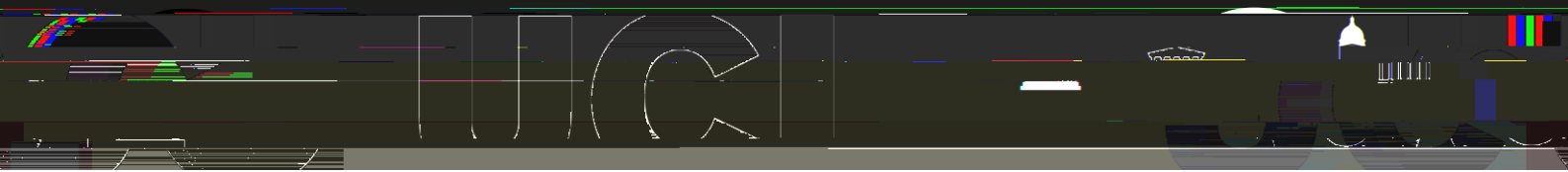


*Bloomsbury Theatre -*



### Examples of rejected UCL Usage proposals include:

- UCL Staff hosting non-UCL/ 3rd party companies with no obvious connection to UCL or relationship with research.
- Lecture/Presentation space for standard UCL teaching (for these contact UCL Room Bookings).
- Party/drinks reception space (for these contact UCL Room Bookings).
- UCL Staff private performances of their personal hobbies e.g., film screenings of private projects, singing/dance recitals.

### Finance:

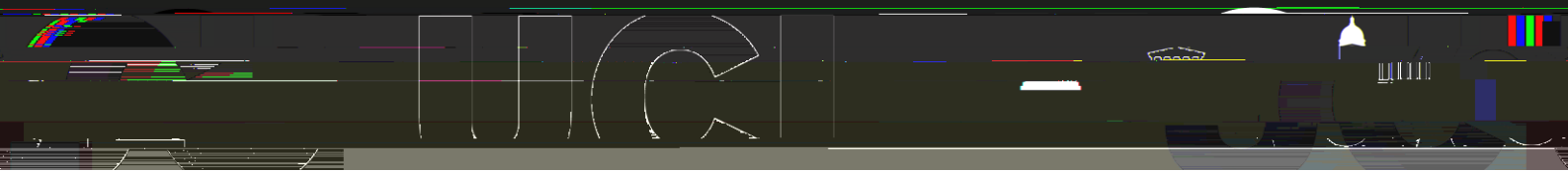
- LCCOS: Bloomsbury Theatre is pleased to offer UCL Staff a heavily reduced room hire rate of £150 or 25% of ticket sales, (whichever is greatest) for a day access to the Studio. This must be paid in advance of your event to secure the booking.
- For UCL staff led events any surplus ticket income (minus VAT and a 5.25% box office fee) and donation income will be sent to a UCL project code only.
- Charges are made internally so ensure your Head of Department/relevant budget-holder is aware of your application and that they have allocated appropriate funds from their budget to cover this. **\*\*NB Payment should not be made by an external company as this reduced rate is only for internal usage\*\***
- 'Free' public ticketed events usually result in a 50-70% no show rate with public audiences, so tickets must be sold (suggested minimum £2 a ticket) to encourage attendance (the venue will not over sell ticket capacity). There is an option to do a 'show + free drink' ticket, please discuss this when making your application. Events with a private audience/guestlist should also be discussed within the application.
- If there is box office income, this is returned to a UCL project code minus fees after the event. **\*\*NB Payment cannot be made to an external company as this reduced rate is only for internal usage\*\***
- It is likely that there will be some costs over and above the initial room hire fee to cover consumables and if additional time is required, particularly past 11pm. Any time to be paid for is charged at a heavily discounted rate.

Applicants can apply for time between the hours of 10:00 – 23:00 on Monday-Saturday. The standard usage is 1 day, generally of 8 consecutive hours, with one public event but multiple days are available, do highlight this in your application.

Our technical staff require a one-hour break at least every five hours throughout the hire. These breaks are included in the hire time.

### UCL Users of the Studio get the following:

- Use of the studio (maximum capacity of 70 seated audience, different layouts reduce this) and its 1 dressing room.

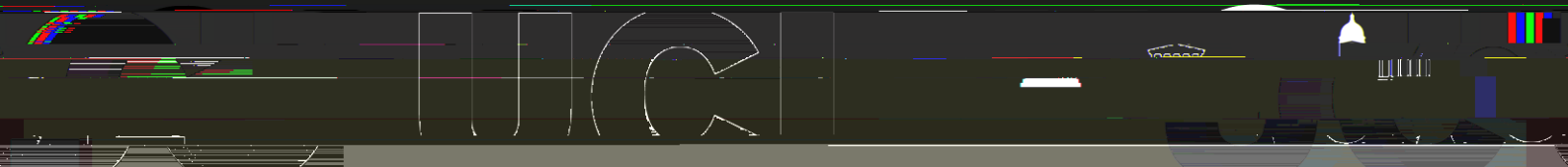




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## 2. How Successful Applications are chosen

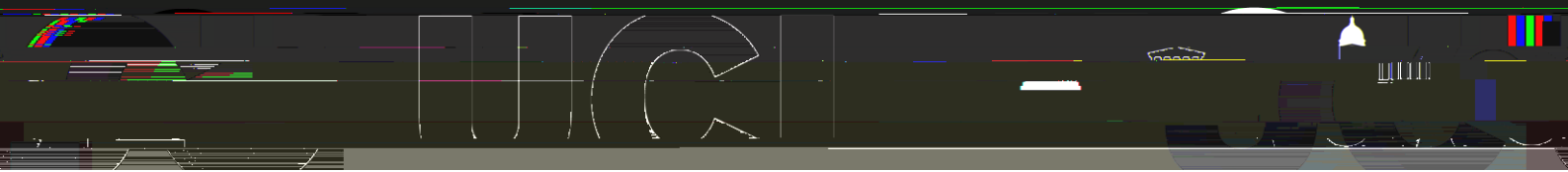
Applications are based on 3 considerations which include:



### **Question 1**

Please give a short description of what the event(s) will be. This is your opportunity to 'sell' your event to the decision makers and give them a real idea of what the audience, participants and others involved will experience.

Detail the activity e.g., a film screening of a short film for UCL Community with tickets on public



work in theatre or events before? Give a very short description of the team's relevant experience. There's no need to list publications or talk about your research/teaching achievements unless they are relevant to the project.

If, as most successful project leaders do, you plan to work with other people please tell us who they are. What relevant experience they bring, and what involvement they'll have? Are there people from outside UCL involved in planning and delivering the project? Are representatives of your target audience involved in planning and delivering the project? What relevant experience do they bring to the project?

### **Question 6**

It is likely that there will be costs associated with the event such as costumes, additional equipment, props, venue costs (see above) marketing costs etc.

For this question draw up a basic budget and show how the costs will be covered. You can include ticket income but don't forget that VAT will be deducted and there are some small charges (see above).

Show that the project can fund itself even if ticket sales are significantly lower than expected. The decision makers want to know that if they offer time in the theatre the event will be able to go ahead.

### **Question 7**

The theatre can only host one event at a time! However good your application is, if another is considered more suitable by the decision makers, or is requested earlier, and neither of you have any flexibility of dates then you may lose out.

Be as flexible as you possibly can. If there is a good reason for wanting a particular date or range of dates (for example, an anniversary) explain that in this box.

The Bloomsbury Theatre staff need to ensure that events in the Studio don't affect the main theatre and vice-versa. Sometimes Studio events will be required to start earlier in the evening (for example).

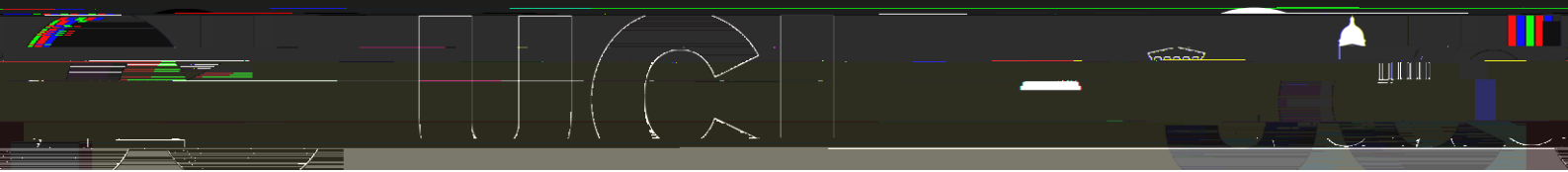
### **Question 8**

How will you assess whether your project was a success? This answer shows the decision makers how you'll know that you've achieved your aims. We don't expect evaluation and monitoring to take up a large proportion of your time. However, we expect you to have a clear idea of what success looks like, and for your plans to include reflection by the audience, as well as the project team, on the activities, including planning if appropriate.

### **Question 9**

UCL is committed to presenting and hosting events that challenge and question perceptions. However, if you are aware there are topics, themes or speech/images that is likely to cause offence or is insensitive to the diversity of UCL's inclusive community or external communities beyond please alert them to us as early as possible.

Please be as accurate and transparent about the nature of your event at this early stage for us to determine if this contravenes our guidelines and how we can assist (where possible) to make the event fit within the guidelines.



Please also keep us updated throughout your planning as to any changes to the content – so we can reassess your event. Any event/s which contravene UCL Guidelines may lead to the event being cancelled and a formal inquiry into the person/s organising or department.

Should your event include external speakers you are responsible for complying with relevant UCL policies:

[UCL visitor code of conduct \(link\)](#)

[Procedure for the management of events that include external speakers \(link\)](#)

[UCL code of practice on freedom of speech \(link\)](#)

If you have any further questions, please contact our **Venue Hire & Bookings Manager**.

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#### 4.

You will be contacted by email within 3 weeks of your application submission as to whether you have been successful or unsuccessful.

Successful applications will be told what date/s and access hours are available. You will be invited to visit the Bloomsbury Theatre and meet with the Theatre team to discuss your requirements.

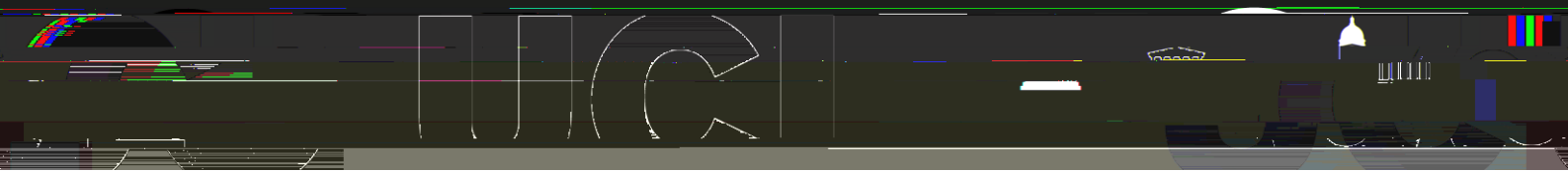
If your event is felt to require it, you will be asked to attend a mandatory training session.

The Bloomsbury Theatre is not able to financially support or underwrite your project so all costs associated with the event must be paid from elsewhere. Following the event the theatre will tell you how much money was taken at the box office, detail any extra costs and then send you what is left after deduction of VAT.

### **Post-event evaluation**

To review your event and ensure that the event meets the proposed criteria outlined in your original application, we require that you send us a brief evaluation document. This does not need to be long or detailed, but we want you to revisit the answers to the questions and tell us how you did, particularly referencing questions 2 and 8. Include any advice you would give to yourself before you ran the event! This should be emailed to the Venue Hire & Bookings Manager no more than 1 month after the event.

Failure to provide post event evaluation, evidence that the final event varied from the originally proposed application and :



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## 5. UCL Departmental Usage application form

Follow the link below to download the UCL Departmental Usage application form.

[UCL Departmental Usage application form](#)

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## 6. Where to get more guidance

If you have any queries or you want to discuss UCL Usage in the Bloomsbury Theatre then please contact the Venue Hire & Bookings Manager (Ellen Frost) via [theatre@ucl.ac.uk](mailto:theatre@ucl.ac.uk) or UCL internal extension 32911.

You are strongly advised to have an informal conversation with the Venue Hire & Bookings Manager prior to submitting any application.

We are happy to put you in contact with recent successful applicants who can share valuable advice on using the theatre and we strongly advise that you attend shows in the Theatre to get the best sense of how the space can be used.

If you are enquiring on behalf of **Union**, please note that SU societies have pre-arranged access for student societies. Contact the Students' Union UCL directly for advice on this.