the purposes of performing at the Fringe and do not need a work permit.
PPL	Phonographic Performance Ltd – a PPL Licence is required for the use of recorded music e.g. music played through an MP3 device or CD.
PR	Public Relations – a person or group whose job it is to ensure a show is promoted in the public eye and in the press.
Press Release	The package of information that you send to all members of the press that you want to come and see or review your show
Primary Contact	The main person we will contact in relation to you show.
Programme	The body of shows being presented by a venue such as Underbelly.
PRS	Performing Rights Society – the organisation responsible for ensuring artists and creators of original music that might be used in your show are paid royalties from a percentage of your ticket sales.
Public Liability Insurance (PLI)	This type of insurance provides you with cover in the event that you accidentally injure a member of the public or damage their property during your Fringe performance and promotional activities. PLI coverage is mandatory for all performing members of your company.
Registration	The process of supplying the details of your show to be a part of the official Fringe Programme.
Settlement	Refers to the money that will be paid to you when all the ticket revenue is reconciled after the festival.
Showboards	These are our on-site advertising options that are a great way to promote your show to the many visitors we have across our sites. Showboards are purchasable in advance of the festival via our marketing team.
Show Proof	This is a representation of how the show listing will look in the printed programme and online.
Sign-off	The approval that is given by the performing company and the venue to confirm that all the show details as listed are correct.
Subgenre	An additional category to choose from that will further describe the nature of your show.
Technical Manager	This is your first point of contact with the Underbelly technical department before you arrive at Edinburgh. Our technical managers liaise with your company's technical contact to organise tech rehearsals, operator and special hires, and ensure our venues are prepared with everything they need for your show.
Technical Operator	Our technical operators are our venue staff capable of operating the lights and sound for your show if needed, for an additional hire fee. Many companies choose to provide their own technical operators, but our staff are available to help if needed.

Underbelly Mini Guide	An exclusive printed brochure that promotes only the Underbelly programme. We print and distribute up to 50,000 mini guides across Edinburgh each year.
Untapped Award	An award that Underbelly hosts in collaboration with New Diorama Theatre and Concord Theatricals to support early and mid-career companies bring their work to the Edinburgh Fringe. Information about the Untapped Award can be found at <a href="https://underbellyedinburgh.co.uk/untapped">https://underbellyedinburgh.co.uk/untapped</a>
Venue Contract	The agreement which you sign with Underbelly that details all the services we will provide, the expectations of what you are to deliver and the financial arrangement for the use of the venue.
Venue Deposit	The payable deposit fee ahead of the Festival to secure the hire of your venue. The venue deposit is traditionally 50% of your Minimum Guarantee and payable across 3 instalments throughout the year.
Welcome Letter	A letter supplied by both the Fringe Society and Underbelly to companies that will have members not resident in the UK. This letter can be used to obtain a visa to enter the UK (if you need one) and demonstrates your purpose for travelling to the UK to take part in a permit-free festival.